NEW MEDIA in YOUTH WORK

Clube de Jovens Europeus

ja Juventude em ação | Erasmus+

PROJECT PROMOTION PLAN

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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.

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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

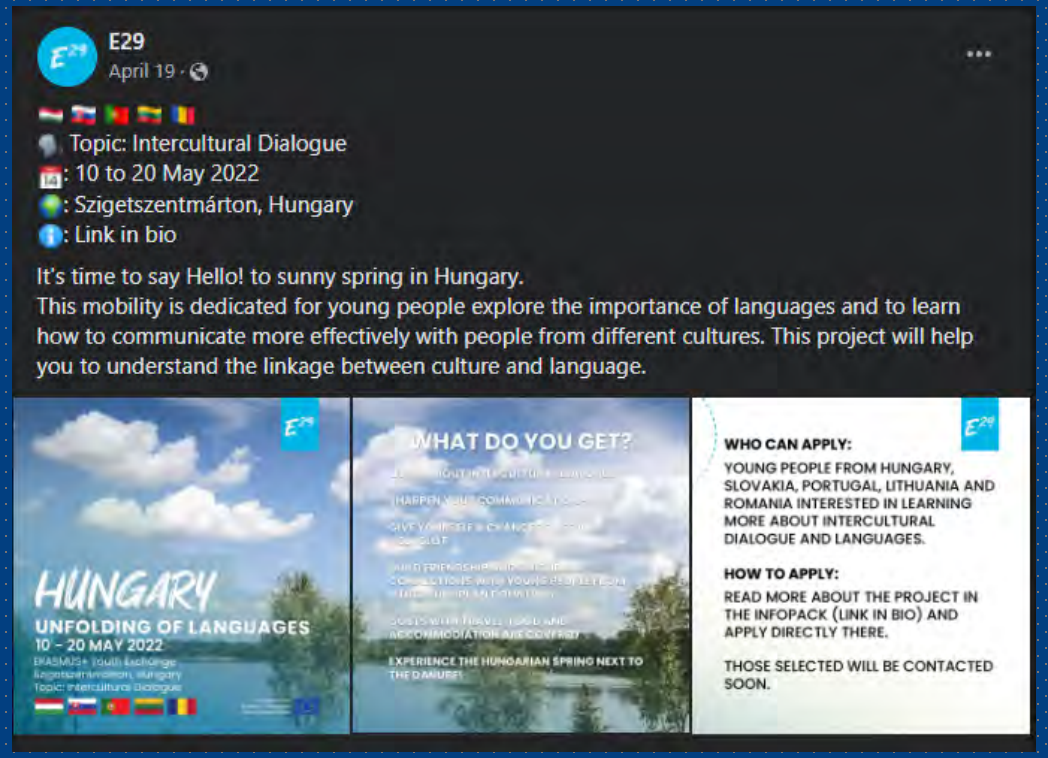
WHEN	Once dates and location are set, ideally 2 months before mobility (InfoPack prepared and Application form open)
PLATFORMS	Facebook, Instagram & Discord
TYPE OF POST	Promotional Banner + Call to action (Announce application form / share links)

PREPARATION PHASE

2 – OPENING OF PARTICIPANT SELECTION

EXAMPLES:

Discord post



Facebook and Instagram post

PREPARATION PHASE

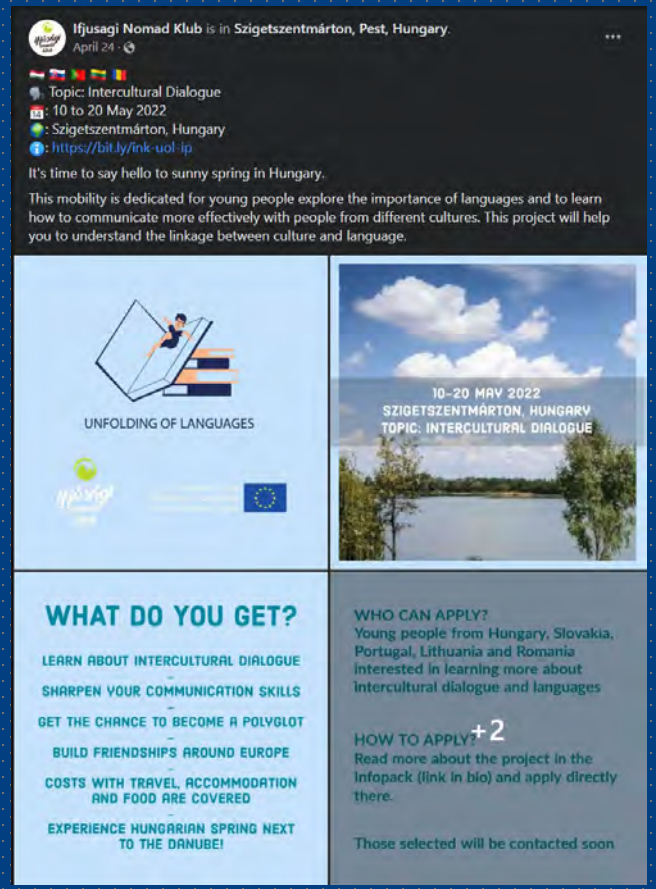
3 – MID-WAY OF PARTICIPANT SELECTION

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:



