



Answering
tomorrow's
challenges
today

Dissemination Strategy

EURES Campaign on Youth

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1. Overview

The EURES communication campaign targeting young people gained importance in the context of the European Year of Youth. As per the European Commission's proposal, 2022 is set to provide more and better opportunities to the young people with an overarching endeavour to support their development. The Commission recognised that the COVID-19 pandemic has deprived young people of many opportunities, with the unemployment rates still showcasing this challenge.

Having analysed the statistics from previous years, one can observe that the EU has been faced with a slight decrease in youth unemployment coming to 13.9%¹ (from 16.8% in 2020). As such, this positive change encourages the Commission to act accordingly and reinforce its commitment to the young people. As a result, the European Year of Youth will run in parallel with the #NextGenerationEU that renews outlook for the youth regarding quality of jobs, education, and training.

In light of this, the “EURES Campaign on Youth June 2022 – February 2023” aims to support ECO in raising awareness about EURES services towards young graduates and university students, as well as employers seeking young employees.

Ecorys will support ECO in the delivery of the EURES Campaign on Youth, ensuring continuous high-quality horizontal support to information and communication activities in participating countries and at EU level.

1.1. Objectives

The primary aim of this campaign is to raise awareness of EURES services to young people and increase uptake of young people accessing EURES support, in terms of information provision, recruitment support and post-recruitment assistance. In turn, this will also attract employers to use EURES services when it comes to finding young jobseekers.

The campaign objectives are:

1. Increase EURES' visibility among young people (mainly university students and young graduates, i.e. before they enter the labour market)
2. Raise awareness about opportunities and EURES support services available for young people who want to move/work in another EU country, as well as for employers looking for young jobseekers.
3. Inform young people about skills and jobs in demand and labour market trends that can help them making informed career choices.

To develop these overarching objectives into more defined communication activities, the following table presents the specific objectives that fit under each. The expected outcomes are useful to develop the correct call-to-actions for each piece of campaign content, to unify and produce a strategic approach. **A content plan will be delivered separately, to complement the dissemination strategy.**

OBJECTIVE	COMMUNICATION OBJECTIVES	EXPECTED OUTCOME
<p>To increase EURES' visibility among young people (mainly university students and young graduates, i.e., before they enter the labour market)</p>	<ul style="list-style-type: none"> • Increase awareness of the EURES social media channels where new users can learn more about EURES services, by maximising campaign reach to target audience • Encourage employers who target young people to use the EURES portal as a way to engage jobseekers • Empower stakeholders to act as multipliers, disseminating campaign content and information about the EURES portal 	<ul style="list-style-type: none"> • Young jobseekers become aware of EURES brand and learn about the various support services, including unique selling points • Employers become aware of EURES and choose to engage and support dissemination of the information • Target audience recommends, engages and participates in campaign, sharing with their own personal networks and peers, spreading the brand through word of mouth and on a more national level
<p>Raise awareness about opportunities and EURES support services available for young people who want to move/work in another EU country, as well as for employers looking for young jobseekers.</p>	<ul style="list-style-type: none"> • Maximise number and diversity of target audience by engaging young people in EURES related content through GIFs, testimonials, videos, quizzes and statistics • Increase number of users registered on the EURES portal for both jobseekers and employers • Inform target audience about the additional benefits of the EURES portal, including the tailored services, in addition to being a job listing site 	<ul style="list-style-type: none"> • Target audience (jobseekers) proactively engage with the EURES portal, browsing through the unrestricted content relevant to jobseekers • Interested members of the target audience register to become users of the portal, actively using the site to find relevant opportunities or candidates • More enquiries are sent through to EURES Advisers via the EURES portal
<p>Inform young people about skills and jobs in demand and labour market trends that can help them making informed career choices.</p>	<ul style="list-style-type: none"> • Raise awareness about job deficits and skills in demand, sharing specific EU-level and national data • Engage audience in the topic by promoting the interactive quiz which focuses on jobs and skills in demand 	<ul style="list-style-type: none"> • Young people gain understanding of market trends and tailor their skills development and job-search accordingly • Target audience complete the quiz and click link through to the EURES portal to search for specific vacancies based on their fields of interest

1.2. KPIs

The following KPIs and reporting measures will be used to provide an update on performance.

KPI	Source of Verification
Total combined 10,000,000 impressions across all channels on social media of official campaign hashtags for the duration of the campaign.	Campaign hashtags monitoring on Talkwalker.
Total combined organic and paid reach of 2,000,000 across all EURES social media channels.	Monitoring native tools.
Total combined organic and paid engagement of 50,000 across all EURES social media channels: likes, shares, comments, reactions and link clicks.	Monitoring native tools.
200,000 organic and paid success story video views	Monitoring native tools.

2. Approach and timeline

Due to the short timescales to get the campaign up and running, the following three phased approach is proposed in order to engage the network with the campaign and act quickly:

- Phase 1: Introduction of the campaign and engagement of the EURES NCOs, Members and Partners (end of September);
- Phase 2: Launch of the campaign (11 October);
- Phase 3: Introduction of additional assets as they come out of production (end-October).

To reflect that the network is a crucial part of EURES, the campaign will begin in late September with a soft launch on EURES internal channels, namely the “Inside EURES” newsletter, the Facebook Community of Practice, and the Extranet. This will include social media posts that promote the upcoming campaign and encourage the network to get ready and reshare campaign posts from the main EURES channels throughout the duration of the campaign.

As part of the internal soft launch, ECO will send an email to all NCOs and Communication Working Group members announcing the campaign’s milestones and introductory webinar invite.

Meanwhile, Ecorys will be producing and preparing the agreed campaign materials in time for the campaign’s launch date, 11 October 2022, and uploading them to the EURES Extranet under embargo (e.g. campaign toolkit, templates, content calendar, etc.). Based on the results obtained by sticking to this practice in previous campaigns, Ecorys believes this will be a successful way to create excitement within the network ahead of the official launch of the campaign, which will follow soon after.

The second phase will kick-off with the official campaign’s launch on Tuesday 11 October 2022. To mark this date within the network, the first webinar will introduce the communication toolkit and all promotional materials available for stakeholders to use.

During this phase, the external-facing part of the campaign will begin on EURES-owned channels: Facebook, Twitter, LinkedIn, Instagram and YouTube. Following the successful use of TikTok ads to engage with young audiences in early 2022, this channel will also be an important part of the youth campaign.

The third stage will be triggered by the introduction of additional assets as they come out of production, estimated by the end of October.



