

PRACTICAL SHEET

Communicate on Facebook

EQAMOB partners are aware that parties involved are not necessarily marketing experts. For this purpose, some practical sheets have been realised to support, by giving key advices and recommendations.

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Here some key points to get more views and more reaction when you publish.

- **Always add a picture**

- ✓ A picture makes your post / article more visible within the “news feed” (size recommended: 1200 x 900 px)
- ✓ A post with a picture is more engaging: interaction +33%, “like” +53%, click +84%, comments +104%
- ✓ When sharing a video: add the screenshot of a key moment to attract attention

- **For different posts, alternate your message “tone” to reach a wider audience**

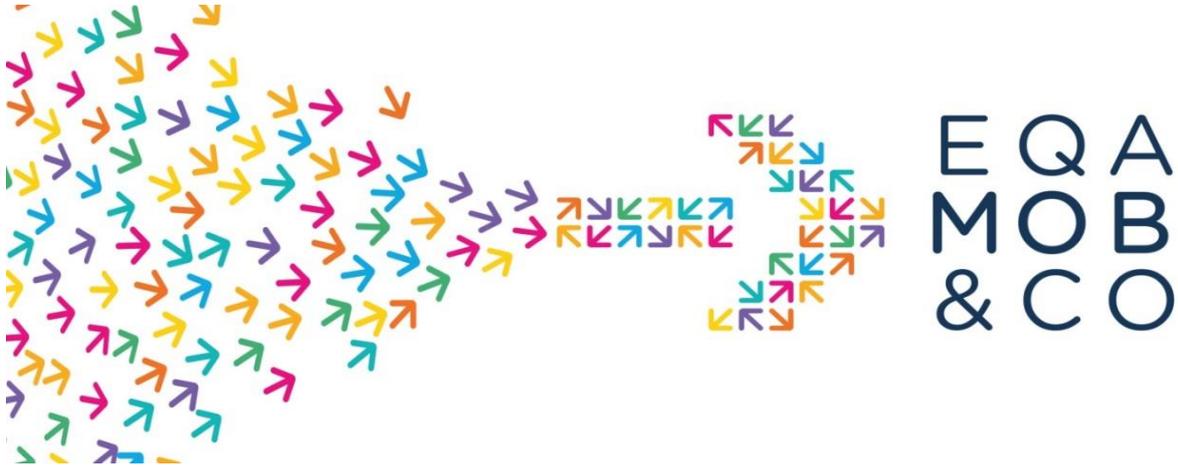
- ✓ Rational tone for instance would be “EQAMOB&Co, the quality label for companies involved in in-company learning mobility in Europe”
- ✓ Emotional tone would be “With EQAMOB&Co label, apprenticeships do not anymore look like someone making coffee or sweeping the floor” (#nomore campaign)

- **Generate reaction with questions or action verbs**

- ✓ Eg. “What *do you think* about a new label to enhance companies’ involvement in the mobility process?”
- ✓ Eg. “*Act with us* for learning mobility in Europe”

- **Plan the post schedule**

- ✓ Next to the “publish” button you can plan the post publication
- ✓ Some applications can also be used as “Buffer”
- ✓ Sunday or after 5pm, post are more widely accessed



- **Post length : keep it short**

- ✓ The ideal for a Facebook post is 80 characters in length
- ✓ Avoid exceeding 120 characters (add link for further information)

- **Publish "selfless content"**

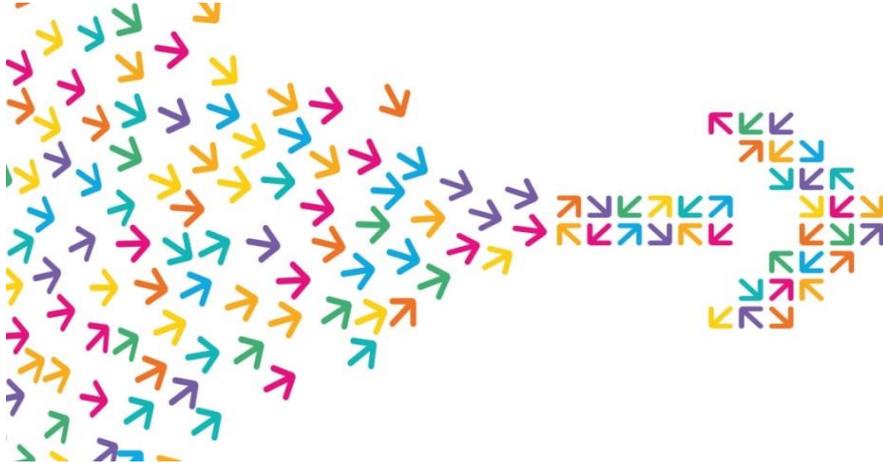
- ✓ Means that generally speaking, publication on "products offered" should not exceed 40% of publications – aim to retain community interest
- ✓ For instance you can post/share articles/videos/testimonies/general information on Learning Mobility, Europe2020, Europe apprentices, Erasmus projects
- ✓ It's recommended to have an "editorial line" in terms of publishing contents that have link

- **Add link**

- ✓ Add the link and then remove the URL in order to keep only the overview
- ✓ Modify the link title (should be less than 70 characters to not be cut)

- **Add tag (@, #)**

- ✓ For instance you can create a publication to inform about an event and tag with present partners → " # + account name" or → " @ + localization"
- ✓ You can also add tag with topic interest : #mobility #europe #apprenticeship #label #excellence (thus, with #europe your publication will also be published on the #europe page)
- ✓ Tags are key successes for viral content



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