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## **Social media communication of public institutions. Case study: Representation of the European Commission in Romania**

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**Abstract.** With the development of social networks and their becoming as the main means of informing citizens about the activities of local, central and European public administration, more and more institutions have synchronized their institutional communication strategy with the functioning mechanisms and characteristics of Social Media. At the same time, in the age of social networks, concepts for authority and control of the public message have been reconfigured, and most public institutions have understood that in Social Media (Facebook, Twitter, LinkedIn, Instagram, Youtube, etc.), institutions do not have control over the message, but the essential role in the dissemination and control of the message is played by the online public.

**Keywords.** communication, media, institutions.

### **Public administration. Concept and legislative framework**

The administration has two tributaries:

- The way in which the problems of public order can be solved or how the field of the public sector can be managed.
- All the authorities that help to carry out the administrative tasks.

According to the way in which the problems of public order can be solved, the administration is a function that seeks to satisfy the public interest. Through the activity of the administrative authorities we support the establishment of the necessary services for the company.

According to all the authorities, the administration highlights the following institutions or bodies:

- Public administrative bodies, which serve the territorial ensemble with territorial competences such as, the central administration, the territorial administration and the local administration. (Commune, county, municipality, city)
- Public institutions are bodies with their own organization and autonomy.

The public administration can be:

- Executive (active)
- Advisory

- Deliberative

Public administration can also be private or public.

According to the Constitution, Romania has state public administration and non-state public administration, of the local communities, which together have as main purpose, the provision of non-commodity services for the local communities and the redistribution of revenues.

Therefore, the public administration (town halls, ministries, state, army, prefectures, public education, etc.) solves the problems and needs of the community and redistributes income from taxes, contributions to social insurance, contributions to unemployment benefits, etc.

According to the Romanian Constitution, in title III, chapter V, the specialized public administration, through article 117, shows that the Ministries are organized, function and are established according to the law, followed by the Government which together can set up specialized bodies with the approval and in subordination of the Court of Accounts, only if the law allows them to do so.

Private administration includes non-profit organizations such as foundations and associations in order to obtain resources through contributions or voluntary contributions: trade unions, religious organizations, political parties, foundations, unions, cultural and sports associations, etc.

The notion of "public administration" presents the state as "the organized and externalized form of public power in a given territory exercised over the entire human community in that place." In this sense, we will say that the state is a natural objective phenomenon of social life that is superiorly organized, ie civil society.

There can be three distinct components to the resulting system of authorities, the state or state power. It can be done specifically according to the fundamental functions of activity, respectively the executive power (public administration) applies the laws, the legislative power (parliament) is the one that adopts the laws, the judiciary (justice) solves cases and violates the law, applies the legal liability of the guilty.

The executive power consists of a distinct category of public authorities, respectively the public or state administration composed of:

- At central or national level:
  - the government, the supreme authority of the entire executive with administrative powers.
- At the local or territorial level:
  - public services belonging to the specialized central authorities of the public administration with limited actions on certain sectors such as finance, health, education, etc. include decentralized institutions,
  - prefects, government representatives,
  - town halls, executive bodies of local councils.

In the science of administration as well as in administrative law and the science of constitutional law, the executive power and the power of public administration are used in two senses such as: the organic sense and the material-functional meaning.

a) In the sense of the organic format, it designates "all those authorities or bodies of the state reunited, as a rule, in a unitary system, usually headed by the body, corresponding to the function it exercises and the common attributions they perform." From this formulation it can be deduced that the public administration or the executive power consists of ministries, government, local authorities, etc.

b) In the material-functional sense "designates a certain function or kind of fundamental activity through which the public power called and the administrative or executive activity is realized or exercised". In fact, this statement states that the Government aims to lead the executive branch and applies public administration throughout the country.

Through the provisions of the Constitution we use the notion of "public administration" to "designate the respective category of authorities" and the notion of "executive activity" to "designate the specific actions of this category of state authorities".

### **Public institution. Classification, typologies and characteristics (competencies)**

Public institutions usually work for the good development of the community with social activities and have matrimonial entities. Public institutions do not produce enough revenue to cover expenses and use the state's budget.

