



European
Commission

EUROPEAN VOCATIONAL SKILLS WEEK



2018 | Social media toolkit

#DiscoverYourTalent

Employment,
Social Affairs
and Inclusion

About the Social Media Toolkit

The European Vocational Skills Week 2018 social media toolkit has been designed to help you as stakeholders and partners to promote the European Vocational Skills Week and the benefits of Vocational Education and Training (VET) across Europe.

This toolkit provides information on the European Vocational Skills Week communications campaign and ways that you can take part using social media:

- Sharing the campaign materials via social media;
- Following the campaign platforms, sharing content and using the campaign hashtags;
- Tips and advice on how to publish content on Facebook and Twitter etc., including ready-made posts and links through to campaign materials that you can use and post;
- Tips and advice on how to create your own content, including using Facebook Live, Instagram live;
- Spreading the word at events, including tips on live-tweeting.

About the European Vocational Skills Week campaign

The European Vocational Skills Weeks in 2016 and 2017 were successful, and the European Commission is organising a third European Vocational Skills Week to raise awareness of Vocational Education and Training (VET). The official Week in Vienna will take place on 5 to 9 November 2018 and hundreds of VET-related events will be organised across Europe from September to December 2018.

The campaign brings together education and training providers, civil society organisations, public authorities, business organisations and the broader public to raise the profile of VET across Europe. The Week aims to showcase the many opportunities that VET can provide for young people and adults, and the value that VET provides for the economy and the future of work and skills.

CAMPAIGN MOTTO & HASHTAGS

The motto of the initiative is **‘Discover your talent!’**

There are two campaign hashtags. #EUVocationalSkills will be used to target stakeholders and multipliers, while #DiscoverYourTalent will be used to target society at large. Please use these hashtags so that we can track related conversations.

6 ways you can take part

1. SHARE THE CAMPAIGN MATERIALS

We will host all campaign materials on the European Commission's European Vocational Skills Week webpages. This will include information on the campaign, campaign toolkits, online exhibition etc.

Videos will be hosted on the European Commission's Audiovisual Portal and on the European Commission Social Europe YouTube, Facebook and Twitter channels for you to share, post natively and/or embed¹ into websites, blog posts and social media channels.

Love online quizzes?
Watch our social media channels for the chance to take part!

2. 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.

Twitter @EU_social and @EuropeanYouthEU

Facebook @socialeurope and @EuropeanYouthEU

3. PUBLISH ON SOCIAL MEDIA

We have prepared some ready-made posts for you to publish on your online channels. These can be accompanied by photos, infographics, GIFs and videos to make them more interactive and engaging.

Example social media posts

We're hosting an event for European Vocational Skills Week! #DiscoverYourTalent #EUVocationalSkills www.ec.europa.eu/social/VocationalSkillsWeek

It's back! Find a European Vocational Skills Week event on the interactive map #EUVocationalSkills www.ec.europa.eu/social/VocationalSkillsWeek

Want a career change? #adultlearning opportunities are a great way to upskill. www.ec.europa.eu/social/VocationalSkillsWeek #DiscoverYourTalent #EUVocationalSkills

¹ If you go to the video that you would like to use and press on Share or the icon, then a URL will show which you can use to embed the video.

Want to learn on the job? Consider #apprenticeships! Find out more at our #EUVocationalSkills Week event: [Link to event info] #DiscoverYourTalent

Tips

- Include links to drive traffic to the European Vocational Skills Week webpage;
- Include visuals and video content in your tweets to increase engagement. Further guidance on this is provided below;
- Use Twitter handles to mention other users in your tweets and tag them in your images, and interact with others by replying to their tweets;
- Pin tweets to the top of your feed about #DiscoverYourTalent activities or videos;
- Like, share and comment on these posts via individual profiles, or your organisation's Facebook page;
- Get involved in conversations by commenting or replying to other users on #EUVocationalSkills and #DiscoverYourTalent posts;
- You can use Facebook's scheduling tool to plan in future posts, ensuring regular campaign promotion;
- Organise a Facebook Live activity or event. Guidance on how to use Facebook Live is provided below. Further information can also be found through the [Facebook Help Centre](#).

Other social media platforms

You can adapt the European Vocational Skills Week promotional materials for a variety of social media. For example if you're part of a relevant LinkedIn group, or if your country has its own popular social media platform, feel free to share campaign materials and event information there.

4. CREATE YOUR OWN CONTENT

Throughout the campaign period, you will have a range of opportunities to share your experiences and access to 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 as possible! 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 campaign, these tags and hashtags can be used in written and visual content, which is outlined below in more detail.

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 emojis wisely) and ask permissions from individuals to be in your photos and content.

