



European
Commission



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Communication toolkit



**EUROPEAN
SOLIDARITY
CORPS**

THE POWER OF TOGETHER.

Erasmus+
Enriching lives, opening minds.

Youth

Aim of the communication toolkit and who it is made for

This communication toolkit has been developed to empower national stakeholders and multipliers to inform young people about the activities that enable them to contribute to society, while promoting Erasmus+ Youth and European Solidarity Corps.

The aim of the toolkit is to:

- ensure communication consistency, by providing participant countries with ready-to-use materials; this will enable a more effective, consistent and unified style and tone; plus inform about both EU youth programmes and opportunities for youth engagement;
- highlight focus areas, emphasising the programmes' core priorities of **promoting inclusion and diversity, addressing environmental concerns and the fight against climate change, facilitating digital transformation, and encouraging participation in democratic life, common values and civic engagement.**

The toolkit is translated into all EU languages and the languages from third countries associated with the programme.

This communication toolkit is designed to serve as a resource of information and guidance to effectively support and promote Erasmus+ Youth and European Solidarity Corps communication activities.

Content of the toolkit

It contains a comprehensive set of adaptable materials that can be freely tailored to align with the programmes' objectives and bring them closer to participants such as:

- Key messages
- Calendar of key social media milestones
- Editable visuals
- Pre-drafted social media copy for Facebook, Twitter/X, Instagram
- Guidance on reaching the target audience

Key messages

All social media activities should be planned and implemented in line with the Erasmus+ Youth and European Solidarity Corps' communication messages below and having in mind the target audiences. The messages are linked to:

- Erasmus+ Youth, the current visual identity and the branding tag line 'Enriching lives, opening minds';
- European Solidarity Corps, the concept of 'Togetherness' embodied by the current visual identity and the branding tag line 'The Power of Together'.

All messages can be linked to the programmes' main priorities of inclusion, the environment, digital transformation and participation in democratic life. Using messages dynamically maintains a balanced and equal exposure on each area. Selecting content based on current relevant and emerging opportunities such as international awareness days (see below) can boost the visibility of key messages.

Key messages for individuals (young people / potential applicants)

- Boost your skills and experience
- Give something back
- Preparing for the job market
- Finding your path
- Learn about different cultures
- Open to all young people
- Expand your social network
- Connect with like-minded individuals
- Be part of the green wave
- Contribute to local communities
- Support vulnerable people
- Build together a more inclusive society
- Boost youth involvement in society
- Extended informal intercultural learning mobility experiences through Youth Exchanges



Calendar with key social media milestones

Below is a list of international awareness days that can be used as key milestones for promotion. The days will address all four common priorities of the Erasmus+ Youth and European Solidarity Corps programmes in a balanced way. Further examples of key milestones include announcements of Youth Activities and the launch of Humanitarian Aid Strands and Events.

Here is an example of how the international days can be used to promote specific projects registered under Erasmus+ Youth and European Solidarity Corps. The brackets can be filled with the name of the project. Every registered project is unique in some way, so we kept the copies here generic, allowing the toolkit user to personalise and tailor it to their own needs.

Facebook

Today is World Environment Day!

There is no better time to think about our role in protecting the environment and fighting climate change. Let's do something nice for the planet together



➔ Join the _____ [NAME OF THE PROJECT] to become a green hero and take part in sustainability actions with us! ↓

[LINK]

#WorldEnvironmentDay [INSERT HASHTAG THAT APPLIES]:
#EUSolidarityCorps or #ErasmusPlus

Instagram

📅 Have you checked the calendar? It's World Environment Day!

Take this chance to consider how you can help make the planet a greener place! 🌍♻️

Choose tap water over bottled, ride a bike or use public transport instead of driving, and opt for textile bags rather than plastic.

👉 Join the _____ [NAME OF THE PROJECT] to become a sustainability hero and be part of a big change! ↓

👁️ Visit the link in our bio!

