



European  
Commission

# 2022 Social Media Toolkit

EUROPEAN **VOCATIONAL  
SKILLS WEEK** 2022



#EUVocationalSkills

#DiscoverYourTalent

Employment  
Social Affairs  
and Inclusion

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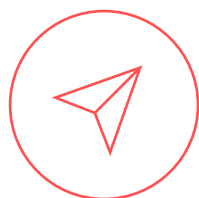
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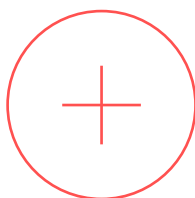
## SPREADING THE WORD

This toolkit provides resources and guidance to support stakeholders and partners in promoting the European Vocational Skills Week 2022 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, 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 a European Commission initiative to make VET a more appealing proposition and help young people and adults reach their full potential. This year's theme is **VET and the Green Transition** in line with the European Commission's commitment to the [European Green Deal](#) – its plan to become carbon neutral by 2050 – and to equip everyone with the necessary tools for this transition, ensuring no-one is left behind.

### In a Nutshell

European Vocational Skills Week 2022 will put skills at the heart of the Green Transition.

**Food for Thought:** What new skills will we need to thrive in an environment that protects earth's valuable resources? What role can VET play to ensure everyone has the needed skills for the Green Transition? Additionally, as the coronavirus pandemic continues to disrupt many forms of education, work and training, VET provides solutions to overcome obstacles through new skills acquisition, upskilling and the creation of new networks of collaboration.



## 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

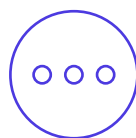


@European Commission



@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 and you can then reshare on your social media.
- **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



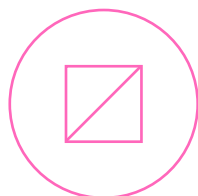
### Don't forget the #

Using the official hashtags will make your content more visible and help the campaign reach more people. **#EU Vocational Skills** is the most important one.



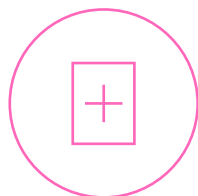
### Visual is key

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

on Facebook, 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

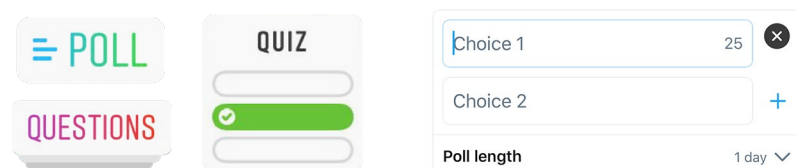
Each platform has features that help you engage with your audience.

- **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 posts

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's 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

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 2022 [#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 continuously, 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



## CONTACT US

Get in touch with any queries. We are happy to help you:



**Email:** [empl-vocational-skills-week@cecoforma.com](mailto:empl-vocational-skills-week@cecoforma.com)



**Phone:** +30 6996176874



@EU\_Social

@EuropeanYouthEU

#EUVocationalSkills

#DiscoverYourTalent



@SocialEurope

@EuropeanYouthEU



**Website:** [ec.europa.eu/social/vocational-skills-week](https://ec.europa.eu/social/vocational-skills-week)

