



## Joint Social Media Campaign - Interreg Cooperation Day 2024 03 July 2024

Webinar

### Wednesday, 03 July 2024

**10.00 – 10.10**

#### **Introduction**

*Rosa Escamilla, Interact*

- Reminders of the key points of the 2024 campaign
- Campaign timelines

**10.10 – 10.30**

#### **Paid promotional social media posts**

*Rosa Escamilla, Interact*

- What they are
- Strategy to enhance the impact of your local events

Objectives of the session: Grasp and maximise the use of paid promotional social media posts, including what they are and how to strategically employ them to enhance the impact of your local events.

**10.30 – 10.50**

#### **Interreg Cooperation Day social media campaign**

*Rosa Escamilla & Nebojsa Nikolic, Interact*

- Instructions about this Interact service
- Tips and tools for producing engaging content
- Success stories from previous years

Objectives of the session: Equip participants with the knowledge and tools to use this social media campaign, understanding the service, crafting engaging content and drawing inspiration from past editions.

**10.50 – 11.00**

#### **Questions & Answers**

*Interact colleagues*