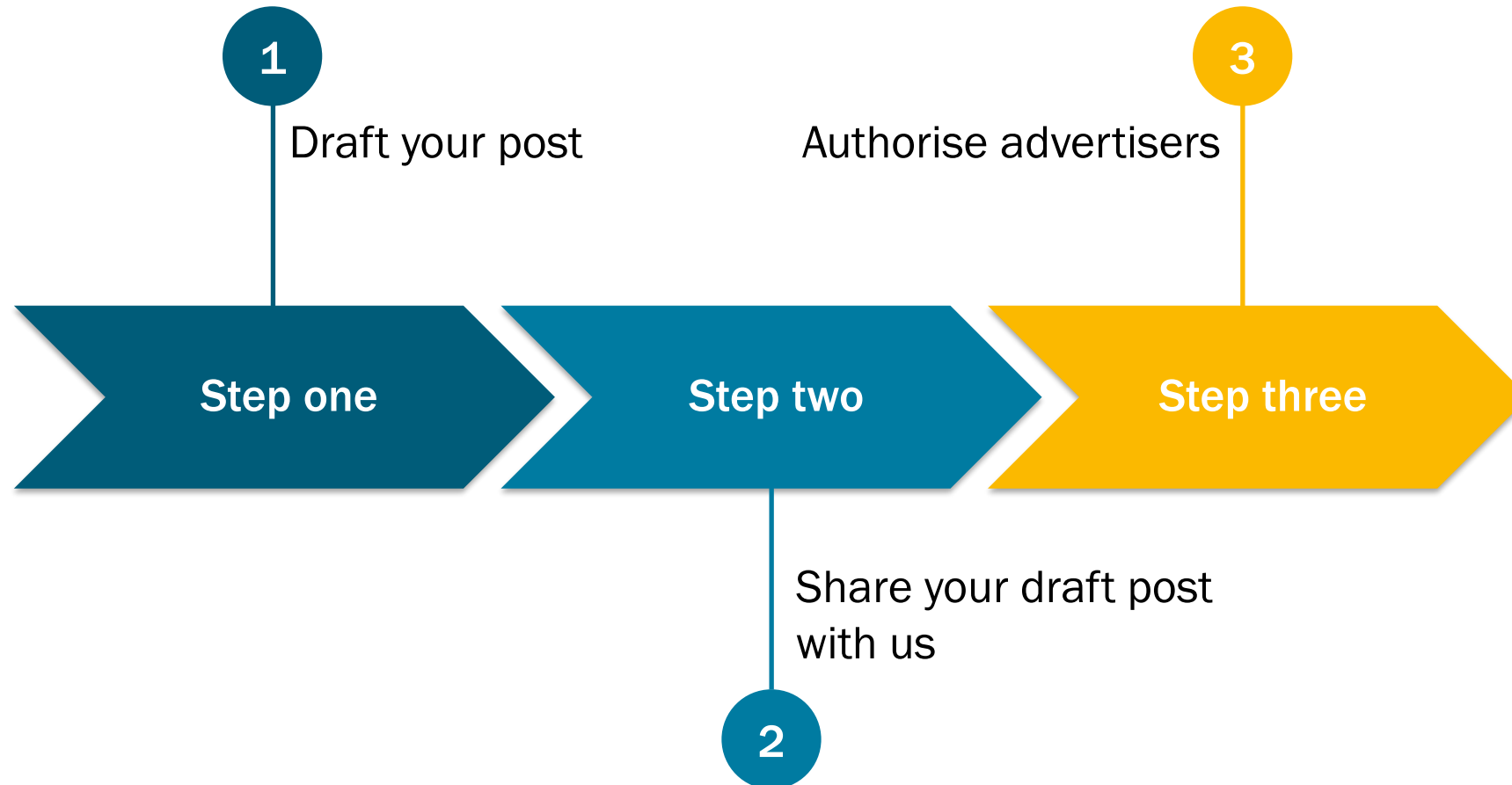


Some info on the overall paid campaign

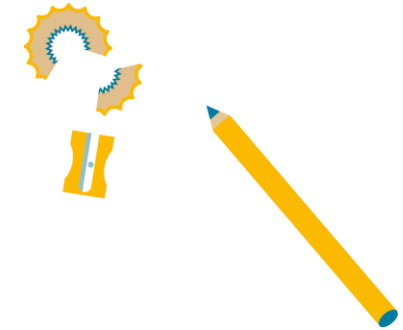
- Campaign will be carried out on Facebook and Instagram
- This builds on our experiment from last two years
- We have a budget of €2000 allocated for promoting your events. 70 euros planned per programme.
- These can be physical as well as online events
- We are working with a company specialised in the field
- We need good amount of input from you in order to design the targeting campaign
- We will collaborate online



You need to take three steps



Step 1 – Draft your post



- It all starts with you, the event you plan and who you want to reach
- Once you have the event idea, date, location, etc fixed; you are ready to draft your post
- A post does not only comprise of text: make sure to prepare visual material be it photo, illustration, video, gif, etc; **and share it with us**
- Complete this whole step as soon as you can!
- Draft your post in English with translation into local languages. The targeting campaign will make sure to show the ads in native language as much as possible
- Translate only after Interact reviews the English post

Step 2 – Share your draft post with us



- Once ready, fill out the [spreadsheet](#) with your event details
- Get inspired by the 2020 and 2021 posts
- When you fill out the sheet, do not add rows but simply use the first blank row.
- This way you will get a number under the column named #
- Add this number to the beginning of the file name(s) of the creative material. For example 27- Video Nature Trekking Austria – Austria Hungary (What really matters is you give that number so we know which file belongs to which post)
- Upload the creative material in [this Google Drive folder](#), also your programme logo in PNG format. Photos preferably without text.
- Interact will review the posts and do editings and will get in touch with you if necessary

Step 3 – Authorise advertisers

- Make sure your Facebook and Instagram accounts are connected
- Once Interact gives the GO, Yunou advertisers will create and start the ad campaign
- To enable them do that, you will need to give editor rights to these profiles:
 - Clementina Palacios: <https://www.facebook.com/clementina.palacios/>
 - Carolina Vargas: <https://www.facebook.com/carolinaisabelvargas>