Using visuals

To make your social media posts more engaging, be sure to add images, photos or videos alongside the posts. You can either make your own or use our ready-made materials, which are available to download on the European Vocational Skills Week [website](#). These include:

- Visual identity;
- More promotional videos will also be added to the [webpage](#) closer to the Week.

GIFs

A GIF is a short series of image frames that display in succession, creating an animated clip. They are a great way to grab attention and to convey a message. Where there's a message, there's an opportunity for a GIF!

GIFs are everywhere; they're extremely popular on social media and an effective way to create engagement.

GIFs are not only impactful, but also easy to create. There are many simple-to-use tools online where you can create your own GIFs.

[Gifs.com](#) – this is the perfect tool to create GIFs from YouTube, Instagram or vine videos.

[Giphy GIF Maker](#) – with Giphy's straightforward user flow, you can create your own GIF directly from video files or YouTube links.

[Gifmaker.me](#) – this online tool allows you to create GIFs from images. You can customise your GIF by changing the canvas size, the number of times the GIF should repeat and the speed.

Where to find the best pre-made GIFs

There are many online GIF resources to choose from, here are some of the most popular:

- [Giphy](#) – Giphy has one of the biggest GIF collections. Its search function and categories make it simple to find your perfect GIF.
- [Twitter GIF Search](#) - Twitter's GIF library has a wealth of animations to choose from. The search feature is powered by two of the biggest repositories of GIFs on the internet: Giphy and Riffsy.

Tips on creating your own photos

Featuring people helps bring content to life and makes it easy to relate to. Here are some tips for taking photos with people:

- Make sure that you have permission to post your members' photos before using it;
- Try to capture positive images of people enjoying learning;
- Give your audience a better insight into your organisations by sharing behind the scenes experiences.

Tips on filming from your smartphone or tablet

You can film footage of your event using your smart phone or tablet and upload it to social media so that more people are aware of what took place at your event. Here are some tips to remember:

- Make sure that you are holding the smart phone landscape (with the longest edges parallel to the ground);
- Tap the screen on the point that you want to focus on;
- Make sure that you are recording (you should see a time code on the screen);
- Try to keep the camera as still as possible;
- If you are in a dark setting, turn your flash on for a better picture;
- Make sure that you are pointing the camera at what you want to film;
- Upload via drop box, or a service like Transfer will ensure your footage is not compressed.

What to talk about if you are filming an event announcement:

- A speaker announcing the event (don't forget to say the name and the location of the event);
- Talk about how the event promotes vocational training as a first choice;
- Talk about what you are planning to achieve from the event, what the tangible benefits for the event participants will be (e.g. learn new skills if the event is a training course, find out about relevant skills necessary to get into a specific industry, get information about available resources etc.);
- Invite people to attend your event.

What to film during an event announcement:

- A close up of speaker on stage;
- A wide shot of people on stage;
- Group interaction;
- People taking notes;
- People smiling/laughing;
- Local area shots;
- Shots specific to the location or activity.

5. Go 'LIVE'

Along with traditional and scheduled social media posts, it is important to use the full breadth of tools that social media offers in order to be as engaging as possible. Live streaming in particular has become more popular with social media users, with more platforms incorporating it into their user experience. It not only facilitates a closer relationship with your audience by giving them access 'behind the scenes' at high-profile events, but is also a great way to utilise your campaign content in real time.

Making use of Facebook Live

Facebook Live lets people share live video with their followers and friends. The streaming service allows anyone to broadcast live videos from their mobile devices straight to their Facebook News Feed.

After a live broadcast ends, the video is published to the Facebook Page so those who missed it can catch up later.

How to broadcast on Facebook Live

Facebook Live is accessible from the mobile Facebook App which you can download for free via iTunes or Google Play.

Before starting a broadcast Facebook will prompt you to enter a description for your broadcast. Create a compelling description which will give your audience as much information as possible and let your audience know what to expect.

Facebook recommends being live for at least five minutes. A broadcast which is too short won't give people enough time to tune in. Longer broadcasts also tend to accumulate more viewers.

There are many different types of broadcasts you could post to keep your audience engaged, such as:

- Host a Q&A session;
- Conduct a short interview with a colleague or expert;
- Let viewers see behind the scenes;
- Teach people something via a demo video.



Five top tips for Facebook Live

1. Let people know you are broadcasting ahead of time so they know to look out for your video;
2. Practice your broadcast. You can test your broadcasts by selecting the 'only me' option in settings;

3. Encourage viewers to Like and share the video, e.g. “Thumbs up if you...”, “Share this with...”;
4. Ask viewers to subscribe to live notifications in order to get notified the next time you go live;
5. Respond to comments live, use audience members’ names to keep them engaged.

Using Instagram

Instagram is a photo and video sharing app that currently has around 700 million active users. Instagram Live lets people share live video with their followers and other Instagram users.