The price of the factors includes the expenses of the institutions for obtaining the services for the benefit of the community, expenses with labor, materials and other services.

Law 500/2002 shows that the name of public institution refers to the name given to the Parliament, the Presidential Administration, ministries, other specialized bodies of public administration, public authorities, autonomous institutions and institutions subordinated to them, regardless of the method of financing of them (<http://codfiscal.net>- accessed on 07.04.2020).

Romanian public institutions are:

- Romanian Presidency;
- The Government of Romania;
- Ministries and other bodies of central and local public administration;
- Other public authorities;
- Judicial authority;
- State institutions of central and local subordination.

Parliament establishes and approves the revenues of the state as well as the expenditures of public institutions.

The role of Parliament: The Parliament in turn can have several distinct roles such as, to adopt the annual budget laws as well as the rectification laws, elaborated by the Romanian Government in the context of a macroeconomic strategy assumed by it, the annual budget laws, submitted in legal term, if are not adopted by Parliament until 15 December at the latest of the previous year to which the draft budget relates, the emergency procedure requested by the Government shall apply. During some debates, amendments to the annual laws cannot be approved, which can increase the level of the budget deficit, at the same time the Parliament adopts the laws of the annual general implementation account.

Public institutions can be classified according to several criteria, as follows (Tenovici, 2008, p. 9-10):

1. In a report of subordination, public institutions may be:
  - Institutions of the central public administration;
  - Institutions of local public administration.
2. Depending on their legal status, institutions may be:
  - Public institutions with legal personality;
  - Public institutions without legal personality.
3. By hierarchical level, public institutions are grouped into:
  - Higher public institutions;
  - Subordinated public institutions.
4. Depending on how they were financed, public institutions may be:

- Public institutions fully financed from the state budget, the state social insurance budget, the special funds budget, local budgets, etc.
- Public institutions financed from their own revenues and subsidies granted from the state budget, the budget of special funds or local budgets;
- Self-financed public institutions (financed entirely from own revenues)
- Public institutions financed from extreme loans or non-reimbursable funds.

### **European public institutions. Description**

The Member States of the European Union accept that their sovereign powers be divided into several common institutions for good communication and democratic participation between the Member States of the European Union.

For a stronger functioning of the European Union, the foundations are laid on 5 major common public institutions: the European Commission, the Council of the European Union (Council of Ministers or the Council), the Court of Justice of the European Communities (ECJ) and the Court of Auditors. The European Council is formally enshrined in the Constitutional Treaty as an independent institution.

In addition to the institutions, the European Union also includes a number of specialized bodies such as: “(1) bodies with an advisory role: the Economic and Social Committee, the Committee of the Regions; (2) the European Ombudsman and financial institutions: the European Investment Bank, the European Central Bank; (3) interinstitutional bodies: European Communities Personnel Selection Office, Office for Official Publications of the European Communities; (4) decentralized agencies: ISIS (European Institute for Security Studies), European Center for Satellite Observations (both operating under the Common Foreign and Security Policy.) (Pillar II); (5) 16 specialized Community agencies operating within the Community (first pillar of the EEC Treaty); (6) Eurojust Europol in the framework of Police and Judicial Cooperation in criminal matters (third pillar)” (Levai, Mihalcescu, 2014).

### **European Parliament**

In the vision of the Treaty of Rome of 1957, the European Parliament represents "the peoples of the states united within the European Union". In 1979 the first elections for the European Parliament took place, the mandates being distributed among the countries, depending on their size.

The sittings and deliberations of the European Parliament are public, being the only Community institution of this kind, and the approved opinions and resolutions will be published in the Official Journal of the European Union.

Parliament has three essential functions: “(1) together with the Council of the European Union, it has legislative attributions, it adopts the legislation of the Union (regulations, directives, decisions). Its participation in the legislative process contributes to guaranteeing the democratic legitimacy of the adopted texts; (2) shares budgetary authority with the Council of the European Union, therefore may amend the budgetary expenditure. Ultimately, it adopts the entire budget; (3) exercises democratic control over the Commission. Approves the appointment of members of the Commission and has the right to censure the Commission. It also exercises political control over all institutions” (Levai, Mihalcescu, 2014).

