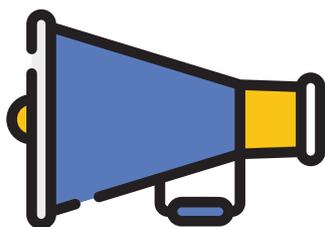


eurodesk

# SOCIAL MEDIA GUIDEBOOK



**A guide to improve your communication  
on social media networks**





# Social Media Guidebook

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# About us

Eurodesk is a youth information network which provides information on European and international opportunities in terms of learning mobility and youth participation. It supports the implementation of the EU Youth Strategy and of the Erasmus+ programme as a support network under Key Action 3 "Support for policy reform".

*Eurodesk core mission is to raise awareness on learning mobility opportunities and to encourage young people to become active citizens.*

Eurodesk operates at European level with a network of 37 national coordinators connected to over 1000 local information providers in 35 European countries. The 1000+ local youth information providers, so-called "multipliers", are regional or local organisations working with young people and delivering youth information (e.g. youth centres, youth information centres, municipalities, educational institutions).

Created in 1990, Eurodesk has become the main source of youth information on European policies, mobility opportunities and programmes. It answers enquiries and provides information and mobility support and guidance for young people and youth workers across Europe. It updates and manages content of the European Youth Portal, the eurodesk.eu, national websites and youth portals and its social media channels.



**ESTABLISHED  
IN 1990**



**OFFICIAL SUPPORT  
ORGANISATION OF  
ERASMUS+**



**OVER 1000  
MULTIPLIERS IN  
35 EUROPEAN  
COUNTRIES**



**338K ENQUIRIES  
FROM YOUNG  
PEOPLE ANSWERED  
ONLINE**



**REACHED 1,6M  
PEOPLE THROUGH  
FACE-TO-FACE  
ACTIVITIES**



**AROUND 2300  
TRAININGS  
ORGANISED FOR  
YOUTH WORKERS**



**10,8M PAGE VIEWS  
ON THE EURODESK  
PAGES**



**25,5M PAGE VIEWS  
ON THE EUROPEAN  
YOUTH PORTAL**



**3,1M FRIENDS  
AND FOLLOWERS  
ONLINE**

\*data from the Eurodesk Annual Overview 2017

# Foreword



Navigating social media and following the fast-changing habits of young people can be difficult and time consuming. This guide is a reminder of the essentials for different social media channels, what to look out for and what to do to improve your online presence and services. It is meant to help you in selecting the best tools and approaches to save time and makes your work more efficient.

This guidebook covers digital youth work, focused on informing and counselling young people. It provides useful tips on how digital tools can improve youth information services. Of course, it is not meant to be exhaustive, it will provide you with an entry-point to support your strategy. We encourage you to keep up-to-date with the latest trends by, for example, following bloggers, researchers and participating in Eurodesk's Advanced Training courses.

Marketing professionals have invested a lot of thought over the years in understanding how they can make their messages relevant to today's young audiences by understanding their lives, habits and attitudes. This is something youth work has always done; social media being an additional way to reach, engage and empower young people. But of course, it requires us to keep up the pace with technologic developments.

In this guidebook we will help you brand the Eurodesk service for young people and seize the opportunities of digital technologies. It encourages all of us to think of our services through the eyes of young people. What do they expect from us? Based on the results of our Eurodesk Youth Information and Mobility Survey 2017 young people want to go abroad for two main reasons: to make a difference in society and to have fun. This is one element to take into account when communicating to/with them. In the guide you will find good practices of how to engage young people and work both with them and for them.

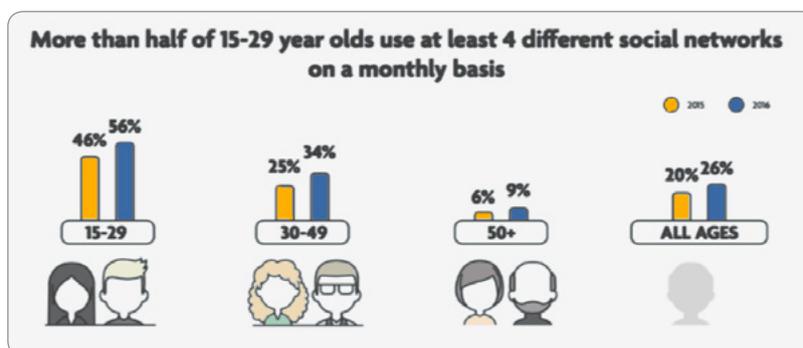
*We hope that you will enjoy the reading and be inspired to try new things. It's all a learning process! You are of course highly encouraged to share your experiences with the rest of the Eurodesk network and perhaps they can be included in the next editions of this guide.*

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke at the end.

**Audrey Frith**  
Director of Eurodesk

# I. Understanding social media

Young Europeans of 15-29 years spend an increasing amount of their time-consuming digital media. They use various channels to have fun, learn new things, make and maintain friendships, share interests, etc. More than half use at least 4 different social networks on a monthly basis. It is therefore important to follow trends and to invest in several social media channels, adapting to their styles and usage, in order to reach a wide audience.



Source: Trendwolves

We recommend that you check recent statistics on where to find your target audience (e.g. on Statista) and to test them, monitoring what works best for you and what needs to be changed, improved or even dropped. Make it a habit to draw inspiration from Eurodesk coordinators and see if you can learn from their experiences.

## 1 - WHERE TO START

Different marketing agencies monitor the dynamic social media landscape, which is highly dynamic. Here is a popular example from FredCavazza.

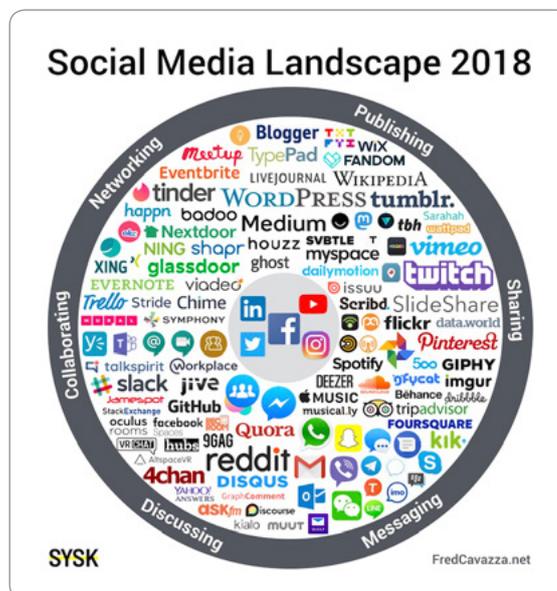
The first principle in mastering social media is understanding that posting the same content on all social media channels isn't a sustainable model. Each social media has its own unique purpose, language and style.

Of course, you cannot possibly use all available tools, which means that you will have to make a selection of 1 to 5 and test what works best for you. Different tools can help you with managing your social media outputs as we will see in this guidebook.

Don't be afraid to use these tools, you won't know which your audience will most enjoy until you test them out!

Statista shows that in 2018, Facebook continues to dominate the social media landscape even though it is losing ground, especially amongst younger people with more and more popular tools such as Instagram and Snapchat. Statistics are available every year, do check them as things can change rapidly! Differences also exist between countries.

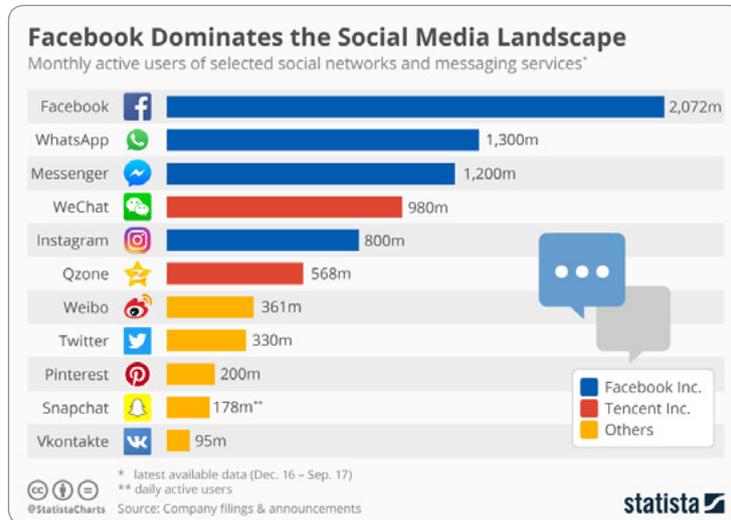
Below you will find a list of the most commonly used social media channels by 15-30-year olds, their best features and tips on how to master them.



Source: Fred Cavazza

## A) Popular social media channels

Facebook, Twitter, Instagram, and Snapchat are the four leading social media platforms. Our advice would be to invest in those first, depending on the specific usage in your country.



Source: Statista.com



### Facebook

**Facebook** currently has 270M active users in Europe, with 80% using it on a daily basis (on average, people check in 8 times a day), mostly on their mobile device. Facebook allows people to connect with friends, family members, and acquaintances, giving people the opportunity to post and share content such as photos and status updates. The most common activity is to "like" something. Almost 90% of young adults (18–29 years old) report using Facebook, yet this age group experienced a decrease in usage rates in recent years.



### Instagram

**Instagram** is a photo-sharing mobile application that allows users to take pictures, apply filters to them, and share them on the platform itself, as well as on other platforms such as Facebook and Twitter. Instagram includes a storytelling function that allows you to share instant videoclips with friends. More than half of young adults (18–29 years old) report using Instagram, thus making them the largest group of Instagram users.