Facebook post

Facebook post (InfoPack)

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:

Your next adventure is about to unfold!

EA E29 Adventures <public@e29.eu>
To Rui Pereira

Hello Rui!

Are you ready for your next adventure? Have you ever dreamt about travelling all around Europe while experiencing the „Erasmus lifestyle"? Would you like to spend 10 days with like-minded people and try yourself in different situations?

If your answer is YES!, then we have some good news for you: for a short period of time, we have a few exclusive spots for Unfolding of Languages, our next youth exchange project. It's a great opportunity for you to experience all these things, to meet people from other countries, to travel and to grow.

We have organized more than 100 youth exchanges in the last few years and have changed the lives of thousands of young people, just like you.

Unfolding of Languages will help you to practice your communication skills while having fun with other young people like you. You will make friends that last forever and earn some serious flexing points among your friends back home. And most of all, you will have zero costs. Travel, food and accommodation are covered by the Erasmus+ Programme.

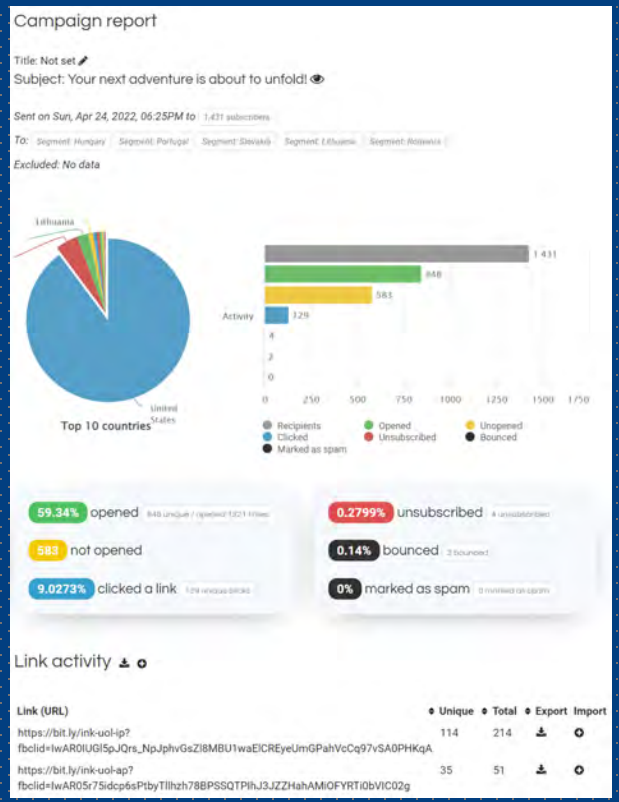
Here you can read more practical information: https://bit.ly/ink-uol-ip

