



European  
Commission

## EUROPEAN VOCATIONAL SKILLS WEEK



# SOCIAL MEDIA FACTSHEET

European Vocational Skills Week is an initiative that takes place at national, regional and local level, with a series of events taking place in Vienna from 5-9 November 2018. Social media can be used to promote your event and link with other events in your sector or area. It can also help raise the profile of your organisation and help you to engage directly with prospective attendees.

## WHAT'S HAPPENING THROUGHOUT THE CAMPAIGN?



## GET INVOLVED

### FOLLOW US!

Follow us on these social media platforms and be part of the conversation by using the hashtags:

#EUVocationalSkills

#DiscoverYourTalent

Please feel free to share content from these channels.



@EU\_social



@EuropeanYouthEU



@socialeurope

### SHARE CONTENT

You can take part in the Week by creating content about your work in vocational education and training by sharing pictures and videos. Remember to use the hashtags to reach and inspire more people across Europe!

Share your experiences with your events through a range of social media platforms. It will be a great way to get the word out and encourage others to seek out the events, so it is important your content is engaging! It is good to use a combination of written and visual content wherever possible (for example, a Facebook text post is less likely to be scrolled passed and ignored if there is an eye catching image attached). When making your own content, it is paramount to consistently tag and use official hashtags to raise the recognition and search-ability of the Week,

these tags and hashtags can be used in written and visual content. Another key tip is to be creative! Adding emojis, filters and live pictures from the event is a great way to get noticed and keep an audience engaged throughout the Week. Always remember to keep your content appropriate to the setting (pick your emoji's wisely) and ask permissions from individuals to be in your photos and content.

Find out more: [ec.europa.eu/vocational-skills-week](http://ec.europa.eu/vocational-skills-week)

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

#EUVocationalSkills