#WorldEnvironmentDay [INSERT HASHTAG THAT APPLIES]:
#EUSolidarityCorps or #ErasmusPlus

X/Twitter

If you haven't already, #WorldEnvironmentDay is the perfect time to step into action for a greener planet! 🌍

👉 Join the _____ [NAME OF THE PROJECT] to become a green hero and take part in sustainability actions with us! 📄 [LINK]

[INSERT HASHTAG THAT APPLIES]: #EUSolidarityCorps or #ErasmusPlus

International Days

Education and skills

- International Day of Education – 24 January
- International Day of Women and Girls in Science – 11 February
- Ending of the academic year – June
- World Youth Skills Day – 15 July
- International Literacy Day – 8 September
- International Students' Day – 17 November

Solidarity and Inclusion

- World Day of Social Justice – 20 February
- International Women's Day – 8 March
- World Refugee Day – 20 June
- World Humanitarian Day – 19 August
- International Day of Charity – 5 September
- International Equal Pay Day – 18 September
- International Day of Persons with Disabilities – 3 December
- International Migrants Day – 18 December
- International Human Solidarity Day – 20 December

Environment

- World Water Day – 22 March
- Earth Day – 22 April
- World Environment Day – 5 June

Youth

- International Day of Friendship – 30 July
- International Youth Day – 12 August
- World Children's Day – 20 November

Participation in Democratic Life

- Europe Day – 9 May
- International Day of Democracy – 15 September
- International Day of Peace – 21 September
- International Day of Non-Violence – 2 October
- Human Rights Day – 10 December

Digital

- Worldwide Web Day – 1 August

Editable visuals

Here you find two templates designed and made available for use by National Agencies and EU-wide youth organisations.

Photoshop templates

Photoshop templates can be used for digital campaigns, print material or online promotion for a unified brand image. Examples of uses are designing cover pages and layout templates, infographics, promotional materials (e.g. posters, banners and flyers), graphics for social media and web (e.g. posts, banners and graphics for websites or online platforms) and event material (e.g. banners).

Erasmus+ Youth	European Solidarity Corps
<ul style="list-style-type: none">• One Layered 1080 x 1080px Photoshop file x 24 EU languages + six associated countries• Logo• Editable Background Image Placeholder (x2)	<ul style="list-style-type: none">• One layered 1080 x 1080px Photoshop file x 24 EU languages + four associated countries• Logo• Editable Background Image Placeholder