### Snapchat

**Snapchat** is a social media mobile application that lets users send and receive time-sensitive photos and videos, which expire upon viewing. It is used to create and share everyday life stories and to chat with your best friends on daily basis. It is used 100% on mobile devices; the top action is "shooting videos". Snapchat is very popular amongst youth in Denmark, Benelux, UK, Ireland and Sweden.



### Twitter

**Twitter** currently has 25M users in Europe, 12% of users access it on a daily basis (within Belgium). Users interact in "real time" posting 280-character tweets to their followers. Users can converse using mentions, replies, and hashtags. Data on users in terms of age group and gender is limited. It is estimated that up to 15% accounts are bots. Twitter is not growing anymore but it can be interesting to connect with specific audiences, e.g. Members of the European Parliament.

A lot of these social media tools belong to the same owner (WhatsApp, Facebook, Instagram, Messenger) which means that they collect a lot of data about us. It's scary but it makes organisations' lives easier when it comes to managing Ad grants – for example: you have the option to remarket your content from one social media platform to another (don't worry we will discuss this later!).

## B) Instant Messaging Apps and Bots

Instant messaging apps can be interesting for youth information services. Messaging has become a huge part of our daily lives. Apps like WhatsApp and Messenger have around 1 billion monthly active users each and WeChat (most popular in Asia) has around 900 million. Messaging apps provide the perfect opportunity to engage with young people who already use their phone to access the Internet on a daily basis.

Messaging is easier to handle than live chats and represents a great way to develop customer relations with young people. Instant messaging conversations are asynchronous, meaning that you and your user don't have to be available to talk at the same time. It can be as real-time as live chat or as flexible as email. It is however essential to inform young people about when they can expect to get an answer.

These conversations are also archived. If you or the person who contacted you ever wants to reference the conversation, everything is saved. It feels more personal, organic, and less constrained by time.

Another more developed feature are Chat bots such as the Eurodesk Mobility Advisor (EMA) using Messenger. Artificial intelligence and bots are quickly becoming an essential piece of messaging app strategy. When done right, they bring the ability to have more conversations and help more people at once, and to involve an actual human only when needed.

## C) Other communication tools: e-newsletters

It is important not to forget more traditional channels such as e-Newsletters. These are still very popular among young people.

There are a number of powerful tools that will help you build and manage email newsletters with ease. At Eurodesk Brussels Link we are using MailChimp as it offers a huge template selection and loads of features that make it easy to run a great-looking campaign that displays well on nearly all email clients. It can also help you manage databases of contacts and segment your audiences (e.g. young people, decision-makers, youth workers).

A carefully crafted, well-designed newsletter can be invaluable in promoting Eurodesk branding and services. It helps you build your community by sending regular reminders that you are there, builds your credibility and provides a tool to share the most recent news and opportunities.

e-Newsletters can appear to be time consuming but they don't have to be, and should not be. They should not contain too much information, mainly links that young people can scan through and click for more information (therefore generating more traffic on your website or on the European Youth Portal). Be concise, to the point, and put only your most important information up front. Try not to include pictures or images that take too long to load.

Make sure you comply with GDPR rules (check EU official website). You need to collect freely given, specific, informed and unambiguous consent (Art. 32). To achieve compliance, you have to adopt new practices:

1

New consumer opt-in permission rules

2

Proof of consent storing systems (e.g. this information is visible on Mailchimp databases)

3

A method through which subscribers can ask their personal information to be removed

Neither soft opt-in nor soft opt-out approaches are allowed, so we recommend you to use double opt-in to align with GDPR compliance requirements (double opt-in is when individuals need to confirm their email address before being added to your email list).

## Examples from the Network



Eurodesk Poland has two e-newsletters - 'Eurocursor' which is issued every two weeks and 'Eurocursor-Grants' which is issued every month. The Eurocursor informs about European youth policy, partner requests, trainings, competitions, seminars and other events. The main source of its content are EBL news and EBL Bulletin. Eurocursor-Grants informs about the new funding programmes and upcoming programme deadlines. Both e-newsletters are targeted at people working with young people, rather than young people themselves. The number of subscribers of both newsletters is over 5.200 subscribers. <http://www.eurodesk.pl/newsletter>



Eurodesk Hungary's newsletter is called 'Ugródeszka' which means springboard in English, but also refers to 'desk' in Eurodesk. Ugródeszka is a monthly newsletter that is aimed predominantly at young people and youth workers. The newsletter has several columns such as: Eurodesk programmes and news (Time to Move campaign, Eurodesk Awards, Network meetings etc.); Everything related to Erasmus+; Ongoing Hungarian opportunities and deadlines; Applications from the Eurodesk Opportunity Finder, SALTO information, articles from the EYP; and promotion of the Tempus Public Foundation services. Before the GDPR we had 2.500 subscribers, now we are down to 350 and we are actively trying to recruit new subscribers.



Eurodesk Poland Newsletter Eurocursor

## 2 - WHAT TO KNOW ABOUT SOCIAL MEDIA TRENDS

### Social media marketing is on the rise

Social media channels are encouraging you to pay to reach your audience. This can be seen with Facebook's new algorithm; and the same trends can be seen on Instagram, Twitter, and Snapchat. If you have not yet invested in social media marketing, you can see that your organic reach is decreasing from what it used to be. To counter this, you will have to develop a comprehensive communication strategy based on quality content and connect your online tools and platforms (the flow between your website, Facebook, Instagram, etc.). This will support you in boosting your organic reach and will make the investment in social media marketing (e.g. Facebook Ads) much more worth it.

### Videos are there to last

The majority of the Facebook newsfeed contains video content. The algorithm is pushing for video content in an effort to increase time spent on the platform. Facebook Canvas is a free tool to create videos (you can create it on the Creative hub of Facebook); however, you will have to pay for people to see your created content (e.g. of tutorial on Canvas).

### Mobile use is continuing to grow

60% of online searches come from mobile devices and 74% of users access social media from a mobile device. This is particularly true for young people. In 2016, 85% of young people, aged 16-29 years old, used a mobile device such as a mobile phone, laptop and/or tablet to connect to the Internet when away from home or work; compared to the overall population where only 59% used a mobile device. (EU-28). This change of technology requires us to make sure that our content is responsive to mobile technology and that the formats we use correspond to user trends for mobile phones e.g. adding subtitles to videos that are often watched without sound.

### Engagement is key

It's important to test ways to engage young people and encourage them to become active (e.g. Instagram stories "wipe up to learn more"). It's important to use more and more options to create impactful and engaging ads and posts, such as canvases, stories and collections.

### Personalised marketing offers a lot of opportunities

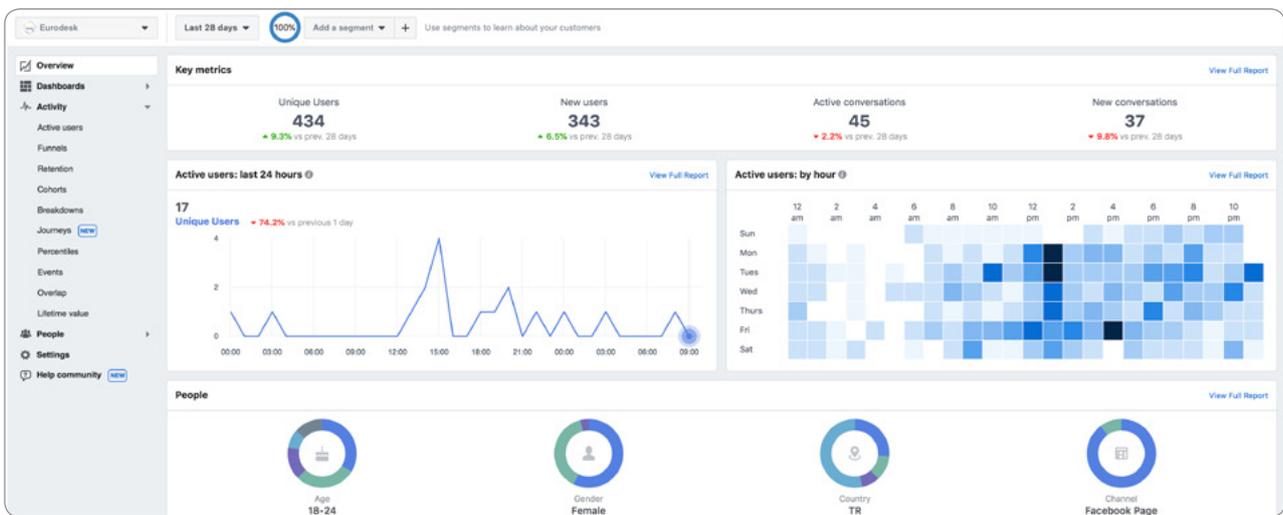
A lot of data is being collected by social media providers, you can use it to advertise your content to the right audience. This is the case of Facebook Ads for example where you can select several criteria such as the age group, interests or geographic location. You can create custom-based audiences based on engagement (e.g. those who reacted to certain posts) to re-market them for related campaigns (e.g. about the TTM campaign). You can also monitor and re-target users who visit your website by using Facebook Retargeting Pixel that will track the behaviours (using cookies) of users that you will then retarget on Facebook (e.g. of tutorial for Wordpress).

### Rise of augmented reality

Augmented reality and virtual reality is growing fast. Snapchat announced an augmented reality platform and already offers an AR advertising. An Amazon VR platform was also announced. This trend is to be followed carefully as it could represent great opportunities (e.g. to share young people's experiences when going abroad, to discover new countries).

