



INTERREG

ANNUAL EVENT 2021

7-8 OCTOBER, BRUSSELS



#Interreg2021

Interreg



Co-funded by
the European Union



Tools, Resources and Ideas for Effective Communication

7-8 October 2021, Communication Workshop

Diana Zsoldos (she/her), Former IVY, Communications Specialist



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Meet Me

- Young professional in communications
- One of the very first Interreg Volunteers (IVY)
- Interreg Volunteer Youth reporter between 2017-18
- From Hungary → Austria → Belgium
- Advocate for volunteering & European mobility
- Contributor to the [Manifesto](#)
- Special interest in social innovation & impact



Meet (and know) Your Audience

Who we are?

- Tech-savvy generation
- Audio-visual oriented
- Hungry for authentic, personal stories
- Purpose, community & impact driven

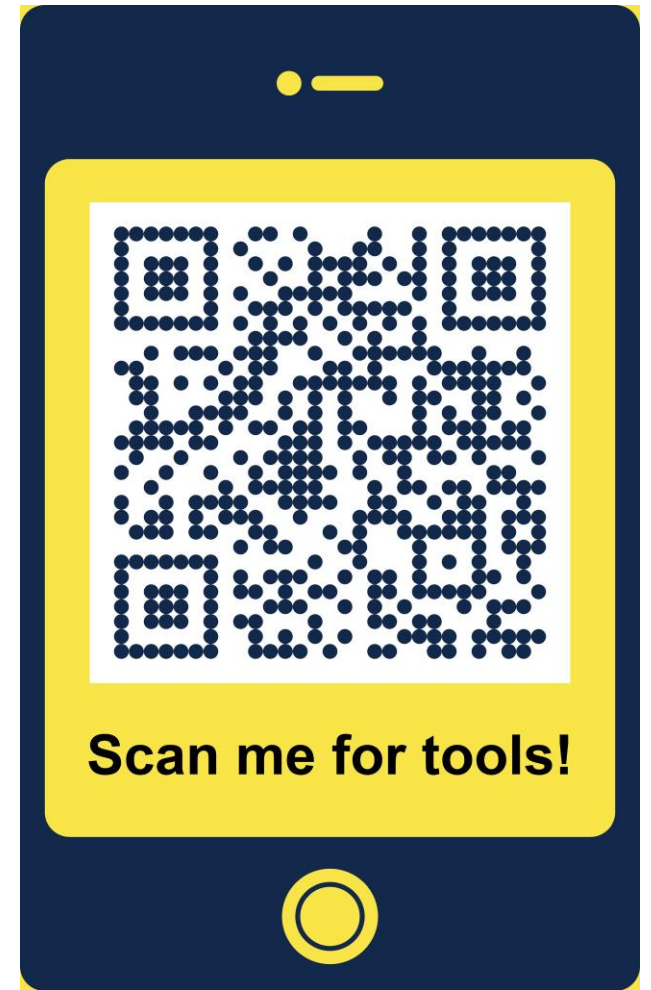


Tech-Savvy Generation

- **Modern and available:** mobile apps ([ESC app](#))
- **Well-designed:** cool & visually appealing websites
- **Fast:** Scrolling and attention
- **Quick & Easy access to information:** QR codes
- We asked for better digital tools in [Manifesto](#)



Trends&Tools: Scan the QR code for tools!



Audio-Visual Oriented

Listen in!

- Popularity of podcasts, TED talks
- Youngest speaker: Molly Wright, 7
- Why? Personality, variety, freedom of medium
- [Link to Interreg Podcast „This is Europe”](#)




Trends&Tools: Spotify, YouTube, Apple & Google Podcast

Audio-Visual Oriented

Let's move!

- Motion Graphics
- Short, animated videos
- GIFs & Memes are not your enemies



 **Trends&Tools:** Instagram Reels, IGTV, more Instagram stories, Branded effects, Cross-platform content, Canva, GIPHY, Powtoon, Prezi

Hungry for Authentic Stories

Co-create narrative!

Ask yourself before publishing:

- Does your story convey a message that resonates with the youth?
- Does your story evoke emotions & empathy?
- What is the added value for young people?



Trends&Tools: Relatable influencers, „Genuinfluencers” collaborations; Do not overthink! Can be a former or current IVY.

Speak Our Language

Let's talk about emojis & hashtags!



V is for [#Volunteer!](#)

Watch your words

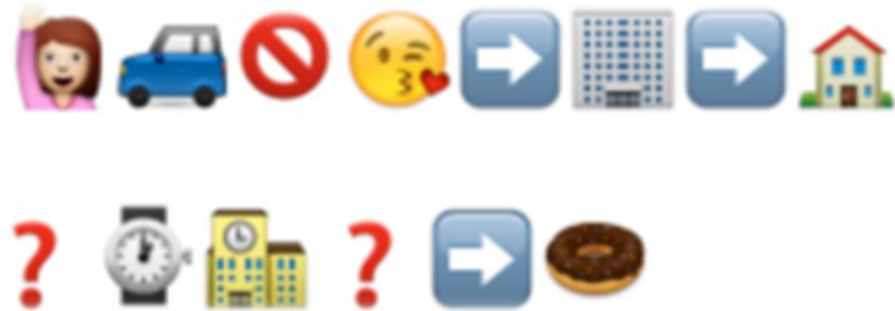
- Use inclusive & plain language (simplification in [Manifesto](#))
- Be creative with emoticons (Tell us how you feel about it in comment?)
- Be aware of their hidden meaning ⚠️

 **Trends&Tools:** Avatars are back, Hashtag generator ([AllHashtag](#), [Sistrix](#), [BigBangram](#))

Are You Fluent In Emojis?

Let's play!

We advocated for „edutainment” in Manifesto



 **Trends&Tools:** [HotEmoji.com](https://hotemoji.com), If you liked it, [here is a link to another quiz](#) to test your knowledge

Boost Involvement

Sense of Community, Belonging & Purpose

- Involvement in [Manifesto](#) (Alumni groups, Meetups)
- Partnership (Ask our opinion, Involve us, i.e.: Committees)
- Action (Where and how can we contribute? "Back to School")
- Value & Appreciation



Trends&Tools: Reddit, Twitter storm, Story built-in questions & voting on Instagram, Collaborative live together with an IVY



Thank you!

I value your feedback.

Keep continue chatting at



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Keep in touch with Diana