This opportunity won't wait forever!
Apply Now at: https://bit.ly/ink-uol-ap

Hope to see you soon,

Kincso
E29

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

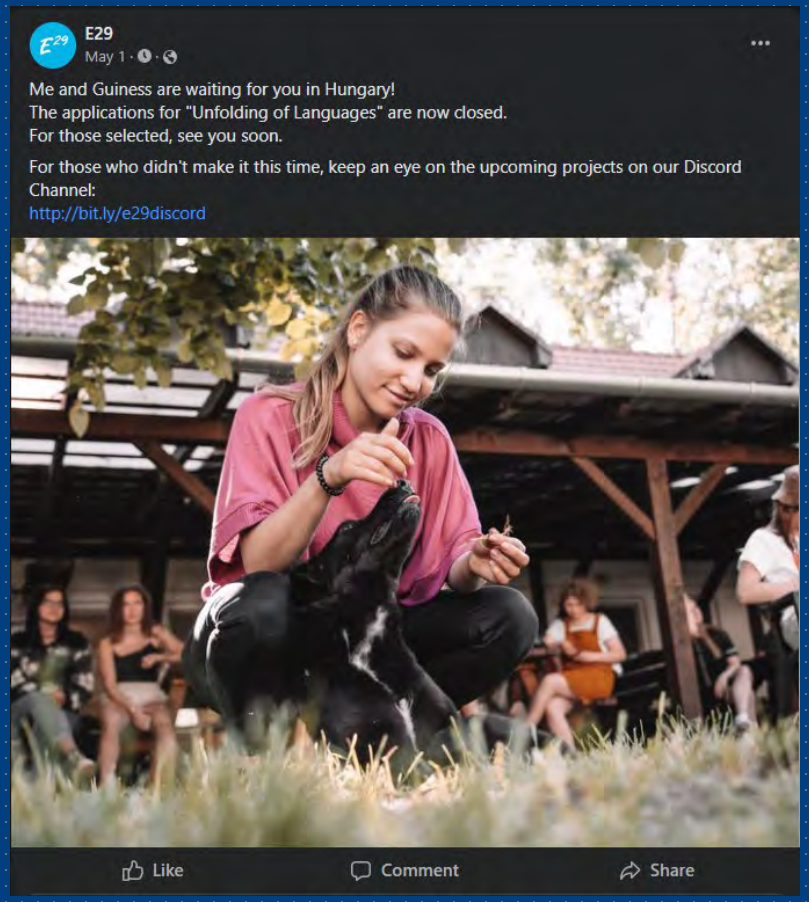
TYPE OF POST

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

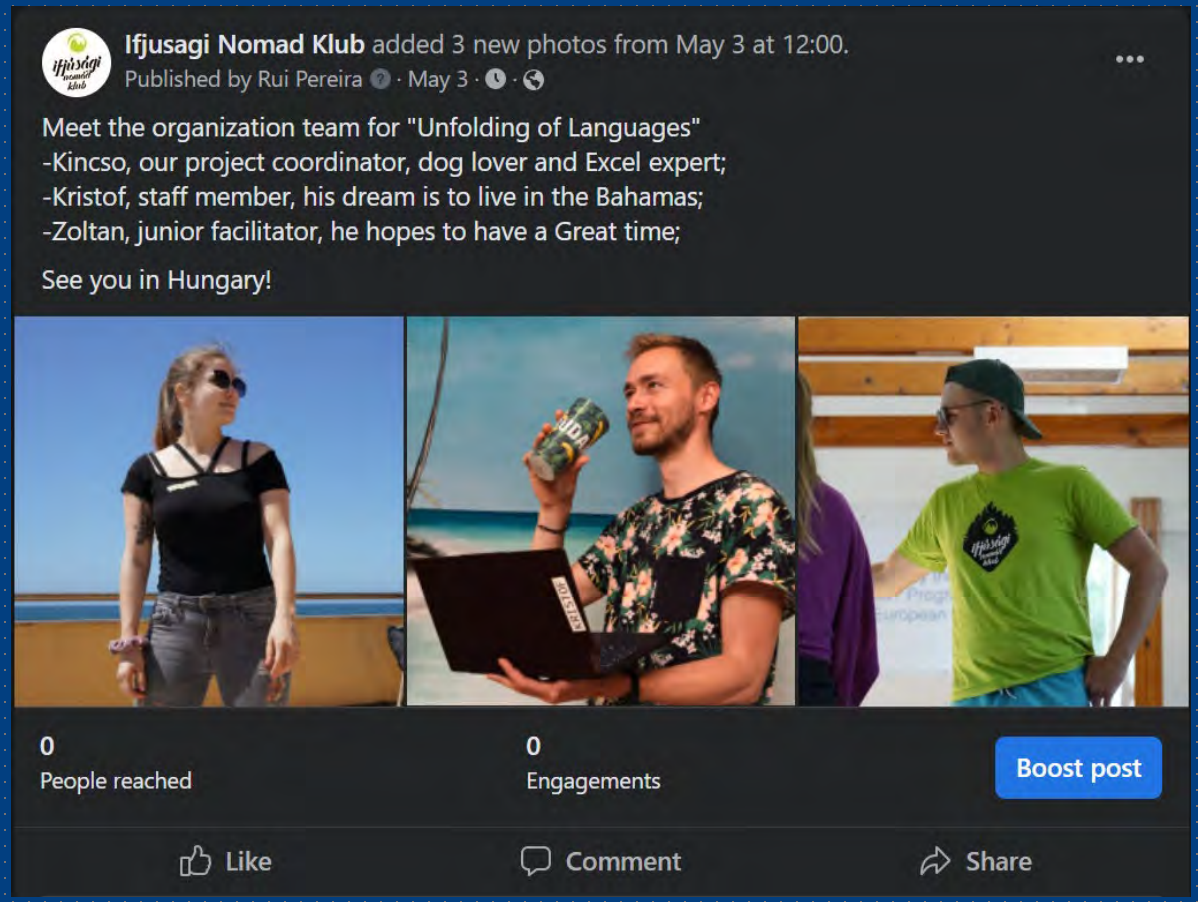
PREPARATION PHASE

4 – END OF PARTICIPANT SELECTION

EXAMPLES:



"We are waiting for you"



"Meet the project team"

IMPLEMENTATION PHASE

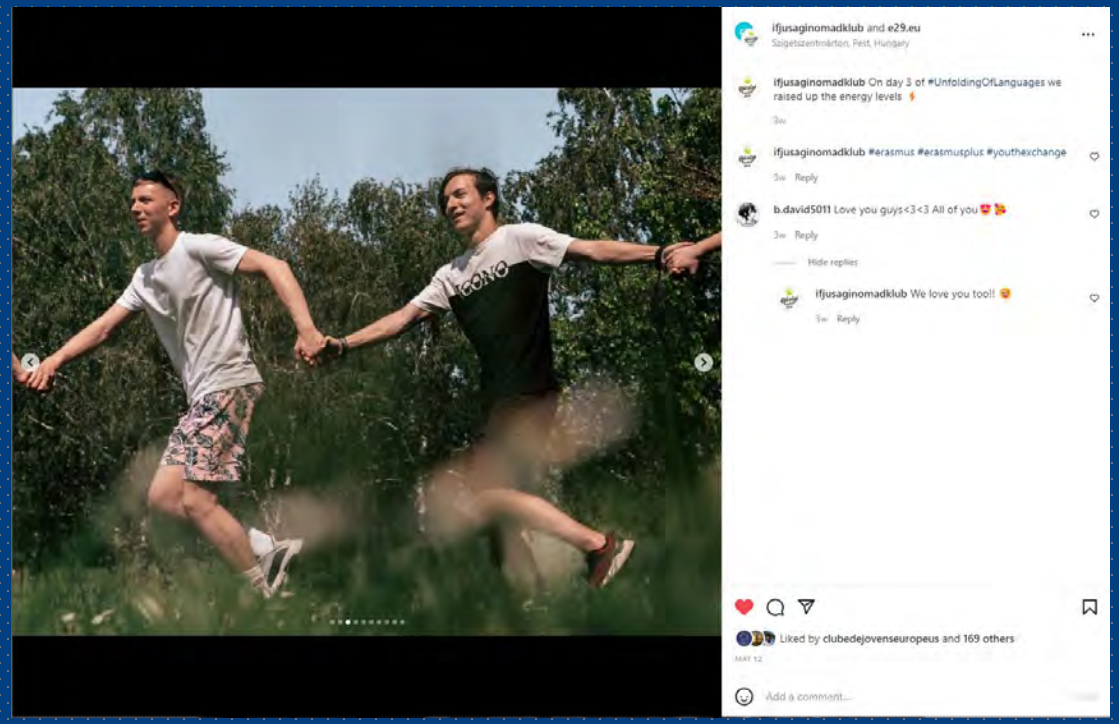
5 – THE MOBILITY IS HAPPENING

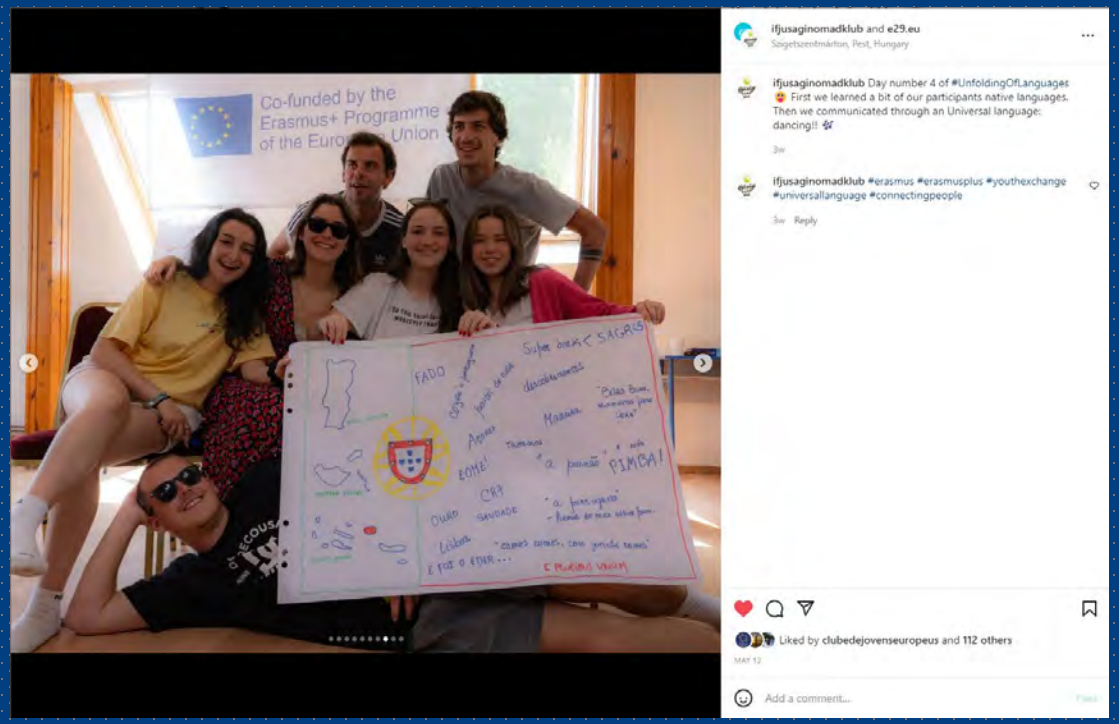
WHEN	During the mobility (once all participants are selected and list is finalized)
PLATFORMS	Facebook & Instagram
TYPE OF POST	Photos and Text (every day or 2 days) Stories or Reels (at least one every day)