### Artificially intelligent (AI) marketing tools

Are also growing fast as we already mentioned for the BOTs. Google is experimenting customer assistance services using AI (e.g. check the video "New Google AI can have real life conversations with strangers").



Facebook Analytics

## 3 - HOW TO START YOUR PLANNING

It's important for you to develop a plan before you jump into managing social media tools.

### A) What do you have to offer? – build your Eurodesk brand!

The first questions you should ask yourself is:

- What do you have that is useful for young people, and how can you communicate it best?
- What have you to offer that nobody else can? How are you remarkable?

It's important to define what you want to communicate and find your style as this shall underpin all the content you will produce online in order to build up your brand identity. A quick reminder: fun works better!



Results of the Namah service design workshop, Eurodesk Communication Training, March 2018

## To start: identify your core values!

For Eurodesk, core values can include: empathy, inclusiveness, customised services, trust, quality or European.

It's very important to communicate those values as millennials wish to make the world a better place, while reacting negatively to commercial motivations. It's therefore important to position yourself as an independent, impartial, non-for-profit, reliable and free source of information and as a contributor to positive social change. Of course, this should not be the core of your message but help you in building your brand towards your audience.

## What's unique / remarkable about Eurodesk?

It's interesting for you to understand what differentiates you from other organisations in your country. There are multiple theories out there on branding yourself on your "uniqueness" such as the famous Purple Cow of Seth Godin. Well, one element of this response is that we are not promoting one programme or one institution in particular – we are tailoring our services to match young people's needs. And we offer a wide range of opportunities - from going abroad to participation. It's free and it's for everyone.



Eurodesk postcard

## B) What does your audience expect from you? – build relevant services!

Now you know what you want to communicate about yourself, but what do young people want from you?

The Youth Insight Report 2017 looked at what young people expected from brands. Although "engagement" is the current marketing mantra, in research almost half said explicitly that they do not want to talk to brands using social media. They want either material gain (e.g. free services, a good offer or perhaps a winnable competition) or they want to be entertained. They also like brands that make life easier for them.

**So, what can Eurodesk offer? Well, we do have lots of life-changing opportunities in our backpack!**



Great opportunities to travel all over the world, almost for free (thanks to EU programmes & Eurodesk)!



A life changing experience by studying/working/volunteering abroad (thanks to Erasmus+ & Eurodesk)!



The change to make a change in society thanks to a volunteering experience abroad (thanks to ESC/Erasmus+ and Eurodesk)!



Shape the future of youth policies in Europe (thanks to the EU Structured Dialogue and Eurodesk)!

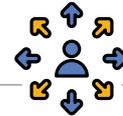
We put the programmes in bracket, as to hook young people you will have to start with the story first to be successful. In the second part of this guidebook we will give you insights on how to build attractive story lines and use social videos to inspire young people.

### C) Why do you want to go on social media? – set objectives and indicators

Possible answers could be:



To increase the Eurodesk branding/visibility



To make sure young people know your services and come to your local info points



To increase the number of visits on your websites because you have great offers for young people on it



To advocate for youth information and therefore showcase what you do towards decision-makers

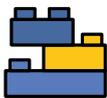
Depending on your answers and priorities, the strategy can be different in terms of approach and tools used.

### D) Who's your audience? – define your target audiences and go where they are!

#### Young people, youth workers, decision makers?

Select the relevant tools for each target group and market them with specific messages/content. In order to achieve better results, we recommend that you look into personas especially for the "youth" target group. Personas provide a wide range of young people your organisation is likely to interact with. To design a good service, you need to better understand the real needs, desires, concerns and motivations of your users.

Service Design is a useful method focusing on the needs of users to find solutions. It provides a gradual process:



Listening to the problems



Developing concepts (solutions)



Testing with prototypes

This approach mirrors the organisational will of Eurodesk to connect and engage with young people, which means the user is involved in the development of the services.

Eurodesk has developed a set of activities on innovative service design in partnership with Namah such as personas and user's journey map (see Qualifying Training Programme Module 3). Check them out, they can really help you in better understanding youth expectations!

**See the following chapter for useful tips on how to know your audience.**

## E) What resources can you allocate to social media and when it is best to post content?

You need to manage your time on social media. The different social media tools require you to post of a regular basis:



### Facebook

Once a day and 4 times a week is enough. It's important to focus on great content that can attract engagement. It's better to have paid posts (those that are popular can be boosted).



### Twitter

Republishing the same content is possible. Do so "as much as you can" using a different image or content but sharing the same link/content.

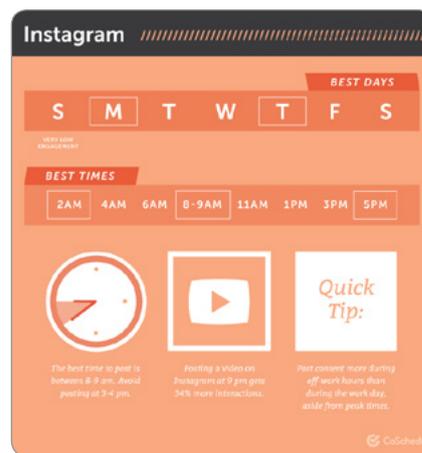
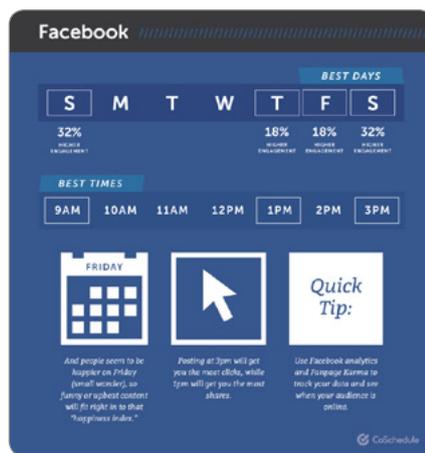


### Instagram

Once or twice per day. It is better to have pictures that tell stories, note that it is important to ensure that you are using different pictures for each post. It's also possible to use Instagram stories to cover events with an informal tone of voice.

How will you organise your time to manage your tools? How many can you cope with? Based on your answers, you can decide to prioritise a limited number of tools and provide quality content on them. We cannot emphasise enough that content is king; so always favour quality over quantity.

Eurodesk QTP Module 3 looks at how to best set up your communication strategy and your social media planning. Use one of the activities and templates to help you define your resource allocation and social media schedule.



Source: CoSchedule

## F) How will you measure the success of your plan?

Key performance indicators depend on the objectives you have set:

You want to increase engagement: compare your social media campaign period (do you have more likes, retweets, comments?) You can also test popular content: publish the same information twice (e.g. changing the approach of the text and visuals) and see what people like!

You want to increase the traffic on your website: did you see an increase in visits coming from your social media channels (you can monitor this thanks to Google Analytics and Google Search Console)?

## II. Knowing your audience

Knowing your audience is one of the basic rules of communication and it applies very well to social media. Without knowing your followers, you cannot be sure how to best design your messages in order for them to reach and engage current and new followers. This guide suggests several ways to better know your followers and how to engage with them in order to strengthen your brand and services.

Nowadays, social media giants provide several tools for businesses and organisations to follow the statistics of their interactions and whom they reach.



Facebook offers the "Audience Insights" through the Facebook Ads menu



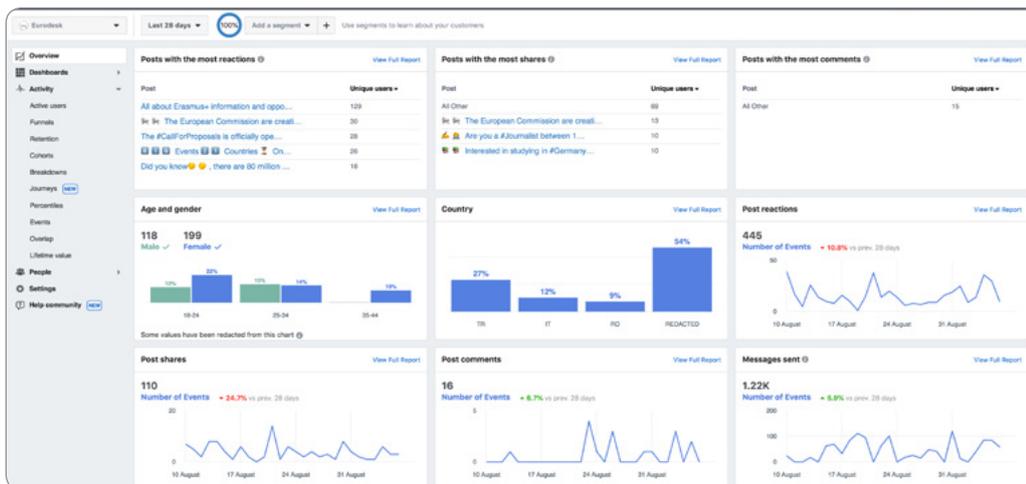
Instagram has an Instagram Insights, there are also tools like Social Rank that support you in gathering information about your followers



Twitter has Twitter analytics and tools like Followerwonk and Social Rank to support you



LinkedIn provides an integrated LinkedIn analytics



What does it tell us?

Our most popular post is a video, our biggest audience are females between ages 18-24...

### And what do these tools usually collect?

They collect information such as age, geography, times in which they are most active, gender, occupation, popular hashtags and biography words that reveals your followers interests.

Here are a few tips to support you in getting to know your audience better:

**Analyse your most popular posts**

Don't take your most successful posts as an abnormality, use it to your advantage to understand why the post was so popular, and try to make similar popular posts again. Your fans activity is key to understand what your target group finds interesting and how to improve your posts.

**Subscribe to a social media management tool**

Most tools have an analytics function that can help you understand what you are doing well and what you could do better. At the end of this guide we have listed free tools that can support you in this process.



### Desktop and Mobile app

**Buffer** – [www.buffer.com](http://www.buffer.com)

Buffer makes it simple to schedule posts, queue posts, build your following and analyse performance. Manage all your accounts in one place with features supporting Twitter, Facebook, Instagram, Google+, LinkedIn and Pinterest. A free account allows 3 social profiles and 30 scheduled posts, additional paid features exist.

**Hootsuite** – [www.hootsuite.com](http://www.hootsuite.com)

Hootsuite is a paid social media management system with 30 days free trial. It allows you to use several social media profiles, follow real-time analytics and RSS feed, schedule unlimited amount of posts and operate at least 10 profiles in their cheapest plan.



### Desktop

**Fanpage Karma** - [www.fanpagekarma.com](http://www.fanpagekarma.com)

For Facebook, Instagram, Twitter, YouTube, Pinterest and Google+. You can not only analyse your profiles and those of the competition, but also manage all your customer conversations in one tool - even composing, planning and publishing posts.

**Tweetdeck** – <https://tweetdeck.twitter.com/>

Exclusively for Twitter. Allows you to use custom timelines, create and manage Twitter lists and searches, and add team accounts. It is free for all Twitter users.

## III. A few tips on video creation

### Create user-generated content

Allow your users to create content, take over the account for a day or share their story. It can be someone who has been abroad, who is planning to go and who just wants to share their story or their current feelings about the process. It can be very empowering and successful when young people get to create the content themselves – they know what their friends are interested in and they will also share what has been created in their own friend circles.

### Be funny and entertaining

Sometimes you have to break free and have a little bit of fun. A more genuine touch to your account can only be a good solution.

### Do something amazing

In a world where millions of pieces of content are created each day, it's getting increasingly difficult to break through the noise. Creating a video that's so interesting and unbelievable that people feel obliged to share it is one of the best ways you can grow your brand with social video marketing.

### "Do It Yourself" and "Life Hack" Videos

Marketing is all about giving out value to your services. Applying that to Eurodesk's mission, what better way is there to add value than to create a short video showcasing how to take some of the steps to a good mobility experience. It can be about where to search for opportunities, how to pack your bag the best way, top tips of things to search about the host country, etc. Showcasing how to solve a common problem or just teaching people how to do something new is always an attention grabber.

### Give a sneak peek

Are you preparing for a big release or event during the Time To Move campaign? Make a trailer, build momentum and spark interest before the official launch.

### Use Bite-Sized Videos

Bite-sized content refers to short content such as infographics, 15-30-second videos and brief blog posts. Bite-sized videos are 6-second clips that are potentially the most viral form of video on the web. Google refers to them as bumper ads; they can be used as pre-roll ads on YouTube videos (see section 8).



## TOOLBOX - Video editing tools



### Mobile app

**Quick** – [www.quik.gopro.com](http://www.quik.gopro.com)

An easy video editing app made by GoPro to easily create short videos on the go.

### Boomerang

Not a video editing tool per se, but helps you create funny loops.



### Desktop and Mobile app

**Adobe Spark** – <https://spark.adobe.com/>

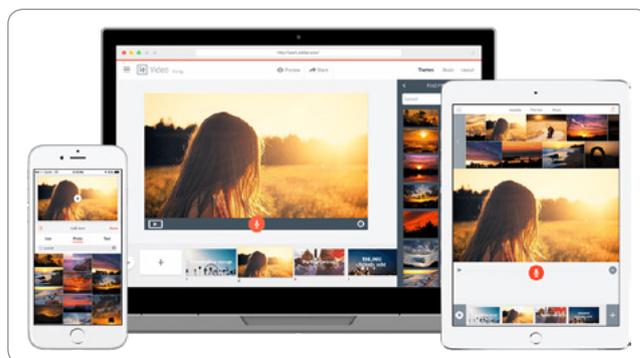
A photo, video and web editing tool that helps you to easily create beautiful images, videos and web pages.



### Desktop

**Lightworks** - [www.lwks.com](http://www.lwks.com)

An extensive software with many features for video and sound. The website contains a tutorial to get you started.

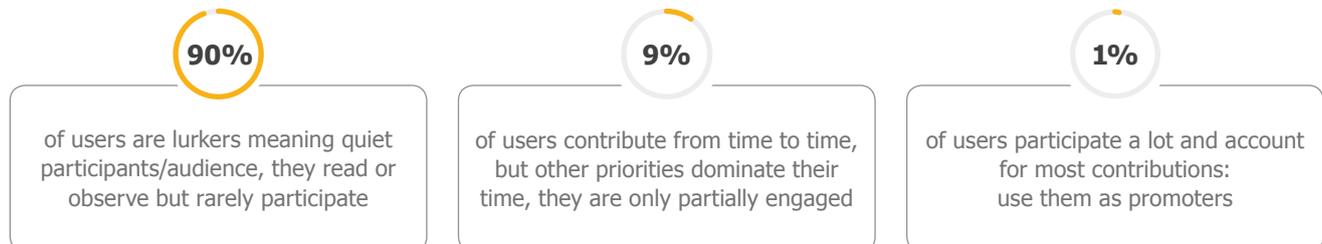


Adobe Spark

## IV. Creating engagement is key!

In the world of social media marketing the word "Engagement" gets thrown around a lot, but few know how to really master it. Engagement is not easy to produce, you have to know your target groups, what interests them, what humours them and what the new trends are. Planning, managing and evaluating are therefore important steps in making social media magic.

**First, it is important to keep in mind that user participation follows more or less a 90 – 9 – 1 rule:**



Although participation will always be somewhat unequal, there are ways to better equalize it, including by making it easier to contribute (e.g. easy rating systems) and by using rewards to broaden your participant base (e.g. offering promotional material for those answering your survey).

Here are a couple of advice for how to engage your target group.

### A) Create engaging posts

#### The 80/20 rule of promotion

Several social media guides emphasise the 80/20 rule of promotion. That is, your feed should be made up of 80% entertaining and engaging content and 20% of promotional content about your organisation and what it offers. This keeps your feed from feeling like a sales pitch. Below are several ways of how this can be done.

#### Time your posts to perfection!

The more engagement a post receives the more likely Facebook's algorithm is going to reward it with reach. By posting when you followers are more active, the more reach and likes you'll receive. Make sure you are aware of the behavioural pattern of your users.

#### Ask a question

People like to think things through, they like to hear from other thinkers, and they also want other people to know what they are thinking. Try using one of these "What do you think about...?" strategies:

- **Study their personality:** post a question that invites people to share their opinion or weigh in on something. But then be ready to answer/comment too.
- **Play the "test your knowledge" game:** if done in a youthful way, it usually works very well to engage your audience.
- **Post a poll:** it's easy to create and, on top of engaging your followers, you might learn something meaningful about them too. This could be a new routine (the poll of the week/month).
- **Just ask:** simply post a question. Asking followers relevant, provocative and timely questions creates some of the most engaging and thought-provoking social media activity of all.

## 1 Make it emotional

Social media has become expression machines, through **videos, hashtags, emojis, GIFs and memes**. Social media enables people to express themselves in whichever way they like to. By using a hashtag, you connect communities around topics, or by encouraging your followers to share a video or photo you show them that you listen and pay attention. Make sure you communicate emotions in your posts.

## 2 Incentivising content

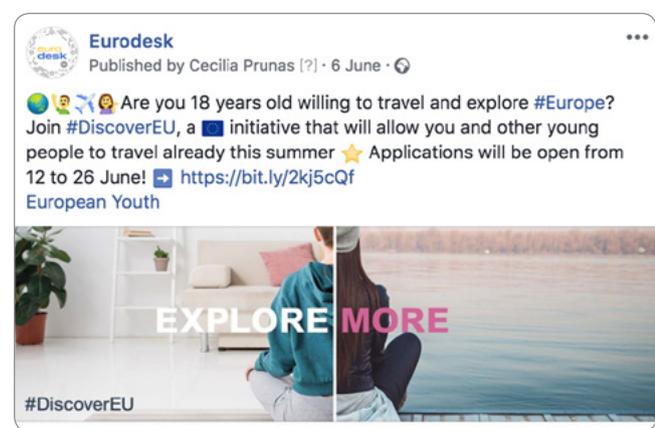
A useful way of attracting the attention of your users is by using incentives. **Competitions** are one example, but another successful practice is **gamification**. People like to play games, your engagement strategy doesn't need to be interactive or gamified all the time, but planning a couple of highlights during the year, big or small, can be a good way to keep your followers active.