PowerPoint templates

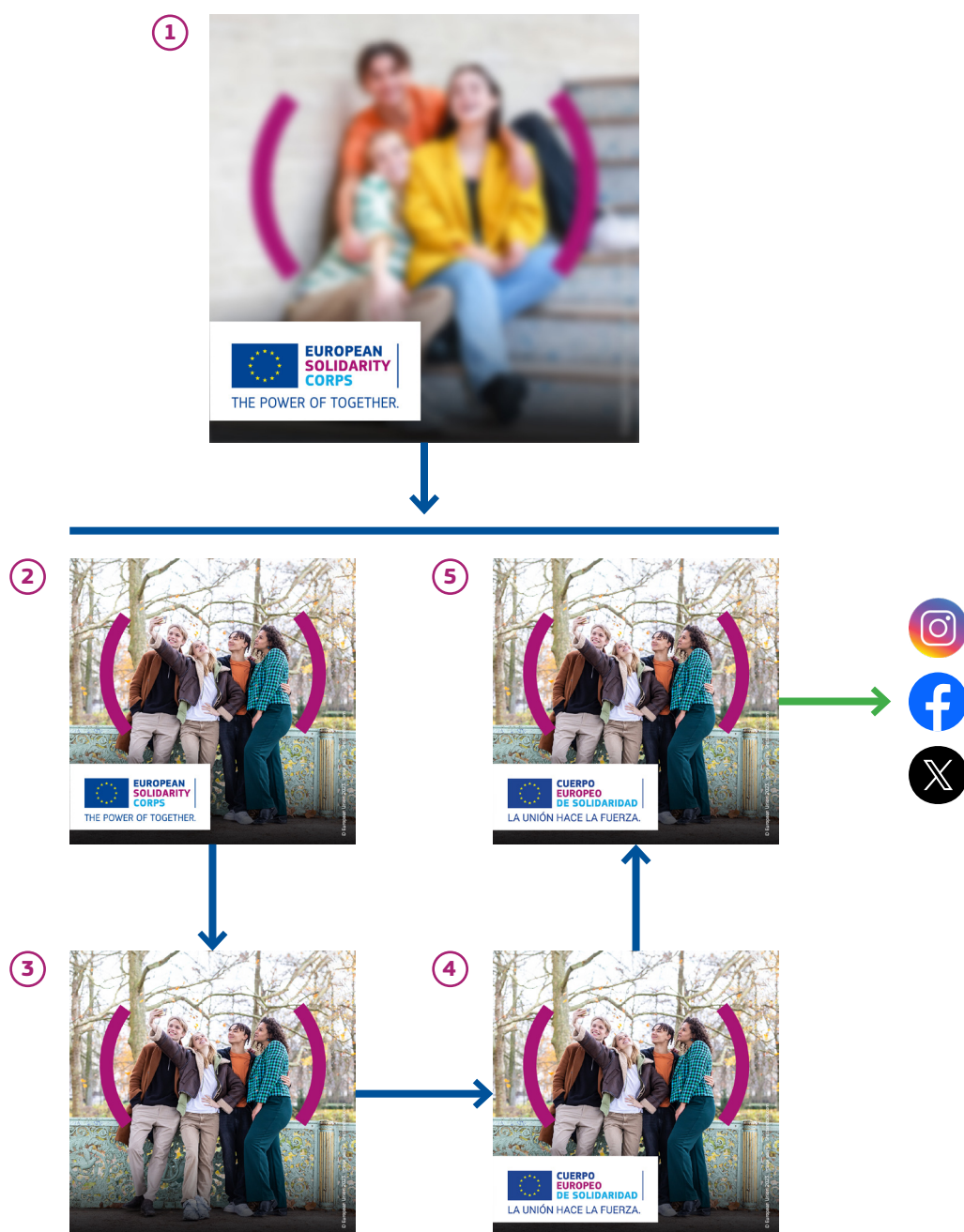
PowerPoint templates are ideal for creating visually appealing content, including for social media platforms, ensuring that even those who do not master Photoshop, can contribute to promoting the programmes. PowerPoint templates can also be an inclusive and user-friendly means of streamlining communication in various contexts such as presentations, reports, training materials, information sessions and educational settings. This can facilitate the effective conveyance of project progress, impact and outcomes.

Erasmus+ Youth	European Solidarity Corps
<ul style="list-style-type: none">• One 1080 x 1080px PowerPoint file x 24 EU languages + six associated countries• Logo• Editable Background Image Placeholder	<ul style="list-style-type: none">• Four 1080 x 1080px PowerPoint files x 24 EU languages + four associated countries• Logo• Editable background Image Placeholder

Standalone template components

Additionally, the toolkit provides standalone template components, which serve as ready-to-use elements that can be easily customised and combined with other components to create visually cohesive communication materials. In this case, the templates will allow users to integrate the relevant language logos and overlays within their own Canva projects, as illustrated below:

1. Select the logo from your country or language that you wish to incorporate into the image.
2. Take the visual made available by DG EAC for which you intend to change the logo.
3. Remove the existing logo from the chosen image.
4. Add the selected logo into the image you wish to edit.
5. Conclude the process with the final step – your chosen image is now ready.



Please note that the Erasmus+ Youth templates will follow the same process as the European Solidarity Corps templates illustrated above.

Social media resources

The following are examples of posts focused on the Erasmus+ Youth and European Solidarity Corps activities. The variations offer a broader insight into the programmes, as well as on specific priorities and activities. The official hashtags to use in posts are #EUSolidarityCorps and #ErasmusPlus.

Erasmus+ Youth programme

The table presented below provides generic examples that introduce the inclusion and participation aspects of the programme. It also illustrates how to effectively communicate multicultural experiences, raise awareness and highlight cross-border mobility opportunities to the younger audience.

