PROMOTIONAL GUIDE

How-to guide on using the European Solidarity Corps tools and materials
# TABLE OF CONTENTS

INTRODUCTION .................................................................................................................. 3

A. DIGITAL LEAFLET ......................................................................................................... 3
   What is it? ....................................................................................................................... 3
   Where to find it? .......................................................................................................... 3
   How to use it? ............................................................................................................. 3

B. 2 FACTSHEETS ........................................................................................................... 4
   What is it? ..................................................................................................................... 4
   Where to find it? ......................................................................................................... 4
   How to use it? ............................................................................................................. 4

C. ANIMATED VIDEO CLIP - YOUR PRACTICAL JOURNEY THROUGH THE EUROPEAN SOLIDARITY CORPS ... 5
   What is it? ..................................................................................................................... 5
   Where to find it? ......................................................................................................... 5
   How to use it? ............................................................................................................. 5

D. 2 TESTIMONIAL VIDEOS OF PARTICIPANTS ................................................................ 6
   What is it? ..................................................................................................................... 6
   Where to find it? ......................................................................................................... 6
   How to use it? ............................................................................................................. 6

E. KEY MESSAGES TO ORGANISATIONS .................................................................... 7
   What is it? ..................................................................................................................... 7
   Where to find it? ......................................................................................................... 7
   How to use it? ............................................................................................................. 7

F. INFOGRAPHIC - 8 STEPS FOR ORGANISATIONS .................................................... 8
   What is it? ..................................................................................................................... 8
   Where to find it? ......................................................................................................... 8
   How to use it? ............................................................................................................. 8

G. 4 TESTIMONIAL VIDEOS OF ORGANISATIONS PARTICIPATING IN THE EUROPEAN SOLIDARITY CORPS ... 9
   What is it? ..................................................................................................................... 9
   Where to find it? ......................................................................................................... 9
   How to use it? ............................................................................................................. 9

H. 10 TEMPLATES FOR SOCIAL MEDIA POSTS .............................................................. 9
   What is it? ..................................................................................................................... 9
   Where to find it? ......................................................................................................... 9
   How to use it? ............................................................................................................. 9

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**INTRODUCTION**

This toolkit guide lists the materials that have been created for European Solidarity Corps. It contains tools to promote and communicate to organisations and participants on the European Solidarity Corps and proposals on how to use the materials. The guide is non-exhaustive, and the materials can be used in other channels than suggested here. If you need any technical support in using these or if you have any questions about the content, please contact the European Commission: EU-SOLIDARITY-CORPS@ec.europa.eu

A. DIGITAL LEAFLET

<table>
<thead>
<tr>
<th>ABOUT</th>
<th>WHAT'S IN IT FOR YOU?</th>
<th>WHO CAN PARTICIPATE?</th>
<th>HOW TO USE IT?</th>
<th>FIND OUT MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>About</td>
<td>Digital leaflet is a 2-pager available in 28 languages and is targeted at general audience. It provides information about the European Solidarity Corps: what it is about, what the organisation can gain, who can participate, how an organisation or individual can participate and where to find further information.</td>
<td>The digital leaflet is available <a href="#">here</a>.</td>
<td>The leaflet can be shared for information with potential participants and partner organisations via online channels, such as:</td>
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<td>What's in it for you?</td>
<td></td>
<td></td>
<td>email</td>
<td></td>
</tr>
<tr>
<td>Who can participate?</td>
<td></td>
<td></td>
<td>dedicated webpages</td>
<td></td>
</tr>
<tr>
<td>How to use it?</td>
<td></td>
<td></td>
<td>print</td>
<td></td>
</tr>
<tr>
<td>Find out more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**What is it?**

The digital leaflet is a 2-pager available in 28 languages and is targeted at general audience. It provides information about the European Solidarity Corps: what it is about, what the organisation can gain, who can participate, how an organisation or individual can participate and where to find further information.

**Where to find it?**

The digital leaflet is available [here](#).

**How to use it?**

The leaflet can be shared for information with potential participants and partner organisations via online channels, such as:

- email
- dedicated webpages
- print
B. 2 FACTSHEETS

**What is it?**

Two factsheets are one-pagers that tell in a nutshell what the Corps jobs and traineeships mean and what the opportunities for volunteering are. They are available in 28 languages and also provided in the format of Facebook carousel. Main target audience for these are young people.