3. Target audience analysis

3.1. Internal Audience

Campaign partners will play a significant role in the successful implementation of the EURES campaign on youth, due to their strong links and ability to liaise with current audiences. Ecorys will promote a collaborative, coordinated approach amongst these EURES campaign partners to ensure essential information to young jobseekers and employers is provided in a timely manner, and to enable institutional cooperation between relevant stakeholders at national and EU level.

The internal audiences that will be targeted are:

- ▶ EURES Staff (Advisers / Assistants / National Coordination Officers / Communication Working Group)
- ▶ Public Employment Services (PES) employees, as well as the PES Committee
- ▶ EURES Members and Partners

The EURES extranet will be kept up to date with campaign announcements and content, across the three relevant sections that refer to 'Communicate', 'Connect & Collaborate'. This way the whole network will have equal access, and everyone in the network (including ECO and Ecorys) will be able to share all the materials available as they come out of production.

Acknowledging the need to communicate with the internal audience across multiple channels, in addition to the EURES extranet, the internal audience will be reached by the monthly newsletters, the Facebook Community of Practice and mailing to reinforce the participation in the campaign.

There are almost 800 members on the Facebook group "EURES Community of Practice", therefore, this group with more than half of the EURES Staff members will be used to reinforce the campaign messages with the internal audience and engage with the existing community.

NCOs and the Communications Working Group will be prompted to share the available resources across their national channels.

Assets to be shared with the network will include:

- ▶ Communications toolkit
- ▶ Monthly content calendars
- ▶ Social media templates
- ▶ Poster and roll-up templates
- ▶ Interactive quiz
- ▶ GIFs (x2)
- ▶ Success stories video

As per the phased approach to the campaign, a webinar will be delivered to the EURES network to launch the campaign. This will provide the opportunity to present the communication material and the toolkit available, promote cooperation between relevant stakeholders, and explain practical steps for partners to engage in the

campaign. This will help to encourage the EURES network in acting as a multiplier for the campaign and sharing the key messages to their own audiences, as well as suggestions on how to target young people.

3.2. External Audience

The audience for the campaign will focus on young people from all EURES participating countries who are jobseekers, namely young graduates and those who are still studying but who are starting to think about their first venture into the labour market. Although the reach of the campaign among this target group will be the main focus, a further identified group from the EURES network survey was young professionals who are early in their careers and perhaps looking for a different opportunity abroad.

In addition, there will be some content aimed at employers who are typical of recruiting younger people.

In summary, the primary target audience of the campaign will include:

- ▶ Young graduates looking for their first job
- ▶ University students, who are yet to enter the labour market but starting to think about their first job
- ▶ Young professionals already on the market
- ▶ Employers of those who recruit young people

The main target groups of our external social media campaign will be:

- ▶ University students
- ▶ Young graduates
- ▶ Young professionals already on the labour market
- ▶ Employers who work with young people

Based on this, the primary target audience age is between 18-25, to cover those who are at university but also those who are in their first years as young professionals. The EURES PMS 2021 report showed that almost two thirds of the total number of EURES-registered jobseekers were in the age category 15-34. Whilst this shows that the target audience of this campaign are common users of the portal, developing messaging that is more tailored to the specific 18-25 category, making reference to studies, graduating and first jobs, will ensure that the content is bespoke and pitched at the right level.

In addition, from the EURES in Action event, the network members expressed the need to think of youth not as a single unit, but to think about their needs and desires, and how to capture their attention. As a result, it is useful to consider a range of user personas that cover the whole target audience, in order to develop an effective strategy when it comes to key messages and channel selection.

The study on landscape of youth representation highlighted a shift in young people's interest toward environmental issues and health and wellbeing, moving away from the more commonly reported preoccupations related to employment. To highlight some of these topics within the youth campaign will be a way to hook audiences in and reach out to newcomers to the EURES portal, for instance by:

- ▶ Highlighting available job vacancies that relate to these fields
- ▶ Promoting ways to travel to work in an environmental way
- ▶ Giving insight into how the EURES services can help alleviate the stress of moving countries or finding work

For messages related to employers, the age range will need to increase but targeting on Twitter and LinkedIn will be better suited to industries, job titles and keywords, as well as boosting to the existing audience, to increase the visibility of organic content.

In addition, a secondary external audience has been identified who will support with the dissemination of the campaign to new audiences. This secondary audience will be comprised of the following four networks:

- Eurodesk
- Europass
- Europe Direct
- The European Network of Public Employment Services (PES)

These networks will act as avenues to target the primary external audiences, through their already-established links with young people and youth employers. Through the sharing of campaign materials, taking opportunities to write content for third party newsletters, and engaging in online activities, this will help to disseminate the youth campaign message to a wide-reaching audience beyond the usual EURES sphere. More details on how they will be engaged in this campaign are included in Section 7 covering 'Stakeholder Engagement'.

3.2.1. Development of user personas

Each of the following personas aim to represent part of the target demographic, highlighting the needs of young people, as well as employers and other stakeholders:

1) Current student looking ahead to first job

<p>Age: 20 Sector: Tourism and hospitality Experience: Higher education student Location: Split, Croatia</p>	<p>Bio: Marko is a current engineering student looking ahead to his first employment. He lives in shared accommodation with two of his course colleagues.</p> <p>Marko wants to take up his first job abroad where he will be able to work while finishing his studies, and live new experiences.</p>
<p>Frustrations and challenges:</p> <ul style="list-style-type: none"> • Marko is unenthusiastic with the overall socioeconomic opportunities in Croatia and feels it's time to expand his horizons, having lived in his hometown his whole life. • Marko is determined to look for work in other EU countries, as well as find opportunities for upskilling given that his major field on engineering allows him to be flexible with his technical knowledge. • He is wary of finding a career abroad while still studying. • Marko is apprehensive about leaving his friends and family behind. 	<p>Needs and motivations:</p> <ul style="list-style-type: none"> • Marko wants to be able to afford his own place and travel but is currently not able to do so. • He knows he is still a student and wants to enjoy himself and potentially find a student job during the off-semester period. • Although rational in wanting to make an informed decision about where to go, Marko still allows himself to be spontaneous and open to new opportunities for relocation, as he is still of an age where such decisions are possible. • The most interesting opportunities for Marko would include some financial support for the length of the employment as well as mentorship.
<p>Preferred communication channels:</p> <ul style="list-style-type: none"> • Instagram • TikTok • Facebook • Google search 	<p>What would help them to complete their aim:</p> <ul style="list-style-type: none"> • Testimonials and Q&As from previous graduates who benefited from EURES. • Details on where and when to look for work in other EU countries, as well as how to appeal to employers.

