

NEW MEDIA in YOUTH WORK



Clube de Jovens
Europeus



Erasmus+

PROJECT PROMOTION PLAN

PROJECT PROMOTION PLAN

We have organized this plan chronologically, depending on what stage the project is in.

In it we will detail the type of publications to do, which platforms to use as well as providing examples of how it could be done.

For the purpose of the example, we will consider a specific project “Unfolding of Languages” coordinated by our Hungarian partner Ifjusagi Nomad Klub and show the communication strategy we used to promote it.

Communication has many variables, and you can always try to innovate and add on it, we will focus on what we find absolutely essential when communicating and promoting a project.

**NEW
MEDIA
in YOUTH
WORK**

A group of people are gathered around a wooden table, working on a project. The table is covered with various documents, including a Venn diagram with four overlapping circles labeled 01, 02, 03, and 04. There are also several colorful sticky notes (yellow, pink, green) placed on the papers. One person's hand is visible, pointing at a sticky note. Another person's hand is visible, holding a yellow highlighter. The background is slightly blurred, showing more people and office equipment. The overall scene suggests a collaborative workspace.

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IMPLEMENTATION

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- 6 - PROJECT VIDEO

FOLLOW-UP

- 7 - PROJECT PHOTO ALBUM
- 8 - DISSEMINATION (VARIOUS POSTS)
- 9 - THROWBACK
- 10 - PROJECT CLOSURE

PREPARATION PHASE

1 – ANNOUNCE YOUR PROJECT

WHEN



As soon as possible upon confirmation.
(Never later than 1 month after project approval.)

PLATFORMS



Facebook & Discord

TYPE OF POST



Written + Project Banner
(The goal is to inform and generate light expectation)

PREPARATION PHASE

1 – ANNOUNCE YOUR PROJECT

EXAMPLES:



Facebook post

PREPARATION PHASE

2 – OPENING OF PARTICIPANT SELECTION

WHEN



Once dates and location are set, ideally 2 months before mobility (InfoPack prepared and Application form open)

PLATFORMS



Facebook, Instagram & Discord

TYPE OF POST



Promotional Banner + Call to action
(Announce application form / share links)

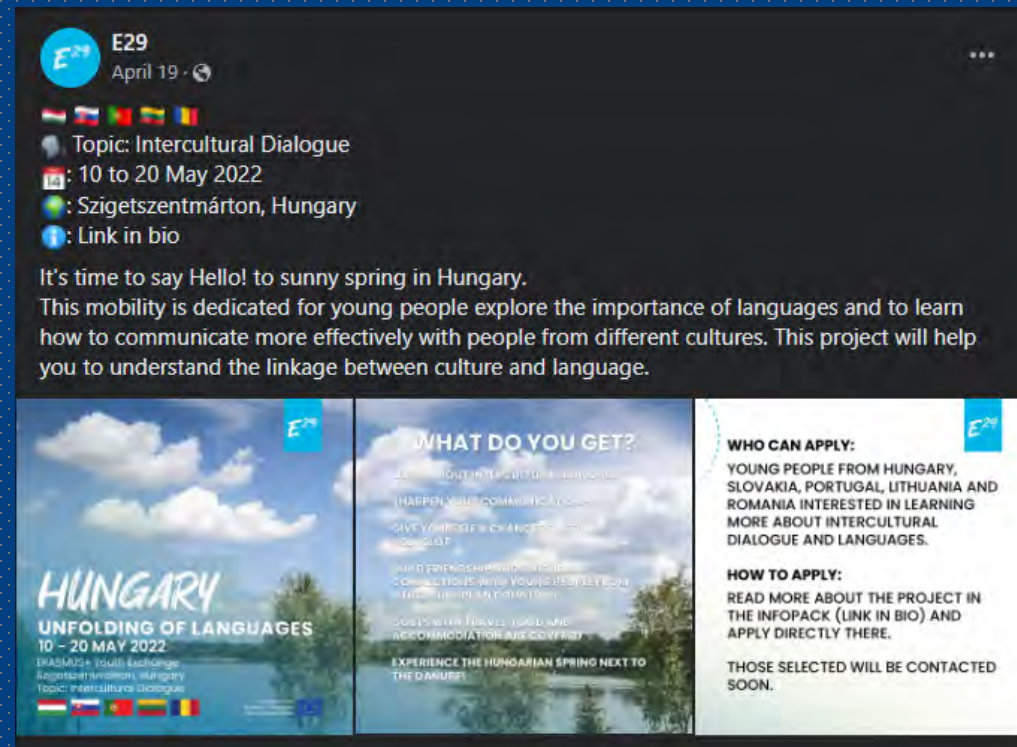
PREPARATION PHASE

2 – OPENING OF PARTICIPANT SELECTION

EXAMPLES:



Discord post



Facebook and Instagram post

PREPARATION PHASE

3 – MID-WAY OF PARTICIPANT SELECTION

WHEN



6 or 5 weeks before mobility
(depending on how full the group is)

PLATFORMS



Facebook, Instagram & Discord

TYPE OF POST



Photos and/or text / Teaser Video + Call to action (links)
(Goal is to give one final boost to the application process.)

PREPARATION PHASE

3 – MID-WAY OF PARTICIPANT SELECTION

EXAMPLES:

Ifjusági Nomad Klub is in Szigetszentmárton, Pest, Hungary.
April 24 · 🌐

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Topic: Intercultural Dialogue
📅: 10 to 20 May 2022
📍: Szigetszentmárton, Hungary
🔗: <https://bit.ly/ink-uof-ip>

It's time to say hello to sunny spring in Hungary.
This mobility is dedicated for young people explore the importance of languages and to learn how to communicate more effectively with people from different cultures. This project will help you to understand the linkage between culture and language.

UNFOLDING OF LANGUAGES

10-20 MAY 2022
SZIGETSZENTMÁRTON, HUNGARY
TOPIC: INTERCULTURAL DIALOGUE

WHAT DO YOU GET?

- LEARN ABOUT INTERCULTURAL DIALOGUE
- SHARPEN YOUR COMMUNICATION SKILLS
- GET THE CHANCE TO BECOME A POLYGLOT
- BUILD FRIENDSHIPS AROUND EUROPE
- COSTS WITH TRAVEL, ACCOMMODATION AND FOOD ARE COVERED
- EXPERIENCE HUNGARIAN SPRING NEXT TO THE DANUBE!

WHO CAN APPLY?
Young people from Hungary, Slovakia, Portugal, Lithuania and Romania interested in learning more about intercultural dialogue and languages

HOW TO APPLY +2
Read more about the project in the Infopack (link in bio) and apply directly there.

Those selected will be contacted soon.

Facebook post

Ifjusági Nomad Klub
April 27 · 🌐

Our next youth exchange is gonna be a great one!
It's a great opportunity for you to meet people from other countries, to travel and to grow. Get to know life in a small Hungarian town near the Danube but also to explore the Hungarian capital of Budapest!

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Topic: Intercultural Dialogue
📅: 10 to 20 May 2022
📍: Szigetszentmárton, Hungary
🔗: <https://bit.ly/ink-uof-ap>

UNFOLDING OF LANGUAGES

INFOPACK

DOES OUR NATIVE LANGUAGE INFLUENCE THE WAY WE THINK?
WHETHER THE CULTURE SHAPE THE LANGUAGE OR THE OTHER WAY AROUND?
HOW CAN WE OVERCOME THE LANGUAGE BARRIERS IN ORDER TO COMMUNICATE EFFECTIVELY?

IF YOU ARE INTERESTED IN THESE QUESTIONS, AND WOULD LIKE TO DISCUSS IT WITH PARTICIPANTS FROM ALL AROUND EUROPE, THIS MOBILITY IS FOR YOU!

WHEN & WHERE

LOCATION
Szigetszentmárton, Hungary

DATES
Activity dates: 10 - 20. 05. 2022

LANGUAGE
The project and its sessions are going to be held completely in English

MORE INFORMATION
Join our Discord Server to meet us and find more info: [bu1ch22d8a](https://discord.gg/bu1ch22d8a)

PROJECT SCHEDULE

SESSIONS

Session 1: Introduction and Welcome
Session 2: Intercultural Dialogue
Session 3: Language Exchange
Session 4: Cultural Activities
Session 5: Final Reflections

+4

Facebook post (InfoPack)

CJE - Clube De Jovens Europeus
April 27 · 🌐

Candidata-te já para esta grande oportunidade.
O intercâmbio "Unfolding of Languages" na Hungria é uma excelente maneira de conheceres jovens de outros países, viajares e melhorares o teu diálogo intercultural.
Perto de Budapeste, vais ter também a oportunidade de visitar e ficar a conhecer a capital da Hungria.

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Topic: Diálogo Intercultural
📅: 10 a 20 Maio 2022
📍: Szigetszentmárton, Hungary
🔗: <https://bit.ly/ink-uof-ap>

UNFOLDING OF LANGUAGES

INFOPACK

SERÁ QUE A LÍNGUA MATERNA INFLUENCIA A MANEIRA DE PENSAR?
AS CULTURAS FORMAM AS LÍNGUAS OU É AO CONTRÁRIO?
COMO EVITAR AS BARREIRAS LINGÜÍSTICAS E COMUNICAR EFICAZMENTE?

SE TENS INTERESSE NESTAS QUESTÕES E GOSTARIAS DE DISCUTÍ-LAS COM OUTROS JOVENS EUROPEUS, ESTE INTERCÂMBIO É PARA TI!

ONDE E COMO?

LOCAL
Szigetszentmárton, Hungary

DATAS
10 - 20 05 2022

LÍNGUA
O projecto e todas as sessões serão feitas exclusivamente em inglês

MAIS INFORMAÇÃO
Presta-te ao nosso website. Procura para seres avisado(a) e mais informação. Link na Bio.

