

ICON meeting, Alicante 2025

Shape the new Academy course on Social Media

Nebojsa Nikolic/ Valencia / 25.02.2025

Interact



**Co-funded by
the European Union**
Interreg

We all use them, but not efficiently

We use the social media in a similar way that we use our websites – as a **static** digital wall where we post our **formal** proclamations.



A whisper in a hurricane



Do we reach?

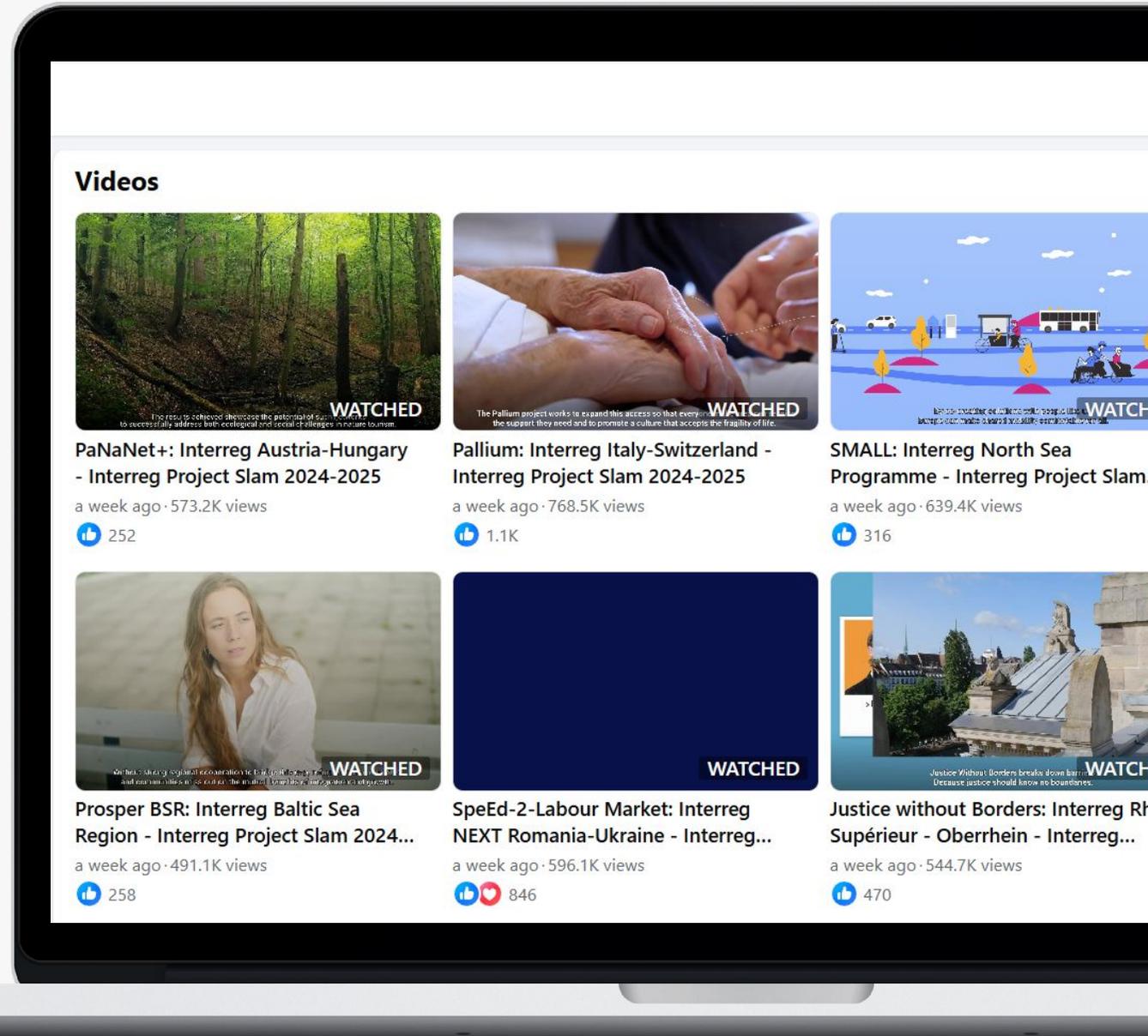


Can we reach?



