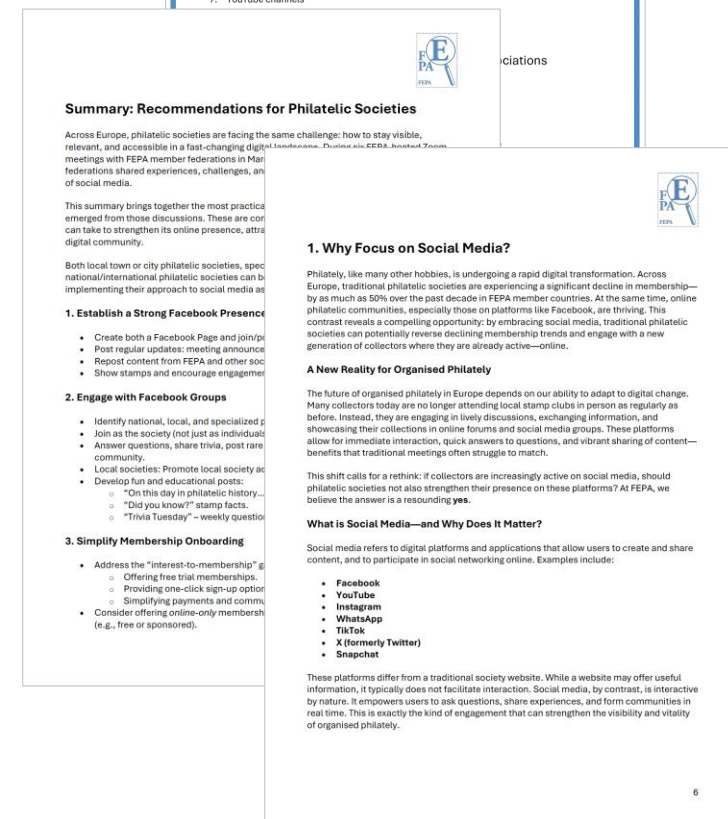
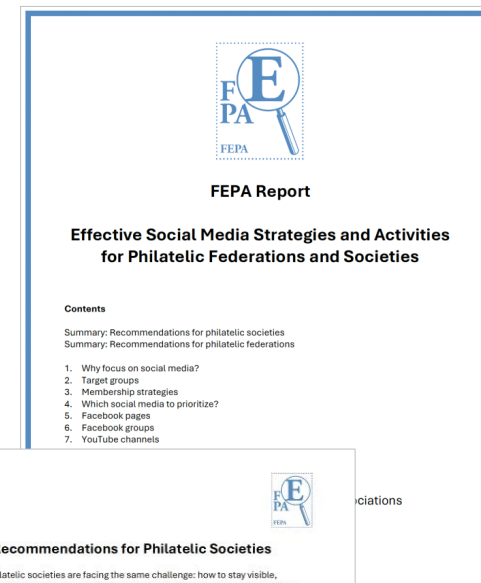




FEPA Report on Social Media

Experiences with the FEPA Zoom Meetings for Federations

Presented by FEPA at the FEPA Congress
May 2025





Our Objective with this FEPA Initiative

- Organised philately is developing fast in an ever more digital future, and the FEPA Board is committed to support the Federations in the future opportunities for organised philately.
- The FEPA Board has therefore decided to be active in facilitating meetings focusing on sharing experiences between the Federations – the first topic being ***“Social Media & Organised Philately”***.
- Hopefully, the result will be that FEPA Federations and societies will improve their use of social media to gain new members.

The FEPA Zoom Meetings on Social Media

Activity

- Facilitating virtual Zoom meetings for all FEPA Federations - in groups
- Topic: *“The Federations use of Social Media to gain new members”*

Number of meetings

- Groups of around 8 to ensure dialogue
- This means 6 groups to cover all federations
- Each federation to choose between two dates

Target group

- Federations Presidents
- Additionally: One other responsible for communication/social media or board member from the federation to participate

