**SoMe editorial plan for WeBalkans Channels**

Awareness campaign 16.11-16.12

Overview

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| Date | Theme |
| 16.11 | Launch of the Awareness campaign - Emotional video |
| 17.11 | Heroes Video Pills: Albania |
| 18.11 | Campaign message (Key visual: Man) |
| 19.11 | Campaign message (Key visual: Woman) |
| 20.11 | Heroes Video Pills: Bosnia-Herzegovina |
| 21.11 | World Television Day |
| 22.11 | Success Stories #1 |
| 23.11 | Thematic video: COSME |
| 23.11 | Infographic: COSME |
| 24.11 | Heroes Video Pills: Kosovo |
| 26.11 | Success Stories #2 |
| 27.11 | Heroes Video Pills: Montenegro |
| 30.11 | Thematic video: Erasmus+ |
| 30.11 | Infographic: Erasmus+ |
| 1.12 | Heroes Video Pills: North Macedonia |
| 2.12 | Success Stories #3 |
| 3.12 | Thematic video: Horizon 2020 |
| 3.12 | Infographic: Horizon 2020 |
| 4.12 | Heroes Video Pills: Serbia |
| 5.12 | Success Stories #4 |
| 8.12 | Thematic video: Creative Europe |
| 8.12 | Infographic: Creative Europe |
| 9.12 | Success Stories #5 |
| 11.12 | Infographic: EU programmes open to Western Balkans |
| 12.12 | Success Story #6 |
| 14.12 | Your Story, Our Future (link to all success stories on the website) |
| 15.12 | Share your story! |

The post from the Editorial Calendar to be repost or shared from the WeBalkans Channels

Instagram: @webalkans.eu

Facebook: @webalkans\_eu

Youtube: @WeBalkans\_eu

Website: webalkans.eu