## 3 Bite-sized video clips

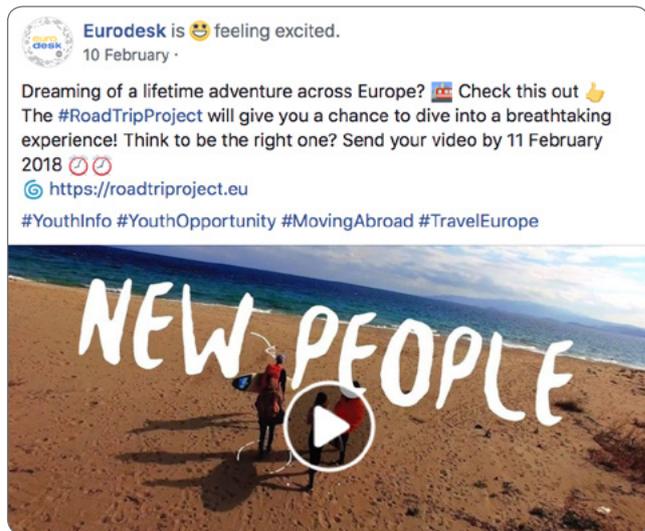
Video content has become a must-do for organisations on social media and often many believe it is too complex and out of reach, but it doesn't have to be. **A video content gets more reach than sharing just a text or a picture**. Bite-size clips can require minimal editing, it can be shot with your phone and in a matter of seconds. It is popular across all social media platforms and there are several tools that can be used to help (e.g. Adobe Sparks, Quick and Boomerang).

## 5 Conduct an interview

**Live-chats, Q&A sessions and interviews are becoming more popular**. Whether through Facebook, Twitter or Instagram Live, interviewing a relevant professional in your sector, a stakeholder or an influencer is a good mix between providing information, education and entertainment. Social interviews are at best when they are informal and coming off as authentic to your audience. You can then repurpose your social videos into blog posts, quotes, a more serious video or even podcasts. Free tools such as BeLive allows you to split-screen interview in real-time on Facebook.



Source: [Eurodesk Brussels Link Instagram](#)



Source: [Eurodesk Brussels Link Instagram](#)

## 4 How-to & Tutorials

**"How to" type of content is very popular**. While articles allow a lot of content, videos can also be used to break down processes step by step. BuzzFeed is an example of a blog platform that has managed to make captivating short videos to educate their audience. In our field this could be tutorials for how to complete a specific step of the mobility process (e.g. searching for mobility information, packing your bags, first things to do when you arrive to a destination).

## 6 Take advantage of trending topics

Trending topics represents a way for brands to capitalise on the moment. **While the topic is trending, you can gain high numbers in engagement statistics**, e.g. FIFA World Cup, European Youth Event, EU Elections, Brexit, a famous artist visiting the country or a local happening.

## 7 Laugh a little

Don't be afraid to show off your humour. **Social media is a place for humorous images and satire**. Make meme's, GIFs or share humorous content that is relevant to your sector. e.g. the account "Student Problems" on Facebook.

## B) Be reactive and build an ecosystem

### 1 Respond to your followers

It sometimes takes time to comment on your posts, a good deed is to invest the time to reply on them as well. Timely response is a game changer as **replies have become something that everyone expects**. If nothing else, replying shows that you listen to your followers and those who interact with you.

### 2 Collaborate with other organisations/brands

Collaborate with other organisations to create a win-win situation. Each partner would get a wider exposure as you reach new potential followers. Social media is the ideal platform for co-marketing because it is very easy to synchronise your efforts.

### 3 Recycle and repurpose your content

Think about all the planning, effort and time it takes to create your content. It makes sense to try to squeeze as much as you can out of every post to make sure that it is successful. 50% of articles only receive eight shares or less on social media. For every post you write or video you shoot, you should consider additional ways to promote it, beyond its original format, e.g. use quotes from your content to repurpose it into a nice image (e.g. using Canva), use snippets of a video to make sneak-peaks or trailers. Finding ways to repurpose your content will save you time constantly chasing new ideas.

### 4 Bring your colleagues along

Instead of solely relying on your brand page to share your latest content, why not ask your team members or colleagues to do some of the lifting? **With more shares, reposts, retweets and likes, the posts gain more visibility and social media** algorithms are more prone to support the post. Being a network, national coordinators can easily create a list of social media channels from the other countries to mutually support each other (e.g. Twitter list).

### 5 Share, pin, retweet & re-gram

**Don't be afraid to let your followers do the talking.** Remember, not all of the content on your social feed has to be your own, in fact social media wisdom says that it shouldn't. Promote other relevant organisations, brands, articles and photos from the youth and mobility sector, and it shows that you are also active and staying up to date with what is relevant.

### 6 Create daily, weekly or monthly series

**Start a series where you have the opportunity to interact with your followers on a regular basis**, it can relate to tackling topics and issues related to mobility such as stories from peers, a live-chat sharing tips on different areas connected to mobility or a series sharing what opportunities there are in different fields. By regularly scheduling these posts or sessions, followers are able to develop a habit of following your content and engaging with your channel.



eurodesk • Following  
Brussels, Belgium

eurodesk #eurodesk #communication training has come to an end after intense work on social media, story telling, analytics... thanks to @eurodesk\_cz @eurodeskfr @goeurope\_nl @wawrzyniec pater @stellar1985 @evadeluis @cyprus.youth.council



274 views

MARCH 28

Source: [Eurodesk Brussels Link Instagram](#)

## C) Build a community and engage young people in content creation

### Conduct a social media takeover

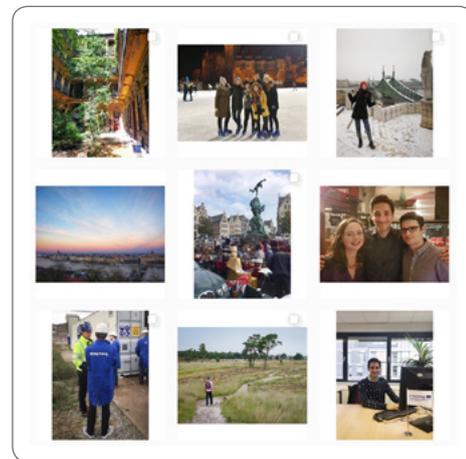
A takeover puts your social media account in someone else's hands, most commonly for a day. There's something fresh in watching followers and users of the service take over the social media, it is a possibility to communicate your brand and values in another perspective, and handing off this to a follower, a celebrity or influencer is a great way to get your brand known to a wider target group.

### Give your followers the spotlight

Engage your followers by going the extra mile. Retweeting or sharing their content is a great step of showing that you are paying attention. Sharing their work, their experiences or highlighting their commitment to support you is a great way to shine the light on your followers, volunteers or colleagues and what their engagement means to you.

### Share a milestone

Celebrate with your followers, whenever you reach a milestone. Perhaps a new hire, new publications, number of likes, small victories as big ones. Sharing these moments with your followers shows that you are growing and doing well.



Source: Netherlands Instagram

## Examples from the Network



### Eurodesk The Netherlands

Ever since the launch of our Instagram profile ([@goeurope\\_nl](#)) in July 2017 we have used it as a tool for peer-to-peer communication, by "following" a Dutch young person abroad for one week.

As the main goals for us are to inspire and inform our Instagram followers, we decided not to let the young person login to our account and share whatever they want, but manage it ourselves and make sure the (mobility) information shared is correct. They send us 7-10 photos with a short description before the week starts.

Of course, it's up to them to decide what kind of photos they like to show from their adventure abroad - they know best what other young people want to see!



### Eurodesk Germany

We have encouraged young German people who've been abroad to send us photos for our Instagram profile ([@rausvonzuhaus](#)).

Usually it works in themes, so that they have one week of material to send us, photos and captions that share their stay abroad. We have had stories from Mongolia, New Zealand, Croatia, Finland, China, Italy, Spain, Iran, Switzerland, USA, Luxemburg, South Africa, Argentina, France, Bolivia, Ireland and Ghana.

In this way, they get the spotlight to share about their experience and hopefully it can motivate others too.



## Toolbox - Basic graphic design

Here is an extensive list of free tools to use to perfect your graphic and video design.



### Desktop and Mobile app

**Adobe Spark** – <https://spark.adobe.com/>

A photo, video and web editing tool that helps you to easily create beautiful images, videos, and web pages that make you stand out. Follow this tutorial to get to know more:



<https://youtu.be/3wGjkUB1Zc8>

**Canva** – [www.canva.com](http://www.canva.com)

One-stop-shop for creating layout designs for various purposes easily. Setting up an account is required. Find great tutorials on how to use the app here:



<https://designschool.canva.com/tutorials/>

**Unsplash** – [www.unsplash.com](http://www.unsplash.com)

Get access to free, beautiful high-resolution photos for your layout design. All photos are licensed under Creative Commons Zero which means you can copy, modify, distribute and use the photos for free, without asking permission from or providing attribution to the photographer or Unsplash.

**POLARR** – <https://www.polarr.co/editor/0>

Polarr is a feature-rich free online photo editor. Use filters for automatized photo improvement or edit the settings separately if you are an advanced user. Have a look at this throughout guide on how to use the app:



<https://www.polarr.co/wiki/tutorials/>

**Behance** – [www.behance.net](http://www.behance.net)

A big collection of artworks. Get inspired by design projects from all over the world.



### Desktop

**WordPress photo library**

If you use WordPress they offer an extensive photo library (you can also contribute to it with your own photos). Read more about it here:



<https://en.blog.wordpress.com/2018/08/02/diverse-stock-photo-library-plexels/>

**Adobe Color CC** – [color.adobe.com/create/color-wheel/](http://color.adobe.com/create/color-wheel/)

Create your own colour palettes with matching colours (refer to Eurodesk Brand Book for colour references), based on different colour rules. You can also upload a picture to do automatic colour sampling. Follow this tutorial to get to know more:



<http://www.indesignskills.com/tutorials/adobe-color/>

**Flaticon** – [www.flaticon.com](http://www.flaticon.com)

Flaticon is the largest search engine of free icons. Don't forget to provide attribution when you use the icons! You can use the collection provided with the Eurodesk Brand Book.



