



Answering  
tomorrow's  
challenges  
today

# Communication Toolkit

EURES Campaign on Youth

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# 1.0 Context and objectives

“I want 2022 to be the European Year of Youth. To honour, support and engage with young people. To make them central to all European Union policies – social, digital, or climate.”

**Ursula von der Leyen, President of the European Commission**

## 1.1 Context

The EURES communication campaign targeting young people gained importance in the context of the European Year of Youth (EYY22). As per the European Commission's proposal, 2022 is set to provide more and better opportunities for young people, with the overarching aim of supporting their development. The Commission recognises that the COVID-19 pandemic has deprived young people of many opportunities, with unemployment rates still showcasing this challenge.

In contrast to previous years, the EU experienced a slight decrease in youth unemployment in 2021 (from 16.8 % in 2020 down to 13.9 %). This encouraged the Commission to reinforce its commitment to young people. As a result, the European Year of Youth will run in parallel with [#NextGenerationEU](#), providing a renewed outlook for youth in relation to the quality of employment, education, and training opportunities.

In light of this, the Jobs for young people campaign aims to support the European Coordination Office (ECO) to raise awareness about EURES services among young graduates and university students, as well as employers recruiting young jobseekers.

## 1.2 Objectives

The primary objective of the Jobs for young people campaign is to raise awareness of EURES services among youth, and increase uptake of young people accessing EURES support (provision of information, recruitment support and post-recruitment assistance). In turn, this will attract employers to use EURES services to connect with young jobseekers.

The main campaign objectives are to:

1. Increase EURES' visibility among young people (mainly university students and young graduates, before they enter the labour market);
2. Raise awareness about the opportunities and EURES support services available for young people who want to move/work in another EU country, as well as for employers recruiting young jobseekers;
3. Inform young people about skills and jobs in demand and labour market trends that can help them to make informed career choices.



## 2.0 How to participate

EURES needs your help to make a difference for young people. By getting involved, collaborating with other stakeholders and publicising the campaign to your own networks, you can help reach the target group across the 31 EURES countries.

You can also use your expertise to provide tailored information to your local audiences. In doing so, you will help to spread the campaign's key messages (see [Section 3](#)), and ultimately ensure that young people are aware of EURES' services and how they can be useful to them.

There are many ways you can participate in the campaign. Firstly, you can get involved on social media by:

- **resharing social media posts** from the main EURES channels;
- sharing your **own tailored social media posts** about the campaign, including the campaign hashtag **#EURES4Youth**, and using the editable social media visual templates and the example posts (see [Section 7](#)) for inspiration;
- using the **social media cover image** on your Twitter, LinkedIn, YouTube and Facebook channels throughout the campaign;
- **discussing the campaign with other stakeholders**, including engaging with other members of the EURES network on the [EURES Community of Practice](#);
- sharing **useful tools and resources** with information tailored to your local context, for example about the EURES services available, and the jobs and skills in demand, in your country, region or area;
- answering **questions** from your followers.

Detailed guidance on using social media to target youth is available in [Section 6](#).

Other ways you can get involved in the campaign include:

1. creating your own **communication materials**, such as social media images, posters and roll-up banners, using the editable templates and campaign visual identity (see [Section 5](#)) and disseminating them via your social media, website, events, etc.;
2. **promoting the interactive quiz**, which focuses on jobs and skills in demand;
3. asking young people to **share their EURES journey/experiences**;
4. sharing the provided ready-to-use **videos and GIFs**;
5. developing your own **communication initiatives** with your networks at local level (e.g. joint awareness-raising efforts);
6. organising **events** in your country or region;
7. approaching **local media outlets** using the press kit in [Section 8](#).

The following sections of this toolkit provide various tools to help you promote and engage with the campaign, including:

1. guidance on target groups and key messages ([Section 3](#));
2. slogan, hashtag and taglines ([Section 4](#));
3. visual identity assets and guidance ([Section 5](#));
4. tips and guidelines for social media posts ([Section 6](#));

5. examples of social media posts ([Section 7](#));
6. a press kit ([Section 8](#)).

