



# EUROPEAN VOCATIONAL SKILLS WEEK



**2019**

Social media toolkit

*Employment  
Social Affairs  
and Inclusion*

*#DiscoverYourTalent*



## About this social media toolkit

This toolkit provides resources and guidance to support stakeholders and partners in promoting European Vocational Skills Week 2019 and **communicating the benefits of vocational education and training (VET)** across Europe on social media.

You can take part by using social media in the following ways:

- **Share the campaign materials.**
- **Follow the campaign platforms**, sharing content and using the campaign hashtags listed in this document.
- **Spread the word at events**, including live-tweeting.

Read on to find tips and advice on publishing content on social media platforms such as Facebook and Twitter, including ready-made posts and links to campaign resources that you can use.



## About the European Vocational Skills Week campaign

European Vocational Skills Week is an initiative from the European Commission to raise awareness about vocational education and training (VET) and increase its attractiveness.

**The Week aims to make VET more of an appealing proposition, and help young people and adults reach their full potential.** Events taking place all over Europe – locally, regionally and nationally – will showcase the immense opportunities offered by VET for young people, adults and companies.

The fourth edition of the Week takes place from 14 to 18 October 2019 in Helsinki. **Events and activities organised between April and December 2019 in the EU Member States, the EEA and EU candidate countries can be associated with the Week** – boosting the organisation's recognition and visibility.

**The motto of the initiative is 'Discover Your Talent!'**. It aims to show that every single person is talented, and that VET can provide people with the necessary practical skills, knowledge and competencies to succeed in the labour market and in society at large. **This year's theme is 'VET for ALL – Skills for Life'** and the Week will be focusing on the inclusive and lifelong aspects of VET.

## # Campaign hashtags

Under the campaign slogan of 'Discover Your Talent!', the main hashtags are:





- **#EUVocationalSkills:** to be used for content aimed at stakeholders and multipliers
- **#DiscoverYourTalent:** to be used for general content aimed at a broader target audience

Please include these hashtags in any relevant content you produce, as it will allow the European Commission and the wider community of interested parties to interact with your content and boost its visibility.

## ?? How to engage with the Week through social media

### 1. Follow us

**Follow the official European Commission channels on social media** to keep up-to-date with the latest news, events and discussions relating to the Week.

	<b>Twitter</b>	@EU_Social @EuropeanYouthEU
	<b>Facebook</b>	@SocialEurope @EuropeanYouthEU
	<b>LinkedIn</b>	linkedin.com/company/european-commission
	<b>Instagram</b>	@europeancommission

### 2. Share campaign materials

We have produced a range of **campaign resources for the Week**, which includes toolkits, case studies, details of upcoming events, brand visuals and more. The European Commission will share these alongside regular content about the Week and you can do the same.

### 3. Create your own content

The best content is unique and tailored to you and your organisation. **Creating your own content is an effective way of promoting your own contributions, as well as raising awareness of the Week and reaching out to stakeholder groups.** This will help to promote the various events taking place and encourage others to take part.

Using the official hashtags consistently within both your written and visual content will help to improve the searchability and reach of your posts.

Adding emojis, filters and live pictures from relevant events is a great way to increase audience engagement throughout the week. Always remember to **keep your content appropriate to the setting** and ask permission from any individuals that feature in photos and content.

### 4. Use visuals

**Images, videos and GIFs can improve the effectiveness of your content by making your audience more likely to receive your message.** In making your content more noticeable, they can also improve the likelihood of your audience interacting with your posts or responding to any call to action (click here/register, etc.).

GIFs are particularly popular at the moment and appeal as a short, attention-grabbing animation that usually automatically plays on people's feed to ensure attention is drawn to it. **There are a number of simple online tools that you can use to create GIFs,** such as [Tenor](#) or [EZGif](#). [Giphy](#) is another good choice, and hosts one of the largest collections of GIFs online. Alternatively, you can use pre-made GIFs. Most social media channels, including Facebook and Twitter, have built-in GIF search options, or you can find GIFs to share or download from Google Images (there is an option to filter GIFs instead of images, but check the sharing permissions for this).