### **The European Commission**

The European Commission is responsible for compliance with the Treaties of the European Union by all Member States as well as for drafting legislative proposals, complying with decisions and administering the day-to-day activities of the European Union.

To be part of the European Commission, you need an oath at the European Court of Justice, which the Commissioners take in Luxembourg in order to respect the treaties and independence during their term of office in order to fulfill all responsibilities.

The European Commission has 28 members and operates as a governing body. The European Union has to send one member from each state party to the Commission, in turn the members of each state party, have the role of not pursuing the national interests of their state but the common interests of the European Union.

The President of the European Commission shall be nominated by the European Council and elected by the European Parliament, and the other 27 members proposed by the European Council shall agree on the President-elect. Forming a single body, the 28 members are subject to the investiture vote for the European Parliament.

The Commission, von der Leyen, took office, starting on December 1, 2019, his term ending in 2024. Member of the European Party Ursula von der Leyen is the President of the European Commission.

Only the European Commission can make official legislative proposals because it is the only European institution with a legislative purpose in the European Union, because the legislature does not have the right of legislative initiative under the Lisbon Treaty, legislative acts are not allowed in the field of common foreign and security policy.

The Treaty of Lisbon allows the European Commission to legislate a certain area through a petition that will be signed by one million citizens, which is not mandatory.

The only area where the European Commission's power to legislate has been used is the economic field.

### **Council of the European Union**

Part of the European Union's legislature, the Council of the European Union is a body that represents the governments of the member states.

Like the European Commission and the Council of the European Union, it has 28 national members from each Member State.

The presidency of the Council of Ministers lasts only 6 months, rotating and allowing all Council ministers one term.

The role of the Council of the European Union is to respect the concluded treaties and to watch over the member countries, for a good collaboration to ensure the U.E. in all Member States for the citizens participating in the Single Market to benefit from the assurance of uniform conditions.

The Council is managed by the General Secretariat of the Council and decisions are taken by a majority of qualified members in several fields and with humanity in others. When humanity operates, the intervention of the European Parliament is needed.

The ordinary legislative procedure applies in most areas, with the European Parliament and the Council sharing budgetary and legislative powers equally, which means that a legislative proposal must be adopted by both institutions. In limited areas, the Council can legislate on its own.

The meeting places of the European Commission are mainly the headquarters in Brussels and then in Strasbourg.

### **European Council**

It is an institution of the European Union that represents a meeting of the Heads of State and Government of the European Union without the right to vote.

Do not confuse the Council of the European Union with the European Council. The European Council has no legislative, official power, while the Council of the European Union does, but limited.

In the Lisbon Treaty, the European Council is a body that will "give the Union the impetus it needs to develop", which means that it operates only in crisis situations.

With increased influence, the European Council is called by some and the "engine of European integration" being composed only of national leaders, who in turn can use their executive power in the Member States.

Prior to the entry into force of the Lisbon Treaty, the President of the Council and the President of the European Commission were still present at meetings with the leaders of the state or government of the Member States, but without the right to vote, after their entry into force. prohibited due to the excessive number of members with the accession of the Member States. In addition to the leaders of the Member States, meetings such as the President of the European Central Bank may be invited. Having been elected for a term of two and a half years, the President of the European Council may renew his term of office only once. According to the maxim "primus inter pares" (the first of the equals), its main tasks are to prepare and conduct the meetings of the Council, its only power is to represent the Union abroad, being exempt from the executive power.

The President of the European Council shall be subordinate to the European Parliament and shall be responsible after each meeting of the European Council.

Before the Treaty of Lisbon was signed, the presidency was rotated like the presidential system of the Council of the European Union.

### **Online communication. Definition, classification and characteristics**

In public administration, online communication together with access to the information that the public needs, are important steps for a modern, fast and transparent communication.

The most advantages with online communication can be: speed as much as possible, cost reduction, reaching young audiences.