- Information on the Targeted Mobility Scheme opportunities and the financial benefits available.
- Up to date information about salaries, particularly about first employment opportunities, as well as open scale pay range available.
- Information on who to contact in case of relevant questions about travelling abroad for work for the first time.

2) Graduate who is looking for work:

<p>Age: 23 Sector: Tourism and hospitality Experience: Recent graduate, unemployed Location: Plovdiv, Bulgaria</p>	<p>Bio: Ana is a hospitality school graduate, struggling to find her first job. She lives with her family and hopes to move out when she can afford to do so.</p> <p>Ana does not have much disposable income but is highly motivated and hopes to travel.</p>
<p>Frustrations and challenges:</p> <ul style="list-style-type: none"> • Where Ana lives there are few job opportunities and lots of competition, meaning she has often missed out to more experienced applicants and therefore lacks career experience. • She has been knocked in confidence from not immediately finding work, and aware that her course friends have been more successful than she has to find opportunities. • She is wary of arriving for work in another EU country and it not being as described. 	<p>Needs and motivations:</p> <ul style="list-style-type: none"> • Ana wants to be able to afford her own place and travel but cannot afford to do so without a job. • Ana wants to make a confident and informed decision about what job to pick and what relevant skills she should look to obtain as she starts on a career path. • She is keen to get started in a job and apply the skills she has acquired during her degree.
<p>Preferred communication channels:</p> <ul style="list-style-type: none"> • Instagram • LinkedIn • Facebook • Google search 	<p>What would help them to complete their aim:</p> <ul style="list-style-type: none"> • Case studies from relatable EURES jobseekers. • Details of where and when to look for work in other EU countries and how to appeal to employers. • Information on how to spot bogus job advertisements, disinformation and fraud. • Information on who to contact in case of questions for example in relation to contractual conditions.

3) Young professional who is currently working but looking for a new opportunity

<p>Age: 25 Sector: Marketing and Communications Experience: 1 year in corporate marketing Location: Padua, Italy</p>	<p>Bio: Flavia is a corporate marketing assistant, who wants to move ahead in her career. Eager to network and find potential new opportunities, Flavia is considering of moving abroad with her partner who also is a qualified and skilled worker.</p> <p>Flavia has some disposable income which she accumulated alongside her partner but is highly motivated to steer her career in line with her aspirations and get a change of pace in a new multicultural environment.</p>
<p>Frustrations and challenges:</p> <ul style="list-style-type: none"> • Although Flavia is content in her role, she feels as Padua is not multicultural enough and often 	<p>Needs and motivations:</p> <ul style="list-style-type: none"> • Eager to make an informed decision together with her partner, she wants to know first-hand that her

<p>misses opportunities for honing in on her skills that would allow for getting ahead in her career.</p> <ul style="list-style-type: none"> • She does not know where to begin looking for work in other EU countries, as her current employment is not an international corporation allowing for relocation, and she is uncertain about how easy it is for her to travel alongside her partner, as she is afraid that as a graduate and an experienced young professional, she wouldn't be given opportunities to grow. • Flavia is conscious of arriving for work in another European country, due to language barriers and additional taxation and admin work that goes into planning a relocation. This makes her quite anxious about the process and unsure where to begin. 	<p>relocation would make it easy for them to settle down in a new country.</p> <ul style="list-style-type: none"> • Flavia is keen to find a support group of workers/like-minded people who recently had made a similar life change to ease her into the process of moving away and start a new job. • As she is keen on settling in a bigger town than Padua, Flavia is interested in both agencies and networking groups to help her in making concrete professional decisions. • Flavia also wants to know the legal requirements and the authority's stance on work permits, residencies and similar administration task
<p>Preferred communication channels:</p> <ul style="list-style-type: none"> • LinkedIn • Instagram • Twitter • Facebook • Google search • Events or online webinars 	<p>What would help them to complete their aim:</p> <ul style="list-style-type: none"> • Case studies from relatable workers. • Q&A sessions with workers from similar age groups and line of work. • Details of where and when to look for permanent work possibilities in other EU countries and how to appeal to employers. • Feeling that she has tailored support from someone/an office who are willing to listen to her questions and provide specific and up-to-date information on moving to another European country, alongside relevant information on relocation, administration and labour markets. • Information on who to contact in case of questions, for example in relation to contractual conditions.

4) Employer looking to hire young people

<p>Age: 49 Sector: Logistics and administration Experience: 17 years as a company owner Location: Freiburg, Germany</p>	<p>Bio: As a small company owner, Helmut is also in charge of sourcing candidates for logistic and administration work, as business in the EU grows and different skill sets are needed, e.g. language skills.</p> <p>Helmut is constantly looking for fresh approaches to locate and source potential employees, often turning to social media groups, and he periodically reads blogs on hiring practices and occasionally attends webinars. He also is environmentally conscious and cares about ways of making his company greener, as well as how it could benefit from additional EU investment.</p>
<p>Frustrations and challenges:</p> <ul style="list-style-type: none"> • Helmut is willing to recruit candidates from other countries but he is not aware of all the rules and laws governing this. • As his business is growing, he is keen on selecting employees who are qualified and are willing to work in the logistics and administration 	<p>Needs and motivations:</p> <ul style="list-style-type: none"> • Access to a greater pool of candidates with experience in the logistics industry. • Helmut wants to be able to meet the needs of his colleagues and site managers, to avoid delays to project delivery. • He is keen on opening his line of work to upskilling and reskilling opportunities for both him

<p>field, as he is concerned about being under capacity when new contracts come in.</p> <ul style="list-style-type: none"> • He is unsure where to start with recruiting young people from across Europe, or which job sites would be most suitable. 	<p>and his employees to enhance the company's competitiveness.</p> <ul style="list-style-type: none"> • Helmut's wish is to modernise his business, to move with the times and become more competitive in the field market. This is something he could benefit from by hiring workers of a younger generation.
<p>Preferred communication channels:</p> <ul style="list-style-type: none"> • Facebook • LinkedIn • Marketing emails • Events or online webinars 	<p>What would help them to complete their aim:</p> <ul style="list-style-type: none"> • Information about the benefits of sourcing workers from other EU countries, to secure buy-in from colleagues such as site managers. • Details on EURES Targeted Mobility Schemes and the benefits to employers, as well as current information on tax benefits for employers, e.g. hiring first-time employees, • Knowledge of the EURES Job Mobility Portal through which he can sift through a pool of CVs and talk to expert Advisers. • Ability to connect with people from his field and to learn from their success stories.

