



European
Commission



COMMUNICATION CAMPAIGN FOR THE NEW NARRATIVE FOR EUROPE

SOCIAL MEDIA TOOLKIT



#EUnarrative

IT'S TIME TO GET THE YOUNG VOICES OF EUROPE HEARD!

What do you want from Europe? What would you like to change? The New Narrative for Europe (NNfE) is a chance to talk about your vision for Europe.

We know that young people are concerned with Europe's future. You are the people who will be most affected by decisions that are being made right now. That's why we need YOU to lead the NNfE! Your ideas will be noticed by the people that can make a difference at a European level.

The EU currently faces many challenges and its future is being decided now. Be part of this historic moment and join the movement.

How can you join in?

This toolkit contains a series of example posts and visuals for your organisation's use on social media. It also contains the links to the online consultation and more information you might find useful when promoting this campaign.

The NNfE online consultation is available at www.nnfe.eu.

Campaign headline and hashtags

New Narrative for Europe

#EU narrative



Grosu Catalin

WHY SUBMIT YOUR #EUNARRATIVE?

We invite you to submit your ideas for a new **#EUnarrative** and promote the campaign on social media in order to help young people influence EU policy. The ideas submitted to nnfe.eu will be fed into an official report, informing policymakers and influencers in the EU institutions about what the young people of Europe want.

Spread the word

Youth organisations and networks play a key role in contributing great ideas to the consultation. If you are connected with any other youth networks, try tagging them in your social media content to encourage them to share the campaign. The more input the online consultation receives, the more EU decision-makers will learn from young people.

The consultation entries have so far told us these topics are important to you:

YOUTH EMPLOYMENT

**FREEDOM OF MOVEMENT
AND SECURITY**

**AWARENESS OF WHAT THE EU
IS DOING AND HOW IT WORKS**

ENVIRONMENT

Do you have connections with a youth organisation in this field?
Share the **online consultation** with them!



Maddalena Ercoles

FOLLOW US ON SOCIAL MEDIA

We will be using the online communication channels below throughout the campaign. Please feel free to share content from these channels.

- European Youth Facebook: <https://www.facebook.com/EuropeanYouthEU>
- @EuropeanYouthEU Twitter: <https://twitter.com/EuropeanYouthEU>

Love a good competition?
Keep a lookout for the chance for you and your followers to win great prizes!

André from Portugal was the winner of the recent #MyEuropeMyFuture competition, which asked for photos depicting what you love about Europe and want to see more of in the future. André won a €400 travel voucher with his entry "Crossing the bridge using another path"

"Europe should promote more mobility between young generations between countries, since young age, to create a stronger feeling of unity between countries, kids of different nations. Kids since young age captivate better the knowledge acquired, and on future, they can replicate or improve this knowledge acquired."

Please always use the **#EUnarrative** campaign hashtag.



André Granja Costa

PUBLISH ON SOCIAL MEDIA

We have prepared some ready-made posts for you to publish on your online channels. Feel free to use these or adapt them to suit your own audience.

Please always use the **#EUnarrative** campaign hashtags. You can download all the social media images **here**.

SUGGESTED TWEETS

Post text

Do you agree that we should learn about the EU at school?

<http://bit.ly/2dxOxWA>

#EUnarrative

Image



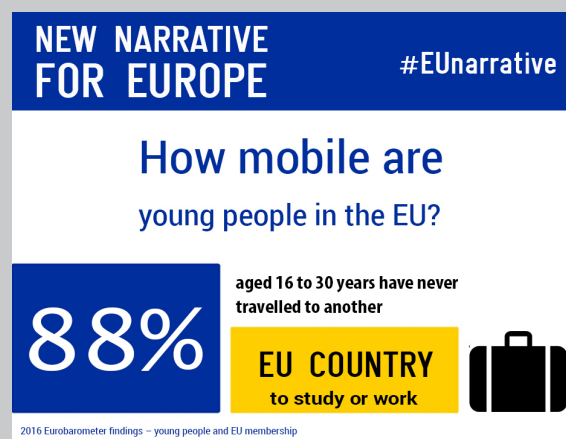
Post text

How should the EU make it easier for young people to move around Europe?

<http://bit.ly/2ehp0jp>

#EUnarrative

Image



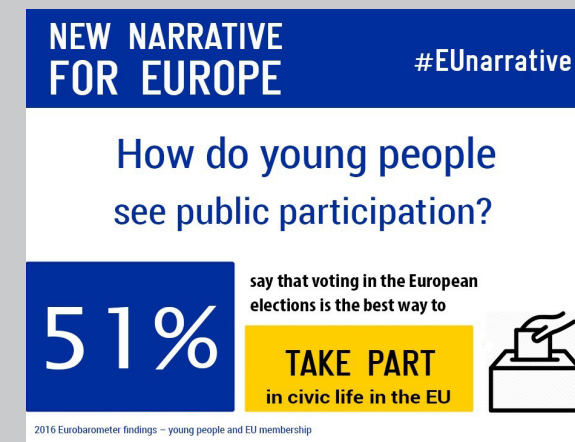
Post text

How would you encourage your friends to vote?

