Communications guide for National Partner Organisations to engage on youth employability and inclusion
Contents

1. Introduction............................................................................................................... p.3

2. Key messages............................................................................................................. p.3

3. Our expectation......................................................................................................... p.3

4. Branding..................................................................................................................... p.4
   4.1. How to combine logos......................................................................................... p.4
   4.2. How to use the European Pact for Youth logo on its own................................. p.4

5. Communications........................................................................................................ p.5
   5.1. Communications calendar.................................................................................. p.5
   5.2. Your European Pact for Youth events................................................................. p.5

6. Social media.............................................................................................................. p.6
   6.1. Tweets for you to customise............................................................................... p.6
   6.2. Other examples................................................................................................... p.6
   6.3. Tips...................................................................................................................... p.6

7. Frequency of posting
   7.1. Accounts to follow and tag in posts................................................................. p.7
   7.2. European Pact for Youth sponsors................................................................. p.7
1. **Introduction**

This guide is designed to help CSR Europe’s National Partner Organisations (NPOs) communicate about the European Pact for Youth and other activities on youth employability and inclusion.

It includes:

- Key messages about the Pact for Youth and National Action Plans
- Social media use recommendations: including tweets for you to customise and social media accounts that you should follow and tag in your posts
- Branding guidelines and a ‘how to’ on combining your logo with the European Pact for Youth and European Commission logos
- A calendar of European Pact for Youth communications so that you know when we will communicate about the project

2. **Key messages**

Please make sure that your communications reflect one of the key messages below:

- Business-education partnerships are key for a pro-youth, pro-innovation sustainable Europe
- The European Pact for Youth is a pan-European initiative with 28 national action plans which will guarantee the skilled workforce of the future
- Youth inclusion in Europe is imperative for societal and economic success

3. **Our expectation**

Please make sure that you:

1. Include information about the European Pact for Youth on your website (see example)
2. Share posts on youth employability and inclusion on your social media channels making sure to tag CSR Europe and the accounts in this guide
3. Communicate about the progress you have made on the development of National Action Plans
4. Branding guidelines

If you are engaged with the European Pact for Youth or involved in projects which contribute to its aims, please make sure that you use the European Pact for Youth logo in all your communications. You can combine your logo, like in the example below, or simply use it on its own. The European Commission logo should appear in all documents. You can view and download the Pact for Youth logo here.

4.1. How to combine logos

To combine logos please make sure that you position your logo below the European Pact for Youth logo and parallel to the logo of the European Commission, like in the example below.

4.2. Using the European Pact for Youth logo on its own

You are encouraged to use the European Pact for Youth logo in all your communication. However, you must not modify the logo or stretch it.
5. **Communications**

CSR Europe will run build-up campaigns on the subject of youth and skills in the weeks coming up to the European Pact for Youth meetings, as illustrated in chapter 5.1. below.

This is a good opportunity for you to engage directly by retweeting CSR Europe on Twitter and sharing our posts on Facebook and LinkedIn. This is also a great opportunity for you to communicate about Pact for Youth activities at national level, including latest developments with regard to the National Action Plans.

### 5.1. Communications calendar

CSR Europe will run communication campaigns on the subject of youth employability and inclusion in the build-up to the following events:

1. **Sherpa meeting**: September 30, 2016

2. **Leaders meeting**: November 24, 2016, on making business-education partnerships the new normal, supporting of hard and soft skills

3. **Sherpa meeting**: March 24, 2017

4. **Webinar**: Progress on National Action Plans, June 1, 2017

5. **Leaders meeting**: July 12, 2017 on mainstreaming entrepreneurship in formal and non-formal education

6. **Sherpa meeting**: September 15, 2017

7. **Summit**: November 23, 2017 on the 1st European Enterprise-Education Summit

### 5.2. Your Pact for Youth events

Are you organising a Pact for Youth event, taking part in one or involved in any events related to the Pact for Youth?

If yes, you can send us information about those events and we will help you to create a buzz around them through social media.

Please e-mail Davide Castro (dc@csreurope.org) with the information, including date, location and a link to more information.
6. Social media

What should you Tweet about:

- Your projects, events and other initiatives that fall under the scope of the European Pact for Youth
- Projects of your member companies which contribute towards the aims of the European Pact for Youth
- Inform your members about the National Action Plans

6.1. Tweets for you to customise

You can customise the ready-made Tweets below. You only need to fill in the [blanks].

- This is what our member companies are doing in [insert country name] for youth inclusion in Europe #Pact4Youth [insert link]
- This is how [insert member company] is boosting biz-education partnerships in Europe. #Pact4Youth [insert link]
- This is what our #Pact4Youth national action plan looks like [insert link]

6.2. Other example Tweets

You can also use these Tweets, but you are encouraged to be creative and create your own.

- Want to find out more about the #Pact4Youth? Check out the progress made so far. http://bit.ly/29BuGuN #youth
- Are you passionate about #education & #youth? Join the #Pact4Youth & make a difference! [insert link]
- #DigitalSkills are key for a pro-youth, pro-innovation Europe. The European #Pact4Youth was launched to ensure this.
- Want to know what is being done at national level on youth employability & inclusion? Check out the #Pact4Youth national action plans

6.3. Tips

1. Always use the #Pact4Youth hashtag when you post about youth employability and inclusion on social media
2. Tag your member companies and the social media accounts suggested in this guide
3. Combine your logo with the European Pact for Youth logo and the European Commission logo
7. Frequency of posting

We will communicate about the European Pact for Youth through our social media accounts below. We will post approximately:

Twitter: 2-4x times a week
Facebook: 1x per week
LinkedIn: 1x per week

7.1 Accounts to follow and tag in posts

When you Tweet you should tag these accounts below as well as CSR Europe (@CSREuropeOrg).

- **DG Employment, @EU_Social**
  We are the @EU_Commission department working on employment & social issues in the EU and sometimes beyond.

- **European Commission, @EU_Commission**
  News and information from the European Commission. Tweets by the Social Media Team. Engaging on #TeamJunckerEU priorities.

- **Marianne Thyssen, @mariannethyssen**
  European Commissioner for Employment, Social Affairs, Skills and Labour Mobility.

- **Jean Arthuis, @JeanArthuis**
  Député européen, Président de la commission #BUDG, Pdt de l’Alliance centriste (#UDI), ancien ministre de l’économie et des finances.

- **Eva Maydell, @EvaMaydell**
  Passionate European. @EPPGroup MEP of the Year. @EMInternational VP. @EU_Commission #Eskills Ambassador. Delivering on #DigitalSingleMarket #SMEs #Youth #StartUps.

7.2. European Pact for Youth sponsors

When you tweet, you should also tag the sponsors of the European Pact for Youth.

- **Solvay, @SolvayGroup**

- **Enel, @EnelGroup**

- **Samsung, @SamsungBizEU**

Diamond sponsor: [Solvay Group](#)  Premium sponsors: [Enel](#) [Samsung](#)  With support from: [European Commission](#)
For a Pro-Youth and Pro-Innovation Sustainable Europe