4. Key Messages

4.1. Overview of key messages

The overall messaging of the campaign should have an approachable tone that fits different forms of content, whether it will be inspiring posts, informational posts, or interactive posts. All the posts will follow a common campaign narrative highlighting the benefits to the individual jobseeker of using the EURES portal to navigate the labour market, as well as the skills in demand to increase the level of activity and conversion to finding the right jobs vacancy on the portal. The campaign's tone of voice should be:

- ▶ Engaging and inspiring
- ▶ Modern, but not too informal (to strike a balance between formal and direct)
- ▶ Direct and focused on the most important benefits (leaving more detailed information on the portal itself)

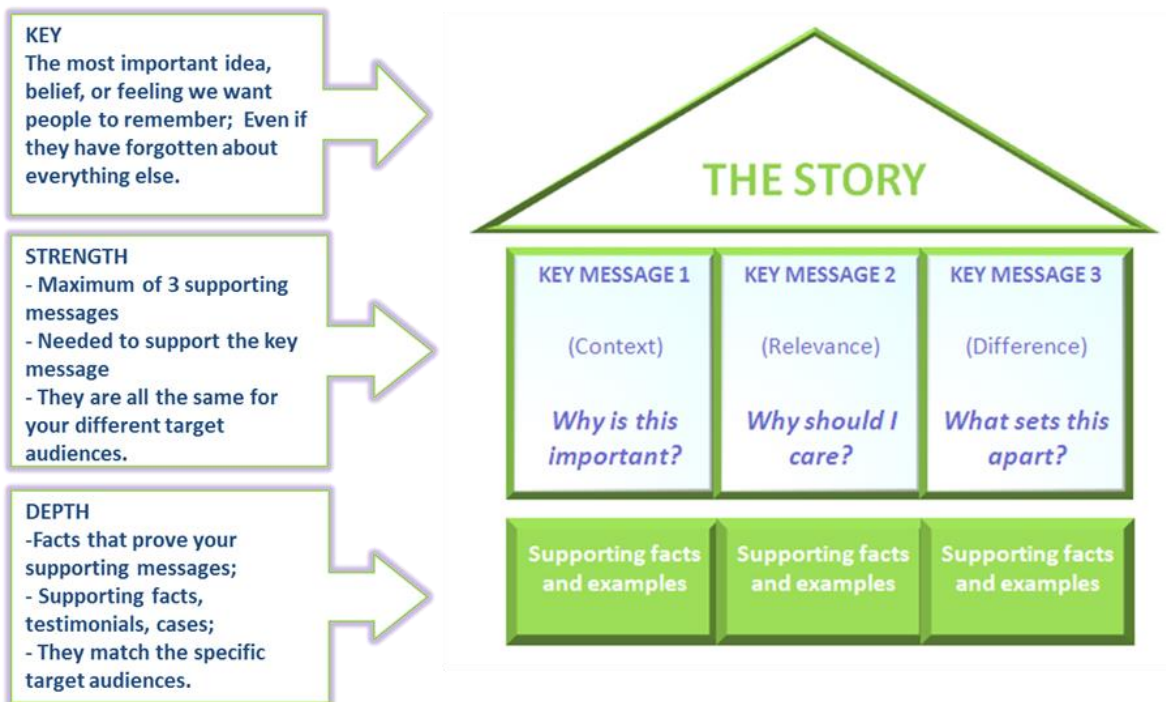
We advise keeping more detailed information about the jobs available and skills in demand on the website, whilst keeping the social media posts more interactive, concise and engaging. This will be particularly possible with video content and the interactive quiz. All the posts will be focused on the **main campaign objectives and have a clear call to action** to visit the website.

The following table shows how each key message is linked to the campaign's objectives and segment of the target audience.

OBJECTIVE	TARGET AUDIENCE	KEY MESSAGE
To increase EURES' visibility among young people (mainly university students and young graduates, i.e., before they enter the labour market)	<ul style="list-style-type: none"> ▶ Young graduates looking for their first job ▶ University students, who are yet to enter the labour market but starting to think about their first job 	<ul style="list-style-type: none"> ▶ Looking for information on how to find a job, apprenticeship, or internship in another European country but don't know where to start? EURES is here to help.
Raise awareness about opportunities and EURES support services available for young people who want to move/work in another EU country, as well as for employers looking for young jobseekers.	<ul style="list-style-type: none"> ▶ Young graduates looking for their first job ▶ University students, who are yet to enter the labour market but starting to think about their first job ▶ Young professionals already on the market 	<ul style="list-style-type: none"> ▶ Get support with your job search through the EURES portal – not only can you find new opportunities, you also get assistance throughout the whole process.
	<ul style="list-style-type: none"> ▶ Employers of those who recruit young people 	<ul style="list-style-type: none"> ▶ Searching for young professionals to fulfil your role? Advertise on the EURES portal to attract high quality candidates.

<p>Inform young people about skills and jobs in demand and labour market trends that can help them making informed career choices.</p>	<ul style="list-style-type: none"> ▶ Young graduates looking for their first job ▶ University students, who are yet to enter the labour market but starting to think about their first job ▶ Young professionals already on the market 	<ul style="list-style-type: none"> ▶ Unsure about which career path to follow? New jobs and new skills are emerging every day. Learn more about them to make an informed choice.
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The main messages have been developed below, using a messaging framework. This is a good way to illustrate how to go about developing messaging and allows to structure the overarching narrative whilst providing the context, relevance and meaning to the target audience.



Key message 1: Information about EURES services

Looking for information on how to find a job, apprenticeship, or internship in another European country but don't know where to start? EURES is here to help.

Key message 1

The EURES portal has over 3 million vacancies available covering jobs, apprenticeships, and internships. Go to 'Find a job' and start your search across Europe now.

Key message 2

Finding the perfect job abroad can be difficult when you don't know where to start. The EURES portal has a range of vacancies and support services to make the process easier.

Key message 3

Every Friday, EURES Advisers are online and ready to answer your questions about future job opportunities across Europe. Find out more and start chatting with a EURES Adviser today.

- Over 3,000,000 jobs currently available on the portal
- Preoccupations related to employment are still commonly widespread in young people
- Case studies from jobseekers
- EURES advisers from several countries are available online every Friday to offer support and answer your questions

Sources:

EURES website
EURES Coms strategy 2021-24

Key message 2: Information about jobs and skills in demand

Unsure about which career path to follow? New jobs and new skills are emerging every day. Learn more about them to make an informed choice.

