



# Your Europe Business – Social Media Planning


## March 2018

### Facebook/LinkedIn

<b>Date</b>	March 2018, 12-16
<b>Section</b>	Product requirements
<b>Link</b>	<a href="https://europa.eu/youreurope/business/product/standardisation-in-europe/index_en.htm">https://europa.eu/youreurope/business/product/standardisation-in-europe/index_en.htm</a>
<b>Topic</b>	Standards in Europe
<b>Post</b>	<p>European standards help you give a guarantee to your customers that your products or services reach a certain level of quality, safety and reliability.</p> <p>Find out more about standardisation here: <a href="http://bit.ly/2nIOL1L">http://bit.ly/2nIOL1L</a></p> <p>#YEB_EU #standard</p>
<b>Visual</b>	
©	<a href="https://pixabay.com/en/welder-welding-industry-industrial-673559/">https://pixabay.com/en/welder-welding-industry-industrial-673559/</a>

<b>Date</b>	March 2018
<b>Section</b>	Taxation
<b>Link</b>	<a href="https://europa.eu/youreurope/business/vat-customs/buy-sell/exemptions/index_en.htm">https://europa.eu/youreurope/business/vat-customs/buy-sell/exemptions/index_en.htm</a>
<b>Topic</b>	VAT exemptions
<b>Post</b>	<p>#DYK#: in most EU countries if your company is an SME and you make taxable supplies of goods or services below a certain annual limit, it may be exempt from VAT.</p> <p>Check the VAT thresholds and the special conditions in your country:  <a href="http://bit.ly/2C3YVhP">http://bit.ly/2C3YVhP</a></p> <p>#VAT #YEB_EU</p>
<b>Visual</b>	
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<b>Date</b>	March 2018
<b>Section</b>	YEB
<b>Link</b>	<a href="https://europa.eu/youreurope/business/index_en.htm">https://europa.eu/youreurope/business/index_en.htm</a>
<b>Topic</b>	YEB portal

<b>Post</b>	<p>Do you want to offer your services in another EU country? Want to know how to set up a business abroad? Or when you can claim a VAT refund?</p> <p>Your Europe Business can answer your questions about #business in #EU countries!</p> <p>Have a look to <a href="http://bit.ly/2ElboAm">http://bit.ly/2ElboAm</a></p> <p>#YEB_eu</p>
<b>Visual</b>	
©	Promotional materials YEB

<b>Date</b>	Around 15 <sup>th</sup> March
<b>Section</b>	Staff
<b>Link</b>	<a href="https://europa.eu/youreurope/business/staff/work-contracts/fixed-term-work/index_en.htm">https://europa.eu/youreurope/business/staff/work-contracts/fixed-term-work/index_en.htm</a>
<b>Topic</b>	Fixed-term contracts
<b>Post</b>	When you hire fixed-term staff, you must guarantee them the same employment conditions as your permanent staff: pay, working hours, holidays, rest periods etc.

**Chyba! Pomocí karty Domů použijte u textu, který se má zde zobrazit, styl Heading 1.**

March 2018


	<p>Check your responsibilities as an employer: <a href="http://bit.ly/2EojDhp">http://bit.ly/2EojDhp</a></p> <p>#YEB_eu #staff #employer</p>
<b>Visual</b>	
©	<p><a href="https://static.pexels.com/photos/776615/pexels-photo-776615.jpeg">https://static.pexels.com/photos/776615/pexels-photo-776615.jpeg</a></p>

<b>Date</b>	March 2018
<b>Section</b>	Start and grow>IPR
<b>Link</b>	<a href="https://europa.eu/youreurope/business/start-grow/intellectual-property-rights/index_en.htm">https://europa.eu/youreurope/business/start-grow/intellectual-property-rights/index_en.htm</a>
<b>Topic</b>	Copyright
<b>Post</b>	<p>Do you want to protect your literary, scientific or artistic work? You can do it immediately - without even registering - by copyrighting your work.</p> <p>Learn how to protect your intellectual property here <a href="http://bit.ly/2EQcNiC">http://bit.ly/2EQcNiC</a></p> <p>#YEB_eu @EUIPO.eu</p>

