**Social Media Kit | WeBalkans Awareness Campaign: EU and YOU, Your story our future**

**General recommendations**

Each social media platform has its own technical requirements as well as its trends, communication objective and main target. It is, therefore, crucial to be aware of the specificities of each platform before publishing content on social media.   
Here below are some general guidelines about the most commonly used social networks: Facebook, Twitter, LinkedIn, and Instagram.

**Facebook**

Facebook is the most versatile and popular social network. It has the widest and most diverse audience, and therefore it is an extremely powerful tool to reach the general public.

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| Communication objective: | Information, awareness, engagement |
| Target: | General public, non-expert audience |
| Recommended tone of voice: | Informal, personal |
| Recommended post length: | 200-300 characters |
| Recommended video length: | 30”- 60” |
| Recommended graphic format: | squared or horizontal (vertical format is allowed too) |
| Use of hashtags: | not recommended, max. 2 per post (e.g.: #EUandYOU #YourStoryOurFuture) |
| Use of emojis: | recommended, max. 3 per post |

**An example of a post to promote the “EU and YOU” campaign on Facebook is:**

The European Union and the Western Balkans act together to help young people building their own future, by improving education and work conditions, and providing more opportunities. 

Discover what the EU and your region are doing for you!

 webalkans.eu

 @webalkans.eu

#EUandYou #YourStoryOurFuture

*NOTE: If/when appropriate, “your region” can be replaced with the specific name of one of the Western Balkans countries*

**Twitter**

Twitter is used mainly for information purposes: it is extensively used by both institutions and media to provide the public with brief and quick updates. Twitter users are therefore used to short and straightforward messages, categorised by a thematic hashtag.

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| Communication objective: | Information, networking |
| Target: | Expert audience, stakeholders, institutions, media |
| Recommended tone of voice: | Informal, direct |
| Recommended post length: | 120-180 characters (max. 280) |
| Recommended video length: | 60”-120” |
| Recommended graphic format: | horizontal (1200 x 675 px) |
| Use of hashtags: | recommended, max. 3 per tweet (e.g.: #EUandYOU #YourStoryOurFuture) |
| Use of emojis: | recommended, max. 2 per tweet |

**An example of a tweet to promote the “EU and YOU” campaign on Twitter is:**

The European Union and #WesternBalkans act together to provide young people with more opportunities for a brighter future. Discover what the EU and your region are doing for you  webalkans.eu #EUandYou #YourStoryOurFuture

*NOTE: If/when appropriate, “your region” can be replaced with the specific name of one of the Western Balkans countries*

**LinkedIn**

LinkedIn is mainly a **professional** platform.It is used by an increasingly higher number of people across Wester Balkans country, and especially among youth, but it maintains its “formal” nature, as it is considered a tool to find job or connect with former or potential employees and colleagues.

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| Communication objective: | Information, networking |
| Target: | Stakeholders, young people |
| Recommended tone of voice: | Professional, informative |
| Recommended post length: | 200-250 characters |
| Recommended video length: | 60”-120” |
| Recommended graphic format: | squared or horizontal |
| Use of hashtags: | recommended, max. 2 per post (e.g.: #EUandYOU #YourStoryOurFuture) |
| Use of emojis: | recommended, max. 2 per post |

**An example of a post to promote the “EU and YOU” campaign on LinkedIn is:**

Better education, better opportunities, better work conditions.

The European Union and the Western Balkans act together to help young people building their own path towards a brighter future. 

Discover what the EU and your region are doing for you at webalkans.eu

#EUandYou #YourStoryOurFuture

*NOTE: If/when appropriate, “your region” can be replaced with the specific name of one of the Western Balkans countries*

**Instagram**Instagram is the platform that is most used by young people. It is strictly based on visual and audiovisual content, it allows to publish temporary updates in the format of a story and, overall, it ensures the highest engagement rate.

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| Communication objective: | Engagement |
| Target: | Young people |
| Recommended tone of voice: | Informal, personal |
| Recommended post length: | 200-300 characters |
| Recommended video length: | 30”-60” |
| Recommended graphic format: | squared or vertical (IG story) |
| Use of hashtags: | recommended, 3-10 per post (e.g.: #EUandYOU #YourStoryOurFuture #EU4Youth #WeBalkans etc.) |
| Use of emojis: | recommended |

**An example of a post to promote the “EU and YOU” campaign on Instagram is:**

Do you know that many European Union programmes are open to Western Balkans?

The EU and your region act together to help young people building their own future, by improving education and work conditions, and providing more opportunities. 

Follow @webalkans\_eu or visit webalkans.eu to learn more!

#EUandYOU #YourStoryOurFuture  
#EU4Youth #WeBalkans

*NOTE: If/when appropriate, “your region” can be replaced with the specific name of one of the Western Balkans countries*

**Channels to be mentioned:**

Website: webalkans.eu

Instagram: @webalkans.eu

Facebook: @webalkans\_eu