Posting film footage from events is also a great way of promoting your event, the Week and VET, and a welcome change from static images. **Use your smart phone to record footage and upload it** to your social media channel of choice. It's a good idea to do some checks before you start filming – for example, is the lighting good enough? – in order to ensure the footage you take is of a good quality.

### 5. Go live


In the age of instant content, **Snapchat, Instagram Stories and Facebook Live are effective ways of reaching core audiences.** By integrating Facebook and Instagram Live into your content strategy, you will provide a unique, real-time source of content for viewers.

It's recommended that you plan out your live content as you would anything else. While live streaming has the benefit of providing authentic, unedited and unfiltered content, **it still requires a plan of action to be place in order to maximise its effectiveness.**



## Sample posts

Here are some examples of content for social media that you can **share on your own channels** to help promote European Vocational Skills Week and any relevant activities you may be involved with.

 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](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](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/>

### Top tips for content:

- 🍷 Include a **link to a website**, such as the European Vocational Skills Week page, in order to provide more information for people who are interested.
- 🍷 **Tag other relevant Twitter accounts** in posts by using '@' and then typing the account name. This ensures they see your content, which encourages them to interact with it and also brings it to the attention of their own audience.
- 🍷 **Pin tweets** to the top of your feed to ensure ongoing visibility.
- 🍷 Reply to, or **interact with other content** that uses the campaign hashtags #DiscoverYourTalent and/or #EUVocationalSkills.
- 🍷 **Respond to comments** or replies to your content.
- 🍷 **Use automated scheduling** tools, such as TweetDeck or Hootsuite, to plan social content in advance to ensure regular campaign promotion.
- 🍷 **Host live activities** via Facebook, Twitter or YouTube. These can be an effective way of communicating with your target audience in real-time, without the cost of organising a physical event.



# Social media best practice

## 1. Update your profile

A great way to show your support for the Week is **to incorporate a short sentence to your Facebook, Twitter and Instagram profiles to highlight your involvement.** You can also change your profile photo to show your support. Below you can see two examples from the Week last year. On the left is a charity worker from Malta, and on the right, an entrepreneur from Ireland. Both show different approaches to mentioning their European Vocational Skills Week Ambassador status, with one focusing on it solely and another including it alongside her usual bio.

Example:



## 2. Post at optimal times

The best times to be posting on social channels are shown below:



### Facebook:

Between 12:00 and 15:00, Monday, Wednesday, Thursday, and Friday.



### Instagram:

Between 14:00 and 15:00, Monday to Friday.



### Twitter:

Between 12:00 and 15:00, Monday to Friday.



### LinkedIn:

7:45, 10:45, 12:45, and 17:45, Monday to Thursday.

### 3. How to Engage effectively with others

One of the most significant benefits of social media is that it gives your audience the opportunity to interact with you, and you with them in return. Here are some tips for making the most of this:



#### Top tips for engagement:

- 🍃 **Always tag where applicable.** When referencing a particular company or organisation, always check if they are present on social media and tag them. This means they can see your content and choose to share or respond to it. In this way, your message will become visible to their audience as well as your own.
- 🍃 **Make use of relevant hashtags.** Make sure your content is noticed at the most appropriate moments and incorporate popular/trending hashtags that are relevant to you.
- 🍃 **Respond promptly to questions.** It is vital to respond to any comments and messages quickly. Responding within 24 hours indicates that you are present and readily available with answers (e.g. to questions about specific events).
- 🍃 **Comment and share/retweet content from your community.** Take advantage of mentions or comments on your feed. These are gateway opportunities for you to return the interaction and build relationships that can be developed further in the future.
- 🍃 **Start a discussion.** Twitter, Facebook and Instagram have the option to create your own opinion poll. You could ask your community a question to increase engagement and use the results to educate them or provide a call to action.

Here are some examples of poll questions, eg to start a discussion:

#### INSTAGRAM

Question: What is the best path for a career in engineering?

Answers:

#### TWITTER

Question: If you could start a career in any vocational subject, what would you pick?