<b>Visual</b>	
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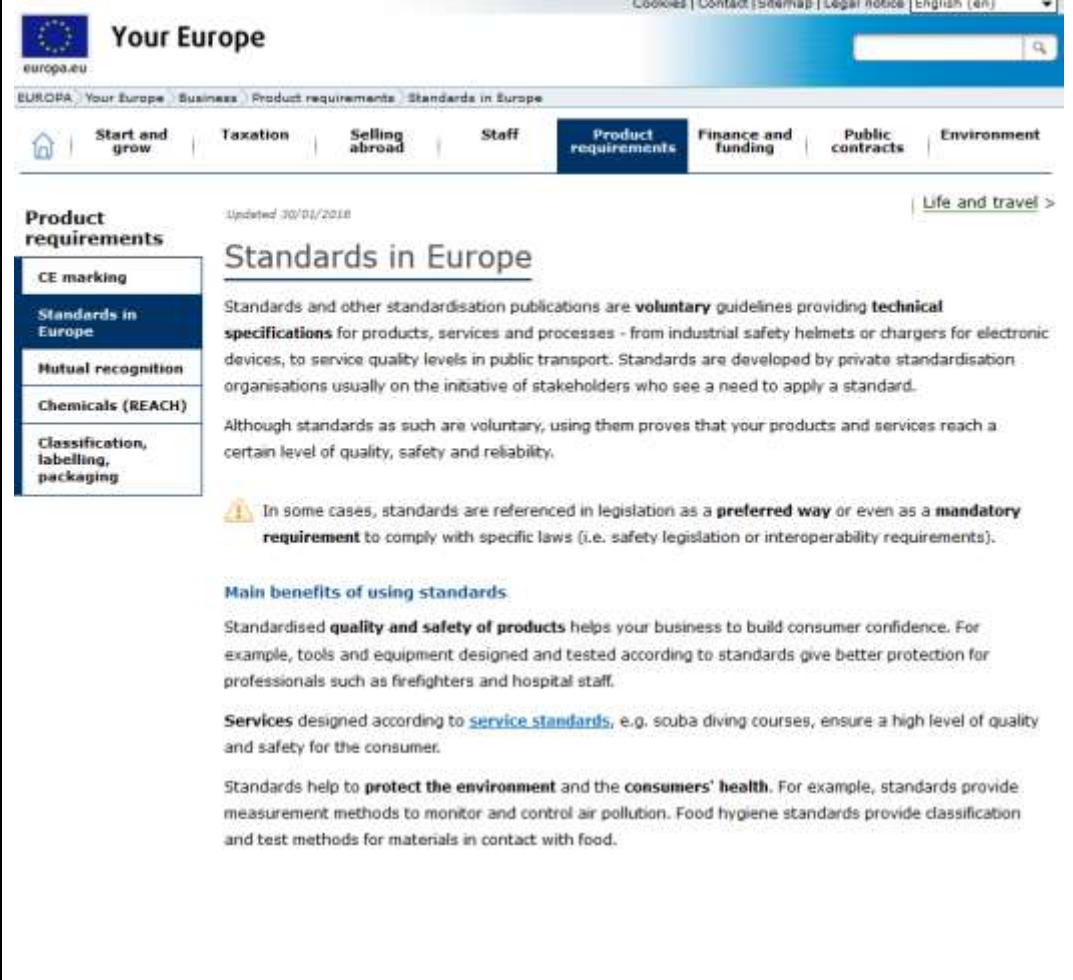
## Twitter

<b>Date</b>	March 2018, 12-16
<b>Section</b>	Product requirements
<b>Link</b>	<a href="https://europa.eu/youreurope/business/product/standardisation-in-europe/index_en.htm">https://europa.eu/youreurope/business/product/standardisation-in-europe/index_en.htm</a>
<b>Topic</b>	Standards in Europe
<b>Post</b>	European standards give a guarantee to your customers that your

	<p>products or services reach a certain level of quality, safety and reliability.</p> <p>Check the benefits of standardisation here: <a href="http://bit.ly/2nIOL1L">http://bit.ly/2nIOL1L</a></p> <p>#YEB_EU #standard</p>
<b>Visual</b>	 A photograph of a welder in a blue protective suit and mask, working on a metal structure in a factory setting. The welder is wearing a blue protective suit and a black welding mask. The scene is dimly lit, with a bright blue light emanating from the welding process. The background shows industrial equipment and a factory environment.