Other support materials, including GIFs, a video and editable templates for posters, roll-up banners and social media visuals, will be made available on the EURES extranet. If you don't have access to the extranet, please contact us via email at [eures@ela.europa.eu](mailto:eures@ela.europa.eu) to receive editable materials.

**Check out the rest of the toolkit to get started!**

## 3.0 Target groups and key messages

The main target groups of the Jobs for young people campaign are:

- University students
- Young graduates
- Young professionals already on the labour market
- Employers who work with young people

Based on this, the primary target audience age is between 18 and 25 years old, to cover those who are at university as well as those who are in their first years as young professionals.

### 3.1 Key messages

Posts for the Jobs for young people campaign should highlight to individual jobseekers the benefits of using the EURES portal to navigate the labour market, as well as the skills that are currently in demand, in order to increase the likelihood of them using the portal to find the right job vacancy.

The campaign has four key messages, each with three sub-messages.

#### 3.1.1 Information about EURES services

Looking for information on how to find a job, apprenticeship, or internship in another European country but don't know where to start? EURES is here to help.

- The EURES portal has over 3 million vacancies available covering jobs, apprenticeships, and internships. Go to 'Find a job' and start your search across Europe now.
- Finding the perfect job abroad can be difficult when you don't know where to start. The EURES portal has a range of vacancies and support services to make the process easier.
- Every Friday, EURES Advisers are online and ready to answer your questions about future job opportunities across Europe. Find out more and start chatting with a EURES Adviser today.

#### 3.1.2 Information about jobs and skills in demand

Unsure about which career path to follow? New jobs and new skills are emerging every day. Learn more about them to make an informed choice.

1. There are a number of skills in demand across the EU, particularly in healthcare and science, technology, engineering and mathematics (STEM) occupations.
2. Search for jobs that match your level of experience and or education with 'Advanced search' in the EURES Portal 'Finding a job' page.
3. The EURES portal has a database with over 3 million jobs available, you can navigate by industry and location. Your perfect job could be across the border and only a few clicks away.

#### 3.1.3 Details on useful contact points for information and advice

Get support with your job search through the EURES portal – not only can you find new opportunities, but you can also get assistance.

- Your future career is at your fingertips. EURES has many free services to help you find the right job for you across Europe.

- Finding your next job can be time-consuming. Include specific criteria in your search such as location, sector, and occupation.
- EURES is unlike other recruitment sites. The portal includes local advisers, top tips, and guidance to support you every step of the way!

### **3.1.4 Information for employers looking for young graduates/professionals**

Searching for young professionals to fill your role? Advertise on the EURES portal to attract high quality candidates.

- Start your search for candidates. The EURES portal has over 900 000 high quality candidates waiting for their next opportunity.
- Finding the perfect candidate in an EU country is easy with EURES. The portal provides free and professional tailor-made information to suit your recruitment needs.
- Recruiting staff from different countries can help you to fill shortages and increase cultural diversity in your place of work. Advertise your vacancy on the EURES portal today.

## 4.0 Slogan and taglines

The official slogan for this campaign is '**Jobs for young people**'.

Using this slogan consistently in communication activities around the campaign will instantly convey to the audience what EURES services provide and that the campaign is targeted at young people.

There are also four accompanying taglines for the campaign, shown below:

1. '**Opportunities across Europe**'
2. '**Start your career abroad**'
3. '**Search for jobs that match your skills**'
4. '**Find diverse and high quality candidates**'

### 4.1 Hashtag

Having a central, unified campaign hashtag will help strengthen the identity of the campaign and introduction to the EURES brand, giving those who are interested a means to search for related content, as well as making the reach of campaign messages measurable. The campaign hashtag is **#EURES4Youth**.

Alongside this, it will be beneficial to make use of the European Year of Youth campaign hashtag **#EuropeanYearOfYouth** to access a wider audience and increase the chances of engagement with related stakeholders who are also posting content under this campaign.



## 5.0 Visual identity

*For the visual identity of the campaign, see separate file: EURES Campaign on Youth - Visual Identity.*

## 6.0 Guidance, tips and examples for social media posts targeted at youth

Social media will be essential in promoting this campaign and reaching the target audience of university students, graduates and young professionals, and employers recruiting young jobseekers. Using social media effectively will also help you to interact with other stakeholders and spread the word about the campaign to multipliers.

