

European
Commission

2020 Social Media Toolkit

EUROPEAN **VOCATIONAL
SKILLS WEEK** 2020



#DiscoverYourTalent

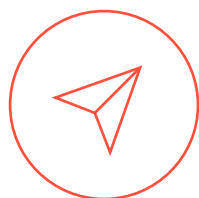
*Employment
Social Affairs
and Inclusion*



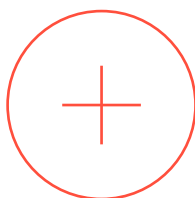
ABOUT THIS SOCIAL MEDIA TOOLKIT

This toolkit provides resources and guidance to support stakeholders and partners in promoting European Vocational Skills Week 2020 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
HASHTAGS LISTED IN
THIS DOCUMENT



SPREAD THE WORD AT
EVENTS/ACTIVITIES,
INCLUDING LIVE-TWEETING
AND POSTING INSTAGRAM
STORIES

Read on for tips and advice on publishing content on social media, including ready-made posts and links to campaign resources that you can use.



ABOUT THE EUROPEAN VOCATIONAL SKILLS WEEK

European Vocational Skills Week is an initiative of the European Commission to **make VET a more appealing proposition** and **help young people and adults reach their full potential**. This year's theme is **VET for Green and Digital Transitions**.

The coronavirus pandemic has seriously disrupted all forms of education and training. This is an opportunity to take a fresh approach to VET, making it more modern, attractive, flexible and fit for the digital age and green transition. On 1 July 2020, the Commission put forward an ambitious agenda to guide COVID-19 recovery efforts in employment and social policy, with the focus on skills and VET. Its Communication on a European Skills Agenda for sustainable competitiveness, social fairness and resilience proposes 12 EU actions to support partnerships for skills, up- and reskilling and empowering lifelong learning. Its Recommendation on VET seeks to ensure that VET equips the workforce with the skills to support the recovery, as well as the green and digital transitions. Learn more about all the initiatives [here](#)



CAMPAIGN HASHTAGS

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

#EU Vocational Skills

for all content

#DiscoverYourTalent

for general content aimed at a broader target audience



GET INVOLVED

Here are ways to engage with the Week through social media.

Connect with us

Follow the official European Commission channels on social media.



@EU_Social

@EuropeanYouthEU



@SocialEurope

@EuropeanYouthEU



@European Commission



@europeancommission

Share with us



- **Share content** from your own channels using the campaign hashtags. Create original content or share from our channels below.
- **Share your story** [via the campaign website](#).
- **Go live** using Snapchat, Instagram Stories or Facebook Live.
- Remember: **keep your content appropriate to the setting**.
- Before posting, ask individuals who feature in photos and content for permission to use their image and quotes.



AMPLIFY YOUR SOCIAL MEDIA CONTENT



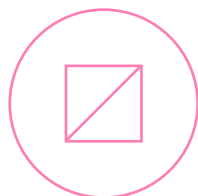
Don't forget the

Using the official hashtags will make your content more visible and help the campaign reach more people.



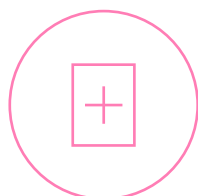
Visual is key

Images and videos will enhance your content's effectiveness. Indeed, to stand out, your posts need strong visual elements. This is the best way of ensuring your audience see and interact with your content.



Visual format

Choose a 4:4 (square) or 4:5 format for more efficiency. On Twitter, use a 16:9 (landscape) format. Apps like Instasize or Inshot can help you resize your visuals.



Don't hesitate to create your own content

Authentic and original content always works better. This will help to keep the campaign relevant.



Interact with other #EU Vocational Skills content

Connect with other content linked to **#EU Vocational Skills**. This is a good way to build a visible and valuable campaign.



AMPLIFY YOUR SOCIAL MEDIA CONTENT



Schedule your posts

Use tools like Buffer, Hootsuite or Later (Instagram only) to plan your posts. This will give you the opportunity to schedule various posts at once, so you don't have to worry about them later.



Post your content at the right time

While there is no specific formula, two recommended times for posting are 11.45 and 17.45, Monday to Thursday.