The streaming service allows anyone to broadcast live videos from their mobile devices straight to their Instagram Feed. Instagram stories allows users to upload their last 24 hours of content, be it picture, video or ‘boomerang’ for their followers and other Instagram followers to see up to 24 hours of uploading.

How to use Instagram Stories

There are two ways within the app to start your ‘story’; by clicking the camera icon in the top corner whilst on your feed or my clicking on your icon whilst on your profile. As seen below, your story will be seen above a user’s feed and notify them whether you are live streaming.

You will have several options on how to use your camera; either normal, live video, boomerang or hands-free. Once you have taken your picture on the ‘normal’ setting, you can make full use of Instagram’s feature.

Seen in the example below, you are able to add filters, tag other users, attach geo-filters, hashtags and emojis to your picture. In addition to this, the tagging features are clickable; you will be directed to any hashtag, profile or location you have written into the picture once you click on them. This is a great way to increase the search-ability of your content.



Tips on Instagram Stories

- Make sure that you have permission to post your members' photos before using it and be sure to ask whether they also have an Instagram account to tag in the story.
- Remember if you don't want to add the picture immediately, you only have 24 hours to add it to your story.
- When tagging photos, remember to be consistent with tagging and filters.
- Give your audience a better insight into your organisations by sharing behind the scenes experiences.

How to broadcast on Instagram Live

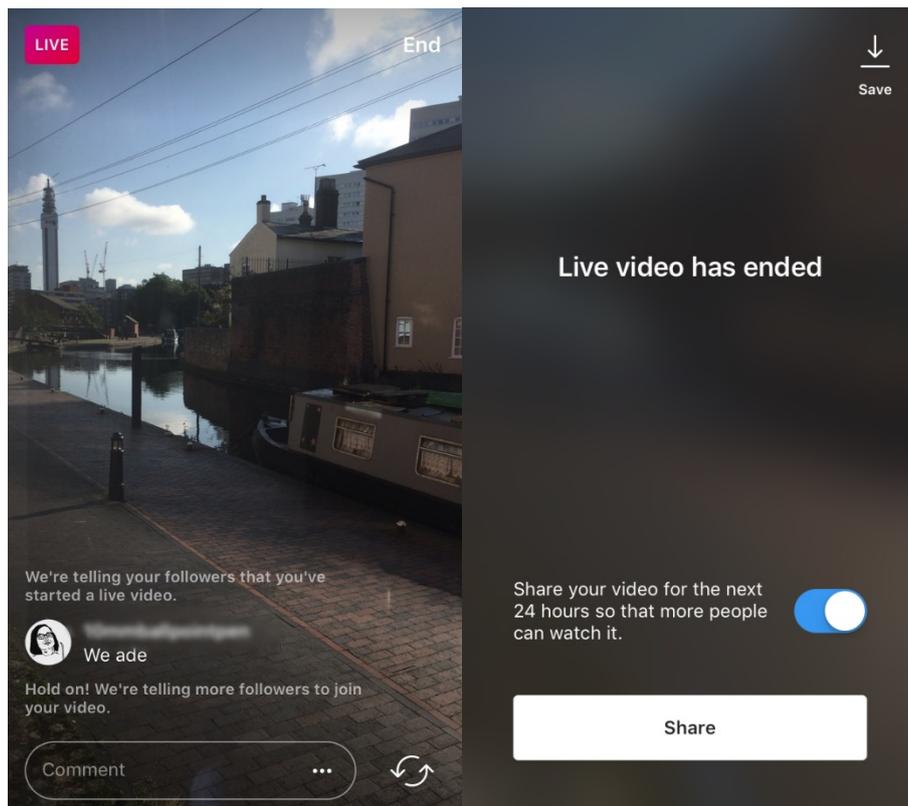
Instagram Live works similarly to Facebook Live, in that it is accessible only via the Instagram app, which is available to download for free via [iTunes](#) or [Google Play](#).

Instagram Live, is a live stream similar to Facebook live and allows the user to have their video available up to 24 hours after filming. The uses for this tool are also the same as Facebook live, in creating engaging content such as:

- Host a Q&A session;
- Conduct a short interview with a colleague or expert;
- Let viewers see behind the scenes;
- Teach people something via a demo video.

In the example below, when picking the 'live' or 'hands-free' setting you are able to live stream to not only your followers but also any Instagram user.

While this feature does not allow for filters and tagging of additional material, users are able to comment and leave positive feedback real time. There is no time limit on your live streaming video. Once your video it has ended you are able to see how many users have viewed it and whether you would like it to be viewed for a further 24 hours.