Always refer to the Eurodesk Brand Book.

# V. The art of storytelling

Social storytelling can be described as taking information that is not that exciting and making it feel important, impassioned and relevant. Stories are reliant on imagination, by provoking imagination and empathy. Storytelling can provide a platform for social change that we envision by hearing of new ways and perspectives. Digital storytelling is an art that has allowed us to share stories in a much wider context, it can be used as a means of community building or as a share of inspiration. This is therefore highly relevant for Eurodesk, as we know that young people can be afraid about going abroad. By sharing stories of peers who went through this experience and learning from them what they can gain from it is powerful in triggering interest and getting new young people to our services.

## A) How do you make a good story? - Non-video content

Stories have a narrative structure that our brain follows very easily. They feel an emotion, and emotions are what connects you to your followers. The elements of stories are:

### Relatable characters

Part of the reason you want to share a personal story is that it makes you relatable. Every good story has relatable characters with personalities and interests. Find your character and make them the focal point of your story (you can also refer to your personas).

### People like drama

Stories are most compelling when they include an obstacle, a conflict or a resolution. So, whether you are sharing about a mobility experience or what goes on in your office associate it with an obstacle to draw readers in.

### Social stories

Use peer to peer approaches as people are more likely to trust, listen and take part in your story if it comes from peers.

### Stories with a beginning, middle and end

One of the most basic building blocks of a good story is pacing – first this happens, then this and then that. Use this sort of narrative arc any way you can and your story will be easy to follow.

## B) So, how do you build a story? - Video content

Start with your strong message. The story line should be delivered through a concise video, starting with the strong message following these principles:

1

Less is more:  
focus on 1 call for action

2

Use subtitles and motion graphics  
because people don't always listen

3

Create a conversation and do not  
promote your services/products  
directly. Your logo can appear at the  
end or indirectly throughout the story

## c) Examples of storytelling:

### YouTube: Google Search: Reunion

Tells a perfect story focusing on bringing people together, and Google being the search function takes the back-seat of visibility. The moving story is in focus. This became an extremely popular video, today with over 14 million views.



From Google India's campaign Google Search

### European Commission: #EUandME

A campaign that tells the humble stories of different citizens in a cinematic way. You can recognise the characters as if they were your neighbours. The language is simple, the stories are moving and the European Union is not mentioned besides in the closing credits. The EU has taken the approach of really telling a story to indirectly inform about the rights and opportunities they provide.



The Living Hostel, directed by Matthias Hoene

From the European Commission's campaign EU&me

## What do they all do well?

### They show the human side of their brands

People connect with people, not necessarily with brands. So, in order to connect with your customers, show your brand's personal side. Share what you are doing, what you are learning and a look behind the scenes.

### Challenge your audience

If you want to go the extra mile, challenge your audience's assumption by adding a twist. Find an obstacle within an obstacle and play with the scenario around that.

### Use sound effects for important details

Think about distinctive noises associated to the feeling you want to channel in your presentation.

### Work narratives into updates

Use your updates to tell a story, through Facebook with videos or blog posts, through Instagram with a story to every image, or twitter with continuous twitter posts. Think of how to make static updates more entertaining with a background story to connect it.

### Metaphors

Think of what you have trouble explaining in your story, maybe it requires too much explanation or it seems a bit dry? – involve metaphors to easily summarize concepts that are difficult to explain.

### End your story with a bang

Think about your core message and what you want someone to say about your story.



## TOOLBOX - Tips from Beconnect on the use of videos on social media & mobile devices

There are 8 billion daily video views on Facebook (a view is counted if it's played more than 3 seconds). Over 75% happen on mobile devices; users are very quick in browsing the information. The average watch time on Facebook is 10 seconds. 93% of views are auto-played, so most skip the video. 7% click to use the sound, so most of the videos are used without.

**The mobile environment is very narrow: it's shorter, smaller and strongly animated. You have 1 or 2 seconds to attract users' attention!**

The three-act-structure of marketing on TV (situation, problem, solution) does not work on social media. On the opposite, you start with the climax and then tell the story and call for action. You have to hook people's attention in the first 3 seconds:



Clear and strong editorial promise  
**(what it is about)**

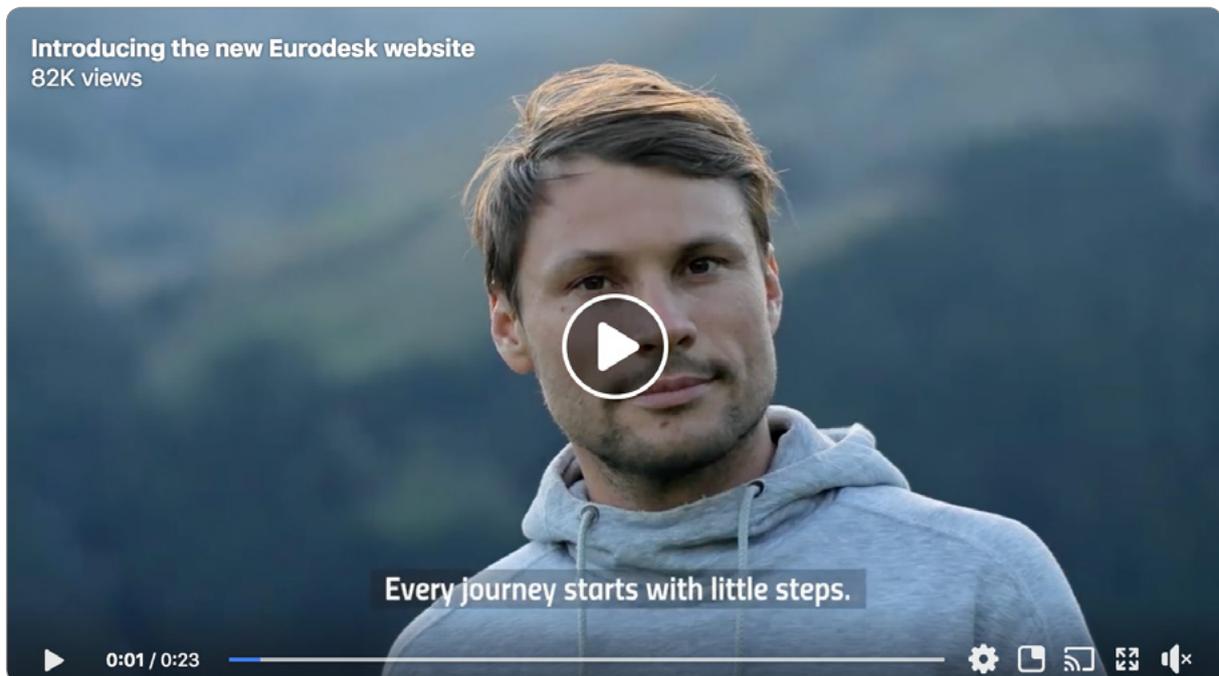


Content **(your ideas, proposal that has to be funny)**



End by sparking engagement  
**(share / comment this video)**

- In terms of format, the square video is the best because it will take the whole screen
- It's important to use text overlays because people do not use sound



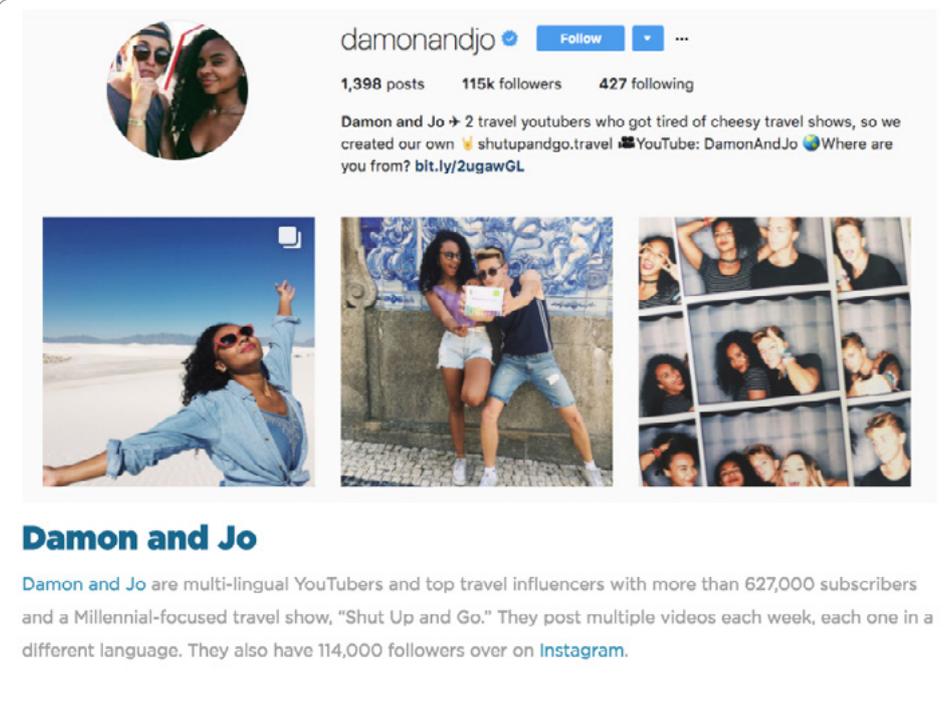
Promotional Video, by Eurodesk

## D) Working with influencers

Influencer marketing has become an alternative way of working with influential people to communicate your brand. The market has grown from using celebrities in perfume commercials to relating to someone who is more down-to-earth for everyday people to identify with, bloggers.