The official EURES channels for this campaign are [Instagram](#), [Facebook](#), [YouTube](#), [Twitter](#), and [LinkedIn](#), with promotional activities also taking place on TikTok. Each social media platform has its own style and benefits, so you should tailor your approach for each one. Relevant videos will be uploaded to [YouTube](#)

[Section 6.1](#) provides some general guidance to help you use social media effectively throughout this campaign, while [Section 6.2](#) provides more specific tips for each channel.

### 6.1 General guidance on social media

Regardless of the platform, you should always aim to ensure that social media content ticks the following boxes:

- ☑ **Relevant:** When drafting posts for this campaign, you should ensure that all content is relevant to the youth sector and tailored to the audience you are aiming to reach (e.g. graduates and young professionals in your country – see [Section 3](#)).
- ☑ **Short:** On social media, time is precious. This also means less is more. As a general rule, your posts should be a maximum of four lines – keeping them short and to the point will ensure that more of your followers read to the end.
- ☑ **Visually appealing:** All posts should include interesting and digestible visuals in line with the campaign visual identity (see [Section 5](#)). Full social media templates are provided on the EURES extranet. You should also include relevant emojis (max. 3-4 per post) to make them more noticeable, informal and welcoming. Does your post mention the EU? Include the EU flag emoji!
- ☑ **Call to action:** All posts should have a clear message and an instruction for the reader. Use verbs like 'join in', 'click' and 'share' to stimulate your followers to take action after they read your post.

Make sure you also use the **cover images** on your Facebook, LinkedIn, YouTube and Twitter profiles during the campaign, and don't forget to include the **hashtag** for the campaign (see guidance in [Section 4.1](#)) in all your posts!

**#EURES4Youth**

**Tip:** If you receive a question related to the campaign and you are not sure of the answer, let us know in our [EURES Community of Practice](#) group on Facebook. We'll be sure to help you, so no question is left unanswered! If you are not part of the group yet, we would encourage you to join right away.

## 6.2 Tips for using each channel

Below are some tips to help you adapt your approach to each social media channel effectively and make the most of each platform's potential for reaching the youth audience.

As a starting point, make sure you follow/like the EURES page on each platform if you do not already, so that you can instantly get the latest updates from EURES throughout the campaign.

### 6.2.1 Instagram



Instagram continues to grow in popularity and has become the social media platform of choice for many younger users in particular, making it especially important in the context of the Jobs for young people campaign.

The difference between Instagram and other platforms is that every post has to include a visual. You can use it to post images, such as photographs, infographics and advertisements, as well as short video content.

The [EURES jobs](#) Instagram account will be sharing visual content throughout the campaign, so make sure you follow and share the posts in your Stories!

Here is our advice for Instagram:

- Stick to simple, high quality images that attract attention. Avoid text-heavy visuals. Instagram captions have a much longer character limit than Tweets, so you have room for explanatory text, but avoid writing essays – shorter captions are more likely to be read, plus you want your visuals to do most of the talking.
- Like on Twitter, hashtags are a powerful tool to expand your reach. Instagram allows up to 30 hashtags per post, so you have more space for amplifier hashtags, but avoid getting carried away – it is better to stick to a small number of relevant hashtags which always include the campaign hashtag #EURES4Youth.
- Instagram Stories share posts that disappear after 24 hours. Use them to re-share posts from the main [EURES jobs](#) account and promote key events. Remember, you can always save your best Stories and turn them into 'highlights' that stay pinned at the top of your page.
- Your Stories can also include more interactive elements that enable your audience to engage with you directly, such as polls and Q&As.
- Reels have become very popular especially among younger audiences. With Reels, you can share with your followers and can be discovered by the huge, diverse Instagram community on Explore. Instagram has recently extended the Reels length to 90 seconds. You can create them through the app using existing templates on the platform and you can also add polls, quizzes, emoji sliders, similar to Stories.

### 6.2.2 Facebook



Facebook is the most popular social network in Europe, which means it is a great channel to reach out to both young jobseekers and the employers who work with them.

The main content for this campaign will be posted on the central [EURESjobs](#) Facebook page. You can also use your own Facebook account to raise awareness and drive engagement by sharing posts, liking and commenting on them, and clicking on linked pages.