<http://bit.ly/2eiN4q0>

#EUnarrative

Image



SUGGESTED TWEETS

Post text

Europe's future is in your hands.
Share your vision with us at

<http://bit.ly/2eht8Qy>

#EU narrative

Image



Post text

What's your idea for greener travel?

<http://bit.ly/2doMuAK>

#EU narrative

Image



SUGGESTED FACEBOOK POSTS

Post text

Do you agree that we should learn about the EU at school?

<http://bit.ly/2dx0xWA>

#EUnarrative

Image



Post text

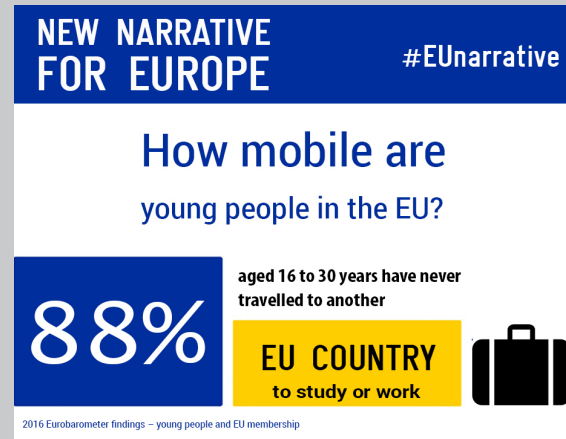
More young people would like to study or work abroad.

How can we make it easier to do so? Tell us and join the New Narrative for Europe!

<http://bit.ly/2ehp0jp>

#EUnarrative

Image



Post text

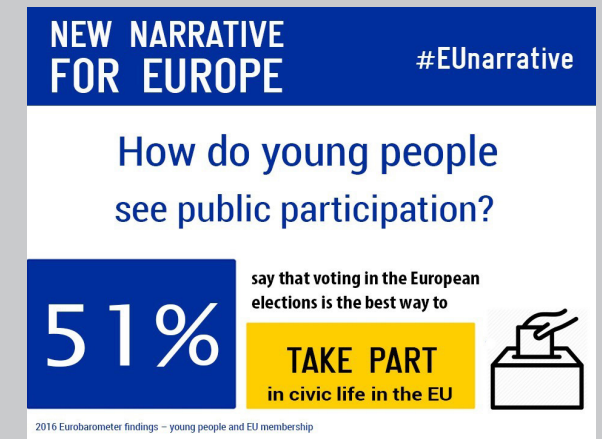
Will you vote in the next EU elections? Will your family and friends?

Submit your idea for how you would increase voter turnout. You just might see your idea come to life!

<http://bit.ly/2eiN4q0>

#EUnarrative

Image



SUGGESTED FACEBOOK POSTS

Post text

What are your solutions to Europe's biggest problems?

#EUarrative

<http://bit.ly/2eht8Qy>

Image



Post text

The road to a more sustainable Europe starts with you.

Help to shape the future of transport, energy and environmental policy. Submit your ideas on this page:

<http://bit.ly/2doMuAK>

#EUarrative

Image



PUBLISH IN A NEWSLETTER OR IN NEWS ITEMS (E.G. ON YOUR WEBSITE)

WHAT MIGHT THE EUROPEAN UNION OF THE FUTURE LOOK LIKE?

It's time to get the young voices of Europe heard! Do you want the EU to put more focus on combatting climate change? Or perhaps you think it's more important we reduce unemployment? Should education be top of the agenda? Whatever topic is important to you, give your opinion in the NNfE **online consultation**. The consultation is asking for constructive suggestions that address current challenges. Your opinions will be fed into an official report that will inform EU decision makers about what is important to young people.

