

# EU4EU Social Network Communication Plan for Students

## September 2025 - December 2025

### WHEN - Stages of the project

1. PRE-DISSEMINATION: from 15 SEPTEMBER 2025	2. PRE-REGISTRATION & REGISTRATION: <u>PRE-REG.</u> 1 OCT. 2025- 24 OCT. 2025 <u>REG.</u> 25 OCT. 2025-10 NOV.2025	3. MATCHING: 29 OCT. 2025 - 3 DEC. 2025	4. FINAL RESULTS: 17 DEC. 2025
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### WHAT WE SHARE - Contents of EU4EU communication

<p><b>Predissemination Phase</b></p> <p>Before the call opens, it is essential to raise awareness among students and generate interest in the programme. The main communication actions planned for this phase include:</p> <ul style="list-style-type: none"> <li>• <b>Sharing of the promotional-informative video, which highlights the benefits of EU4EU internships</b> (mobility, professional development, European networking, etc.) and provides clear instructions on how to register and how the call works. The video is available on YouTube at the following <a href="#">link</a></li> <li>• Official announcement of the Opening Day, including the call opening date. Promotion should start well in advance to ensure wide dissemination among students.</li> </ul>	<p><b>Registration Phase</b></p> <p>With the official opening of the call, the goal is to inform students clearly and promptly about the application process, provide practical support, and encourage participation. The planned communication actions include:</p> <ul style="list-style-type: none"> <li>• <b>Publication of the official call for application</b> on the EU4EU national coordinator website, with a direct link to the full call text, operational <a href="#">guidelines</a>, and the application platform.</li> <li>• <b>Dissemination of the call via social media</b>, using clear</li> </ul>	<p><b>Matching Phase</b></p> <p>During the matching phase, the main goal is to <b>actively support students</b> in the process of finding and contacting host organizations, by providing practical tools, guidance, and inspiration. The key communication actions include:</p> <ul style="list-style-type: none"> <li>• <b>Sharing tips and best practices</b> from the <a href="#">Guidelines for the Matching Phase</a>, to help students: <ul style="list-style-type: none"> <li>○ Search effectively for host organizations;</li> <li>○ Write effective outreach emails;</li> </ul> </li> </ul>	<p><b>Final Results Phase</b></p> <p>Following the publication of the final results, the objective is to <b>inform selected candidates</b>, guide them through the <b>pre-departure process</b>, and provide <b>practical support</b> for organizing their mobility. Key communication actions include:</p> <ul style="list-style-type: none"> <li>• <b>Publishing the official ranking list</b> on the website of the national coordinator;</li> <li>• <b>Sending the <a href="#">Informative Package</a></b> to selected students, including: <ul style="list-style-type: none"> <li>○ Key deadlines and required documents;</li> <li>○ Step-by-step pre-departure</li> </ul> </li> </ul>
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<ul style="list-style-type: none"> <li>● Publication of clear information on eligibility criteria, including: <ul style="list-style-type: none"> <li>○ Who can apply (levels of study, partner universities, minimum language level required);</li> <li>○ Where to find more details (<a href="#">official website</a>, <a href="#">FAQ section</a>, <a href="#">dedicated trainee area</a>).</li> </ul> </li> <li>● Sharing of a visual <a href="#">poster</a> on social media with the complete list of programme partner universities.</li> <li>● Dissemination of <a href="#">testimonials</a> from students who participated in previous editions, To enhance credibility and engagement.</li> <li>● Launch of a “countdown campaign” on social media (e.g. “5 days to go!”, sneak peeks of opportunities, success stories).</li> <li>● Regular posting of content and stories on the social media platforms most used by students, to maintain interest and encourage sharing.</li> <li>● Active involvement of university mobility offices and academic departments, to act as multipliers by sharing materials through their institutional channels.</li> <li>● Sending the call by email to all partner universities, with a request to disseminate it to their enrolled</li> </ul>	<p>calls to action (e.g., “Apply now!”, “Find out how to participate”).</p> <ul style="list-style-type: none"> <li>● <b>Sharing of updated <a href="#">FAQs</a></b>, covering formal requirements and the steps for pre-registration and registration, to guide interested students through the process.</li> <li>● <b>Organization of one or more InfoDays</b> dedicated to students from the universities in the consortium, either online/hybrid format. The event will: <ul style="list-style-type: none"> <li>○ Present the EU4EU programme and any updates for the new edition;</li> <li>○ Explain the application procedure;</li> <li>○ Offer live Q&amp;A to clarify doubts and answer questions. The event should be <b>widely</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Prepare for online interviews;</li> <li>○ Tailor their applications.</li> </ul> <ul style="list-style-type: none"> <li>● <b>Publication of a dedicated <a href="#">FAQ section</a></b> addressing the most common questions about the matching phase, including timelines, procedures, contacts, outcomes, and platform use.</li> <li>● <b>Sharing of testimonials from past trainees</b>, describing their matching experience (e.g. how they found a host, challenges faced, useful tips). These contents aim to: <ul style="list-style-type: none"> <li>○ Motivate current students;</li> <li>○ Provide real-life examples;</li> <li>○ Build confidence in the process.</li> </ul> </li> <li>● <b>Organization of InfoDay</b> either online/hybrid format. The event is designed to support students in this crucial step by providing practical orientation on the use of</li> </ul>	<p>procedures;</p> <ul style="list-style-type: none"> <li>○ Useful contacts and reference links.</li> </ul> <ul style="list-style-type: none"> <li>● <b>Communicating the <a href="#">Next Steps (Pre-Departure)</a></b> via social media posts to support students in preparing their mobility (e.g. agreement signing, insurance, travel planning, etc.).</li> <li>● <b>Accommodation support</b>, through: <ul style="list-style-type: none"> <li>○ <b>Sharing the <a href="#">EU4EU Housing Network</a></b>, which includes contacts and resources for each host country;</li> <li>○ Links to trusted housing platforms and suggestions from former trainees;</li> <li>○ Any available agreements, discounts, or dedicated groups (e.g. Facebook groups).</li> </ul> </li> </ul>
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students.	<p><b>promoted on social media</b> and through partner universities' communication channels.</p> <ul style="list-style-type: none"> <li>• <b>Sharing of summary materials and clips</b> from the InfoDay (recording, slides, Q&amp;A) for students who could not attend live.</li> <li>• <b>Ongoing support via email and social media</b>, to address frequent questions and direct students to the most relevant resources.</li> </ul>	the platform and useful guidance to approach the matching process with Host Organizations more effectively.	
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TO WHOM - Targets of our communication	
Students	
WHERE - Where do we share information	
EU4EU FACEBOOK PAGE	EU4EU INSTAGRAM PAGE / EU4EU LINKEDIN PAGE

