

Promoting Your Europe

Why?

By communicating about Your Europe, you increase the visibility and use of the portal as **an official source of information on EU rights and obligations in all EU languages**.

You also show your audience that you are actively helping them to find solutions to their practical questions and problems.

For whom?

- EU citizens and consumers who want to study, travel or work in another EU country
- Companies wishing to do business in another EU country
- Expats in your local area

How?

You can use any channel to promote Your Europe. This leaflet provides tips for your social media, website, and offline channels.

Need help or promotional material?

Check europea.eu/youreurope/promotion

Email us at your-europe@ec.europa.eu



Your
Europe



 youreurope

 EU Business

 YourEurope

 europea.eu/youreurope

 EU Growth/Your Europe playlist



Your
Europe



How to communicate about Your Europe?

Quick guidelines

Images, Adobe Stock © Union européenne, 2026
Luxembourg: Office des publications de l'Union européenne, 2026

PRINT: ISBN: 978-92-68-37825-0 doi: 10.2873/6188589 ET-01-26-032-EN-C
PDF: ISBN: 978-92-68-37824-3 doi: 10.2873/2595161 ET-01-26-032-EN-N

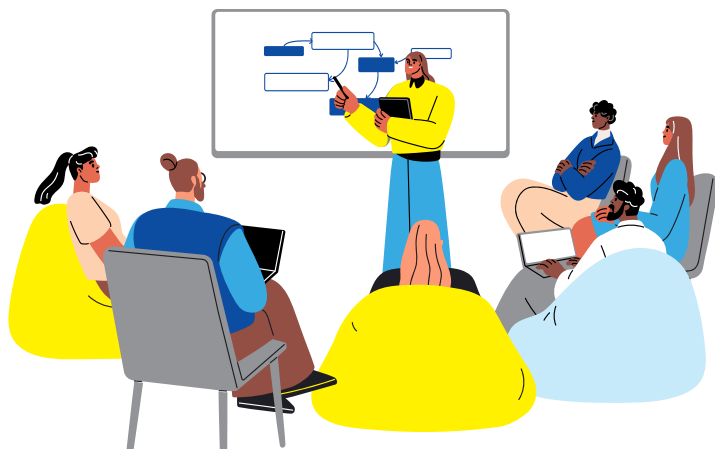
Websites and newsletters

- Link to the most relevant **Your Europe** pages, either the homepage (**europa.eu/youreurope**) or a page on a specific topic
- Make sure visitors can easily **find practical information** and keep web pages **up to date**
- If you distribute a **newsletter**, you can also integrate content about **Your Europe** and links. You could highlight new topics, add testimonials, and mention specific Your Europe sections relevant to your audience

Offline channels

You can mention Your Europe in:

- Magazines or brochures (e.g. studying abroad opportunities for students)
- Meetings or events on the EU single market
- Targeted workshops and information



Tips and tricks for social media

- **Choose the channel** based on Your Europe's **target audience** and message
- Use **plain**, understandable language; avoid technical EU jargon
- **Keep it short** and simple
- Tag **@youreurope** in your messages
- Use the hashtags **#YourEurope** and **#YourEuropeAnswers**
- Use **local events** and seasons to connect relevant topics with your audience's interests (e.g. link the holiday season and passenger rights via europa.eu/youreurope/citizens/travel/passenger-rights)
- Add **links** to **Your Europe** web pages for further information
- **Check the visual identity guidelines and select clear visuals** with gender, ethnicity balance and relevance in natural settings
- Create a **"thread"** or series for regular posts linked to **Your Europe**
- Indicate the **authors** of the content you share (e.g. © European Union 2026)

Or **simply share** posts from **Your Europe's** social media channels

Materials

Check europa.eu/youreurope/promotion for posters, brochures and visuals about the portal's benefits and how to navigate it. These materials (many in all EU languages) can be used in social media, public spaces, libraries, and educational institutions in an organic way. Many of them can also be customised and localised.

Inspiration

Below some examples of posts that can serve as an inspiration for your social networks:

