



EUROPEAN UNION



Erasmus+
Enriching lives, opening minds.



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#ErasmusDays 2023

The #ErasmusDays 2023 will take place **from the 9th to the 14th October** throughout Europe and further afield. This international celebration is based on a very simple idea: six specific days to promote European values, mobility benefits and Erasmus+ projects results, in order to boost programme visibility for citizens, professionals, media and policy makers. In 2022, 6,295 events were organized in 58 countries during the #ErasmusDays.

In this “European Year of Skills”, it's all the more important to celebrate Europe's diversity. The #ErasmusDays provides the opportunity to **demonstrate the benefits of Erasmus+**: a programme that enables participants to discover new cultures, improve their language skills, increase their employability and embrace the European values of tolerance, respect and diversity.

This guide is designed for National Agencies (NAs) who direct the communication strategy for #ErasmusDays in each country. It also provides useful information that may be passed on to beneficiaries and event organisers. #ErasmusDays organisers are invited to plan events that highlight their former and/or ongoing projects. These events may improve the comprehension of European education/training projects, as well as the shared vision of the European Education Area among citizens, the media, elected representatives, etc.

Organisations may organise online and/or in-person events, big or small, and are invited to register the event on erasmusdays.eu. This registration will make it visible on the website and on social networks thanks to the hashtag #ErasmusDays. We thank you in advance for your contribution and look forward to together making this next 7th edition of the #ErasmusDays **as successful as all the previous editions.**

WHO? (Main target groups)

- **All Erasmus+ programme stakeholders** (educational and training institutions, companies, research centres, employment agencies, organisations and NGOs, etc.) are encouraged to promote the impact of their projects.
- **Former (alumni) and current beneficiaries** (school children and teenagers, students, apprentices, teachers and instructors, youth actors) are invited to share their Erasmus+ stories on social networks with the hashtag #ErasmusDays along with civil society representatives (European organizations, parents associations, etc.).
- **Decision-makers**, high-level officials and elected representatives are also encouraged to participate in #ErasmusDays events and to broadcast their involvement with the media.

WHAT? (Examples of events)

Each stakeholder is free to organise any kind of event. In previous editions, events included seminars, partner meetings, photo exhibitions, concerts, flashmobs, parades, dance or radio shows, conferences, game activities, etc.

Online events are also possible. Here are some examples to inspire you and your stakeholders/beneficiaries.

SOCIAL MEDIA (Twitter, Facebook, Instagram, TikTok, LinkedIn...)

From the 9th to the 14th October, **please use the hashtag #Erasmusdays** on each social media post. This will enable the #ErasmusDays to become a trend on Internet, to create a “buzz” effect and ensure strong media coverage. Moreover, Facebook and Instagram posts that use the official hashtag will appear on the homepage of the platform [erasmusdays.eu](https://www.erasmusdays.eu) during the six days of the event.

- **Testimonies:** the easiest way for Erasmus+ project beneficiaries and alumni to use social media during the #ErasmusDays is to share positive testimonies through written posts, photos or videos.
- **Live events:** thanks to the “on live” option on Instagram and Facebook, physical events may be recorded and instantly shared. For example, participants could organize a concert, an interview, etc. and broadcast it live through Facebook or Instagram.
- **Contests and challenges:** these ensure visibility of an event or an Erasmus+ project in a playful way. Participants could publish a picture showing how they are environmentally conscious, they could answer through photos and text what Erasmus+ means to them, etc. These “social media contests” may propose an award, and the best production could be published on the [erasmusdays.eu](https://www.erasmusdays.eu) website.

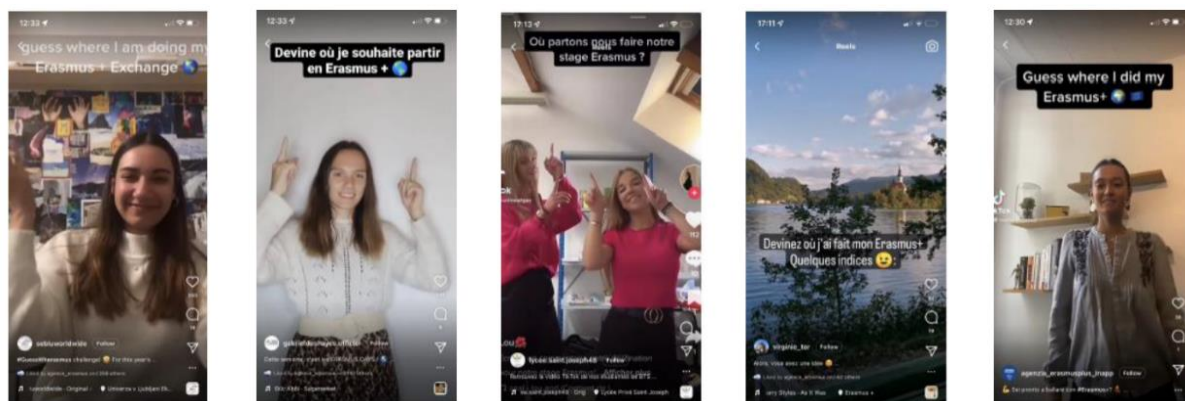
SOCIAL MEDIA CHALLENGE

Following last year’s social media challenge (“#GuessWherasmus”), the French Erasmus+ Agency / Education Training will be launching a new challenge on social networks as of September 2023. Entitled **“Tell me... without telling me”**, this challenge invites former and future Erasmus+ participants to share their experience in an original way, while preserving the mystery.

The **“How to”** is available in the [Google Drive](#), as well as sample videos illustrating the challenge. A news item will be published on the [erasmusdays.eu](https://www.erasmusdays.eu) website to spread the word – feel free to send on the link throughout your network.

The official **launch is scheduled for the 18th of September**. Please share as much as possible and encourage your event organisers to participate! We look forward to seeing your creations!

2022 social networking challenge



VIDEOS

Videos may be reused over time and are easy to record with a smartphone. Testify about an experience abroad, present an Erasmus+ project, film a physical event, etc., there are a multitude of options! These videos may then be shared on social media, on a blog, on a website... and why not create a YouTube channel specifically dedicated to the #ErasmusDays?

WEBSITE

Each institution, through its website, can take part in the #ErasmusDays.

- **Blog:** a blog explains the results of a project with text, videos and photos. It can increase the traffic of a website and may be added to the main website as a new page.
- **Online exhibitions:** photo or art exhibitions may also be organized online! Documents of the exhibitions can be shared through a link or by WeTransfer.
- **Online surveys:** with tools like Google Form, everyone can conduct a survey to identify people's perception about Europe or Erasmus+ and share the results on its website.

INTERACTIVE PLATFORMS

Skype, WhatsApp, Messenger, Zoom, Discord, Teams, House Party, etc. These platforms are perfect to share knowledge and provide updates.

- **Online conferences and webinars:** through these platforms, participants stay connected with their European partners and/or meet new ones, organize debates, presentations on a specific topic, etc.
- **Discussion forum:** alumni or European partners meet, share their experiences and specific information.

FUN EVENTS

- **Video games and e-sport tournament:** twitch is a perfect website to organize and broadcast live a video game competition or an e-sport tournament.
- **Hackathons:** the purpose of a hackathon is for a group of programmers to work together on a collaborative project. Most hackathons are competitions where several teams compete to create prototypes that innovate on a theme or improve upon an existing project.
- **Quiz:** Erasmus+ beneficiaries could organize a quiz to challenge the participants on their European or Erasmus+ programme knowledge. Kahoot! is a game-based learning platform that creates quizzes quickly and easily.
- **European playlist:** why not share our European culture through a musical playlist made on Spotify, Deezer or YouTube?
- **Podcasts:** even without technical skills, almost anyone can start a podcast. The easiest way to grasp podcasting is to think of it as audio blogging. Each episode is like a blog post, covering a specific topic. Episodes can be recorded on a computer or a smartphone. Then upload the files on a podcasting host and share them on a website or on social media.

All events should be registered **as soon as possible** on the website erasmusdays.eu to obtain international visibility.



