***VAT for online shopping***

The creative approach used for the [VAT for online shopping](https://europa.eu/youreurope/citizens/consumers/shopping/vat/index_en.htm) post would be to use a 2x2 grid and carousel with **4 images of 1080x1080 px making up a 2x2 grid** (FB) and **1x4 horizontal carousel** (IG) representing people using technology for online shopping and various paid online services through several points of interest.

Our angle is to educate EU based shoppers on where they pay VAT when shopping online in the EU market.

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| **Accompanying copy** |
| If you are living in the Netherlands, and order a book from an Irish online retailer, don't be surprised when you are charged Dutch VAT.  In the EU you pay your local VAT for online purchases when the business you're buying from exports more than €10 000 worth of goods per year to your country.  As there are many exceptions to this rule, make to inform yourself on #YourEurope!    Check the link in bio for more information. ☝️    #VAT #TaxGuidance #OnlineShopping |

Link for campaigns/stories: <https://europa.eu/!n9xwqy>