CALENDÁRIO DO PROJECTO

SERIES 1

Introduction and Welcome
Session 2: Intercultural Dialogue
Session 3: Language Exchange
Session 4: Cultural Activities
Session 5: Final Reflections

+4

Localized post (translated to PT)

PREPARATION PHASE

3 – MID-WAY OF PARTICIPANT SELECTION

WHEN



6 or 5 weeks before mobility
(depending on how full the group is)

PLATFORMS



Mailing List

TYPE OF POST

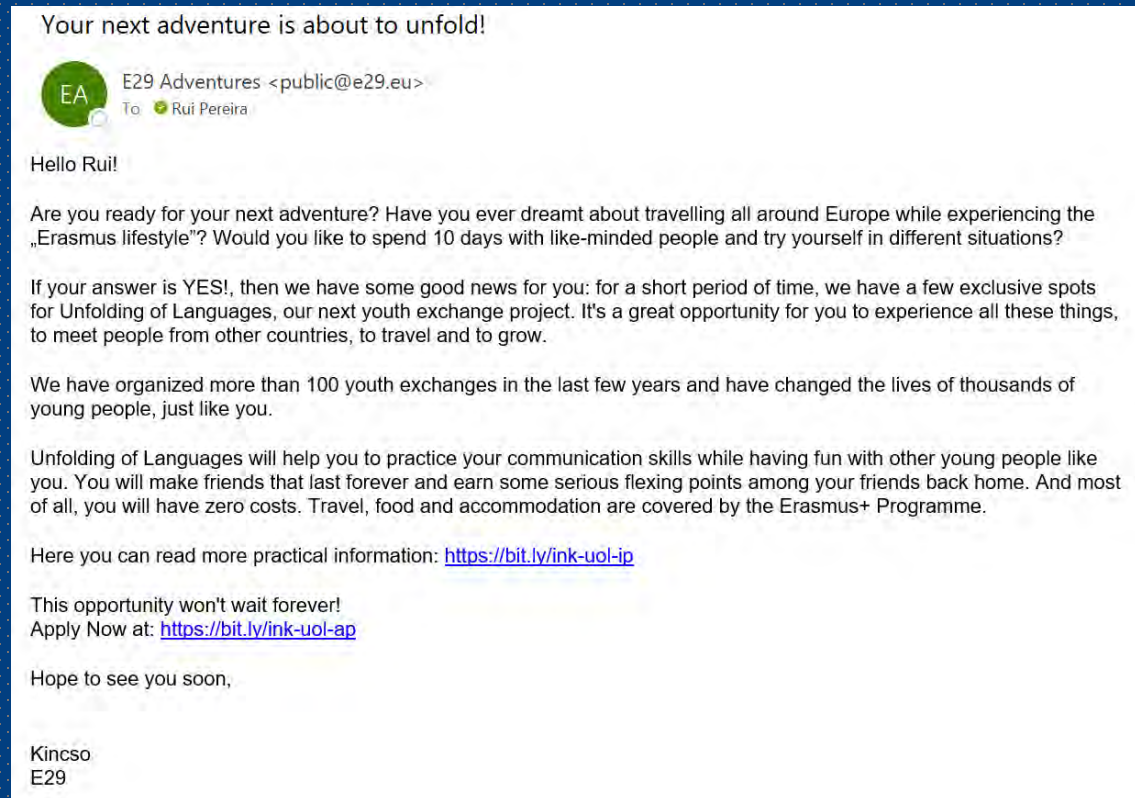


Newsletter/Message + Call to Action (links)
(Goal is to give one final boost to the application process.)

PREPARATION PHASE

3 – MID-WAY OF PARTICIPANT SELECTION

EXAMPLES:



E-mail campaign sent to Mailing list



Report of campaign

PREPARATION PHASE

4 – END OF PARTICIPANT SELECTION

WHEN



4 to 2 weeks before mobility
(once all participants are selected and list is finalized)

PLATFORMS



Facebook, Instagram & Discord

TYPE OF POST

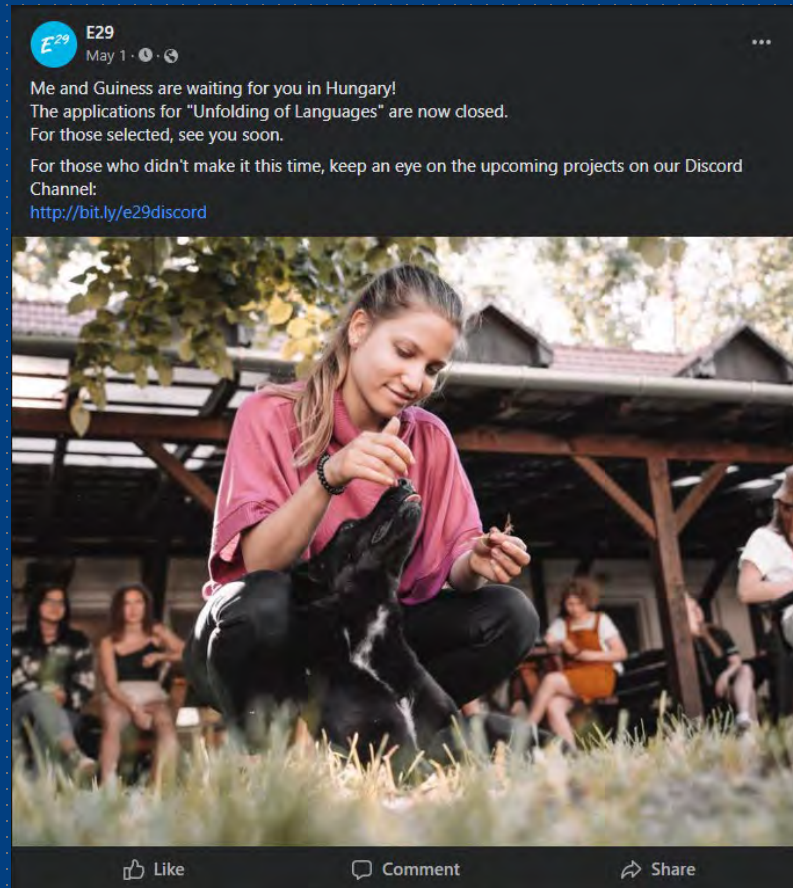


Photos and Text
(the main message is everything is set, see you soon)