IMPLEMENTATION PHASE

5 – THE MOBILITY IS HAPPENING

EXAMPLES:



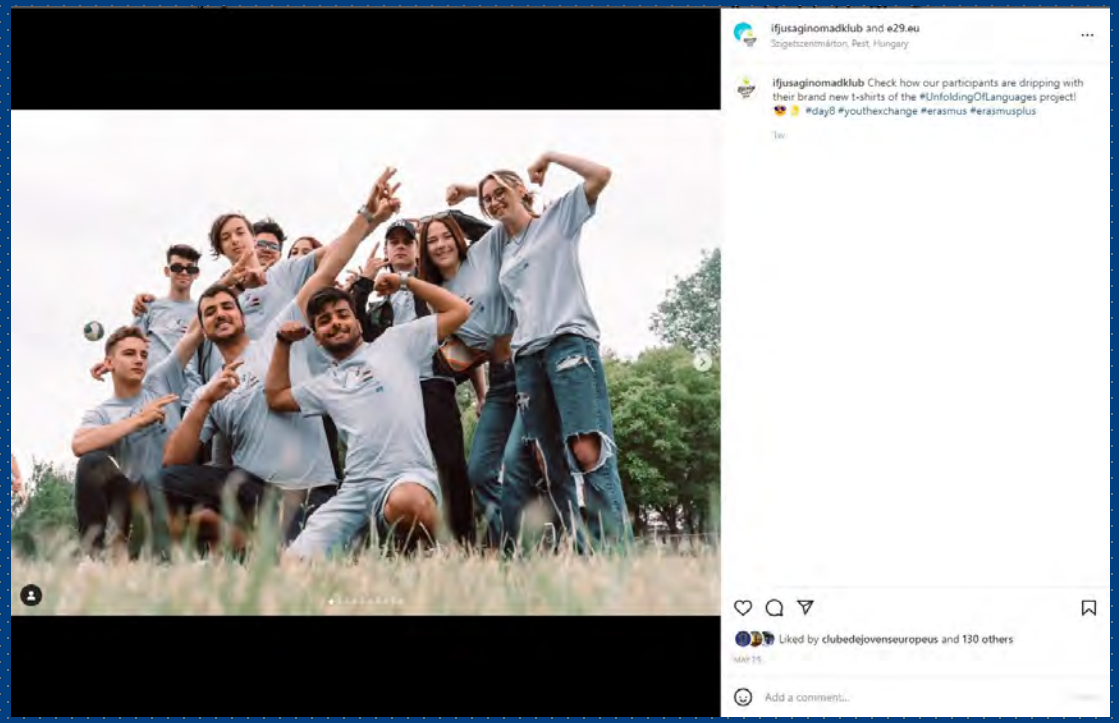


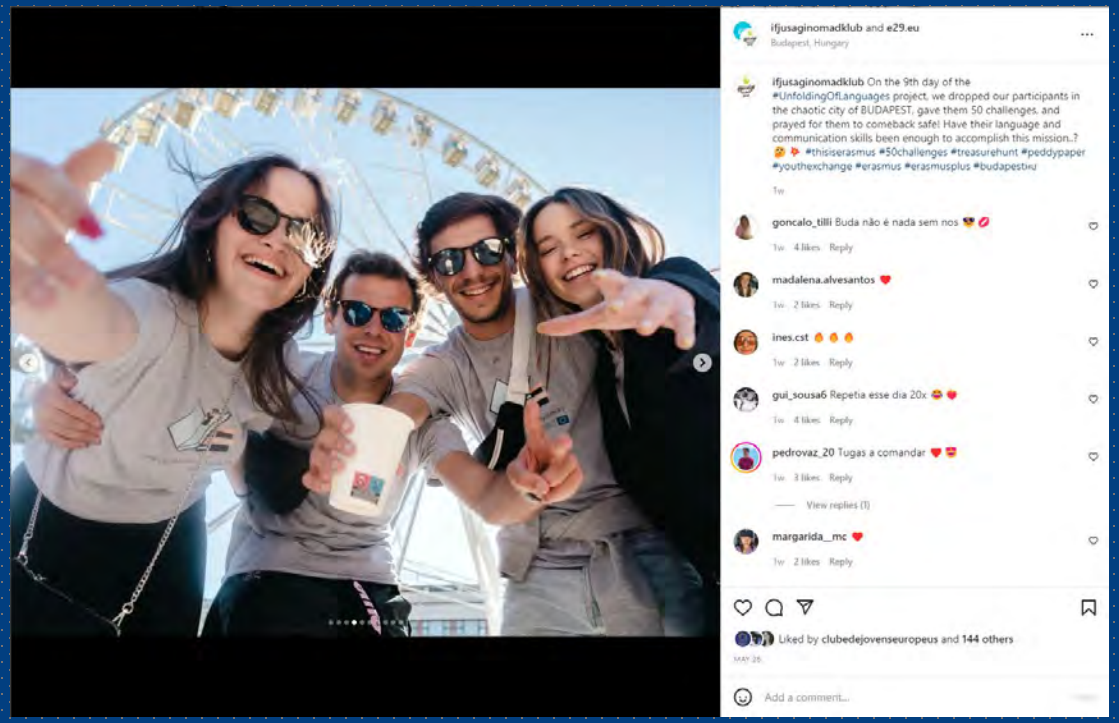
Instagram posts

IMPLEMENTATION PHASE