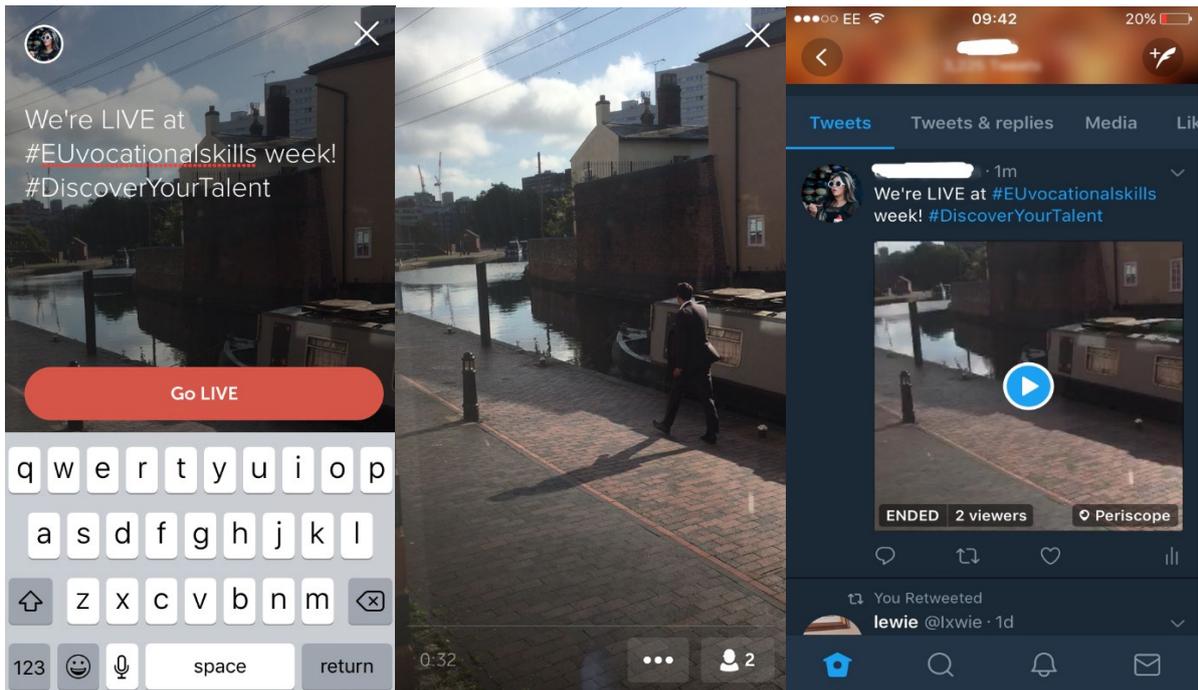


Tips on Instagram Live

- Ensure push-notifications are turned on so that users are reminded to watch;
- Encourage viewers to Like and comment on the video, e.g. “Thumbs up if you...”, “What do we think about...”;
- Be sure to film engaging content that keeps people watching, including high-profile members and guests, for a behind-the-scenes experience;
- Practise flipping between the front and back camera of your device smoothly for an efficient streaming experience.

Using Twitter Live (powered by Periscope)

Twitter Live, powered by Periscope is a feature within the Twitter app that allows users to Live Stream. Once again, it is similar to Facebook live and Instagram live, in that it allows direct engagement, have the stream viewed after you have finished filming and is viewable by all users. To use, download Twitter from [iTunes](#) or [Google Play](#).



Twitter notifies you when you are going live and gives you the ability for other users to react and comment on the video.

6. SPREAD THE WORD AT EVENTS

We want to spread the message of the campaign to as wide an audience as possible.

If you're organising an event whether it's offline or online, we encourage you to put information about the event on the European Vocational Skills Week interactive map by [registering your event](#). When promoting the event on social media, tag other relevant organisations into your posts and tweets so they know about the event and are encouraged to share it with their followers too.

If you're attending a national or regional European Vocational Skills Week event why not encourage people to take part, and spread the word!

Tips for live-tweeting

- Check the event hashtags to see who else might be live-tweeting and share their content;
- Add value for your followers by giving them content that they cannot get elsewhere
- Try and include images, gifs, infographics or videos in your posts as they are more engaging;
- Share inspiring quotes/key facts. Try to use quotation marks when quoting directly.

Please always include the campaign hashtag #EU VocationalSkills, #DiscoverYourTalent when suitable, in your posts on Facebook, Twitter, etc. We can then monitor your posts and share them through the European Commission's accounts where appropriate.

Contact us

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

Website: ec.europa.eu/social/VocationalSkillsWeek

Email: info@vocationalskillsweek.eu

Phone: +44 (0)207 444 4264

Yammer: www.yammer.com/europeanvocationalskillsweeknetwork

Twitter: @EU_social @EuropeanYouthEU #EUVocationalSkills #DiscoverYourTalent

Facebook: @socialeurope, @EuropeanYouthEU