Engage with your audience with interactive features

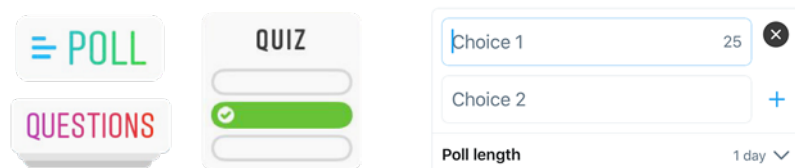
Each platform has features that help you engage with your audience.

- **Instagram Stories (questions, poll, quiz)**

Create your video or picture story. Swipe up and select an interactive feature. Ask your question or create your poll.

- **Twitter (Questions)**

Open Twitter and select the question button. Write your question (and answers if needed). And that's it!






SAMPLE POSTS & BEST PRACTICES

Twitter dos & don'ts




Do

Use visuals to make your content eye-catching 

Include the relevant hashtags above #

Share news from the EVSW website

Use a link shortener like bit.ly to make your posts look less heavy (no matter how long a link is, Twitter will take 23 characters for the link).

Tag relevant EU Commission and other accounts for a snowball effect 

Use emojis to make your posts more engaging. You can use a country flag when referring to a specific country, the EU flag when referring to the EU, a trophy when mentioning the awards, a smiling face, etc

Spam people


Go over the character limit (280 characters)

Don't



Include all campaign hashtags in one post

Use more than 4 hashtags per post

Run words together to save space. Your message won't come through clearly 

Sample post

Need tips on how to reskill or upskill? Join our [#EUVocationalSkills](#) Week event in *[insert country flag]*. Vocational education & training helps you get a better job. It is never too late! Ready to [#DiscoverYourTalent](#)? Click [here](#)

@EU_Social

Facebook dos & don'ts




Do

Answer questions and respond to posts 

Keep posts short – posts with fewer than 1 000 characters perform better.

Share news from the EVSW website 

Post content with visuals 


Take part in conversations in which you are tagged and comment or acknowledge the post by sharing and liking the post 

Be shy

Self-promote excessively 

Don't



Give too much information – give people a reason to click on a link to a website for more information 

Sample post

We are excited to be organising a 2020 [#EUVocationalSkills](#) Week event this year. Will you join us in *[insert country flag]*?

Vocational education & training will help you get a better job. You can learn and progress continually, building skills and confidence. Vocational training is a good path to a successful, rewarding career.

It is never too late! If you're ready to [#DiscoverYourTalent](#), click [here](#)

[#EUVocationalSkills](#)

[@Social Europe](#)

Instagram dos & don'ts




Do

Post visuals – Instagram is about visuals

Keep posts short 


Use as many hashtags as possible related to the content of your post #

Separate your key message and the subject hashtags 

Self-promote excessively 

Don't



Include links in your Instagram posts (links are not clickable in Instagram posts) 

Sample post

We are organising an **#EUVocationalSkills** Week event in *[insert country flag]*. Vocational education & training helps you get a better job. It is never too late! Ready to **#DiscoverYourTalent**?

#EUVocationalSkills Week

#vocationalskills #youaretalented #talent #skills #EU
#greenddeal #digitalskills #training #goals #motivation #success
#vocationaltraining #learninganddevelopment #edtech
#qualityeducation #digitaltools #jobadvice #successfulfuture

LinkedIn dos & don'ts



Do

Post content that adds value to your audience: tips and tricks, how-to's, lessons learned 😊

Post content with a visual element: posts with visuals get 3 times the number of interactions (likes and shares) than text-only posts 🗨️

Post short videos of your role as an Ambassador or the campaign's key messages. Native videos (videos that are uploaded directly to your LinkedIn page) are 5 times more likely to get people to like or share your content.

Share news from the EVSW website 🗨️

Confuse your Facebook audience with your LinkedIn audience 🗨️

Don't



Sample post

With vocational training, people learn and progress continually, building their skills and confidence.

Companies have skills gaps. Vocational education and training fill these gaps. Boost your business with continuous learning and upskilled employees – it's a win-win situation.

Discover how to join us and unleash your employees' talents. Click [here](#).

[#DiscoverYourTalent](#)

[#EUVocationalSkills](#)

[EU for Social Economy & Social Enterprises](#)



CONTACT US

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



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Phone: +32 486 306 271



[@EU_Social](#)

[@EuropeanYouthEU](#)

[#EUVocationalSkills](#)

[#DiscoverYourTalent](#)



[@SocialEurope](#)

[@EuropeanYouthEU](#)

[EU Vocational Skills Week Group](#)



Website: ec.europa.eu/social/vocational-skills-week