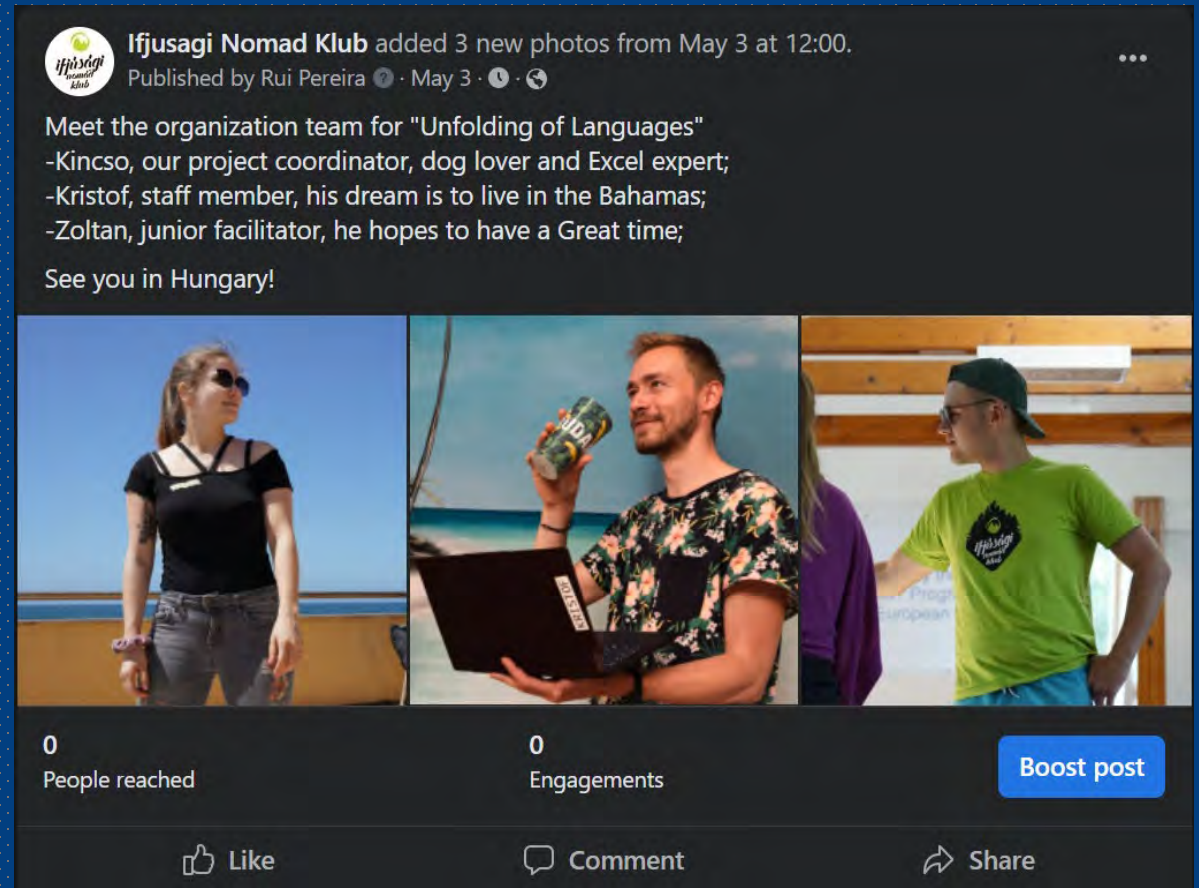
PREPARATION PHASE

4 – END OF PARTICIPANT SELECTION

EXAMPLES:



"We are waiting for you"



"Meet the project team"

IMPLEMENTATION PHASE

5 – THE MOBILITY IS HAPPENING

WHEN



During the mobility
(once all participants are selected and list is finalized)

PLATFORMS



Facebook & Instagram

TYPE OF POST

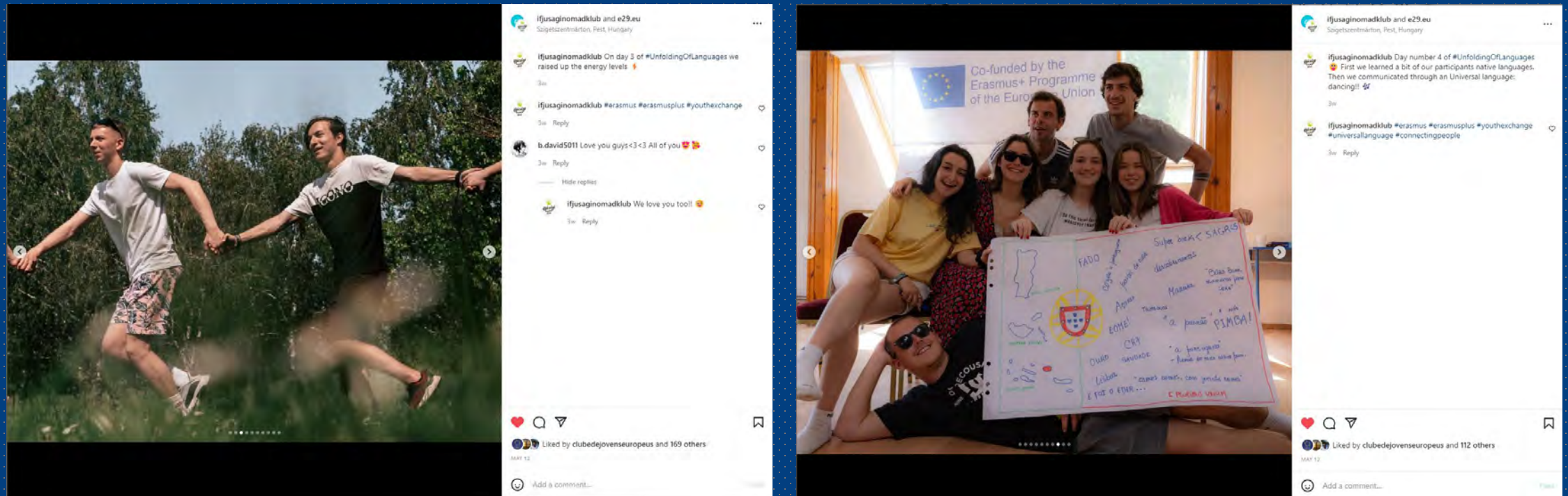


Photos and Text (every day or 2 days)
Stories or Reels (at least one every day)

IMPLEMENTATION PHASE

5 – THE MOBILITY IS HAPPENING

EXAMPLES:

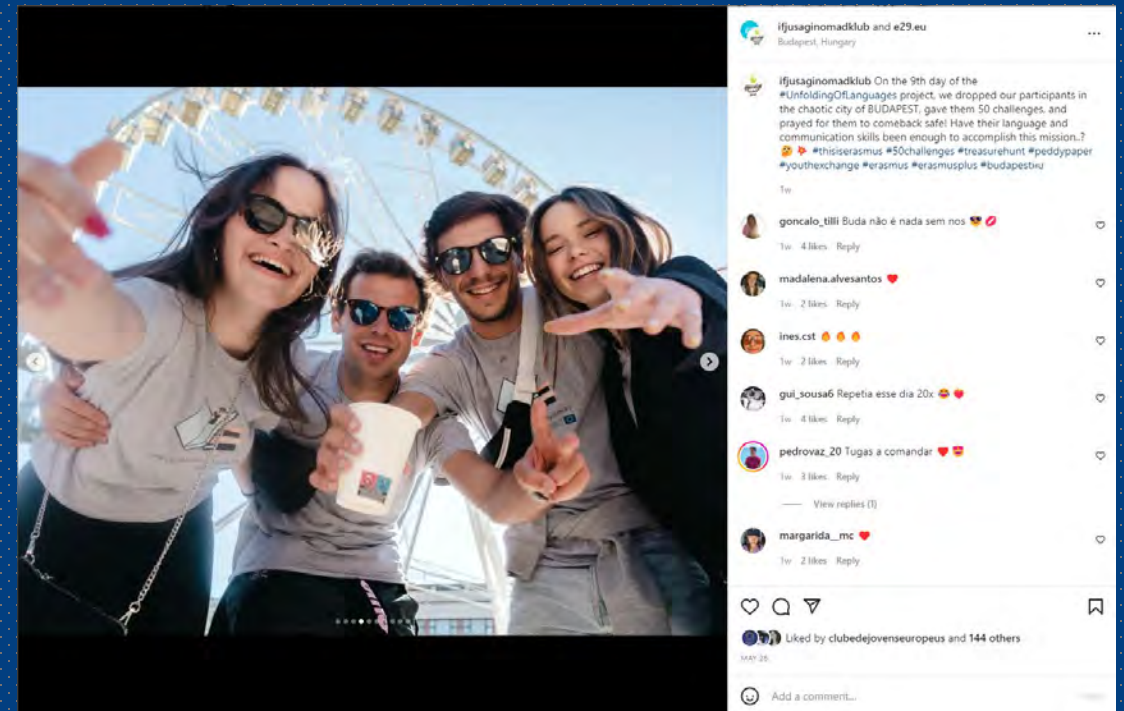
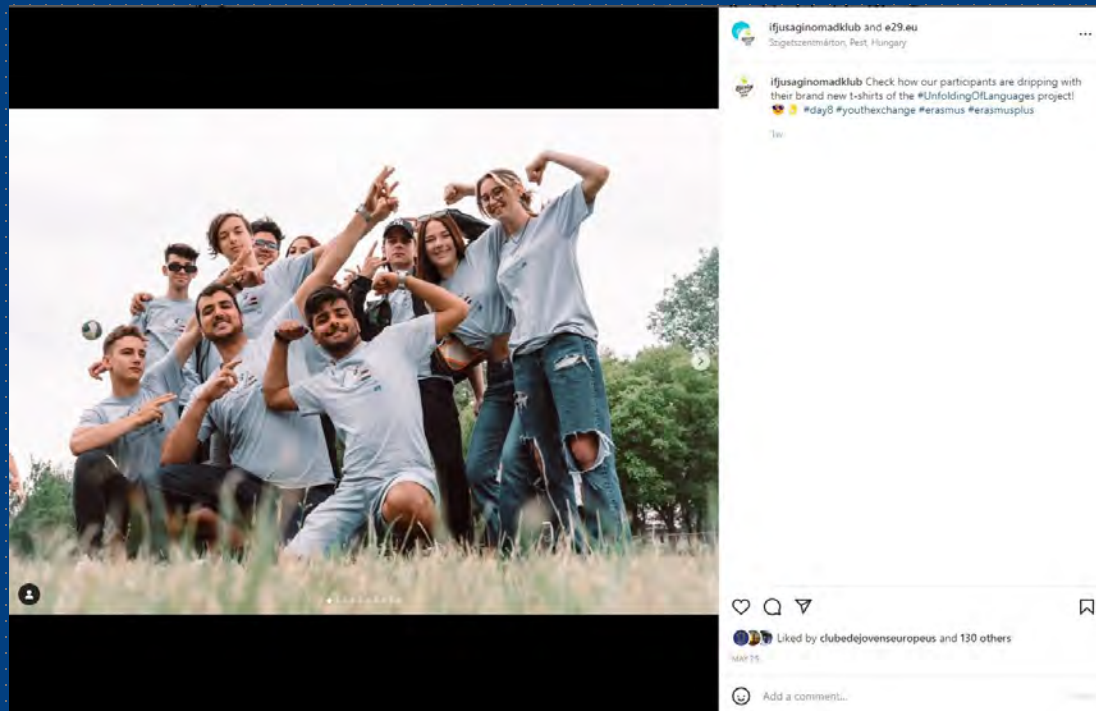


Instagram posts

IMPLEMENTATION PHASE

5 – THE MOBILITY IS HAPPENING

EXAMPLES:



Instagram posts

IMPLEMENTATION PHASE

6 – PROJECT VIDEO

WHEN



Last day of the mobility

PLATFORMS



YouTube (share link on Facebook) & Instagram

TYPE OF POST

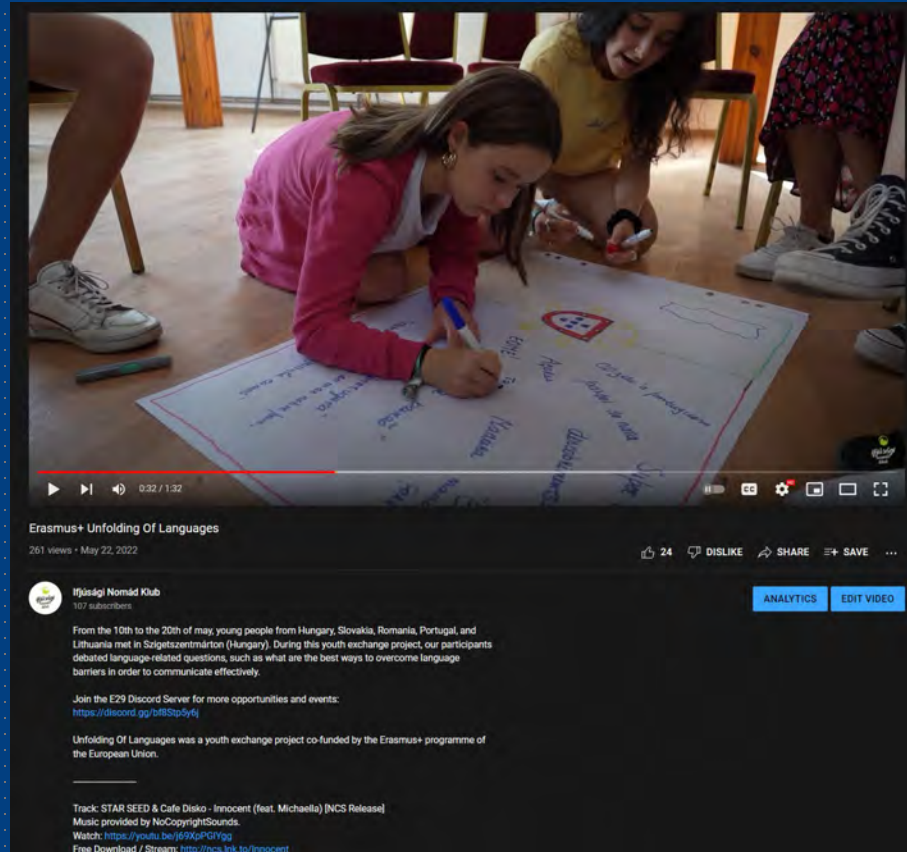


Dynamic video to recap the project + engaging description
(Promotion to future participants + Dissemination)

