

Interreg Cooperation Day 2023 preparations

How to get **your local event post** advertised on social media?

Arkam Ograk/ Interact office Vienna / 13.06.2023

Interact



Co-funded by
the European Union
Interreg



The paid ad campaign

Since 2020, Interact is helping you boost your local event posts on Facebook and Instagram.

2023 ad budget is €2500.

 **Interreg Romania-Bulgaria Programme** Sponsored · 🌐

Денят на европейското сътрудничество празнува тази година с младото поколение и искаме да се присъедините към ...see more



КОЛОЕЗДЕНЕ ЗА СЪТРУДНИЧЕСТВО
27 септември

interreg

EUROPEAN COOPERATION DAY youth for cooperation

app.formbot.com
Колоездене за сътрудничество

[Learn more](#)

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 **Interreg Cooperation Day** Sponsored · 🌐

Open-air cinema in Valencia! 🎬 🎁

¿Aún no tienes plan para el lunes? ...see more



CENTRE CULTURAL LA NAU
NIT DE CINEMA
'Views on Europe',
an open-air film festival
18 de Juliol - 21.00h

EUROPEAN COOPERATION DAY youth for cooperation

Projecció de la pel·lícula
EL FESTÍN DE BABETTE

events.fundacio.es
Open-air cinema in Valencia! 🎬 🏠

[Book Now](#)

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 **Interreg Northern Periphery and Arctic Programme** Sponsored · 🌐

4 kortfilmer, 3 regioner, 2 visninger, 1 sted - Bodø Filmfestival

...see more



BODØ FILM FESTIVAL
20. oktober kl. 18:00
22. oktober kl. 14:00

interreg Co-funded by the European Union
Northern Periphery and Arctic

EUROPEAN COOPERATION DAY youth for cooperation

BODØ FILM FESTIVAL

Nordland COUNTY COUNCIL

bodofilmfestival.no
Bodø Filmfestival
GRATIS INNGANG

[Learn more](#)

👍 4

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Three simple steps

Plan your post

Once you fix the event idea, date, location, etc; you are ready to draft your post

Share your draft with Interact

Enter event details and draft post into the [spreadsheet](#).

Upload visuals to the [Drive folder](#).

Authorise advertisers

Give editor rights on your Facebook page to: [Clementina, Carolina, Alex](#).

Points to pay attention



Detailed target groups

Put as many target group categories as you can: e.g., region, city, age, gender, job, hobbies, interests, purchases, sports, etc



Language

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



Boost not

Closed, limited or 'invitation only' events will not be boosted. The idea of advertising is to get public participation

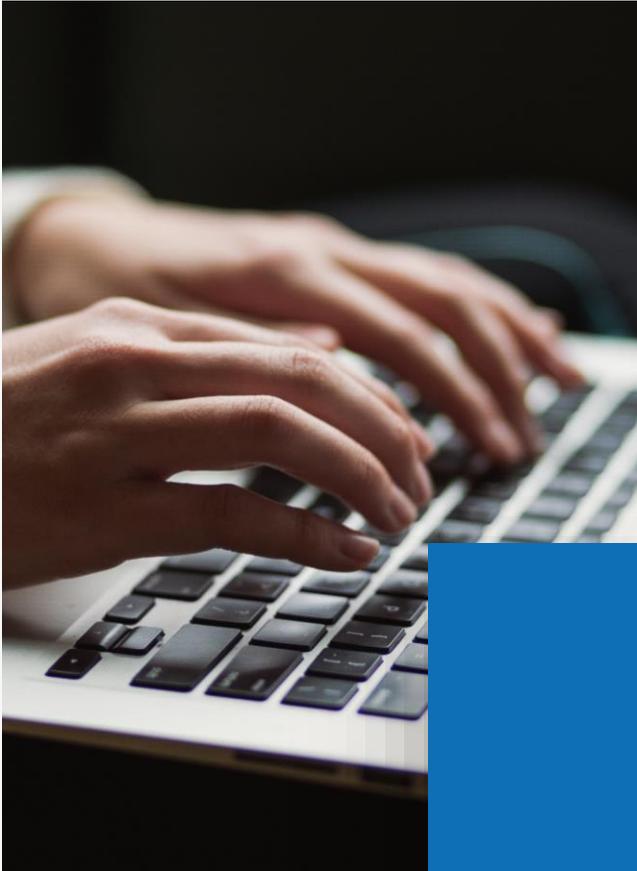


Deadline

"As soon as you confirm your event 😊"



Tips when drafting the post



Be short & focused

“Cooperation is the way forward. Join our 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 relevant & necessary

“Music knows no borders and with cooperation, we can use our potential to the fullest. Join us at concert where young people from X-Y countries created beautiful tunes!”.



Cooperation **works**

All materials will be available on:

Interact connections / Interreg Cooperation Day community