When posting on Facebook, consider the following:

- Although there is no character limit, keep your posts short and to the point. On average, people read about a quarter of the words in your post, so keep them brief and pay special attention to your opening few words.
- Make sure your call to action is clear. For instance, you might invite the audience to click on a link, watch a video, or share your post.
- Always include engaging visuals or short videos. Images account for 87 % of the content shared on Facebook and videos have become very popular in recent years (particularly with the rise of TikTok), so try to use a mix of both to increase engagement.
- Facebook Stories appear at the top of users' news feeds and are a great way to get your content seen. Stories disappear after 24 hours, so they are best for promoting topical, time-bound activities and events.
- Tag the central [EURESjobs](#) Facebook page in your own posts and comments to gain more visibility.

### 6.2.3 YouTube



After Facebook, YouTube is the second most popular social media platform in Europe. It is particularly popular among young people, with 81 % of users under the age of 25, making it highly relevant for the Jobs for young people campaign.

For YouTube, we recommend:

- Promoting your videos and channel on your other social media accounts. Post a short teaser video to your social media channels and add a link to the full video back on YouTube.
- Asking your viewers to like, share and subscribe to your channel. You can even include this call to action as a visual at the end of your video.
- Increasing your views with custom thumbnails. Thumbnails are a major part of what people decide to watch when scrolling on YouTube. They should be clear and accurate to the content of the corresponding video.
- Being relatable and engaging with your audience. Make sure to theme your videos around topics that appeal to a younger demographic and engage with them – be responsive, post content consistently, and encourage likes, shares and comments.

### 6.2.4 TikTok



In 2020, TikTok had more than 100 million users in Europe. Worldwide, 63 % of TikTok users are under the age of 29. This means it has considerable potential for reaching the youth audience.

Our top tips for TikTok are:

- Take part in current trends. Make the most of viral sounds, memes, challenges, video ideas and trending hashtags to boost your posts' visibility. To discover the most relevant trends for you, engage with TikTok yourself. Search hashtags related to the Jobs for young people campaign, then like or comment on the trending videos you see. The 'For You' page will adapt to show you more trending videos in this area. When you see something interesting, get involved! Use the stitch feature to take pieces of another video (e.g. a EURES testimonial) and use them in your own content.
- Use the right hashtags. Including the campaign hashtag #EURES4Youth.

- Keep them short and snappy. The maximum length of videos on TikTok is 10 minutes, but research shows you only have about 8 seconds to capture young audiences' attention. Ideally, you want your videos to be a maximum of 60 seconds.
- Make sure your videos are of high quality and edit them to a good standard. TikTok has editing functions that are of an acceptable quality, meaning you can edit videos directly in the app.
- Interact with other users. Engagement is part of TikTok's algorithm. The more you view, like and comment on other people's videos, the more your videos will end up on their 'For you' pages.

### 6.2.5 Twitter



The largest demographic group of Twitter users are between the ages of 18 and 29 (37 %), making the platform a great choice for reaching the youth audience. Furthermore, Twitter is an effective platform to help you reach a wide audience very quickly. It enables you to post short, digestible content, engage with communities via hashtags, and target social influencers, such as public institutions, journalists, NGOs and academics, through mentions and tagging.

Throughout the campaign, you will be able to follow and share updates on Twitter at [@EURESJob](#). Make sure you use your account to like, Retweet and/or Quote Tweet posts from the central EURES page – this is one of the quickest and simplest ways that you can support the campaign.

To reach your audience on Twitter:

- Be concise, as there is a 280-character limit. Use images, videos, links and hashtags to enrich your tweet.
- Use hashtags to increase reach. This is particularly true if you have a small following. If possible, always include the campaign hashtag #EURES4Youth and add relevant amplifier hashtags within the character limit.
- Mention relevant stakeholders directly in your Tweets. You can do this by typing @username, or tagging them in images. You can tag the [@EURESJob](#) account too, to help attract attention and drive engagement.
- Pin a Tweet about the campaign. This ensures it is the first one visitors see on your profile.

### 6.2.6 LinkedIn



LinkedIn has been rated the number-one platform to engage with businesses and target specific business categories. It will therefore be one of the best channels for reaching out to employers recruiting young jobseekers, as well as relevant stakeholder organisations and public institutions, during the campaign. Compared to other short-form platforms (Twitter, for example), LinkedIn is also a great channel to share more detailed information and visuals.

EURES is very active on its [LinkedIn page](#) and will post lots of relevant content during the campaign.

To get the most out of using LinkedIn:

- Post and re-share informative content, including videos (a relatively new feature), articles, and visuals, such as infographics.
- Are you a member of relevant LinkedIn groups, for example related to recruitment? If so, why not share information about the campaign there? Other members may be interested in participating and engaging in conversations around the campaign.








- Replace your current profile picture and background photo (banner) with one of the campaign assets throughout the campaign, and invite stakeholders to do the same.
- Be sure to comment on and like posts from other LinkedIn accounts that engage with the campaign, including the central [EURES](#) page.



## 7.0 Examples of social media posts


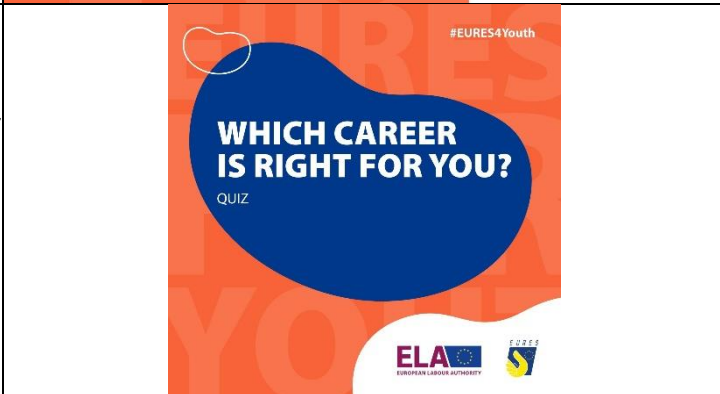
Below are some example social media posts that you can use or adapt on your channels.



### Launch post (key message 1)

17 October	LAUNCH DAY	Visual
Facebook	<p>Are you a graduate 🎓 or a young professional looking for a job abroad 🌍 in the EU EU but don't know where to start?</p> <p>EURES is here to help with a wide range of FREE  services! ✨</p> <p>Go to 'Find a job' and start your search across Europe now   <a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	
Twitter	<p>Are you a graduate 🎓 looking for a job in the EU EU but don't know where to start?</p> <p>EURES has over 3,000,000 jobs currently available! </p> <p>Start your search on our 'Find a job' page </p> <p>Visit   <a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	

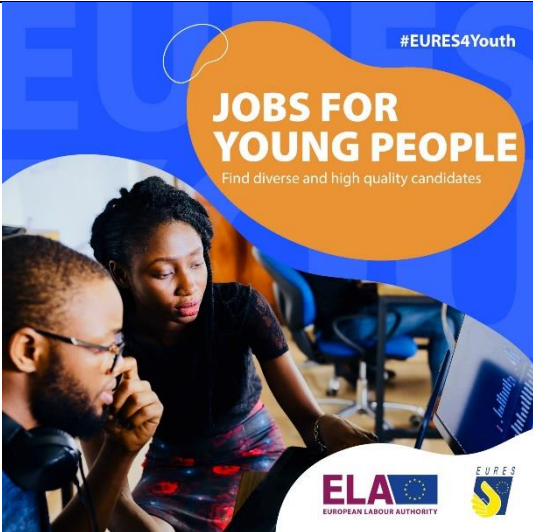

<p>Instagram</p>	<p>Are you a graduate 🎓 or a young professional looking for a job abroad 🌍 in the EU 🇪🇺, but don't know where to start?</p> <p>EURES is here to help with a wide range of FREE 📄 services! ✨</p> <p>Start your search on our 'Find a job' page 🔍</p> <p>Visit the EURES portal now 🔗 Link in bio.</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs #search #young #hiring #recruitment #employment</p>	
<p>LinkedIn</p>	<p>Are you a graduate or a young professional looking for a job abroad in the EU 🇪🇺, but don't know where to start?</p> <p>EURES is here to help with a wide range of FREE services!</p> <p>Get tailored support by visiting the EURES portal now 📄  <a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs #search #young #hiring #recruitment #employment</p>	