HOW? (Communication tools)

WEBSITE

The website erasmusdays.eu was created in 2019 by the French Erasmus+ Agency / Education Training, and is co-managed by national agencies taking part in the #ErasmusDays.

Each NA which took part in last year's #ErasmusDays already has access codes to log in to the back office of the website. **These access codes remain unchanged for 2023.** Via the back office of the website (www.erasmusdays.eu/manage), NAs have the possibility:

- to approve the event submitted in their country and thus publish them on the world map on the homepage;
- to extract an Excel file gathering all the information about their national events (contact of the organizer, description of the event, sector, address, etc.);
- to write articles that will appear in the "NEWS" category, once published by the French NA. These news items are a great opportunity to promote interesting local events.

On the homepage, a **social wall** will highlight Twitter and Instagram posts using the #ErasmusDays hashtag. We will ensure that each country is represented through these messages, considered as Erasmus+ testimonials.

Event organizers have the possibility to provide **the link of their Erasmus+ project** from the [Erasmus+ project results platform](#) when they submit their event. All the events will be **categorized by a topic** called "Tag" to facilitate research and event promotion: distance learning, ecology, health, solidarity, social inclusion, economy, alumni, apprenticeship, culture and heritage, others.

For any modifications and requests for access to the website interface, please contact Alexia LO POTRO (erasmusdays@agence-erasmus.fr).

Please note: a new site is being created for the 2024 edition of #ErasmusDays to improve usability and make it easier to validate events.

GRAPHIC TOOLKIT (for NAs only)

The **new visual identity** of this 2023 edition is available [here](#). This vectorial version is provided in English and can be translated to different national languages and then shared with national stakeholders. **Please do not share** the vectorial version directly with the #ErasmusDays event organizers in your country.

This graphic toolkit contains the graphic charter, logos, font, videos, web banners... We suggest you visit the Google Drive regularly as new communication elements will be shared regularly. The graphic charter also informs you about the graphic standards to design your communication supports.



SOCIAL MEDIA

The hashtag #ErasmusDays must be used to spread the word and promote these six days of European celebration all over the world. Facebook, Instagram, Twitter, LinkedIn, YouTube... Make sure that all your social networks are active and correctly identify this hashtag!

COVERAGE AND IMPACT

In order to prepare the 2023 report (published at the end of the year), we will need text and visual content of the #ErasmusDays events held in your country (articles, data, figures, photos and videos taken during the #ErasmusDays in your country). A template will be distributed on the 16th of October to help harmonize the content, as was done last year.

Please note the information to be collected in advance:

- Support from political figures and institutions
- Identify #ErasmusDays events that highlight the themes and/or priorities of the Erasmus+ programme
- Impact of social media



[Impact report 2022](#)

PHOTOS/VIDEOS - TECHNICAL REQUIREMENTS

PHOTOS

Overall, make sure your selection is as diverse and inclusive as possible. More specifically:

- Use images/videos portraying people with disabilities, people of different genders, ethnicities, age, sizes, cultures and sexual orientations
- Avoid images/videos that convey stereotypical views, for example, women as passive, people with disabilities as weak or dependent on others

Sizes for social media images:

- Facebook and Instagram posts: 1:1 aspect ratio, 1080 x 1080 px.
- Twitter posts: 16:9 aspect ratio, 1024 x 512 px max.
- Instagram and Facebook stories: 9:16 aspect ratio, 1080 x 1920 px.

VIDEOS

- Duration: 1 minute maximum (ideally)
- Square resolution: 1080x1080px
- Horizontal resolution: 1920x1080px
- Story resolution: 1080x1920px

NEXT STEPS

The timetable for the upcoming months is as follows:

- **September:** launch to the main audience (communication with mass media and elective representatives). Inform your national press with press releases, press kits, communicate to citizens, alumni, and decision makers about #ErasmusDays and all the events organized in your country. Launch of the challenge on social media on 18 september.
- **From 9 to 14 October:** #ErasmusDays. Mobilize community managers of your national agency and its partners (ministries, professional networks). Let's reach the most people possible with the help of social media during these 6 days of European celebration!

#ERASMUS DAYS

9 > 14
of October
2023

Contact:

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