However, there are also critical voices saying that there are possible risks, such as: excluding audience groups that do not have online media literacy.

Online communication is the process by which the interlocutor transmits information in various forms, messages, to achieve a goal or achieve a goal.

Public communication as the public sector since the XXI century is the largest user of technology for obtaining information, for this reason technology has advanced a lot in recent years, information is always available to everyone, but people are sponsors of technology development.

The Internet appeared more than half a century ago and has been used in various situations as a "one to many" mass dissemination of information.

Various states have recognized how beneficial the internet can be for public administration and have created websites to make it easier for citizens to inform, as well as communicate with them.

Among the first public administration sites was that of the U.S. Presidency or Birmingham City Council, which appeared in 1994, at that time the sites were in the thousands compared to the present.

Time is and will be the most precious resource of people because their preferences change from day to day and those who will adapt will earn the most.

Public administration is trying to keep up with trends and use new strategies to attract users or even communication paradigms in different ways to attract society to get involved.

As an example we can give: the consultations for the Constitution of Iceland for which “own cooperative platforms” have been built through which various projects can be commented, ideas can be debated, and they can help to form a permanent discussion between representatives and citizens or even officials. meeting space between governors and rulers (Landemore, 2015, pp. 229-254).

Today social networks are not limited in number of people and strict rules of use, Facebook, Twitter, and Instagram are the most popular social networks in the world, where people are involved and increasingly active, we no longer have technology barriers but only administrative, organizational or cultural. The rules are no longer set by public institutions but by communities.

In communication through the media an important feature could be the "selection of information", online being a very wide range of information. If at the beginning the selection of information was quite difficult with the development of the Internet or even with the age of technology, the information can be selected according to the interests and preferences of any person. The correctness and transparency of the information are 2 more important characteristics that the citizen appreciates at a site belonging to a public institution. The type of content must be chosen carefully and can be: written, video or visual.

According to Bernard Voyenne (Voyenne, 1962, p.24) there are 3 main characteristics of social communication through the press:

- The instantaneous character (quasi-instantaneous) presents information and events in real time or with small time lags;
- Permanent, presents history in its uninterrupted continuity;
- The universal character is present anytime and anywhere.

The online environment is constantly expanding and evolving, and the institutions that participate in this type of communication with practice and dedication, can make them a true model of online communication. Communication through social networks has become a natural extension of traditional communication for today's public sector institutions and official due to the institutional responsibility to transmit information, but taking into account the rules and techniques of a new and different type of communication.

Networks can be an easy way to convey useful information to citizens, interact with them, but public institutions do not always know the right ways that can be used effectively for online media. The benefits of using social networks for both institutions and citizens are multiple in the medium and long term, but important is how the administration chooses to achieve communication objectives and online communication strategy. However, this act involves major organizational changes due to the speed of change in terms of social network functionality and applications, involving rapid adaptation, so that the organization is required to lead an appropriate and effective communication model. There are some risks, not only benefits, such as internal rules on communication and changing their rigidity, lack of human resources to achieve and monitor this type of communication, constant interaction with the public.

The definitions of social media are numerous, depending on the advantages that each of them brings to its users, so that they can be considered a social interaction, a dialogue and even an interactive marketing tool. Real-time interaction takes place between people who can be in any part of the Earth, which increases the intrinsic value of such a group. So, we can say that there are several types of social media: Facebook and LinkedIn are the most popular when it comes to interests and some common needs; Blogs and forums - communication between users is done by posting messages dedicated to the main topic of the discussion forum or the main message expressed on the blog. Microblogging - is a type of blog through which users can post

short updates; Twitter is the most popular platform of its kind. YouTube and Flickr - users can download, share, watch or listen to media content (music, movies, photos) while having the opportunity to rate or comment on the material.

Social networks are an important dimension of global communication through new digital technologies and the latest statistics show that a very large number of the population is active in social media. Moreover, most social networks continue to grow, while other social networks are constantly evolving.