## Quiz launch






21 October	Content	Visual
Facebook	<p>Do you wonder 🗨️ which career will best match your personality, talents and interests? 🤖</p> <p>Take the EURES interactive quiz to find out what type of career would best suit your personality 🧑🏫📁</p> <p>[link to quiz]</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	
Instagram	<p>Do you wonder 🗨️ which career will best match your personality, talents and interests? 🤖</p> <p>Take the EURES interactive quiz to find out what type of career would best suit your personality 🧑🏫📁</p> <p>📍Link in bio.</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	

LinkedIn	<p>What career best matches your personality, talents and interests?</p> <p>EURES designed an interactive quiz to help find out!</p> <p>Take the test and discover which career best suits your personality: [link to quiz]</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	
Twitter	<p>What career best matches your personality, talents and interests? 🗣️</p> <p>Take the EURES quiz 📝 and discover which job you should go for next!</p> <p>[link to quiz]</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	

## Post targeting employers (key message 4)



27 October	Content	Visual
Instagram	<p>Are you an employer looking for a 🎓 fresh graduate or a young professional? 👤👤 EURES is here to help you attract the perfect candidate!</p> <p>The EURES portal has over 900,000 high quality candidates waiting for their next opportunity.</p> <p>Hiring young workers from other EU countries can help to fill shortages and increase 🌐 cultural diversity in the workplace.</p> <p>Visit the EURES portal and advertise your vacancy today. Link in bio 📍</p> <p>#EURESjobs #employers #candidates #hiring #recruitment #employment #skills #EuropeanYearOfYouth #EURES4Youth</p>	
Facebook	<p>Are you an employer looking for a 🎓 fresh graduate or a young professional? 👤👤 EURES is here to help you attract the perfect candidate!</p> <p>The EURES portal has over 900,000 high quality candidates waiting for their next opportunity.</p> <p>Hiring young workers from other EU countries can help to fill shortages and increase 🌐 cultural diversity in the workplace.</p> <p>Visit the EURES portal and advertise your vacancy today <a href="https://ec.europa.eu/eures/public/employers_en">↓</a> <a href="https://ec.europa.eu/eures/public/employers_en">https://ec.europa.eu/eures/public/employers_en</a></p> <p>#EURESjobs #employers #candidates #hiring #recruitment #employment #skills #EuropeanYearOfYouth #EURES4Youth</p>	









<p>LinkedIn</p>	<p>Are you an employer looking for a fresh graduate or a young professional? EURES is here to help you to attract the perfect candidate!</p> <p>Hiring young workers from other EU countries can help to fill shortages and increase cultural diversity in the workplace.</p> <p>Visit the EURES portal and discover a range of free and tailored services for your recruitment needs </p> <p><a href="https://ec.europa.eu/eures/public/employers_en">https://ec.europa.eu/eures/public/employers_en</a></p> <p>#EURESjobs #employers #candidates #hiring #recruitment #employment #skills #EuropeanYearOfYouth #EURES4Youth</p>	
<p>Twitter</p>	<p>Are you an employer looking for a young professional? </p> <p>EURES can help you attract the perfect candidate!</p> <p>Visit the EURES portal and get help with your recruitment needs </p> <p><a href="https://ec.europa.eu/eures/public/employers_en">https://ec.europa.eu/eures/public/employers_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	



## Post targeting young people (key message 2)

31 October	Content	Visual
Instagram	<p>Unsure about which career path to follow? The world changes fast 🕒 and new jobs and skills are emerging every day! Learn more about them to keep your options open 📁</p> <p>There are several skills in demand across the EU, particularly in STEM 🎓 (Science, Technology, Engineering and Maths) and healthcare 👩🔬👨🔬</p> <p>Search for jobs with the advanced search on the EURES portal 🔗 Link in bio.</p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs #search #young #hiring #recruitment #employment #skills #STEM #healthcare</p>	
Facebook	<p>Unsure about which career path to follow? The world changes fast 🕒 and new jobs and skills are emerging every day! Learn more about them to keep your options open 📁</p> <p>There are several skills in demand across the EU, particularly in STEM 🎓 (Science, Technology, Engineering and Maths) and healthcare 👩🔬👨🔬</p> <p>Search for jobs with the advanced search on the EURES portal 🔍📄  <a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs #search #young #hiring #recruitment #employment #skills #STEM #healthcare</p>	

<p>LinkedIn</p>	<p>Unsure about which career path to follow? The world changes fast and new jobs and skills are emerging every day! Learn more about them to keep your options open as you enter the labour market.</p> <p>STEM (Science, Technology, Engineering and Maths) and healthcare occupations are in demand across the EU.</p> <p>The EURES portal has a vast job database you can navigate by industry. Your perfect job could be just a few clicks away.</p> <p>Search for jobs with the advanced search on the EURES portal </p> <p><a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs #search #young #hiring #recruitment #employment #skills #STEM #healthcare</p>	
<p>Twitter</p>	<p>Unsure about which career path to follow? STEM  and healthcare  jobs are in demand across the EU .</p> <p>Visit the EURES portal and navigate jobs by industry </p> <p><a href="https://ec.europa.eu/eures/public/index_en">https://ec.europa.eu/eures/public/index_en</a></p> <p>#EURES4Youth #EuropeanYearOfYouth #EURESjobs</p>	

## 8.0 Press kit

### 8.1 Press release

#### Jobs for young people: Awareness-raising campaign helps young people access quality employment

**EURES has launched an information and communication campaign on Jobs for young people. The campaign is running from October 2022 to February 2023, to raise awareness about EURES services among young graduates and university students, as well as employers recruiting young jobseekers.**

The European Commission recognises that the COVID-19 pandemic has deprived young people of many opportunities, with unemployment rates still showcasing this challenge.

*[You may insert here a short paragraph about your own local policy context. Please base any data on official sources and avoid being too technical. This paragraph should briefly tell the story of why the campaign is important in your context and why local media should cover and engage in the campaign.]*

As a result, the Commission has committed to fostering more and better opportunities for young people in 2022, with the overarching aim of supporting their development. The European Year of Youth (EYY2022) will run in parallel with #NextGenerationEU, providing a renewed outlook for youth in relation to the quality of employment, education, and training opportunities.

In this context, the Jobs for young people campaign aims to support the ECO to raise awareness about EURES services among young graduates and university students, as well as employers recruiting young jobseekers.

*“The EURES Communication Campaign targeting young people gained importance in the context of the European Year of Youth. In 2022 we will focus on providing more and better opportunities to young people. With the EURES Campaign on Youth we are happy to support raising awareness about EURES services towards young graduates and university students, as well as employers seeking young employees,”* Cosmin Boiangiu, the Executive Director of the European Labour Authority said.

Specifically, the campaign aims to increase EURES’ visibility among young people, inform them about the opportunities and EURES support services available if they want to move/work in another EU country, and highlight the skills and jobs in demand, as well as labour market trends, that can help them to make informed career choices.

Throughout the campaign, EURES is posting on social media using **#EURES4Youth**.

*[If you are organising an activity in your country or region as part of this campaign, please also adapt and include the below. If preferable, you may also replace the above quote with a specific quote relating to your activity, e.g. from an organiser/speaker.]*

As part of the campaign, we will be organising a *[national/regional event/activity]* to *[add a brief summary of the aims here, e.g. to bring together stakeholders or align awareness-raising efforts]*, as follows:

*[add brief details of your event/activity and how to participate, including:*

- *name, dates and location of event/activity*
- *explanation of event/activity*
- *who should take part in the event/activity*
- *why EURES and seasonal work are important in your country/region*
- *information on how to take part (including details for online participation)]*

To register your interest in this event/activity, please email *[NAME]* at *[EMAIL ADDRESS]* or call *[TELEPHONE NUMBER]*.

**General contact:** For any more general information about the campaign, please email *[NAME]* at *[EMAIL ADDRESS OF GENERAL CONTACT POINT]* or call *[TELEPHONE NUMBER]*.