Key message 1

There are a number of skills in demand across the EU, particularly in healthcare and STEM occupations.

Key message 2

Search for jobs that match your level of experience and or education with “Advanced search” in the EURES Portal “Finding a job” page.

Key message 3

The EURES portal has a database with over 3 million jobs available, you can navigate by industry and location. Your perfect job could be across the border and only a few clicks away.

- Almost one in three workers were employed in a labour surplus or shortage occupation in the EU in 2020
- In 2020, most reported shortage occupations include:
 - Plumbers and pipe fitters
 - Nursing professionals
 - Systems Analysts
 - Welders and flame cutters
 - Civil engineers
 - Software developers
 - Generalist Medical Practitioners
- Of the top reported shortage occupations, the list included four of the five healthcare occupations and four of the five software occupations
- Within the most frequent NACE sectors on the EURES portal, there were employers linked to professional, scientific and technical activities

Sources:

2021 Labour shortages surpluses report
 PMS 2021 report
 Analysis of data submitted by EURES National Coordination Offices

Key message 3: Details on useful contact points for information and advice

Get support with your job search through the EURES portal – not only can you find new opportunities, you also get assistance

Key message 1

Your future career is at your fingertips. EURES has many free services to help you find the right job for you across Europe.

Key message 2

Finding your next job can be time-consuming. Include specific criteria in your search including location, sector, and occupation.

Key message 3

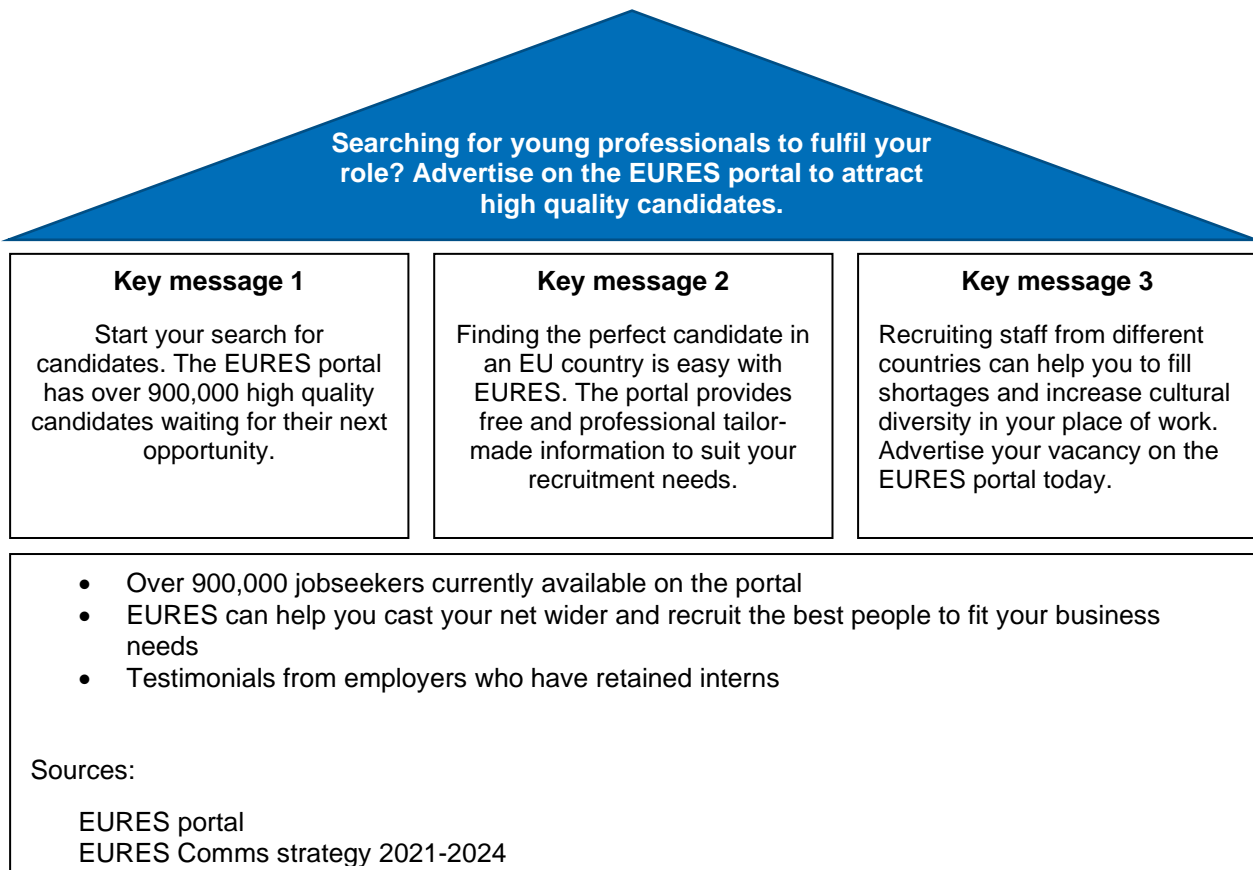
EURES is unlike other recruitment sites. The portal includes local advisers, top tips, and guidance to support you every step of the way!

- Over 3 million jobs currently available on the portal
- EURES can provide financial support for language courses, recognition of qualifications, travel and subsistence expenses
- EURES will ensure that standards for fair and safe working conditions are met

Sources:

EURES portal
EURES Coms strategy 2021-2024

Key message 4: Information for employers looking for young graduates/professionals



4.2. Slogan, hashtag and taglines

The overall campaign slogan suggested is “Jobs for young people” to instantly communicate to the audience what EURES services provide and that the campaign is targeted at young people.

Following a similar approach, four descriptive taglines are available to use in conjunction with the slogan:

- ▶ Opportunities across Europe
- ▶ Start your career abroad
- ▶ Search for jobs that match your skills
- ▶ Find diverse and high quality candidates

The slogan and taglines reflect the most popular search terms that appear in the EURES 2022 Google Search Console results (from the off-page SEO monitoring report), with the focus on keywords such as ‘jobs’ and ‘Europe’.