Regarding the legislation, the main rules and draft laws governing the Internet presence of public institutions in Romania are: Law 544/2001 which provides free and unlimited access to any information of public interest, each with authority or public office must communicate certain public information. Law 161/2003 indicating the types of digital services that can be provided to individuals or legal entities, while ensuring transparency in the exercise of public powers.

In summary, we can say that the main benefits have identified the efficient use of social media, such as the rapid transmission of information; facilitating a dialogue between the institution - the citizen; monitoring events and identifying opinion leaders; create communities around a theme; lower costs than traditional media channels. Equally important, public institutions are the selection criteria for social media channels and the types of content to be published on them.

A unified system for adjusting the relations that public institutions have with citizens through online media would help to reduce the disparities between the way they communicate to the central structures subordinated to the local administration, etc. and allows the creation of high-performance websites of institutions that also have a version adapted for mobile, devices and the ability to help various web applications. In terms of audience, is a key factor in this discussion, such a structure could enhance the online browsing experience, with a direct effect on increasing trust in public administration. Regarding social networks, most experts considered that public institutions should be as active as possible on social networks. Such a presence makes communication with citizens, becoming interactive and two-way.

### **The social media revolution in Romania and in the world. From Web 1.0 to Web 2.0**

The "old" Internet, more precisely Web 1.0, worked in the same way as the traditional media, more precisely in one direction, not making it possible or just slowing down the feedback, it was called "broadcast".

The person who published the information had full control over it without the readers being able to dispute the information or at least be able to comment on it.

Philip Seib attests that: "television broadcasts, although information could be disseminated to an audience of millions of people, inevitably reaches viewers and there is no communication back and forth - there is no real connection" (Seib, 2012, pp. 127).

For those who had knowledge in the field of information technology, Web 1.0 did not offer communication platforms but only broadcasting.

At the "beginning" of the Internet, the formation of a site was a real computer engineering.

Horea Mihai Bădău attests to the fact that: "in order to publish materials online, you needed the help of a Web-designer, respectively the assistance of a person who knows how to make a site and manage it. The Internet was 100% accessible only to companies, Web-masters, people who had a thorough knowledge of technology. These specialists were indispensable" (Badau, 2011, p. 25).

The evolution of the Internet took shape in the third millennium when Web 1.0 moved to Web 2.0.

In the meanings of Horea, Mihai, Bădău, the transition from Web 1.0 to Web 2.0 meant liberation from the “oppression of technology” (Badau, 2011, p. 25).

With the advent of the new Web 2.0 version, a new mass of communication developed that included a wide range of interaction between the broadcaster / broadcasters and the online audience, it was called the "Internet of Users".

Web 2.0 has provided greater accessibility of information, making it possible to share content more easily and accessible to anyone, plus systems that are easy to use without the need for IT specialists or Web designers as in the case of Web 1.0.

Under another idea, this evolution was seen as an “evolution of the Internet from a repository of information and communication technologies, (represented by sites), which were cumbersome forms of communication, to a symmetrical communication space (platform), which helps in the transfer of knowledge and conversations where people can easily meet and organize) ”(O'Reilly, 2003, p. 25).

With the new communication channels, public institutions are closer to citizens more than ever, as Sorin Suci and Dalia Petcu remark in "Social Media and Political Unrest" that information is not only broadcast by the media, governments and companies, but also by individuals through blogs, wiki media, photo and movie viewing portals, file sharing sites, career management networks and social networks ”(Suci, Petcu, 2012, p. 843) .

The new Social Media revolution raises controversies and interests in both democratic and non-democratic countries, and Philip Seib talks about this in his book "Real-Time Diplomacy Politics and Power in the Social Media Era", especially the effects on the Middle East in during the “Arab Awakening” phenomenon: “as mass communication becomes more diverse and extended, citizens become more intellectually and politically stronger and know more and more about what is happening around them and use the tools social media to create communities of interest that increase political activism ”Seib, 2012, p. 1).

In the near future a new revolution is eagerly awaited, a transition from Web 2.0 to Web 3.0, but experts inform us that it is not yet time and we do not have the necessary preparation for this evolution neither from a technological point of view nor from a consumption.