Influencers are people who manage to build a community around themselves on a specific topic, it can be related to make-up, fashion, gaming, nutrition and healthy lifestyle or even travelling, the list is long. What influencers do well is to review or share their opinion on a specific issue. They capture things in an honest way and gather followers who are mostly young people interested in the same topic. As content producers, influencers should not be underestimated. Statista shows that when compared with other sources of information, 53% of shoppers stated that the information provided by vloggers and bloggers was more important to their purchase decision than other information channels - hence the name, influencers.

What might be interesting to explore for Eurodesk is how to collaborate with influencers. Perhaps there's a travel influencer, a gamer or a fashionista who has been on a mobility experience and is willing to collaborate with Eurodesk to share their experience with their followers. They know very well how to reach out and how to engage their communities around different questions. Influencers can work through YouTube, Blogs, Instagram Facebook, depending on what their creative way of connecting with young people is.



The image shows a screenshot of an Instagram profile for 'damonandjo'. The profile picture is a circular image of two people. The bio text reads: 'Damon and Jo → 2 travel youtubers who got tired of cheesy travel shows, so we created our own 📺 shutupandgo.travel 📺 YouTube: DamonAndJo 🌍Where are you from? bit.ly/2ugawGL'. Below the bio are three images: a woman in a blue shirt on a beach, a man and woman posing in front of a wall, and a grid of photos of the couple. Below the images is the name 'Damon and Jo' in bold blue text, followed by a paragraph: 'Damon and Jo are multi-lingual YouTubers and top travel influencers with more than 627,000 subscribers and a Millennial-focused travel show, "Shut Up and Go." They post multiple videos each week, each one in a different language. They also have 114,000 followers over on Instagram.'

25 Top Travel Influencers, by IZEA

# VI. Facebook essentials

Facebook is a platform that craves engagement. Today, it is the most used social media with more than 1,4 billion daily active users.

Facebook is the top choice for social media advertising with 93% of marketers using the platform regularly. In the beginning of 2018 algorithms changed to fight against engagement bait and spam tactics, but it had an effect on all business pages. It means that it not as easy to reach your target group anymore, the algorithm ensures the user sees more posts from friends and family instead of business pages. Facebook is asking brands to rethink how they earn likes, comments and shares on their posts.

**In order to ensure organic reach (which refers to how many people you can reach for free by posting to your page), we recommend that you focus on posting quality content. Few well-thought-out pieces of content with a clear message and purpose will do much greater than saturating the Newsfeed.**

Spend your efforts developing quality content, with a focus on the formats that we know Facebook favours – video, animation, and other more interactive and immersive formats. Be clear about what message your audience should receive, and what action you want them to take next. We recommend that you boost the best posts with ads (**see chapter on How to get the most out of your advertisement budget**).



Here are some recommendations:

## Time your posts

We know that Facebook engagement peaks in the middle of the week (Tuesday to Thursday) and normally during lunch breaks and early afternoon, while weekends tend to have weaker engagements. But do test your specific target group and see when they are the most responsive. Once a clear pattern has been set there are several tools to support you in maximizing your engagement.

## Shorten your posts

When in doubt shorten your post as much as possible. Ask a quick question, have a quote or some statistics from an article that require a click for more content; or post a snappy or witty statement coupled with pictures. GIFs and memes are a great way to attract attention if you are not using a video. However, make sure to pay attention to not make any click bait (a link which entices you to click on it) as Facebook is actively fighting against that.

## Focus on follower-centric content

Many brands make the mistake of putting themselves in a box when it comes to their content. There's only so much that can really be said on a day-to-day basis about Eurodesk services. As soon as your content starts to feel repetitive, your audience will tune out.

Here's some food for thought: your Facebook content isn't all about you. It's about your followers. They might like you, but that doesn't mean they only want to hear about you all day long. Once you start to embed that idea into your strategy, increasing Facebook engagement becomes much more realistic. If you're struggling to find ideas for fresh content, you can start by reflecting on these questions:

- **Are there any events, besides yours, that is worth sharing with your followers?**
- **Have you found any interesting facts or statistics related to your audience lately?**
- **Have you made your followers laugh lately?**

It might be tempting to simply talk about yourself, but that's not going to drive much engagement. Strive to stick to the golden rule of rule of content creation that says only 20% of what you post should be self-promotional. Besides, filling your feed with a variety of content will always keep your followers looking forward to what's next.

### Upload video content directly to Facebook

Facebook is encouraging businesses to publish videos and have discussions with their followers. They are favouring videos that are directly uploaded on Facebook (a simple YouTube link on Facebook will not count for the Algorithm) Short social videos, live recordings or live chats have proven to be very successful. Learn more about making social videos here:

 <https://blog.bufferapp.com/social-media-videos>

### Call to actions

Combine your posts with a call to action. Facebook is trying to lead businesses away from click bait and excessive posts such as "tag a friend" or "click like if you..." But that doesn't mean you can't still have a call for action. Facebook is a good place to ask your followers for ideas or sharing their viewpoint on different matters. Add a question to your posts and encourage comments, debates and discussion.

 e.g. Airplanes vs Trains, which one would you prefer to travel with and why?

### Facebook Messenger BOTS

Implement a BOT system to support you in answering recurring questions. Eurodesk's BOT – EMA, is a great example and can be an inspiration for you (EBL can help you in adapting EMA to your language).

 [www.thinkdigitalfirst.com/2016/01/04/the-demographics-of-social-media-users-in-2016/](http://www.thinkdigitalfirst.com/2016/01/04/the-demographics-of-social-media-users-in-2016/)

### Step up your photo and video usage – be visual

The type of images you post makes a significant difference to the success of the post. Strive to show personality in your images and posts, don't be afraid to use GIF or memes that captures your emotion in a funny way.

### Use the right resolution:

Cover picture: 820px x 312px  
Profile picture: 178px x 180px  
Post picture: 450px x 235px

For video:  
Square format preferred (MOV. or MP4)  
720 X 720



**HOW TO WRITE A GOOD POST ON FACEBOOK**

- Ask questions
- Be concise
- Tell people what to do
- Write useful content
- Use links
- Be positive
- Use visuals
- Schedule your posts
- Use videos

By Sarah  
www.successfulbusinessonline.org

successfulbusinessonline.org

## VII. Twitter essentials

Twitter is not as frequently used by young people as Facebook or Instagram. It has more and more become a platform to engage with the industry, decision-makers and colleagues in the same sector. Share your advocacy or policy notes here, call for change and improvement or brag about an important achievement of yours.

Here are a couple of tips:

### Give your followers useful, interesting and re-tweetable content

To maximize your outreach, provide content that can be retweeted by others. Keep up to date and share breaking news in your field (a new call for proposals as just been released). Pair it with something visual that clearly explains the content and easily captures the attention of your followers.

### Write tweets in clear, concise language

Try to avoid abbreviation that is not commonly known and understood across the sector. Use language that is easily understandable and grammatically correct. Make short clear sentences to stress your point. Note that you cannot edit your posts, so be careful when posting them.

### Schedule Tweets for multiple days

On Twitter it is not bad sharing the same content on multiple days, at different times, to get more impressions and engagement. If you are worried that it might seem repetitive for your users, don't worry, you are never going to send out tweets that all of your users see. Example of tweets that could be shared multiple times is announcements of new services or information about up-coming events. The goal is to be seen by as many as possible. To help you plan in advance use tools to support your social media planning such as TweetDeck.

### Newsjacking

Newsjacking is the process by which you inject ideas or angles into breaking news, in real-time, in order to generate media coverage for your organisation. It includes not only injecting one's brand into real-life events as they happen, but also engaging with trending hashtags. Check trending hashtags on Twitter (e.g. today in Belgium a trending topic is #FridayMotivation - why don't you post something fun relating to it...). If you participate in a high visibility event, make sure to cover the event by @speakers and using the event's hashtag. In both cases, you will potentially reach new audiences and potential followers.



### Here are some suggestions for lists to create:

Browsing Twitter can sometimes feel very unorganised, especially if you are following many different accounts in different fields. Twitter therefore allows you to cluster your feed content into lists. By creating lists, all of the latest Tweets from users you are following can be grouped into your main stream. Don't forget, you have the possibility of making your list public or private. In a public list everyone can see who is involved and all the users you add will receive a notification when you add them, in a private list, it is only known to you.

### Top sharers List

Stay on top of your Twitter analytics and place your top sharers in one list. Whenever you have something important to share, let these users know first. You'll be able to count on them to help spread the message.

### Users / Members List

Create a list with your members and stay on top of their Twitter presence, support by engaging with their content and you'll make Twitter friends.



### Use the right resolution:

Cover picture: 820px x 312px  
Profile picture: 180px x 180px  
Post picture: 1,200px x 630px

For video:  
Square format preferred (MOV. or MP4)  
720 X 720

### Influencer List

Create a list with the top influencers and stakeholders. It can be politicians, organisations, celebrities relevant for Eurodesk. Engage with these users as often as possible to start building a relationship. Retweet their tweets, like and reply to their tweets and definitely @mention them when you have the opportunity. Eventually you will have a solid network of influencers to support your brand.

# VIII. Instagram stories essentials

Instagram has become a platform based on interests. It's all about creating a community of interests and categorising that in hashtags. Make sure your account follows the relevant accounts in traveling, volunteering and learning and actively participate in the community by posting with hashtags that explain your brand and that have a lot of followers. The platform breeds a more informal tone and through Instagram stories your followers to get more of a "behind the scenes"- view of your operation.