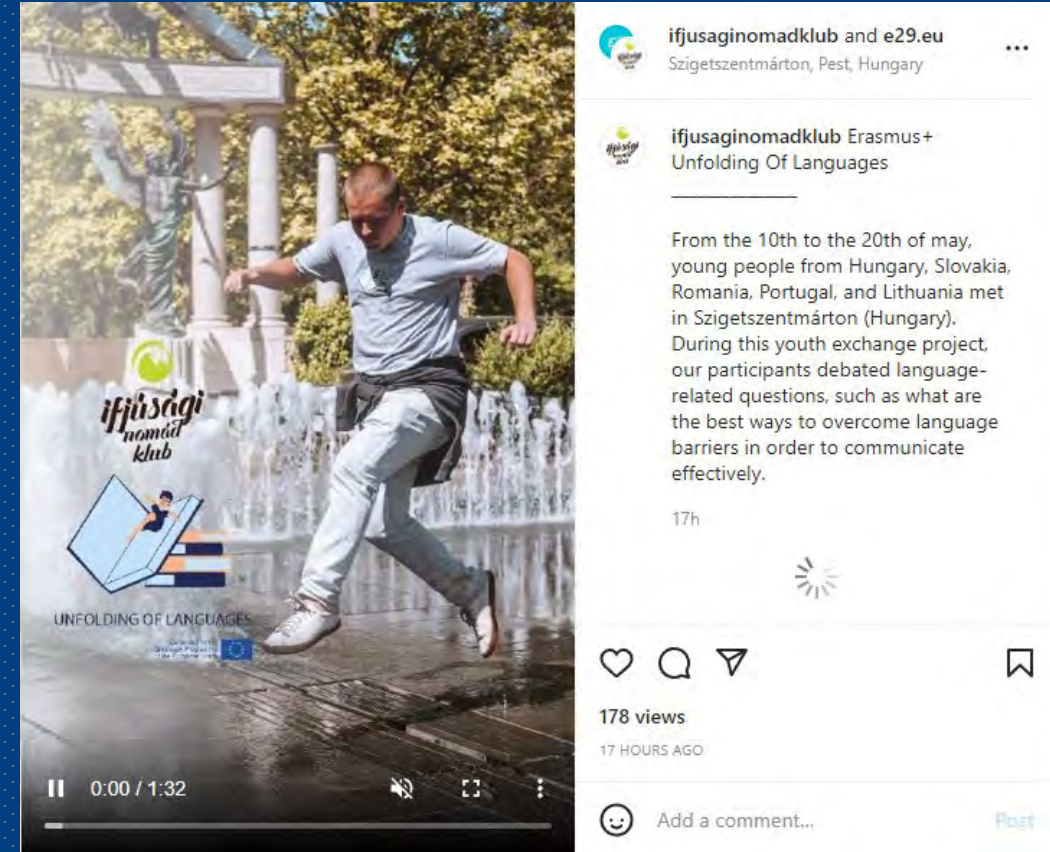
IMPLEMENTATION PHASE

6 – PROJECT VIDEO

EXAMPLES:



YouTube Recap video



Instagram Recap video

FOLLOW-UP PHASE

7 – PROJECT PHOTO ALBUM

WHEN



3-5 days after the mobility

PLATFORMS



Facebook & Direct link for participants

TYPE OF POST



Selection of up to 100 photos of the mobility (including activities, happy people, special results, study visit, etc.)

FOLLOW-UP PHASE

7 – Project Photo Album

EXAMPLE:



Facebook Photo Album

FOLLOW-UP PHASE

8 – DISSEMINATION (VARIOUS POSTS)

WHEN



Up to 2 months after mobility
(whenever the events are organized)

PLATFORMS



Facebook & Instagram

TYPE OF POST



Photos and videos of dissemination events.
(Informative, the project goes on after the mobility)

FOLLOW-UP PHASE

8 – DISSEMINATION (VARIOUS POSTS)

EXAMPLES:



Facebook and Instagram post

FOLLOW-UP PHASE

9 – THROWBACK

WHEN



From 1 to 2 months after mobility
(once every 2 weeks)