Interreg Slam

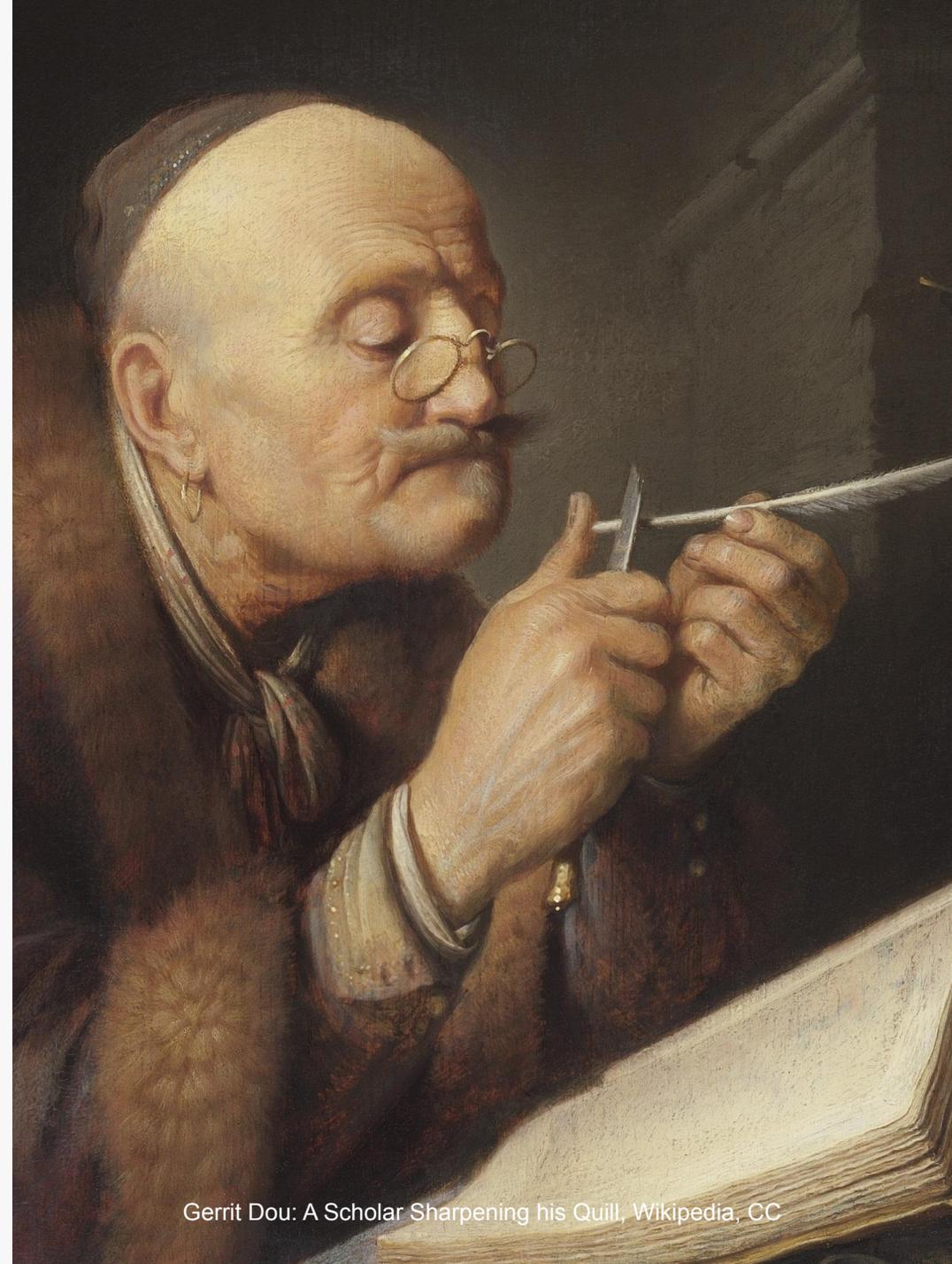
- Millions of Views
- Real project stories
- Long-term brand



Common challenges

1. Language
2. Quality visuals
3. Short videos
4. Lack of paid promotion
5. Targeting audiences
6. Lack of flexibility
7. Bots and haters

What else do you see as a challenge?



Gerrit Dou: A Scholar Sharpening his Quill, Wikipedia, CC

The course can include

- Overviews of platforms
- How to write for different platforms
- How to design better visuals
- Free tools and resources + AI
- Advice on paid promotion
- Advice on dealing with bots and trolls
- Advice on using analytics
- A lot of examples

What else would you like to see?



Self-paced certified training

Online course + test?

