



Tips & tricks for promoting your #EURegionsWeek session



USE OFFICIAL HASHTAGS & TAG THE ORGANISERS

Always include #EURegionsWeek in your posts.

Tag the DG Regio's and CoR's official social media accounts in your posts:

X		EU_CoR EUinmyRegion	CoR DG REGIO
Facebook		European Committee of the Regions EUinmyregion	CoR DG REGIO
Instagram		eu_regions_cities euinmyregion	CoR DG REGIO
LinkedIn		European Committee of the Regions European Commission EU Funds	CoR European Commission
Threads		eu_regions_cities	CoR

Pro tip: Use the ALT text feature, when possible, to improve accessibility and SEO.



PROMOTE INSIDE OFFICIAL COMMUNITIES

Share your session in the official [EURegionsWeek LinkedIn group](#). Engage meaningfully – don't just drop links. Ask questions or run polls!



PRIORITIZE MOBILE-FIRST VIDEO CONTENT

- Create reels and videos about your session, in vertical format.
- Ideas: “meet the speakers”, “what to expect at our session”, “why join our session?”.
- Add subtitles. Most people watch reels on mute.



COLLABORATE ON CONTENT WITH SPEAKERS AND PARTNERS

- Partner with speakers, co-organizers, or other stakeholders to co-promote your session. Ask them to share your posts or create joint content like video teasers.
- Ideas: “why I’m joining” video, “behind the scenes preparation”.



HOST A PRE-EVENT Q&A OR LIVESTREAM

- Organize a short Instagram or LinkedIn live before the session.
- Answer FAQs.
- Share what attendees should look forward to.



KEEP THE MOMENTUM GOING AFTER THE SESSION

- Post a thank you message.
- Follow up with key takeaway posts.
- Asks participants for feedback.

