



Cooperation Day 2022 joint social media campaign - strategy and benefits

1 July 2022, online

Day **Friday, 1 July 2022**

Timing in CET

- | | |
|----------------------|---|
| 11.00 – 11.10 | Introduction – Updated campaign timeline |
| 11.10 – 11.20 | Preparing quality audio-visual content for social media
<i>Nebojsa Nikolic, Interact</i> <ul style="list-style-type: none"> • Thematic templates • Free tools for design • How to get a custom campaign promo video |
| 11.20 – 11.40 | EC Day updated website
<i>Nebojsa Nikolic, Interact</i> <ul style="list-style-type: none"> • New and updated features • How to make and use a personal contributor account • How to upload a local event – tips and tricks |
| 11.40 – 12.10 | Social media promotion for your events – paid by Interact
<i>Arkam Ograk, Interact</i> <ul style="list-style-type: none"> • The process • The budget • The timing • The best practices |
| 12.10 – 12.30 | Questions and Answers |
| 12.30 – 12.35 | Live poll: Plans for local events |
| 12.35 – 12.45 | Conclusions and closing of the event |