HOW MANY POSTS
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1 or 2 per week

HOW - What each of EU4EU partner does
1. EU4EU publish the posts and tags National coordinators
2. National Coordinators and Universities partner like EU4EU posts, share them and <b>tag Universities in the Consortium</b>

3. During all phases of the programme, we ask you not only to re-share EU4EU posts but also to create new ones to reach as many students as possible.

Rule tag @

All EU4EU partners posting on fb/LinkedIn/Instagram always tag:

EU4EU:

- Facebook: @EU4EU - European Universities for the EU;

Instagram: @eu4eunetwork;

LinkedIn: @EU4EU- European Universities for the EU

Rule Hashtag #

Dedicated hashtag for EU4EU to create consistency of content and encourage student interaction (e.g. #EU4EU and #Erasmusplus )

## National projects and coordinators social network contacts

	Facebook page	Instagram page	LinkedIn page
<b>EU4EU</b>	@EU4EU - European Universities for the EU	@eu4eunetwork	@EU4EU-European Universities for the EU
<b>University of Lille - EU4EU France</b> contact person: <u>Caroline Pouettre</u> eu4eufrance@univ-lille.fr	@Université de Lille	@univ_lille	@Université de Lille
<b>Campus Iberus - Spanish Universities for the EU</b> contact person: <u>Carmen Ramon</u> cramon@campusiberus.es	@Campus Iberus	@campusiberus	@Campus of International Excellence of the Ebro Valley
<b>ISG- ISG - Instituto Superior de Gestão</b> contact person: <u>Joao Aldeia Riccardo</u> joao.aldeia@isg.pt	@Instituto Superior de Gestão	@institutosuperiorgestao	@Instituto Superior de Gestão