

Social Media

We have 4 social media channels that we work with extensively. Facebook, LinkedIn X and YouTube are important mediums through which we promote important milestones and day-to-day achievements of EASPD.



- 5708 Page likes
- Most popular post was viewed by 9825 people
- October was the month with maximum page visits
- 6433 followers in 2024, with a 13.8% increase from 2023



- The page currently has **4666** followers.
- October is the month where our posts obtained the most views, surpassing 20,000 views



- 35 new subscribers
- In 2024, our videos reached 112,000 impressions
- February was the month with maximum page visits



- 4,313 followers, 152 followers gained since 2022. 3.6% growth with regard to 2023.
- 296,705 impressions

Press Review



Each year EASPD gets mentioned by various media houses across Europe. In 2024 EASPD featured in 6 news articles published by a variety of European press.

April

Brussels Times

Social services in Europe in urgent need of funding, and EU's most recent initiative could be the answer.

May

Press Agency of Slovak republic TASR

Experts: Transforming mental health care is essential.

Bleskovky

Transforming mental health care is a must.

NetKy

Transforming mental health care is essential. One in eight suffer from some form of disadvantage, experts say.

Slovak Journalist union portal

Transforming mental health care is becoming a necessity experts agree.

December

Driving Inclusion: Enhancing Disability Services and Policies Across Europe.

Conclusion

Closing another successful year, we look forward to continue working towards our goal of achieving high quality support services for people with disabilities.

In 2024, we focussed a lot on understanding the role of different social media platforms and creating a variety of content. Our Humans of EASPD campaigns spotlighted compelling stories of service providers and people with disabilities. Making it an engaging medium for us to share the work of our members.

Our communications goals also included increased participation of members of the EASPD Communications Network. Meeting in Brussels formalised our goals for 2025. Bringing together communication professionals from our membership can help us understand the goals of our members better.

Moving forward in 2025, we will focus on the next EASPD Multi Annual strategy that will shape our work for the next 4 years. We also look forward to implementing communication work with our new Board, Executive Committee and President.

For additional information, please contact:

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EASPD is the European Association of Service providers for Persons with Disabilities. We are a European not-for-profit organisation representing over 20,000 social services and disability organisations across Europe. The main objective of EASPD is to promote equal opportunities for people with disabilities through effective and high-quality service systems.



**Co-funded by
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