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<b>Topic</b>	VAT Exemptions
<b>Post</b>	<p>#DYK: in most EU countries if your company is an SME and makes taxable supplies of goods or services below a certain annual limit, it may be exempt from VAT.</p> <p>Check the VAT thresholds and the special conditions in your country:  <a href="http://bit.ly/2C3YVhP">http://bit.ly/2C3YVhP</a></p> <p>#YEB_eu</p>

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<b>Date</b>	March 2018
<b>Section</b>	YEB
<b>Link</b>	<a href="https://www.linkedin.com/showcase/your-europe-business-showcase/">https://www.linkedin.com/showcase/your-europe-business-showcase/</a>
<b>Topic</b>	Your Europe Business Showcase on LinkedIn
<b>Post</b>	<p>For practical info about #business in #Europe, follow Your Europe Business on LinkedIn: <a href="http://bit.ly/2n10IKf">http://bit.ly/2n10IKf</a></p> <p>#YEB_eu #EuropeanUnion</p>



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<p><b>Section</b></p>	<p>YEB</p>
<p><b>Link</b></p>	<p><a href="https://europa.eu/youreurope/business/index_en.htm">https://europa.eu/youreurope/business/index_en.htm</a></p>
<p><b>Topic</b></p>	<p>YEB portal</p>
<p><b>Post</b></p>	<p>Do you want to offer your services in another #EU country? Or post your staff abroad? Check Your Europe Business and find out how to do #business in #Europe: <a href="http://bit.ly/2ElboAm">http://bit.ly/2ElboAm</a></p> <p>#YEB_eu</p>

Visual	
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Date	15 March 2018
Section	Staff
Link	<a href="https://europa.eu/youreurope/business/staff/work-contracts/fixed-term-work/index_en.htm">https://europa.eu/youreurope/business/staff/work-contracts/fixed-term-work/index_en.htm</a>
Topic	Work contract, fixed-term work
Post	<p><b>#ThursdayThoughts</b> When you hire fixed-term staff, you must guarantee them the same employment conditions as your permanent staff.</p> <p>Be a fair employer <a href="http://bit.ly/2EojDhp">http://bit.ly/2EojDhp</a></p> <p>#YEB-eu #employment #EU</p>

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<b>Link</b>	<a href="https://europa.eu/youreurope/business/start-grow/intellectual-property-rights/index_en.htm">https://europa.eu/youreurope/business/start-grow/intellectual-property-rights/index_en.htm</a>
<b>Topic</b>	IPR - copyright
<b>Post</b>	<p>Do you want to protect your literary, scientific or artistic work? You can use the #copyright, without the need to register!</p> <p>Protect your intellectual property <a href="http://bit.ly/2EQcNiC">http://bit.ly/2EQcNiC</a></p> <p>#YEB_eu @EU_IPO #intellectualproperty</p>
<b>Visual</b>	



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*Updated 16/01/2018*

Start-ups

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The European Company

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Intellectual property rights

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Annual accounts

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Mergers with foreign companies

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Staff exchange scheme (MobiliseSME)

## Intellectual property rights

### What is intellectual property?

Intellectual property consists of products, work or processes that you have created and which give you a competitive advantage.

There are 3 subcategories:

- **Industrial property:** inventions (patents), trademarks, industrial designs, new varieties of plants and geographic indications of origin
- **Artistic work protected by copyright:** original literary and artistic works, music, television broadcasting, software, databases, architectural designs, advertising creations and multimedia
- **Commercial strategies:** trade secrets, know-how, confidentiality agreements, or rapid production.

### How can I protect my IP?

You can protect your intellectual property by means of the intellectual property rights (IPR) laid down by the [World Intellectual Property Organisation](#) (WIPO). The form of protection depends on the type of IP:

- **patents** - allow you to stop third parties from making, using or selling your invention for a certain period depending on the type of invention
- **trademarks** - protect the name of your product by preventing other business from selling a product under the same name
- **copyright** - informs others that you (as the author) intend to control the production, distribution, display or performance of your work. Copyright is granted automatically, with no need for formal registration. You can start using the copyright symbol immediately.

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