5 – THE MOBILITY IS HAPPENING

EXAMPLES:





Instagram posts

IMPLEMENTATION PHASE

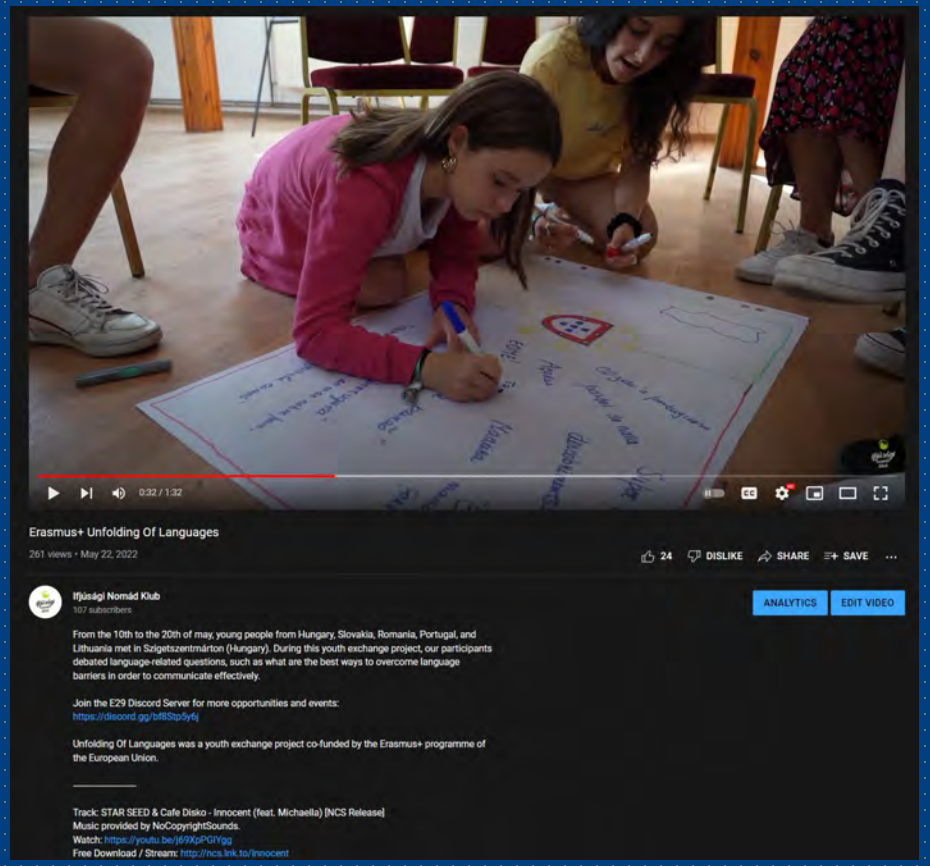
6 – PROJECT VIDEO

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)