Some experts believe that we are witnessing the beginning of the evolution of technology with the advent of smartphones, mobile internet, but we can see that the principles of communication will not change but will upgrade and Social Media will remain the same, the same content, the same flow of information.

### **Research methodology**

To achieve the objectives of the paper, we will use qualitative and quantitative methods. Next we will analyze different performance indicators, namely (KPI) that facilitate the online communication of the European Commission such as: number of daily posts, engagement rate, number of fans, average weekly increase in the number of fans, dominant emotions. Monitoring period 22.09.2019-14.10.2019.

### **Research objectives**

- Analyzing the reactions / emotions generated by the online audience,
- Analyzing and identifying messages that can generate a high rate of engagement from online users,
- Analysis of various performance indicators (KPIs) that facilitate the European Commission's online communication.

## Centralization and data analysis

### 1. The evolution of the number of fans

The Facebook page of the European Commission in Romania has around 57,000 fans, the fan engagement rate being 1.1%, with an average weekly increase of 0.37%. Fans' interactions on Facebook were 0.55%. During this period, photos on the Facebook page predominated, followed by links, videos and statuses.



Figure 1 - KPI performance indicators

The Facebook page of the European Commission in Romania registers on September 22, 2019 a number of 55,000 fans. The number of fans increases daily by 5%, in the following days, on 25.09 to register an increase of 60%, following that until October 14 to register a higher increase in the number of fans. Between September 22 and October 14, 2019, the Facebook page of the European Commission in Romania registered an increase of 1,650 fans.

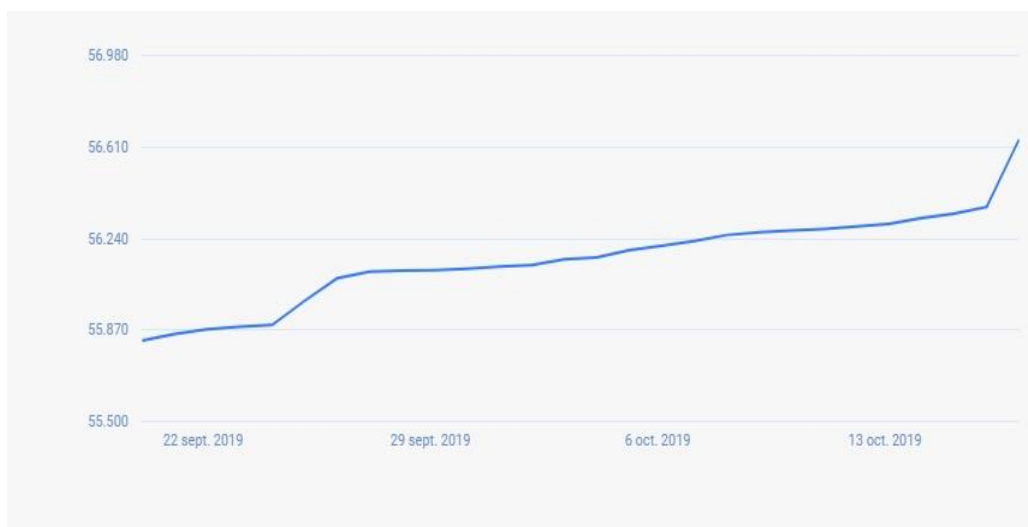


Figure 2 - Evolution of the number of fans of the facebook page of the European Commission in Romania during (September 22- October 14, 2019)

#### 1.1. Post analysis and social media communication strategy

Between September 22, 2019, the European Commission in Romania posted on its Facebook page, the percentage of high school students who learn French at school. From this we deduce with a percentage of 100% Luxembourg, with a percentage of 82.5% Romania, with

a percentage of 57.3% Ireland, with a percentage of 50.3% Belgium, with a percentage of only 37.6% Cyprus, with a percentage of 35.4% Austria, with a percentage of 27.6% Netherlands, with a percentage of 24.5% Spain, with a percentage of 22.6% Germany, with a percentage of 21.6% Malta, with a percentage of 16.1% Italy, 15.7% Sweden, 14.8% Czech Republic, 11.3% Bulgaria, 10.3% Finland, 9.9% Slovakia, 8.4% Poland, 8.0% Slovenia, 7.9% Denmark, 7.4% Estonia, 5.9% Latvia, 5.3% Hungary, 4.8% Croatia, 2.8% Lithuania, 2.5% Portugal. The post generated a number of 119 reactions, of which 101 likes, 8 love, 8 haha, 1 wow, 1 sad, 21 comments, most of them being negative and very few positive and 4 distributions.



