

Training for the position of Social Media Analyst in European Union Election Observation Missions

Brussels, 18-21 October 2022

Call for applications

Election Observation and Democracy Support (EODS III), a project funded by the European Commission, will organise a training for the position of Social Media Analyst in European Union Election Observation Missions (EU EOMs) from **Tuesday 18 until Friday 21 October 2022**. The training will take place at **EODS offices (first floor, rue de la Loi 82, Brussels)**. It aims at providing participants with the knowledge and tools necessary to work as a Social Media Analyst in EU EOMs.

Training information

The training will last **four days and** is designed for a maximum of **10 participants from EU member States**. The **EODS project covers travel and living expenses for training participants from EU member States**.

Interested individuals fulfilling the required criteria in Section II of this notification should directly **apply online through this link**: <https://webgate.ec.europa.eu/eom/roster>

For a successful application, please fill-in the online form and a motivation letter. **Only online applications with the requested information and documents will be considered**.

Candidates may wish to inform their national Focal Points about their application for the training but still need to apply through the link above. The list of Focal Points can be found here

<https://www.eods.eu/focal-points>

The deadline for receiving applications is 23 September (Brussels time).

Shortly after the closing of the application period candidates will be informed of their selection/non-selection by email.

Application Requirements

1) General requirements for all training participants

- a) Be a **national of an EU Member State**.
- b) **Be registered in the EU Roster of International Election Observers**. It is recommended to all applicants for EODS trainings to make sure that their CV in the roster is up to date before applying.
- c) **Fulfil the minimum requirements to become an EU election observer** as defined in the EU Guidelines on Common Criteria for the Selection of Electoral Observers. The Guidelines can be found here
https://eeas.europa.eu/archives/docs/eueom/documents/elections-obs-selection-criteria_en.pdf

2) Specific requirements for candidates to the EODS training for Social Media Analyst (SMA) in EU EOMs.

- a) University degree in political science, journalism, media studies, digital communications, open-source intelligence techniques (OSINT), statistics, computer science or other relevant field. A combined academic background of data analysis and social science is an asset
- b) Language requirements:
 - i. **Fluency in English** Excellent written and spoken proficiency (level C).
 - ii. **Fluency in French/Spanish/Portuguese:** Excellent written and spoken proficiency (level C) in one of the three languages is an asset.

Additional experience that would be an asset:

- a) **Relevant professional experiences in European Union election observation missions**, preferably as **Long-Term Observer** or as **Core Team members (except for the position of social media analyst)**;
- b) **Relevant professional experience with other International Election Observation Organizations**;
- c) **Relevant experience with other International Organizations**;
- d) Relevant experience as researcher/data analyst with universities, media institutes and other entities.

Other considerations:

- a) **Willingness and readiness to apply for EU Election Observation Missions** in the near future.
- b) **Availability to join EU Election Observation Missions** at short notice for 2-3 months' period.
- c) In addition to experience as relates to the selection criteria, the selection committee takes into consideration **nationality and gender balance** among candidates.
- d) Candidates must be **available to attend the whole course**.

Computer literacy is necessary, including experience with Excel files, google spreadsheets and working with CSV files.

3) Technical specifications for IT equipment:

All selected candidates must bring their own computer ready to use web-based tools (provided during the training).

Technical specifications for laptops:

- i5 cpu and over (or AMD Ryzen 5 and over)
- SSD (rather than HDD)
- from 4Gb ram (8Gb ram is the optimum)
- Web browser installed (Chrome, Firefox, Safari or similar)

Additional information:

- Participants should have a Facebook account for data analysis via CrowdTangle;
- Candidates should bring good quality headphones
- Internet access will be provided by EODS

Criteria for selection

For the selection of the training participants, the Selection Committee will consider the extent to which applicants fulfil the requirements listed in section II (Application Requirements), namely: the **educational background** in the requested fields; **previous professional experiences**; **language skills** and **performance in previous assignments**; **willingness and readiness to join EU Election Observation Missions at short notice**.

The Selection Committee will endeavour to establish a balanced representation of gender and nationalities among participants.

If a selected training participant confirms attendance and then cancels participation for reasons other than force majeure, all costs incurred by EODS meanwhile will be invoiced to the participant.

Performance and Evaluation

Performance at the training will be **evaluated**. Participants will be graded at the end of the training per their skills and knowledge acquired as necessary for the participation in EU EOM. EODS evaluates according to criteria which include:

- Understanding of the social media methodology and tools,
- Comprehension of election processes and EU EOM role,
- Comprehension of the role of Social Media Analyst (SMA) in the context of EU EOMs,
- Understanding of team dynamics and ability in training and leading a team,

- Ability to set up a consistent framework for monitoring online platforms in the electoral context,
- Ability in writing and editing quantitative and qualitative social media reports,
- Communication skills, and disposition to cooperate with all CT positions,
- Language skills.

The EODS evaluation of the participants mirrors the Guidelines for EU EOM Observers Evaluation. The Guidelines can be downloaded here: ec.europa.eu/dpo-register/download?metald=1452837.

Therefore, trainees' performance will be assessed along three scores:

- **Recommended:** Good performance. The participant demonstrates to fulfil all the criteria set above in a satisfactory manner and is ready to participate in EU EOMs in the position for which the training has been conducted.
- **Recommended with qualifications:** Good performance, but with some skills needing further strengthening to be mentioned. Considering the identified areas for enhancement, the participant is ready to participate in EU EOMs in the position for which the training has been conducted.
- **Not Recommended:** Unacceptable behaviour or misconduct during the training.

Evaluations will be posted on the trainee's Roster CV after the training, to assist the Focal Points and the European Commission in the selection process for EU Election Observation Missions. EODS will inform participants when their evaluations are posted.

Once the evaluation is posted on the Roster, training participants have five calendar days to officially appeal their evaluation by email to the EODS project director. Upon reception of the appeal, the EODS Team Leader has five working days to send her/his final decision to the observer, with a copy to the European Commission FPI. The appellant can then appeal that decision within 10 calendar days to the European Commission FPI. Upon receipt of the observer's complaint, the FPI has 6 weeks to reply.

If the evaluated training participant refuses to accept the final decision of the EC/FPI on his/her evaluation, the evaluation will be uploaded to the roster with a comment 'observer did not accept the evaluation'.

By applying I confirm that I dispose of the required IT equipment and that I am ready to bring it and use it during the training.