Answers:

## Examples of social polls



iconosquare 2m

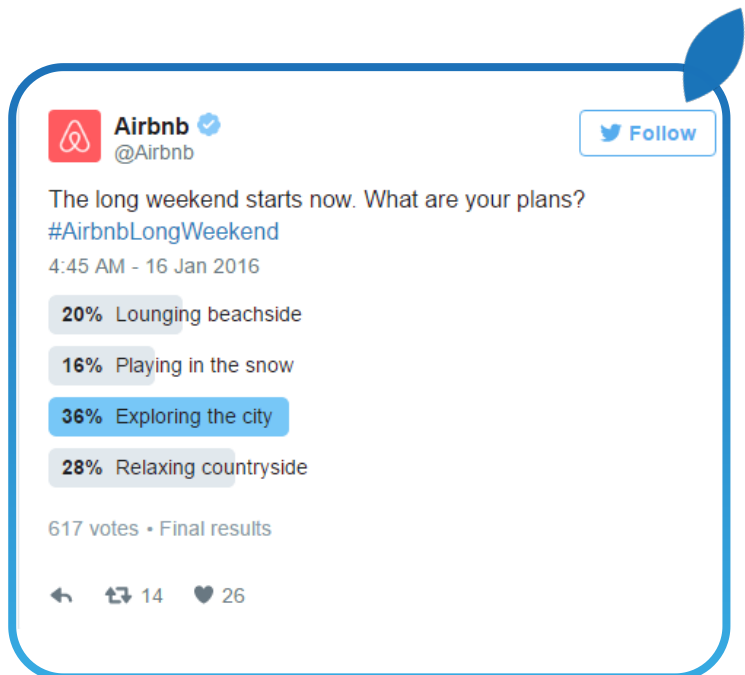
# POLL!

What do you think of the new poll feature on Stories?

AWESOME!	MEH...
81%	19%

Write a message...

This Instagram story features a yellow background with two pencils and a colorful megaphone. The poll asks for feedback on a new feature. The results show that 81% of users found it 'AWESOME!' and 19% found it 'MEH...'. The interface includes a close button, a camera icon, and a text input field for messages.



Airbnb @Airbnb

The long weekend starts now. What are your plans? #AirbnbLongWeekend

4:45 AM - 16 Jan 2016

20%	Lounging beachside
16%	Playing in the snow
36%	Exploring the city
28%	Relaxing countryside

617 votes • Final results

14 retweets 26 likes

This Twitter post from Airbnb asks about weekend plans. The poll results are: Exploring the city (36%), Relaxing countryside (28%), Lounging beachside (20%), and Playing in the snow (16%). The tweet has 14 retweets and 26 likes.



Starbucks Coffee Company

What's your usual order?

49%	Short and sweet
36%	Probably 5-7 words
15%	I have needs, people!

24 minutes ago · Comment · Like

2,267 people like this.

View all 1,660 comments

Write a comment...

This Facebook post from Starbucks asks about usual coffee orders. The results are: Short and sweet (49%), Probably 5-7 words (36%), and I have needs, people! (15%). The post has 2,267 likes and 1,660 comments.





## Network with peers

If you are registering a VET event or activity as part of the Week, you will be invited to join an exclusive Facebook group, where you will be able to **share best practices with other VET professionals** in different organisations across Europe. This is the perfect opportunity to celebrate your successful projects or seek support and advice. Media content and materials from events, such as photos, summaries and presentations, will also be shared on this channel.



## Share your story

A great way to promote the benefits of VET training schemes is to **share your own VET experience** and encourage people in your network to share their stories too. Whether they have received VET training themselves, or provide it, it's always beneficial to hear a first-person account of the experience. They can do this by submitting their story, either in English or in their own language, [via the campaign website](#).

The most inspiring stories will be featured in our monthly newsletter and promoted on our social media channels, providing extra visibility for you and your organisation.



## Contact us

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

**Email:** [info@vocationalskillsweek.eu](mailto:info@vocationalskillsweek.eu)

**Phone:** +44 (0)207 444 4264

**Twitter:** @EU\_social, @EuropeanYouthEU, #EUVocationalSkills, #DiscoverYourTalent

**Facebook:** @socialeurope, @EuropeanYouthEU