



**EaFA** **10**  
YEARS



# EaFA Promotional Toolkit

**November 2023**

*Employment,  
Social Affairs  
and Inclusion*



# Introduction

The European Alliance for Apprenticeships (EAfA) is counting on your support to help spread the word about becoming an EAfA member. By getting involved, and spreading the word on social media, you can help the Alliance reach relevant organisations across Europe!

There are many ways you can help promote the benefits of EAfA membership to your networks. To support EAfA members, we have developed a promotional toolkit with all the resources you need, including social media copy, promotional visuals, website copy and some top tips on promoting EAfA.

## Social media copy

Using social media effectively not only helps spread the word of EAfA membership, but is a way to network with fellow members and organisations across Europe and share valuable insights. Below we have prepared some suggested media copy to use when promoting EAfA membership to your networks on social media.

Social media channel	Social media copy
Facebook	<p> Have you heard of the European Alliance for Apprenticeships (EAfA)? EAfA is a platform for sharing experiences and learning from best practices.</p> <p>Join us in shaping the future of apprenticeships! ✨ Sign up to the EAfA mailing list to receive EAfA news and updates </p> <p>→ <a href="https://ec.europa.eu/eusurvey/runner/EAfAPledgeForm">https://ec.europa.eu/eusurvey/runner/EAfAPledgeForm</a></p> <p>#ApprenEU</p>
LinkedIn	<p>Have you heard of the European Alliance for Apprenticeships (EAfA)? EAfA is a platform for sharing experiences and learning from best practices. As a member, you can:</p> <ul style="list-style-type: none"><li>✓ Find partners across Europe and beyond</li><li>✓ Share news, information, and promote events</li><li>✓ Develop new ideas to strengthen apprenticeships</li><li>✓ Access the latest news and tools on apprenticeships</li></ul> <p>Join us in shaping the future of apprenticeships! Sign up for the EAfA mailing list to receive EAfA news and updates.</p>

→ <https://ec.europa.eu/eusurvey/runner/EAfAPledgeForm>  
#ApprenEU

## Website copy

As members of the Alliance, we encourage you to promote your membership and pledge on your organisation's website. Below we have created some suggested copy for you to include on your website. We'd also encourage you to share any updates to your pledges, such as milestones achieved or events held, on your website.

### Suggested website copy

Our organisation is a member of the European Alliance for Apprenticeships (EAfA), and made a pledge to help enhance apprenticeships across Europe!

EAfA aims to strengthen the quality, supply and overall image of apprenticeships across Europe, while also promoting the mobility of apprentices.

As a member of EAfA you can find partners across Europe and beyond, share news, information, and promote events and develop new ideas to strengthen apprenticeships. Join the Alliance today and shape the future of apprenticeships!

Take a look at [EAfA's website](#) to find out more.

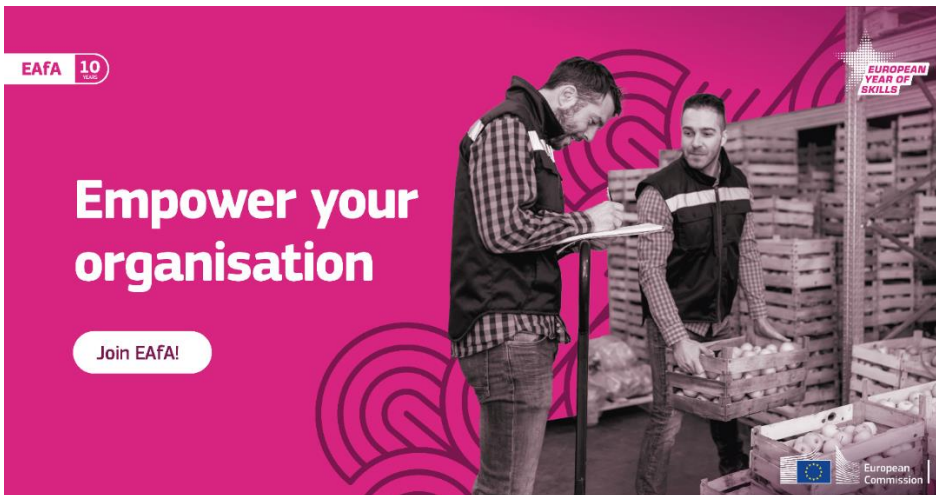
## Promotional visuals

Did you know this year we updated the Alliance's visual identity? Using visuals in social media can be a great way of making your posts look visually-appealing, and encourage your followers to interact with your posts. We include two visuals below which you can use in your social media posts, or even on your website. Download the visuals by right-clicking and select 'Save as Picture'.

Visual One – Strengthen your apprenticeships:



Visual Two – Empower your organisation:



## Top tips

Here are some top tips on how to spread the word about EAFA membership, and how to promote your pledge on social media:

- Use the hashtag **#ApprenEU** when promoting the Alliance on social media, and tag DG EMPL on Facebook and LinkedIn.
- Add **amplifier hashtags**, such as **#apprentices**, **#apprenticeships** and **#EuropeanYearOfSkills**
- Ensure you **include one of the promotional visuals** to make posts more noticeable and visually appealing
- Join the EAFA LinkedIn group, where you can **repost posts published by the Alliance** and share with your networks
- Achieved a milestone in your EAFA pledge? **Share your organisation or apprentices' achievements** on your social media channels and let us know in the EAFA LinkedIn group