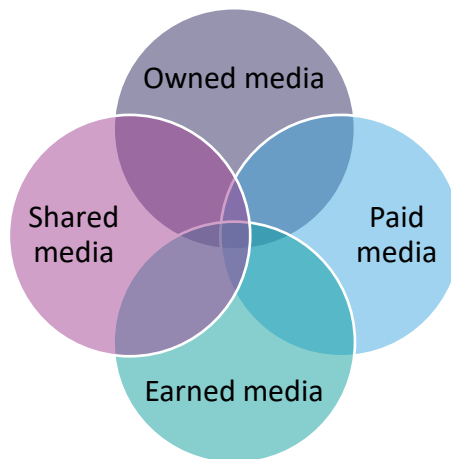
Having a central, unified campaign hashtag will help strengthen the identity of the campaign and introduction to the EURES brand, giving those who are interested in the campaign, a means to search for related content as well as making the reach of campaign messages measurable. The proposed hashtag is **#EURES4Youth**.

Alongside this, it will be beneficial to make use of the European Year of Youth campaign hashtag #EuropeanYearOfYouth, to access a wider audience and increase the chances of engaging with related stakeholders who are also posting content under this campaign.

The first month's content plan will be shared in due course, alongside the overall content plan.

5. Overview of channels

In order to maximise the reach, and at the same time to diversify the channels, the campaign will be disseminated across the PESO model.



5.1. Owned media channels

These refer to the main EURES channels:

- ▶ Facebook - <https://www.facebook.com/EURESjobs>
- ▶ Twitter - <https://twitter.com/EURESJob>
- ▶ LinkedIn - <https://www.linkedin.com/company/eures/>
- ▶ Instagram - <https://www.instagram.com/euresjobs>
- ▶ YouTube - <https://www.youtube.com/user/euresjob>

Monthly content calendars will be produced with proposed content, with four organic posts per channel every month and one post in the Facebook Community of Practice. We will structure it around the key campaign messages and make use of a combination of different social media platforms to effectively reach and engage with the target audience.

The new content created for the campaign will fit with the regular EURES social media schedule, avoiding duplication and conflict. This will be achieved by utilising the tools already available to the social media team, such as the social media editorial calendar on the WIKI. The content specific to the campaign will be clearly marked to be distinguished from the regular content.

Both content and visuals will be tailored to the specific social channel, for instance, looking at the character number limit for Twitter. We will regularly create bespoke content to share information and messages in the form of Instagram in-feed posts and Instagram stories, highlights and making the most of other interactive features, when appropriate. We will also make use of in-built features such as Facebook / LinkedIn polls to give a sense of participation and interaction. All content produced for Instagram will be consistent with the approved content strategy.

5.2. Paid media channels

Paid promotion will happen on the following platforms:

- ▶ Instagram
- ▶ Facebook
- ▶ TikTok
- ▶ LinkedIn
- ▶ Twitter

Paid social media will include boosted content and dedicated social media ads with bespoke visuals tailored to each channel. Ecorys proposes the following actions every month:

- ▶ One of the organic posts will be boosted on two channels per month, depending on the target audience. If the content is aimed at employers, LinkedIn and Twitter will be selected, and when reaching out to young people, Facebook and Instagram content will be boosted. The benefit of boosting content is that newer audiences see a popular post with its existing engagements (reactions and comments) which gives an increased likelihood of them interacting with the post themselves. When submitting the organic content calendar, Ecorys will suggest one post to become boost of the month.
- ▶ Based on the recent success of the TikTok video ad, and its cost effectiveness, we recommend to re-use this content, as well as make use of the videos produced under Task 5 of the youth campaign. This would include the success stories video and the gifs, which will be highly effective at engaging the young audience.

The indicative budget would be as follows:

	OCTOBER-NOVEMBER	NOVEMBER-DECEMBER	DECEMBER-JANUARY	TOTAL
Social media boosting	€ 1,000	€ 1,000	€ 1,000	€ 3,000
Social media ads (quiz)	€ 2,000	€ 2,000	-	€ 4,000
YouTube	€ 1,000	€ 3,000	€ 4,000	€ 8,000
TikTok	€ 1,000	€ 2,000	€ 2,000	€ 5,000
TOTAL	€ 5,000	€ 8,000	€ 7,000	€ 20,000

5.3. Shared/Earned media channels

Earned media channels will come from engaging with the EURES network who will share on their national accounts (and wider stakeholders such as Eurodesk, Europass and ELA) covering a range of platforms:

- ▶ Instagram
- ▶ Facebook
- ▶ YouTube
- ▶ Twitter
- ▶ TikTok

To maximise earned media channels, engaging with **internal audiences** will be key. Internal audiences will be informed on new content, announcements and assets available via the Extranet, the Community of Practice and the newsletter. This ensures that the entire network will have equal access, and everyone in the network will be able to share all the materials available as they come out of production. More details are available in Section 6.

Key content to share information about, by target audience group and channel are listed in the table below:

Audience	Channel	Content
University students	<ul style="list-style-type: none"> ▶ YouTube ▶ Facebook ▶ Instagram ▶ TikTok 	<ul style="list-style-type: none"> ▶ Posts/polls/stories on all channels ▶ Interactive quiz ▶ Live Q&A on Instagram ▶ Inspiring Testimonials ▶ Chats with EURES Advisers on Fridays
Young graduates	<ul style="list-style-type: none"> ▶ YouTube ▶ Facebook ▶ Instagram ▶ TikTok 	<ul style="list-style-type: none"> ▶ Posts/polls/stories on all channels ▶ Interactive quiz ▶ Live Q&A on Instagram ▶ Inspiring Testimonials ▶ Chats with EURES Advisers on Fridays ▶ Targeted Mobility Scheme
Young professionals already on the labour market	<ul style="list-style-type: none"> ▶ YouTube ▶ Facebook ▶ Instagram ▶ TikTok 	<ul style="list-style-type: none"> ▶ Posts/polls/stories on all channels ▶ Interactive quiz ▶ Live Q&A on Instagram ▶ Chats with EURES Advisers on Fridays

Employers who recruit young people	<ul style="list-style-type: none"> ▶ LinkedIn ▶ Twitter ▶ Instagram (due to employment services and universities in the follower list) 	<ul style="list-style-type: none"> ▶ Statistics ▶ Employer testimonials ▶ Targeted Mobility Scheme ▶ Skills matching tool
EURES network	<ul style="list-style-type: none"> ▶ Direct mailing ▶ Campaign webinars ▶ Facebook Community of Practice ▶ EURES Extranet ▶ EURES Inside Newsletter 	<ul style="list-style-type: none"> ▶ Communications Toolkit ▶ Other recommended campaign materials and content

6. Visual concept

Ecorys produced two visual concepts for the campaign for ECO to choose from: one photography-based and a second one illustration-based. The EURES Coordination Office team chose the first concept to ensure alignment with the overall EURES branding.

The visual identity of the campaign will have the EURES branding colour palette, with two added colours as per below.