Channel	Example
Facebook	<p>👋 If you enjoy meeting new people, learning about other cultures and supporting local communities, get ready! 🌍</p> <p>#ErasmusPlus Youth mobility projects provide perfect opportunities for:</p> <ul style="list-style-type: none">◆ interpersonal growth;◆ connecting with like-minded individuals;◆ improving soft skills. <p>_____ (Include the name of the organisation) is hosting a _____ (Include the name/type of the project/activity) which can help you achieve your goals! 🕒 Start your adventure today: [LINK]</p>
Instagram	<p>Do you want to:</p> <ul style="list-style-type: none">🚀 boost your confidence and become more independent;💡 gain new skills and be ready for the job market;🌸 challenge yourself and leave your comfort zone? <p>Say 'Yes!' to a life-changing experience.</p> <p>Prepare to make an impact with an #ErasmusPlus Youth project. 📍 Visit the link in our bio!</p>
X/Twitter	<p>Do you believe in:</p> <ul style="list-style-type: none">💬 sharing your voice;👏 celebrating multiculturalism;♂️ debunking gender stereotypes;♻️ embracing eco-friendly habits? <p>Then #ErasmusPlus Youth is your perfect match! Join the programme today: [LINK]</p>

European Solidarity Corps programme

The table below outlines the activity fields of the European Solidarity Corps, emphasising their advantages. Additionally, it illustrates the values acquired through the programme and its projects, particularly focusing on self-development and personal growth opportunities.

Channel	Example
Facebook	<p>What does it mean to be kind? 🌍🚀</p> <p>The European Solidarity Corps opens doors to projects in various fields, each offering unique opportunities for giving back to the community. These include:</p> <ul style="list-style-type: none">👥 growing together through creative workshops;📖 bringing education to everyone, including minorities;🌿 taking care of your environment;👏 empowering others and making them feel valued by organising activities accessible to anyone. <p>Discover how you can make a positive impact while nurturing your skills. Your journey starts here: [LINK] #EUSolidarityCorps</p>
Instagram	<p>#EUSolidarityCorps is more than a volunteering programme – it's a chance to:</p> <ul style="list-style-type: none">👥 support people in need;🌍 expand your horizons;🏠 meet new people in local community;🌱 make a positive change in the world in your own small way! <p>Get ready to create lasting connections and a more inclusive society. Learn more by clicking the link in our bio. 👉</p>
X/Twitter	<p>🌱 Ready to create a sustainable future?</p> <p>The #EUSolidarityCorps offers environmental projects where you can be more sustainable and share with others how they can help! Taking care of our planet requires everyone.</p> <p>🌱 Find your next green project: [LINK]</p>

Note for Instagram: It is important to note that Instagram does not support clickable links within post captions. To work around this limitation, you can guide your followers by clicking the link in the bio, where you can include a URL in the profile description. This approach is a practical way to make the most of Instagram's features while ensuring your audience can conveniently access the information you are sharing. Alternatively, Instagram offers an additional feature that allows you to share links directly in Instagram stories. You can do this by adding a sticker with a link. This provides another engaging way for your audience to access external content directly from your Instagram stories.

Guidance on reaching the target audience

To effectively communicate with a young audience aged 16 to 35, it is crucial to understand their preferences and interests. Here are some key strategies:

- **Be authentic:** emphasise volunteers' values to connect with people and contribute to communities for genuine connections.
- **Stay trendy:** demonstrate fluency in youth language with current trends to enhance relatability.
- **Craft compelling stories:** share relatable real-life stories (like testimonials from former participants) for emotional connection to foster stronger bonds with followers.
- **Stir-up dialogue:** encourage audience input for content inspiration to foster interaction online.
- **Use user-generated content:** showcase authenticity with user-generated content, obtained with permission, following GDPR policies.
- **Edit with visual tools:** enhance content creatively by using online tools for editing visuals (e.g. animate still photos).
- **Engage actively:** respond promptly to comments, messages and questions to build a responsive, interactive community online.
- **Consistency matters:** regularly post relevant and informative content to maintain audience engagement and reinforce your online presence.
- **Optimise readability:** ensure readability with short paragraphs, bullet points and emojis for effective communication.
- **Visual appeal is key:** enhance engagement with high-quality visuals and videos for a genuine and appealing online presence.
- **Effective hashtag use:** increase content visibility with relevant hashtags to expand reach and build a community (for instance, some free websites can be referred to as a starting point as they periodically track and update trending hashtags: i.e. [Influencer Marketing Hub](#), [Best-Hashtags.com](#), [For Display Purposes Only](#), [Hootsuite](#), [Hubspot](#)
- **Call to actions:** define specific objectives for each post to encourage audience actions for increased engagement.