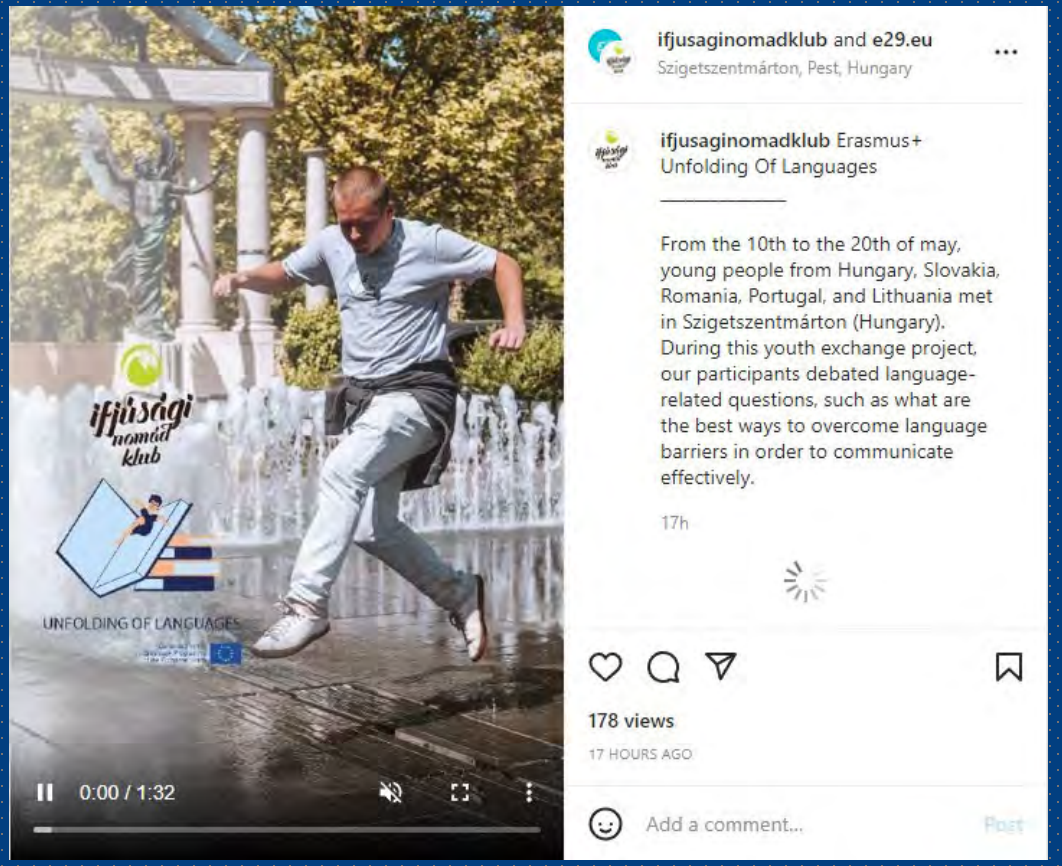
IMPLEMENTATION PHASE

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

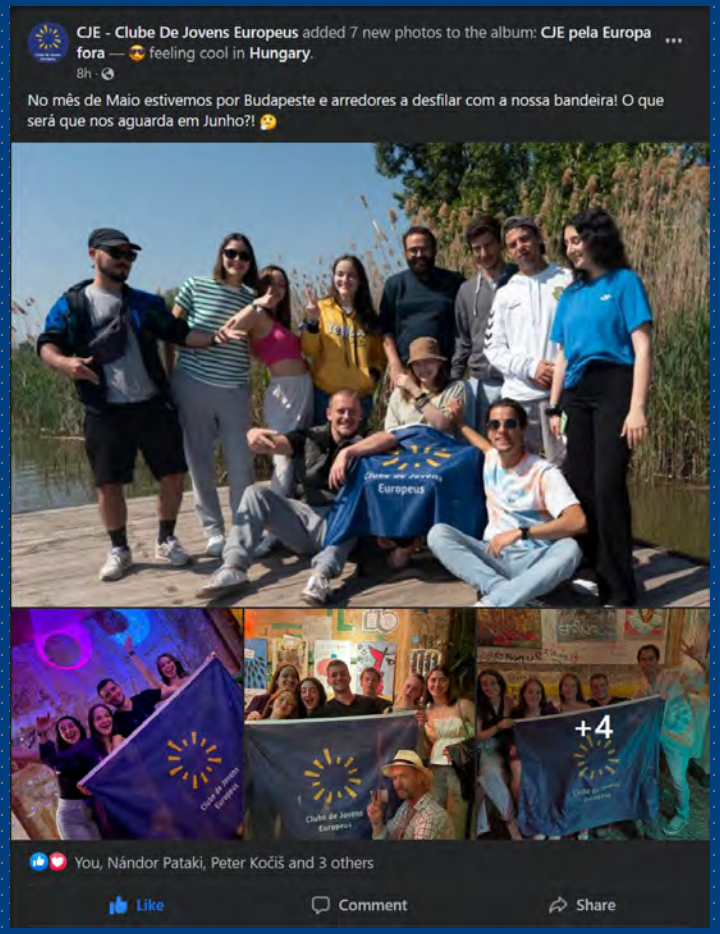
9 – THROWBACK