**Where to find it?**

You find the factsheet on jobs and traineeships [here](#) and the factsheet on volunteering [here](#).

**How to use it?**

The factsheets can be printed and distributed as a handout in youth events. Facebook carousel format is recommended for boosted posts.
C. ANIMATED VIDEO CLIP - YOUR PRACTICAL JOURNEY THROUGH THE EUROPEAN SOLIDARITY CORPS

What is it?
The animated video of less than 3 minutes guides young people step by step through the journey of the European Solidarity Corps from joining to the end of the project.

Where to find it?
You find the animated video here. It is available in 28 languages.

How to use it?
This video can be used to inform a potential candidate about the different steps in engaging with the Corps. The video can be shared on websites, social media or by email.
D. 2 TESTIMONIAL VIDEOS OF PARTICIPANTS

What is it?
Two testimonial videos of Geraldine and Laura offer experiences of two young people in working with asylum seekers. Geraldine from France is a Corps trainee in Cosenza, Italy. Laura from Italy is a Corps volunteer in Eupen, Belgium. The videos are around 3 minutes.

Where to find it?
You can access the video of Geraldine here and the video of Laura here. Subtitles are available in 28 languages.

How to use it?
Video is the dominant form of content to grab the attention of your audience. This can be disseminated offline in presentations and meetings, or online on a website.
E. KEY MESSAGES TO ORGANISATIONS

The key messages for organisations to participate in the European Solidarity Corps.

**What is it?**

The key messages for organisations are one-pagers with three key selling arguments for organisations to participate in the Corps.

**Where to find it?**

You find the key messages annexed to this toolkit.

**How to use it?**

These messages can be tailored and supported by local facts and figures or examples. They can be used as a part of other communication: presentations, social media, websites, newsletters, questions & answers or emails to organisations.
**What is it?**

The one-page infographic helps organisations navigate their way through the European Solidarity Corps processes until the closure of the project. The infographic is available in 28 languages.

**Where to find it?**

You can access the infographic [here](#).

**How to use it?**

This infographic can be placed on websites or printed as handouts in events for organisations that show interest in the Corps.
G. 4 TESTIMONIAL VIDEOS OF ORGANISATIONS PARTICIPATING IN THE EUROPEAN SOLIDARITY CORPS

What is it?
Three testimonial videos from people working in organisations participating in the European Solidarity Corps and hosting volunteers. They share their views on what the organisation can offer to participants, as well as how the participants contribute to the organisation. The fourth video showcases a solidarity project. It focuses on the gains that young people and the local community receive from such a project. The videos are approx. 2 minutes long.

Where to find it?
The videos can be found here:

> De Hoge Rielen from Belgium
> MJC Flers from France
> Aventura Marao Clube from Portugal
> Solidarity project European Solidarity Coffee from Lithuania

How to use it?
Video is the dominant form of content to grab the attention of your audience. You can disseminate it offline in presentations or meetings, online on websites or post it to social media.

H. 10 TEMPLATES OF SOCIAL MEDIA POSTS

What is it?
Templates with social media messages for Facebook, Instagram and Twitter that are consistent with the European Solidarity Corps brand to attract interest of organisations and young people. They are available in English.

Where to find it?
Examples of posts can be found annexed to this toolkit.

How to use?
You can use the social media messages to promote the Corps and let your followers know that you are part of the Corps community. You can translate the text or add information about your local activities.

A few tips:

> Use the #EUSolidarityCorps hashtag, mention the website www.europa.eu/solidarity-corps, and the European Youth social media accounts – EuropeanYouthEU for both Twitter and Facebook, when promoting your messages.
> Include questions, facts and figures in your tweets to engage viewers.
The European Solidarity Corps also regularly promotes posts on Facebook and Twitter. Follow the Corps and take an active role by liking, sharing and commenting on its posts. Avoid using the abbreviation ‘ESC’, but rather use European Solidarity Corps, Solidarity Corps or the Corps. Finally, make sure not to make any reference to EVS.

Official hashtags: #EUSolidarityCorps - Official account: @EuropeanYouthEU