Time

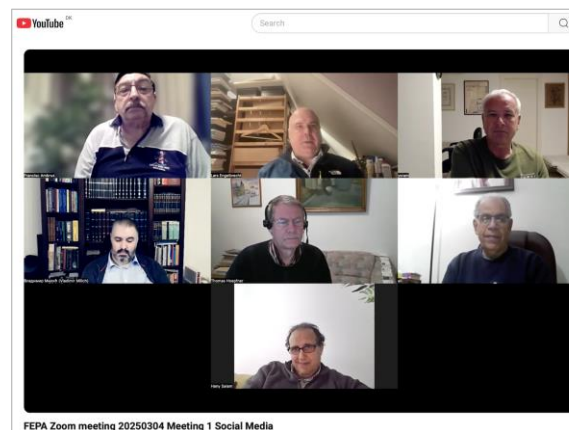
- 1½ hour meetings

Technology

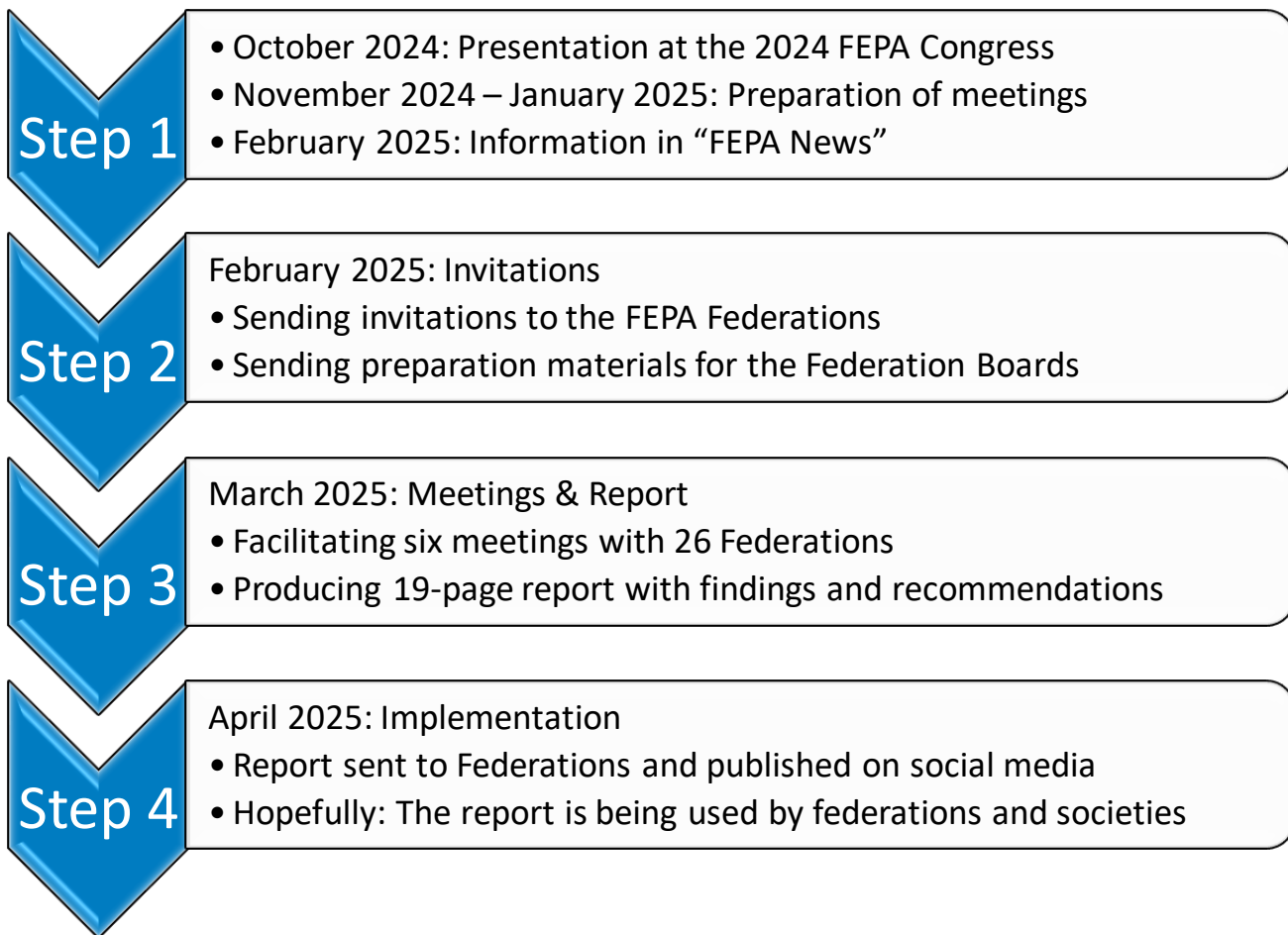
- Zoom virtual meetings

FEPA Participation

- Two FEPA Board members participate in each meeting
- One of the FEPA Board members as facilitator



The Timeline



Suggested discussion points for FEPA Federation Boards

FEPA has invited representatives of your Board to participate in a Zoom meeting in March, where different federations will meet and share experiences.

The topic of this first meeting is: **“The Federations use of Social Media to gain new members”**. And by social media, we mean the use of for instance: Facebook, Instagram, X, TikTok, YouTube, Snapchat, Pinterest etc.

We ask you as Federation Board to please take time at one of your Board meetings to discuss the following – as input to the Zoom meeting:

1. How important do we see the use of social media for us as a Federation and for the philatelic societies in our country?
2. What have we done so far in our country regarding social media & philately? Does the Federation and/or societies use social media?
3. What are our experiences with the use of social media? Do we gain members? Do we reach non-society members on social media?
4. Do you have any plans to strengthen the use of social media in the country?
5. Do you have any good advice on social media – that other Federations can benefit from?

(If you have concrete experiences to share in the meeting, please write to ipirc711@gmail.com that you would like to present this during the meeting)

www.fepanews.com

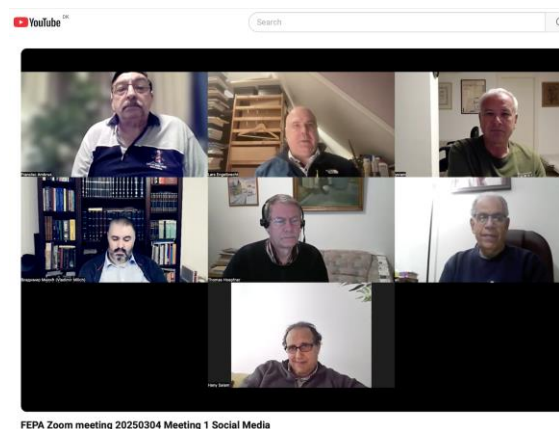
The Participants

The participating FEPA countries were:

- 4 March: Israel, Egypt, Romania, Serbia
- 10 March: Armenia, Lebanon, Turkey, Moldova
- 18 March: Finland, Denmark, Norway, Czech Republic, Monaco
- 24 March: Liechtenstein, Poland
- 26 March: France, Germany, Portugal, Spain, Ireland
- 31 March: Greece, Italy, United Kingdom, Austria, Slovenia, Belgium

FEPA countries not participating were:

- Albania, Bulgaria, Croatia, Cyprus, Montenegro, North Macedonia, Slovakia, Ukraine, Estonia, Iceland, Latvia, Lithuania, Sweden, Luxembourg, Hungary, Netherlands, Switzerland.





Zoom Meetings Agenda

1. Purpose of the Zoom meeting
2. Introduction to Social Media
3. Why spend time on Social Media as a Philatelic Federation?
4. What is your opinion and/or experience on Social Media in Philately?
5. Advise to societies & federations on social media use
6. Evaluation of the meeting – and input to further meetings

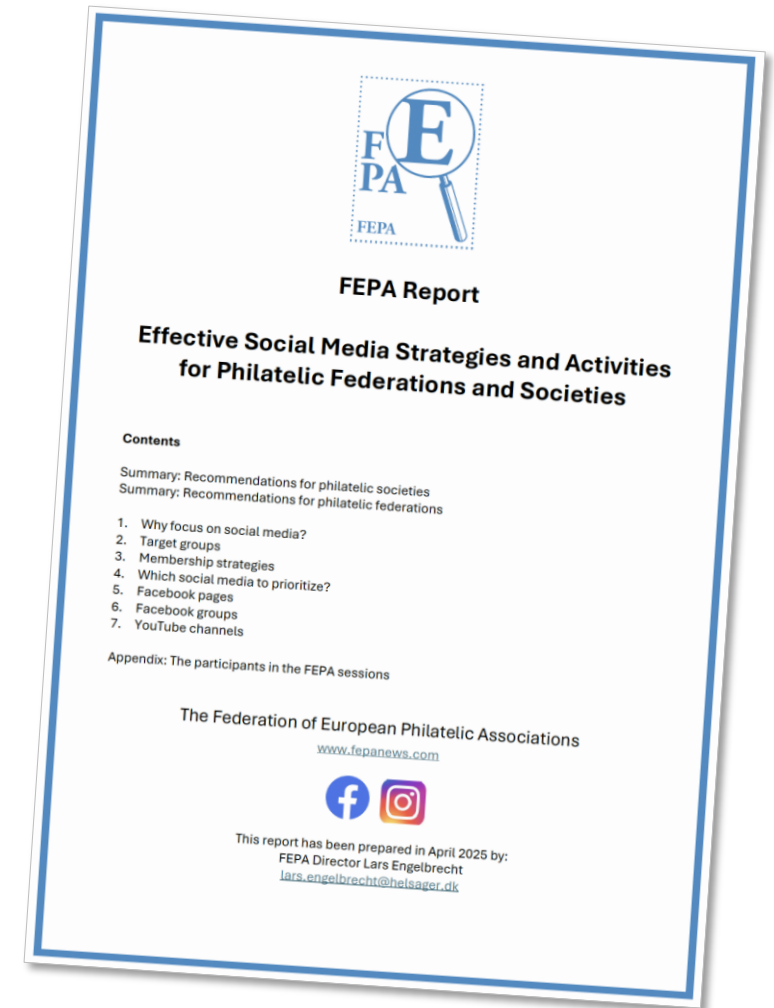


Contents of the 19 Page Report

Summary: Recommendations for philatelic societies

Summary: Recommendations for philatelic federations

1. Why focus on social media?
 2. Target groups
 3. Membership strategies
 4. Which social media to prioritize?
 5. Facebook pages
 6. Facebook groups
 7. YouTube channels
- Appendix: The participants in the FEPA sessions



Available for download: <https://fepanews.com/wp-content/uploads/2025/04/FEPA-Social-Media-Strategies.pdf>



Our evaluation of the process

- 26 participating FEPA countries was very satisfactory
- Good preparation for the meeting from many of the participants
- All participants were actively engaged in the meeting
- The format with a small number of participants worked well
- The immediate feedback from the participants was very positive
- If the Federations would like to participate in future meetings, FEPA would like to facilitate a similar October 2025 Zoom meeting.
- **Suggested Topic: “The Future of Stamp Exhibitions”**
- FEPA’s focus: To facilitate dialogue, sharing experiences, and exploring solutions to common opportunities and challenges faced by federations across Europe.