Original EURES colour palette

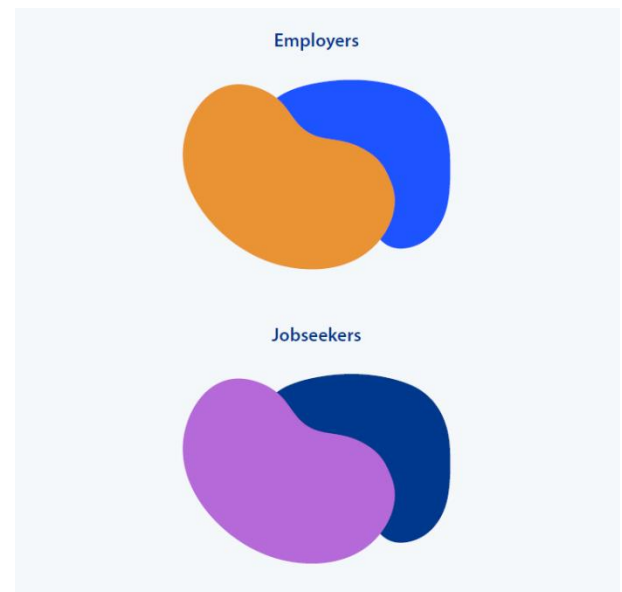
Primary



Secondary



Youth Campaign added colours



The chosen concept includes the use of photography to capture youthful jobseekers and employers. In this concept the addition of patterns and typography give a fresh look and feel and adds the youthful element. The concept includes variations of colour and pattern, including the addition of two new colours to the palette to add interest and different options for outputs.

#EURES4youth

JOBS FOR YOUNG PEOPLE

Search for jobs that match your skills

instagram.com/euresforyouth

facebook.com/euresforyouth

twitter.com/euresforyouth



#EURES4youth

JOBS FOR YOUNG PEOPLE

Find diverse and high quality candidates



#EURES4youth

JOBS FOR YOUNG PEOPLE

Start your career abroad



#EURES4youth

JOBS FOR YOUNG PEOPLE

Start your career abroad

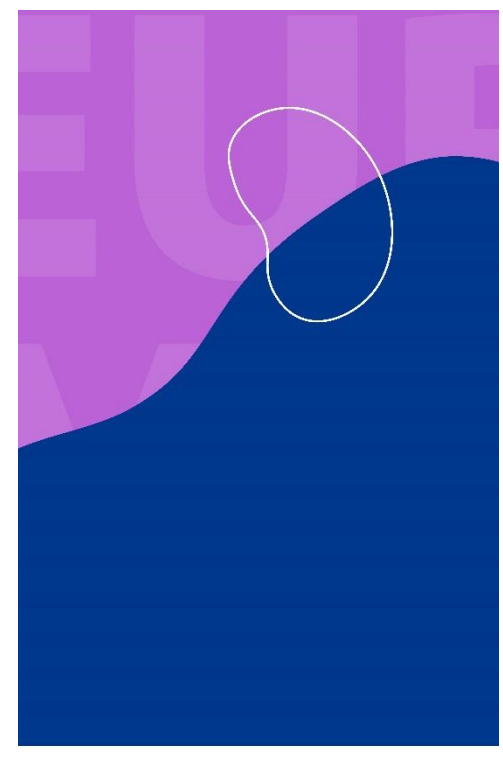
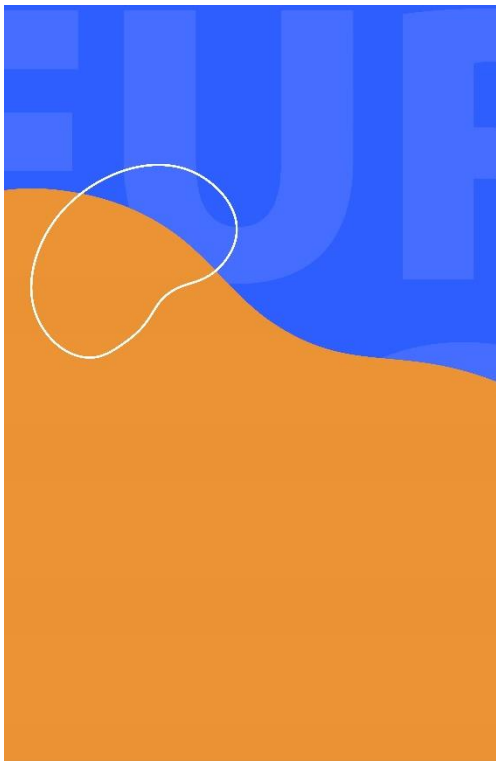
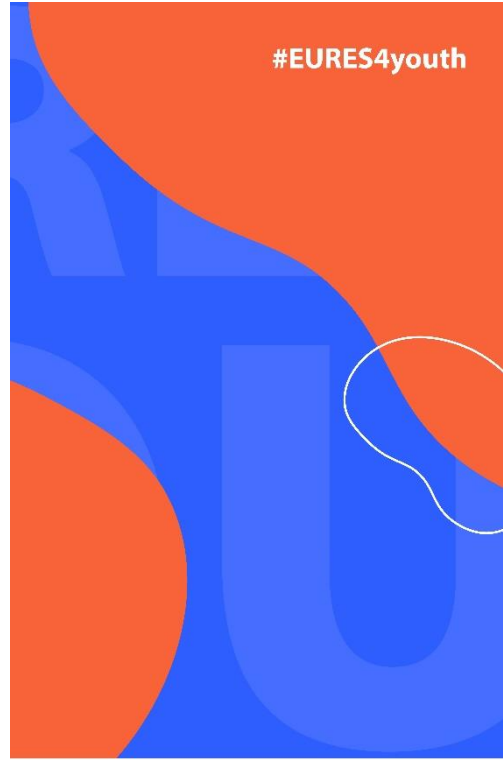


#EURES4youth

JOBS FOR YOUNG PEOPLE

Search for jobs that match your skills





All social media visuals and content created for the campaign will be uploaded to the EURES extranet on a monthly basis, so that all the EURES network has access to the content allowing them to disseminate the campaign on their own social media channels. The size of the visuals will be adapted to be used on all social media channels (Facebook, Instagram, Twitter and LinkedIn). These visuals will accompany all social media posts for the youth campaign on the EURES channels.

Additionally, a communication toolkit will be produced (in English), which will incorporate the visual identity of the campaign, including a set of images that the network can use on social media, with guidance for its use. This toolkit will also include guidance, tips and guidelines for targeted social media posts, and examples of social and traditional media posts.

