During the implementation phase of the ESAA Projects, there are **two ways to use the ESAA social media** communication channels:

1. **We (ESAA SP) will forward/retweet/use the post that you create** for your social media channels or your organizations and post it in the ESAA channels. In this case please do not forget to mention us or to use the #ESAAeu and #ESAAprojects. You will need to write an e-mail with the link of your post to the following address: [service@esaa-eu.org](mailto:service@esaa-eu.org)

To create a post regarding your project, it is necessary that you do not forget to include in your post the following information:

| **Topic** | **Explanation** |
| --- | --- |
| 1. Project´s Name | Your Project Name |
| 2. Project Coordinator´s Name | Your Name |
| 3. Hashtags (#ESAAeu and #ESAAprojects is include always) | You can create or not a hashtag for your project, we will always include the one of ESAA and ESAA Projects. You can also include the hashtag of your organization |
| 4. Special hashtags | If some other stakeholders are supporting you, or if you want to include the name of the country or university where you project is taking place, you can include it as well. |
| 5. Links (if any) | If you need audience to participate, it is also here the moment to disseminate the information and have a chance to share forms or links for your project |
| 6. Dates of implementation | Very important to have clear when you want to do your project and announce it. |
| 7. Content | This is a very special part of the post. We need to include here the important information you want to transmit in this post. For example:   1. “We are preparing the meeting …” 2. “We are happy to announce the implementation of the project..” 3. “Keep the date” |
| 8. Pictures | Please include pictures of the city or your association or logos that you need to include in your post |
| 9. Posters | If you already create a poster of your event, this is the time to spread the word! |
| 10. Additional/relevant information | Use the social media posts to disseminate information related to your project, like the problem you are solving or the relevance of your project. |

1. **We create the post for you**. In this case you also will need to write an e-mail to: [service@esaa-eu.org](mailto:service@esaa-eu.org). In the e-mail, please **copy and paste** the following chart **and fill it** with the information of your project (please use the information in the first chart, that explains the topics):

|  |  |
| --- | --- |
| 1. Project´s Name |  |
| 2. Project Coordinator´s Name |  |
| 3. Hashtags (#ESAAeu and #ESAAprojects is include always) |  |
| 4. Special hashtags |  |
| 5. Links (if any) |  |
| 6. Dates of implementation |  |
| 7. Content |  |
| 8. Pictures |  |
| 9. Posters |  |
| 10. Additional/relevant information |  |

Important: Do not forget to attach all relevant documents: pictures, posters, etc. for the communications team be able to create the post for your project.

Thank you for your collaboration, we are looking forward to seeing the ESAA social media channels with the information of your projects.

Your ESAA team.