This course can be **just an online course**, or

We can add a **multiple-choice test**, and make it a „Certified Training“

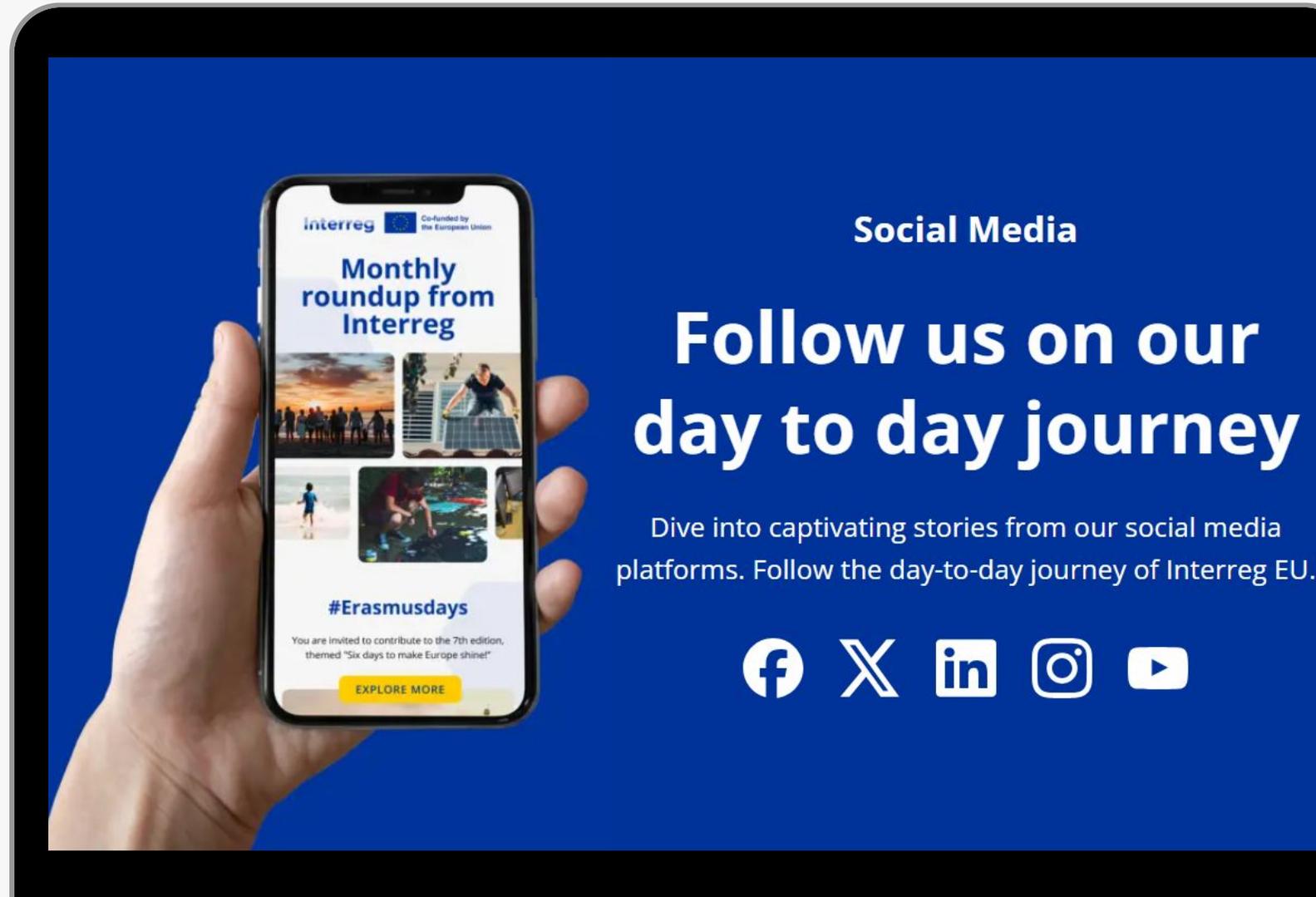
No travel, no extra events, no extra obligations.

Contribution to the interreg.eu channels

Interreg.eu on Social Media

Managed by Interact and fueled by the collaborative work of all Interreg programmes:

- The voice of the Interreg community
- The window to our campaigns



Where are we represented?



@Interreg



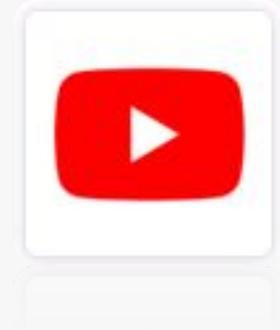
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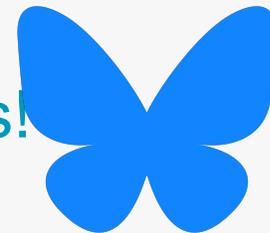


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With a broad vision to join new platforms!



Create in the Academy, share on **Interreg.eu!**

What you create during the course - posts, visuals, or any content about your programme, projects or Interreg - can go directly to the **Interreg.eu channels!**



Just send it to us, and we'll publish it for you!

Keep sending us content!

interregonline@interact.eu

- Articles and news
- Informative Campaigns
- Engaging videos
- Joint studies and reports
- Podcast
- Calls for Projects
- Open positions
- Big events



Cooperation works

All materials will be available on:
[Interact website](#)