



European
Commission

EUROPEAN VOCATIONAL SKILLS WEEK



SOCIAL MEDIA FACTSHEET

European Vocational Skills Week is an initiative from the European Commission to **make VET more of an appealing proposition and help young people and adults reach their full potential**. This year's theme is 'VET for ALL – Skills for Life' and uses the motto 'Discover Your Talent'.



Campaign hashtags

#EUVocationalSkills: for content aimed at stakeholders and multipliers.

#DiscoverYourTalent: for general content aimed at a broader target audience.



Get involved

- ✓ **Share content** from your own channels using the campaign hashtags. You can create original content or share materials from the channels listed below.
- ✓ **Share your story** [via the campaign website](#).
- ✓ **Go live** using Snapchat, Instagram Stories or Facebook Live.
- ✓ Always remember to **keep your content appropriate to the setting**
- ✓ Before posting, ask permission from any individuals that feature in photos and content.



Contact:

We are happy to help with any queries you may have about your social media activities.

@ info@vocationalskillsweek.eu

+44 (0)207 444 4264

@EU_social, @EuropeanYouthEU

@socialeurope, @EuropeanYouthEU

[linkedin.com/company/european-commission](https://www.linkedin.com/company/european-commission)

@europeancommission



Sample posts

Here are some examples of social media posts that you can share on your own channels:

📅 We're hosting an event for European Vocational Skills Week 2019! Find out about relevant #AdultLearning events and activities in [YOUR COUNTRY] here: https://ec.europa.eu/social/vocational-skills-week/your-country_en
#EUVocationalSkills #DiscoverYourTalent

YOU can inspire other organisations and adult learners by sharing your story as part of European Vocational Skills Week! 💡
Submit yours here ➡ https://ec.europa.eu/social/vocational-skills-week/share-your-story_en
#EUVocationalSkills #DiscoverYourTalent

Looking to take your career to the next level? 🙌
#DiscoverYourTalent with vocational educational training for adult learners and school leavers. VET is a great way to switch career paths, upskill, re-skill or take the next step. Find out more here ▶ <https://ec.europa.eu/social/vocational-skills-week/>
#EUVocationalSkills

Want to get involved in #EUVocationalSkills Week 2019? ❓
Take part by voting in the Awards for VET Excellence 2019, sharing your VET story, or attending any of the events happening throughout the year across Europe. Find out more 📍 <https://ec.europa.eu/social/vocational-skills-week/>