Videos on Instagram are very popular and open the door to a lot of new opportunities. Because Instagram videos are short and bite-sized, people are much more likely to watch them. At the same time, it forces you to come up with creative ways to get your ideas or messages across in 60 seconds.

## ! Here are a few suggestions:

### Go behind the scenes

One of the best ways to get started with videos on Instagram is to give your followers a behind-the-scene look at your organisation. You can show how your daily operations look, how you prepare for events or hear from someone you've started a collaboration with or just guided. Give an inside look to have your followers feel a bit more connected to your work and to the things you offer.

### Make videos specific for Instagram

Even though Instagram gives you 60 seconds, you want to make sure you are getting your message across right away. That means you should try to create elevator pitches for your Instagram video strategy.

### Don't always rely on Sound

Instagram videos don't auto-play sound. They start out as muted and users can choose to turn the sound on. Create videos that make sense even if there is no sound. Some people like to scroll through Instagram in class, at work or other places where having the volume on isn't an option. So, make sure your message can come across even when the sound is muted.

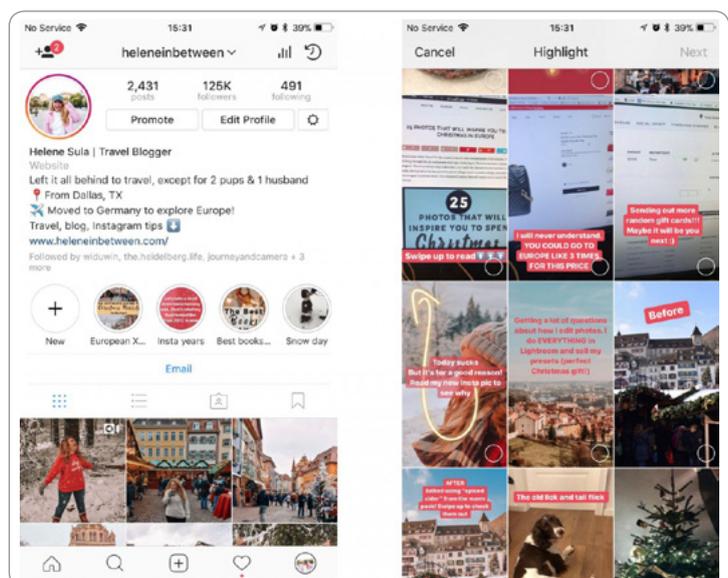
### Make an impact immediately

The first couple of seconds of your video should evoke some type of curiosity to motivate people to want to keep watching. Movement is a great way to capture your audience, using go-pro or a 360 function can help to create the feeling of the user taking part in the movie.

## ! Use the right resolution:

Profile picture: 110px x 110px  
Instagram Stories: 1080px x 1920px  
Post picture: 1080px x 1080px

For video:  
Square format preferred (MOV. or MP4)  
720 X 720



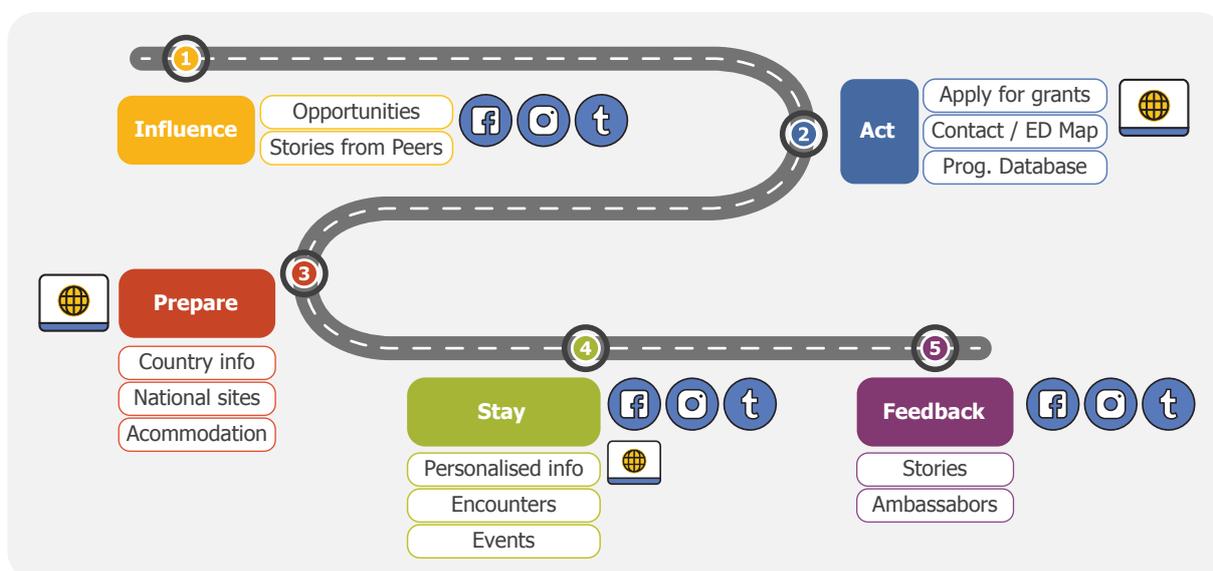
Example of Instagram Stories

# IX. How to get the most out of your ads

Your social media strategy will likely grow to include social media advertising, taking into account the recent trends making it almost impossible to reach many with organic reach. It can be scary to move from an organic social strategy to putting real money on the table, so it's important to understand all the available options.

The major social media platforms offer options for advertisement, but not all offers will be suitable for what you want to achieve and to your budget. A first rule of thumb is to start with the channels where you are doing well organically. When doing so, it is important to have a look back at your target group and answer the questions: who do you want to reach with your advertisement? Where are they most active? Try to be as specific as possible: do not only consider which social media to use but also what specific feature they use most on it (e.g. stories, chat functions, games).

More and more, companies offer **personalised marketing**: it means providing the right content at the right moment e.g. young people before a mobility wants to know about funds, those with a grant want to learn about the destination country, etc. Check this very simple illustration to get an idea:



Hootsuite made a nice break down of some of the ads different social media platforms offer:

## A) Facebook ads

Facebook ads are designed to help you achieve one of three broad types of campaign objectives: awareness, consideration, or conversion. You have several ad formats to choose from.

### Photo ads

In addition to a photo, Facebook photo ads include 125 characters of text plus a headline and link description. They can also include a call-to-action button like Shop Now or Send Message.



Facebook photo ads work really well for showcasing new products or services. Show people using them!

### Video ads

Facebook video ad options range from short mobile video ads up to 240-minute promoted videos designed to be watched on desktop. With so many options, it's critical to have solid goals and understand who your target market is and where your video will reach them.



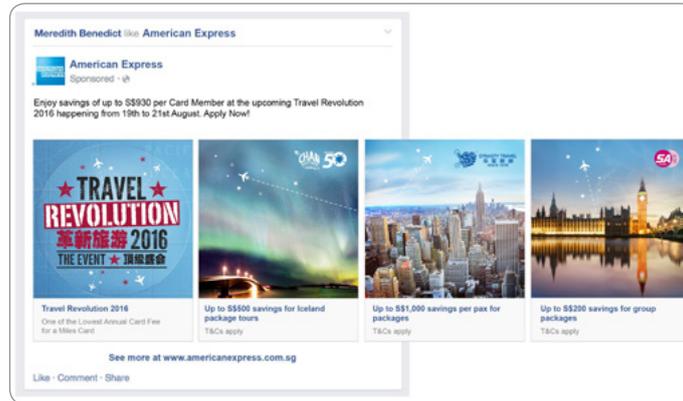
Short videos have higher completion rates. Stick to 15's or less if you're placing videos in the mobile feed.

## Carousel ads

A carousel ad lets you include up to 10 images or videos, each with their own link, all in one ad. Carousel ads work well to showcase different features of a product or an opportunity, or to explain a step-by-step process e.g. different mobility opportunities, articles for how to prepare your journey to go abroad, a checklist of what to complete before your journey etc. It doesn't have to be a product, it can be different content that links to the opportunities that you want to promote.



Use the different elements in your carousel ad together to present a compelling, effective story or message



Example of Carousel ads

## Lead ads

Facebook lead ads are mobile-only and include pre-populated contact forms. This makes it easy for people to e.g. sign up for your newsletter.



Ask for the minimum amount of information you need to process leads effectively, to maximize completion

## Messenger ads

Messenger ads are placed on the home screen of the Messenger app. You can use them to encourage people to connect with your organisation on Messenger, but they can also link to your site.



Identify people who have previously messaged you and use Messenger ads to restart conversations

## B) Instagram ads

Since Facebook owns Instagram, it's not surprising that Instagram ads support the same three broad categories of campaign objectives as Facebook ads: awareness, consideration, and conversion. The specific Instagram ad types also mirror three of the Facebook ads types: photo, video, and carousel. You can create each type of ad for either the main Instagram feed, or for Instagram Stories.

## Photo and videoads

Your Instagram photo or video will look like a regular Instagram post - except that it will say 'Sponsored' in the top right. Depending on your campaign objective, you may also be able to add a call-to-action button.



Make sure your photo and video ads are consistent in style with the organic posts you share on Instagram so that viewers recognise the ad is from your brand.

## Instagram stories ads

Instagram Stories ads can use photos or videos up to 15 seconds long. These ads display in full-screen format between people's stories.



The video only exists for 24-hours so this is a perfect concept for reminding about upcoming deadlines or events.