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

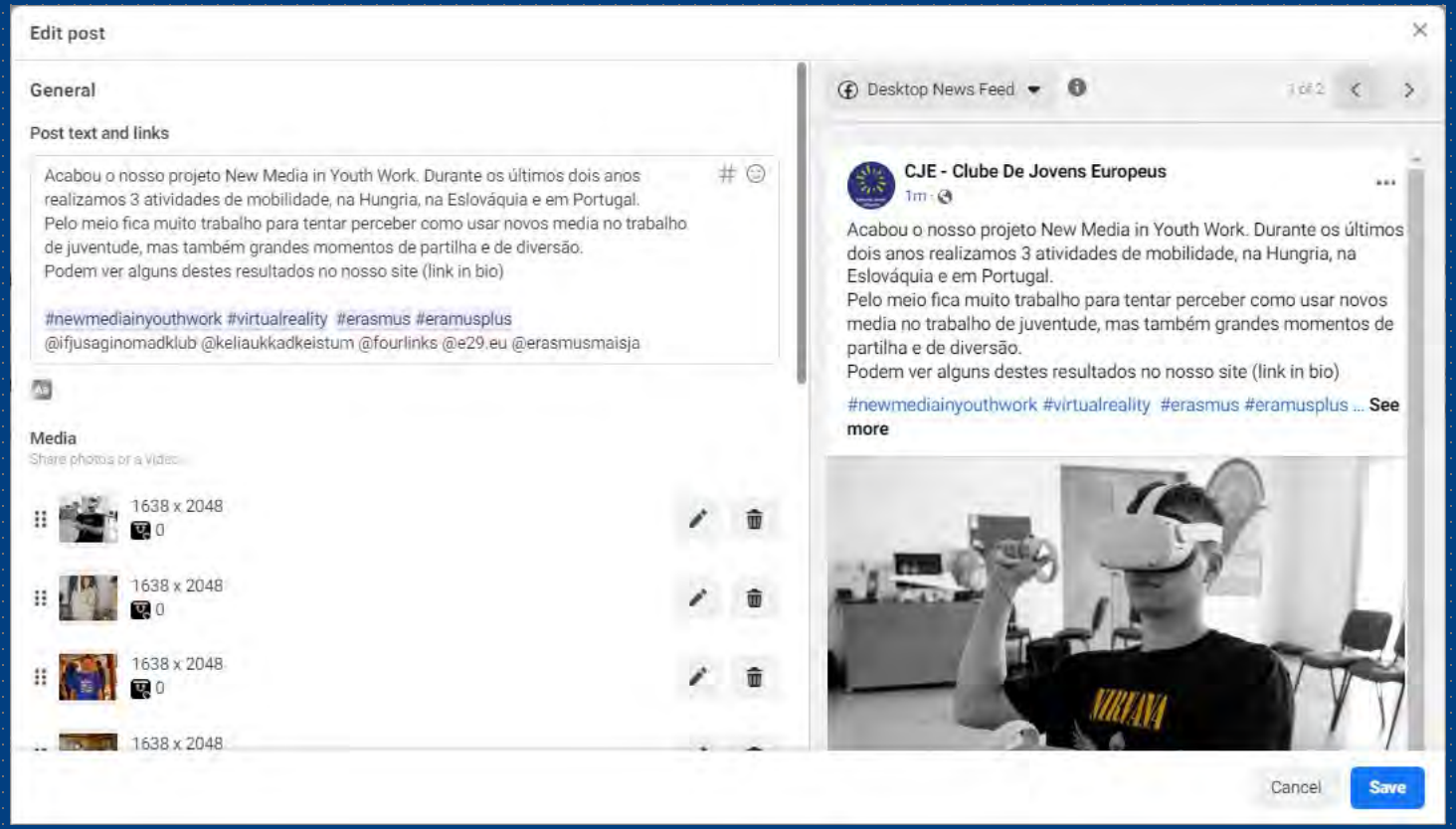
10 – PROJECT CLOSURE

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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