 - Alex Zúñiga: <https://www.facebook.com/alex.zuniga.526438/>
- [How to give editor rights on Facebook Page](#)
- Advertisers will get in touch with you if they have inquiries
- Please do not revoke their access immediately after the campaign is over. They will need to the data for analytical report.

Please remember



- Only the events that are uploaded on ecday.eu will be considered for boosting
- We will publish the actual post on your behalf. So once you fill out the sheet and upload the creative material, we will do the rest.
- Deadline for filling out the spreadsheet is as soon as you can 😊
- First come, first serve. We will boost your posts starting from the first row until the budget is depleted
- We can't estimate how many posts can be boosted as it depends on many targeting parameters
- Therefore, please be specific with target groups. This way, you will help yourself and your other Interreg colleagues
- Check out your targeting options: <https://www.facebook.com/business/ads/ad-targeting>



Some advices on wording

- We need to pay extra attention to the wording when the posts are boosted.
- Avoid wording that sounds like “free cookies for everyone” :)
- Focus on the essence and added value of the event; “Cooperation is the way forward. Check out our virtual exhibition featuring projects that improved many lives in X – Y border region”
- Use call to action “Come walk with us in ‘Walk of Neighbours’ in the beautiful nature of X–Y border region.”
- You can of course give some details about project if it is specific, provided you keep it short. “Music knows no borders and with cooperation, we can use our potential to the fullest. Join us at [online?] concert where young people from X-Y countries created beautiful tunes!”.



Some advices on wording

- Closed, limited or ‘invitation only’ events will not be boosted. The idea of advertising is to get public participation
- Do not leave the actual post column in the spreadsheet blank. Create a post even if you think it is bad, we will help you revise
- Do not forget to add visual to the Google Drive!
- Make sure the visual does not have a lot of text on it. Facebook will not allow visuals with more than 20% text! That’s too little. Best is to upload a photo without any text.

Cooperation works

All materials will be available on:

[**www.interact-eu.net**](http://www.interact-eu.net)