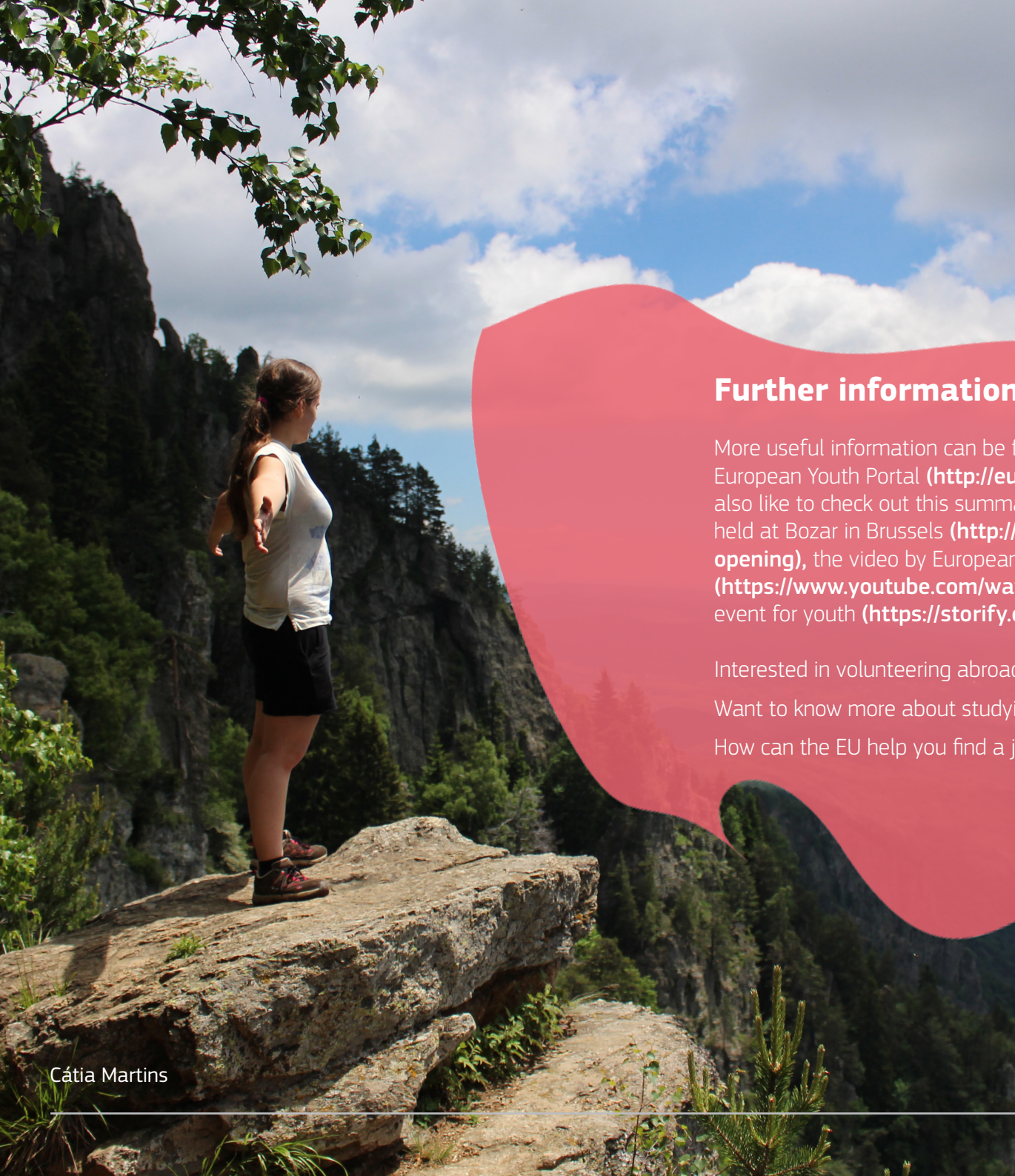
Alongside the online consultation, there are opportunities for you to get involved in a number of events and online debates across Europe in partnership with youth organisations, so stay tuned on **social media**!

So you don't think the future of the EU affects you? Think again! The EU makes decisions on all sorts of issues you care about, from committing to reducing gas emissions and investing in volunteering opportunities to promoting access to education and even making it easier to find jobs (check out the **EURES portal**). If you do just one thing today, make sure you tell the European Institutions what matters to you on **www.nnfe.eu**.

Join the debate: **#EUnarrative**
For more information, go to **www.nnfe.eu**



MartiBordi



Further information:

More useful information can be found on the NNfE website (www.nnfe.eu) and on the European Youth Portal (http://europa.eu/youth/new_narrative_for_europe_en). You may also like to check out this summary of the event 'Imagine Europe: In Search of New Narratives', held at Bozar in Brussels (<http://www.bozar.be/en/news/112988-imagine-europe-opening>), the video by European Commission Trainees on their vision for the future of Europe (https://www.youtube.com/watch?v=eOfgu_6NE5k) and this summary of the NNfE launch event for youth (<https://storify.com/EUErasmusPlus/dsijf>).

Interested in volunteering abroad? Check out the European Voluntary Service (**EVS**).

Want to know more about studying abroad? Read up on **Erasmus+**.

How can the EU help you find a job? Find out about the European Job Mobility Portal (**EURES**).

www.nnfe.eu