**Follow the campaign on social media:**

[EURES on Facebook](#)

[EURES on Twitter](#)

[EURES on LinkedIn](#)

[EURES on Instagram](#)

## 8.2 EURES in numbers

During 2021:

- 570 716 EURES jobseekers were recorded across all national networks, while the total number of employers was 178 269.
- 112 024 EURES jobseekers were aged between 15 and 34 years old.
- 268 EURES placements were offered through targeted transnational recruitment projects.
- 6 448 EURES information and/or recruitment events were held.
- 41 954 posts related to EURES were recorded across social media platforms.

## 8.3 Sectors in demand

According to data from the EURES National Coordinating Offices (NCOs) on shortage occupations in the EU in 2021:

- 28 occupations, which employed 14 % of the EU workforce in 2020 (27 million people), were classified as shortages – 19 were classified as shortages of high magnitude.
- Shortages in healthcare occupations were prominent, as well as in STEM occupations at all levels. This has been accentuated by the pandemic.
- There were shortages in skilled professionals in many areas – most notably, toolmakers and software-related skills.

Data from the same report on surplus occupations shows that:

- A total of 24 occupations, which employed 17 % of the EU workforce in 2020 (32 million), were showing labour surpluses – and 10 occupations were classified as surpluses of high magnitude.
- Clerical occupations were prominent surpluses, as were hospitality and personal services, but there were also some surplus graduate occupations.

## Recommendations

Based on this data, we recommend that (where relevant) your campaign materials should:

- Promote to young people the usefulness of acquiring medium level vocational qualifications– particularly vocational qualifications associated with construction and engineering and those leading to green jobs.
- Encourage jobseekers of all genders to pursue in-demand career paths.
- Encourage Member States to submit all their vacancies to the EURES portal and in a timely manner (while the portal alone may not provide a comprehensive overview of vacancies, it has the potential to be a useful source of intelligence on labour demand).
- Encourage employers to adopt a 'human capital management' approach to recruitment and retention of staff, which includes the potential for recruiting people who may be under-qualified for a job and upskilling them, or reskilling clerical workers whose job is being replaced by digital technologies.
- Encourage employers to consider how difficult-to-fill, elementary occupations could be made more attractive to jobseekers (for example. introducing more flexible hours or remote working, where feasible).

## 9.0 Measuring the impact of the campaign

In this toolkit, we have given you all the tools you will need to take part in the EURES Jobs for young people campaign.

As you begin to publish relevant content on your social media channels, it is important to understand the impact of this material; but what kind of key performance indicators (KPIs) are best to help you measure your impact?

When it comes to social media, the best areas to focus your attention on are **engagement** and **reach**.

### ■ Engagement

Engagement is a clear indicator of how well your content is resonating with audiences. Simple metrics to understand your engagement across the various social media channels include:

- likes and reactions
- shares
- comments

These KPIs are relative to the size of your page's audience, so it is important to understand that every account is different and will therefore achieve different levels of engagement.

As long as your audience is engaging with your content – no matter how small that audience is – it will grow organically.

### ■ Reach

Reach measures how far your content is travelling and how many people are seeing it.

You can measure reach by tracking the following KPIs:

- **Followers/fans:** These individuals have indicated they want to see your content by following you.
- **Impressions:** This metric shows you how many times your post has appeared in an individual's newsfeed or timeline. This does not necessarily mean that individual looked at your post, but rather that they had the chance to.
- **Traffic:** What percentage of visits to your web page (i.e. the links that you include in your posts/bio) come from social media? High numbers here will mean the time you've invested into social media has paid off well.

## 9.1 Traditional media outlets

It is equally important to monitor the impact on traditional media. If you have shared a press release, it is good practice to review whether outlets have published it – sometimes they might even share it on social media, so keep an eye out!

You can monitor the:

- number of outlets contacted
- number of outlets that published your press release
- media where it was shared (print, online, radio)

Nowadays, most newspapers will have an online version, so you can track the number of published articles by setting up a news alert on Google Alerts. Otherwise, you can contact the outlets or journalists you reached out to in the first place.

It is a good practice to ask media outlets that publish your content to send you some statistics about their activities (number of prints distributed, number of views of the online article, etc.). This way, you will have a clearer picture of the campaign's impact on traditional media.

Make sure to record your successes and share them in the EURES Community of Practice and with ECO.