Figure 3. French language learning rate in schools.

On September 23, 2019, the European Commission in Romania posted on Facebook the most populous cities in the European Union, including neighboring areas, such as: Paris, 12.8 million inhabitants, London, 12.1 million inhabitants, Madrid, 6,6 million inhabitants, Berlin, 5.1 million inhabitants, Milan, 5.1 million inhabitants, Ruhr region, 5.1 million inhabitants, Barcelona, 4.9 million inhabitants, Rome, 4.4 million inhabitants, Naples, 3.4 million inhabitants, Manchester, 3.3 million inhabitants. The post gathered 50 likes, 6 comments, 6 shares. The comments are both positive and negative.



Figure 4 Rate of the most populated cities.

On September 24, 2019, the European Commission in Romania posted on its Facebook page a post showing the perseverance of a researcher in X-ray microscopy and image analysis, a student at University College London named Dr. Alexandra Păcureanu who received a grant from the European Research Council of almost 1.5 million euros, for his project in the discovery and prevention of neuro-degenerative diseases such as Alzheimer's or Parkinson's, "Dr. Alexandra Păcureanu graduated from the Faculty of Electronics, Telecommunications and Information Technology at the Polytechnic University of Bucharest and obtained her PhD at the National Institute of Applied Sciences, Lyon, France. After her doctorate, Alexandra was a researcher at Uppsala University in Sweden, at the European Synchrotron in France and at Harvard University". The post gathered 451 reactions, of which 403 likes, 42 love, 5 wow, 1 haha, 13 comments, 52 shares. The comments being totally positive.



Figure 5. The BRILLIANCE project

The post of September 25, 2019 announcing the appointment of Ms. Kovesi to the newly created position of Chief European Prosecutor has the highest engagement rate gathering up to 1756 reactions to the post of which 1500 appreciations, 212 love, 4 haha, 7 wow, 3 sad, 3 anger, 81 comments, 185 distributions, the comments being both negative and positive.



Figure 6. First European Chief Prosecutor.

The European Commission in Romania states in a post on Facebook on October 4, 2019 how the Pleșcoi sausages return with full EU rights. In order to become a product with a protected geographical indication (PGI), they have received the approval of the European Commission, they will be part of a select gastronomic company. Other foods with the same right in Romania are Smoked Danube Mackerel, Smoked Novacul from Țara Bârsei, Telemeaua de Ibănești, Salamul de Sibiu and Magiunul de prune de Topoloveni. The post garnered a total of 489 reactions, of which 445 likes, 32 love, 10 haha, 2 wow, the comments being mixed and 212 shares.



Figură 7. Product with a protected geographical indication

In a post on October 5, 2019, the European Commission in Romania publishes a post about the one who contributed to the opening of the first cafe in Croatia that can employ people with Down syndrome, being one of the initiatives supported by his agency, Marko said several social projects supported by the European Union. The post currently has 115 reactions, of which 102 likes, 12 love, 1 wow, 6 distributions.



Figure 8. The first restaurant to hire people with Down syndrome

On October 7, 2019, the European Commission in Romania posts the fact that Romania is on the 2nd place in the European Union as a percentage of students and specialty employed in IT&C. Alexa being the first winner of the gold medal at the Balkan Informatics School, a

12th grade student at the National College „I. L. Caragiale ”from Ploiești. The post has 522 reactions, of which 481 likes, 28 love, 3 wow, 9 comments and 245 shares, the comments being mixed.



Figure 9. The first winner of the gold medal at the Balkan Informatics.