Furthermore, a set of materials will be created based on the chosen visual concept to be disseminated by campaign partners. These include:

- ▶ Editable social media images (square, vertical and horizontal)
- ▶ Editable social media banners (Facebook, Twitter, LinkedIn and YouTube)
- ▶ Poster template, in digital and printable format
- ▶ Roll-up template, in digital and printable format
- ▶ One interactive quiz
- ▶ Two GIFs of 30 seconds, one to promote EURES services among young people and the second focused on jobs and skills in demand
- ▶ One video with testimonies from young people

7. Stakeholder engagement

7.1. Webinars

Engaging face-to-face with the network will be an important aspect of collaborating with the EURES network, giving the opportunity to address their questions in real time too. On top of the introductory webinar organised on 11 October 2022 with the National Coordination Offices and Communications Working Group, there will be a second webinar in mid-February at the end of the campaign in order to present the results and to engage with the campaign partners, sharing the lessons learned across the network.

7.2. Communications Toolkit

The aim of the toolkit will be to provide detailed information and guidance on the central elements of the campaign. It will also include ready-to-use content for dissemination (copy and visuals, press release) and tips for targeted social media. The toolkit will include:

1. Explanation of the context and objectives of the campaign;
2. How to participate in the campaign;
3. Target groups and key messages for each group;
4. Campaign specific slogan and hashtag;
5. A visual identity for the campaign – based on the EURES branding guidelines -, including a set of pictures that the network can use on social media, with guidance for its use;
6. Guidance, tips and guidelines for targeted social media posts to Youth;
7. Examples of social media posts;
8. A press kit, with information about EURES results regarding youth jobs (provided data is received on time from ELA).
9. A set of proposed Key Performance Indicators (KPIs) to help measure the campaign at EU and national level.

This toolkit is due to be presented and distributed to the campaign partners on 11 October.

7.3. Stakeholder mapping

The stakeholder mapping exercise will ensure that the most useful and relevant potential multipliers of the campaign are identified. The focus will be targeted on the youth sector and external stakeholders, representing a fair geographical spread, who can assist in ensuring the campaign reaches young people who are not aware of the EURES brand. Examples of external stakeholders include: Europass, Eurodesk, EuroPeers and Euroguidance PES network, Europe Direct centres.

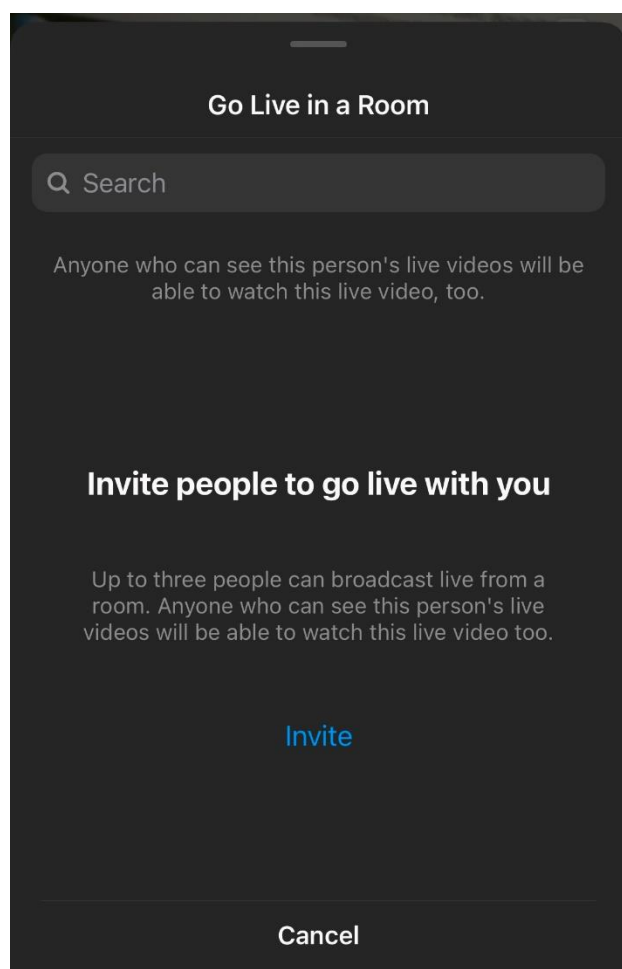
Up to 30 of the stakeholders will be mobilised and invited to join the campaign through email or direct message, encouraging them to share content and providing them with the communications toolkit and other campaign assets available.

7.4. Live chat

Multipliers will play a key role in raising awareness of the campaign by disseminating content and relevant messages to their own audiences. Unlike previous campaigns, in order to reach out to newer audiences, a live-streamed chat with a EURES Advisor and a key stakeholder such as Eurodesk would help to increase the reach and visibility of the campaign. Each October, the Eurodesk network promotes a ‘Time to Move’ campaign and so a live discussion tailored at young people will be mutually beneficial to link the two communication activities together. This live chat could be recorded remotely, or alternatively at the ‘Learning by Leaving’ conference in late October.

Through Instagram’s ‘Live Rooms’ functionality, it allows an account to speak to audiences live with up to three guests. This allows for more of a ‘talk show’ style session, and is good for Q&As. The followers of the main EURES account, but also each guests’ followers will be notified, giving huge potential to increase the reach and cross-promote. Users can post messages on the live thread which could be answered in person.

As suggested by ECO, this Q&A session could be pre-recorded and streamed via different channels (e.g., EURES and Eurodesk). This, however, will have certain limitations such as the length of video that can be uploaded to the Instagram platform, as well as a loss of audience interaction, as users cannot follow along live or submit their questions whilst the interview takes place. Live videos increase the reach of the audience as all followers of the accounts involved would see the ‘live’ at the top of their device when they login, improving the watch rate.



Live Rooms allows you to add up to three guests. Two participants join a DiscoverEU live.

8. Monitoring and evaluation

To assess the efficiency of the campaign, Ecorys will produce monthly reports to cover the campaign period, dedicated to the social media results of the campaign. These will be in line with the format for the regular EURES reports, which are created with the ned Talkwalker tool. Campaign reports will focus on:

- ▶ Campaign reach and impressions
- ▶ Campaign engagement
- ▶ Click-through-rates to the website
- ▶ Top performing posts
- ▶ Hashtag analysis including frequency, sentiment and geo representation

The Talkwalker report will include both quantitative results and qualitative analysis together with the lessons learned and recommendations for future dissemination.