PLATFORMS



Facebook & Instagram

TYPE OF POST

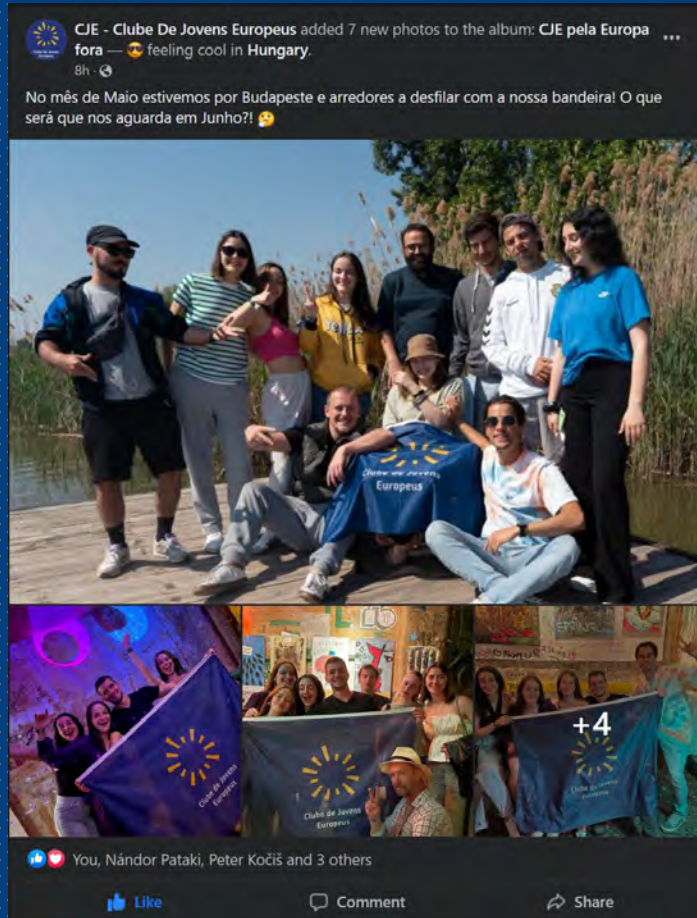


Photos and videos of the mobility + text.
("We miss you guys!" / "Can we go back already?")

FOLLOW-UP PHASE

9 – THROWBACK

EXAMPLES:



Facebook and Instagram post



Instagram stories



FOLLOW-UP PHASE

10 – PROJECT CLOSURE

WHEN



Project end date

PLATFORMS



Facebook & Instagram

TYPE OF POST

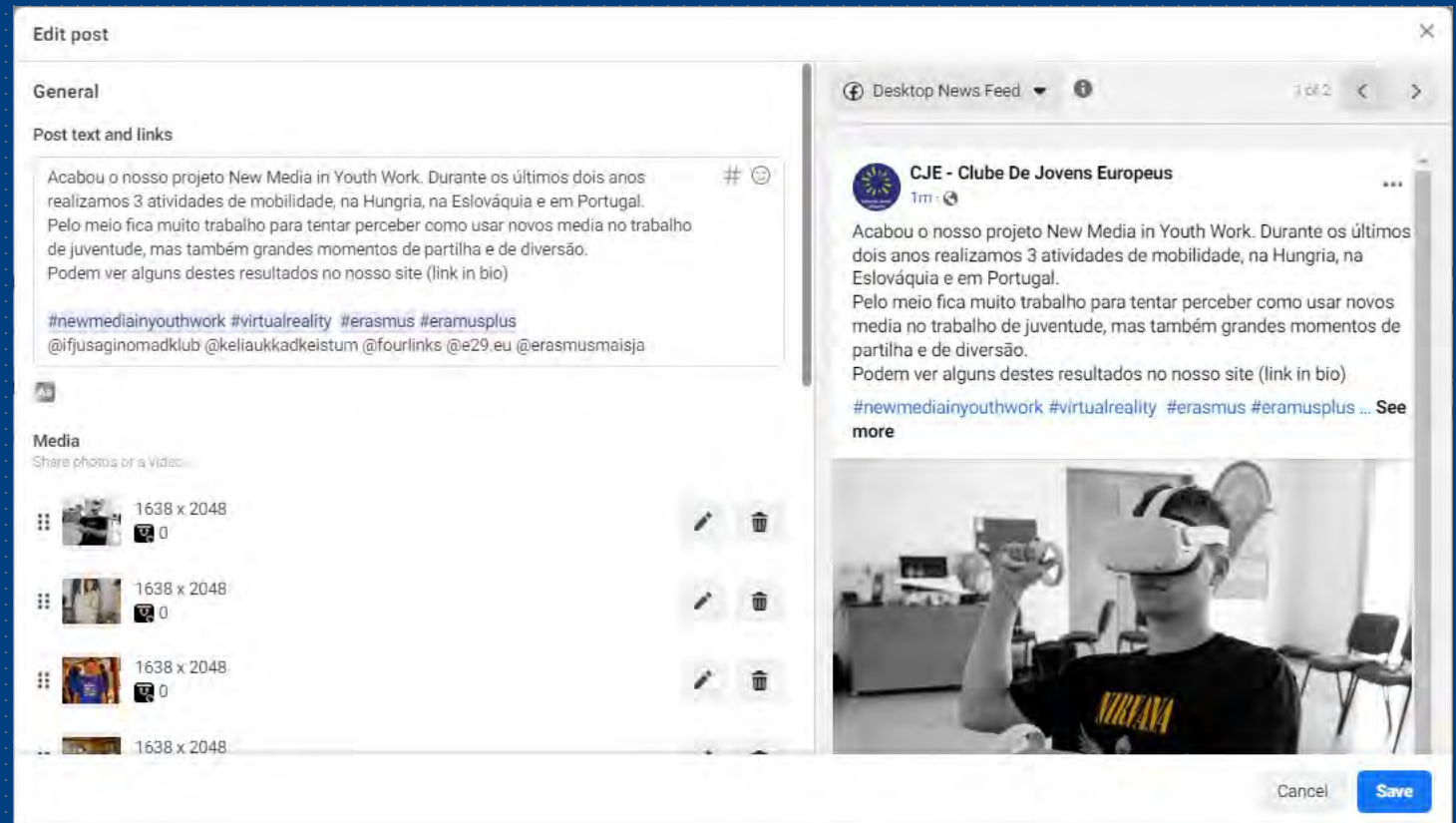


Photos + text.
(Project is over, it has been a great journey)

FOLLOW-UP PHASE

10 – PROJECT CLOSURE

EXAMPLES:



Facebook and Instagram post



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