On October 12, 2019, the European Commission announces on its Facebook page about 3 joint master's programs in Japan, which offers 190 scholarships in the Erasmus Mundus program, with an estimated value of 9 million euros. The post gathered a number of 234 reactions, of which 206 likes, 17 wow, 11 love, 17 comments and 68 shares, the post boasting both positive and negative comments.

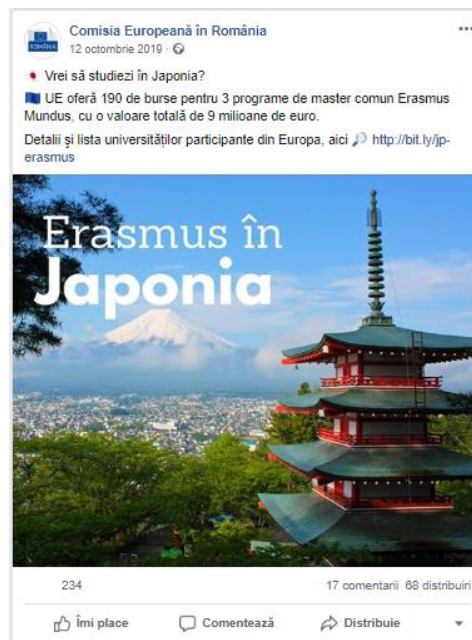


Figure 10. Erasmus in Japan

On October 14, 2019, the European Commission in Romania posts on its Facebook page that Romania is the winner of the first place at the European Cyber Security Championship. Bringing together teams from 20 states made up of young people aged between 16 and 25. The

post has around 2000 reactions, of which 1900 likes, 92 love, 15 wow, 2 haha, 910 distributions. The comments were mostly positive congratulating the team.



Figure 11. Romania, 1st place at the European Cyber Security Championship 2019

### Conclusions

The development of social networks has become a main means of informing citizens about mainly the activities of local, central and European public administration. Many institutions over time have synchronized their institutional communication strategy with the functioning mechanisms and characteristics of Social Media. With the development of social networks, public institutions have understood that the essential role in controlling the message is played by the public through various sites for social media (Facebook, Twitter, Instagram, Youtube, etc.).

Some European Commission communication specialists have used key messages that in most cases have generated positive reactions or even approval, love, appreciation, thus focusing only on messages of interest without polarizing public opinion, positive messages or even appreciation by increasing his trust capital. We can thus observe from the number of positive and negative comments regarding the activity of the European Commission in Romania, having a well-imprinted strategy not being able to attract negative reactions with positive posts.

The European Commission in Romania on its Facebook page used topics such as: (1) Percentage of high school students learning French at school; (2) The most populous cities in the European Union, including neighboring areas, are among the first, Paris, London and Madrid; (3) The perseverance of a researcher in X-ray microscopy and image analysis student at University College London named Dr. Alexandra Păcureanu who received a grant from the European Research Council of almost 1.5 million euros, for his project in the discovery and the prevention of neuro-degenerative diseases such as Alzheimer's or Parkinson's; (4) Appointment of Ms Kovesi to the newly created post of Chief European Prosecutor; (5) Plescoi sausages return with full EU rights to become a product with a protected geographical indication (PGI) have received the approval of the European Commission, will be part of a select gastronomic company; (6) Contributed to the opening of the first café in Croatia that can employ people with Down syndrome, being one of the initiatives supported by his agency, Marko has supported several social projects supported by the European Union; (7) Romania is on the 2nd place in the European Union as a percentage of students and specialty employed in IT&C. Alexa being the first winner of the gold medal at the Balkan Informatics School, a 12th grade student at the National College „I. L. Caragiale ”from Ploiești; (8) 3 joint master's programs in Japan, the European Commission offers 190 Erasmus Mundus scholarships, with an estimated value of 9

million euros; (9) Romania is the winner of the first place at the European Cyber Security Championship.

However, we can see that the resources of the European Commission in Romania are not extended to the maximum from the fact that only 0.55% of 57,000 fans interact with the posts, and the engagement rate is only 1.1%.

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