

# Social Media Guide





# STRATEGY

## Hello!

"Welcome to the first EUFASA social media guide! In this guide, we'll explain how you can use and benefit from the new social media plan. We hope this plan will amplifying our voice, engage our community, and help advance for our common mission.

Whether you're an expert social media guru or just getting started, we will guide you through the project and hopefully help you make an impact for your association too.

Let's dive!"

*Web & Media*

# The Goal

The European Diplomatic Spouses Community is a diverse network of individuals who have similar life paths but receive different support from their MEAs.

By fortifying our group, we can establish a robust union of associations under EUFASA, which will enhance our ability to effectively lobby and, as a result, reinforce our position.

To inform and connect with our community is the goal.



“Communication is the thread that weaves our voices together, lifting awareness and strengthening the bonds of our community.”

# Our Social Media



EUFASA Facebook Page

PUBLIC

[@EufasaVisbl](#)



EUFASA TEAM



PRIVATE GROUP

[Eufasa T](#)



EUFASA NATIONAL MEMBERS



PRIVATE GROUP

[Eufasa NM](#)



[@EufasaA](#)



[@Eufasa](#)





# Content – FB Page +

## ANNOUNCEMENTS

- Conferences
- Achievements and other news (new associations, etc.)

## INFORM, PROMOTE

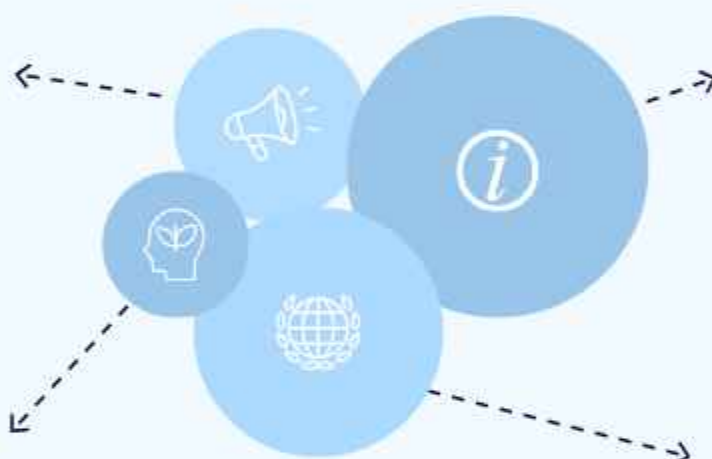
- Reports
- Publications

## RAISE AWARENESS

- Spouses and children concerns and challenges

## NATIONAL AND WORLD DAYS OBSERVATIONS, GREETINGS

- National Days
- World Days  
(<https://www.un.org/en/observances/international-days-and-weeks>)



CONTENT INFOGRAPHICS

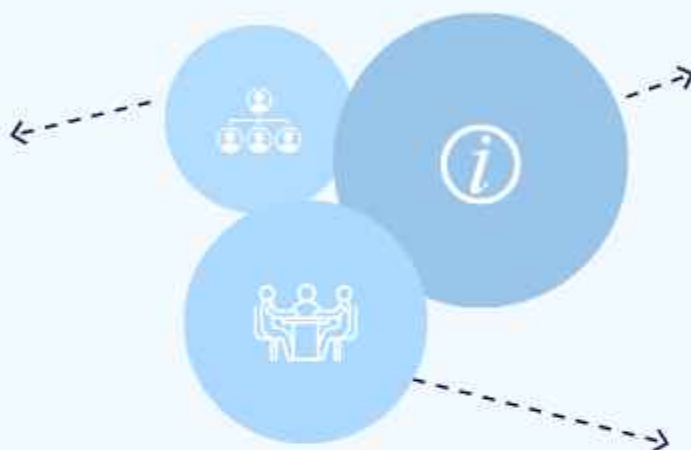
CLICK HERE 

# Content

## EUFASA Team

### EUFASA BOARD

- News and updates
- Request for feedback
- Celebrate achievements
- Important decisions



### INFORM, PROMOTE

- WG current work
- Inform about conferences
- Changes and projects
- Inform about useful news, websites, publications, etc. regarding diplomatic spouses

### CONFERENCES

- Announcement of annual conferences
- Planning for conferences

## EUFASA National Members

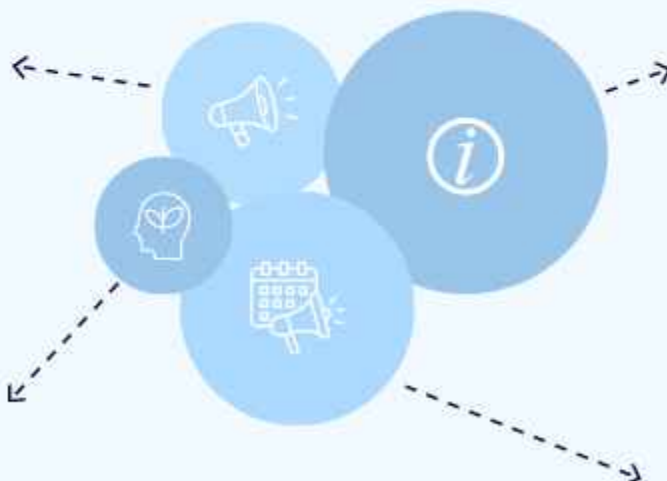


### ANNOUNCEMENTS

- Announcement of annual conferences
- Post reports and conference conclusions

### RAISE AWARENESS

- Raise awareness about challenges and issues of spouses
- ERD Reports and Publications



### INFORM, PROMOTE

- Conclusions of WG work
- Upcoming conferences
- Important achievements of EUFASA, national associations or members
- Post links to useful news, websites, publications, etc. regarding diplomatic spouses

### EVENT ANNOUNCEMENT

- Online joint education
- Monthly online gatherings



# EUFASA National Members

Members of national  
associations can join!

## STEPS:

- ✓ Download the email invitation PDF and send it to your members!
- ✓ Download the PNG files (POST - FB NM & POST - FB PAGE) and post them on the FB page of your association!
- ✓ Once a week we will make a list of applicants and send the list to you for approval.
- ✓ Accepting process.

### EMAIL

[CLICK HERE](#)

### POST - FB NM

[CLICK HERE](#)

### POST - FB PAGE

[CLICK HERE](#)

# Content



Instagram will serve as an additional option in case there will be a demand for publishing photos not completely related to our projects, mission or vision.





# Canva

Canva for Nonprofits provide essential visual communication tools for over half a million organizations worldwide, enabling them to amplify their impact. Nonprofits can engage their community and attract support in today's visually-driven landscape.

Canva offers many templates and resources for crafting content tailored to various platforms, from fundraising campaigns to social media outreach. It facilitates seamless collaboration for remote teams.

With Canva for Nonprofits, we can harness the power of visual storytelling to advance our mission and elevate our impact.



"How do you plan to get the attention of your members?"

# What You'll Get

1

## **Free access**

To every visual you can think of. Posters, emails, newsletters, logos, and more may all be made without cost.

2

## **Team collaboration**

You choose who you would like to work with on a project.

3

## **Premade templates**

There is no longer a need to pay others to build a design or wait days.





# Get your access

1

## **Who can use it**

Decide who from national association will use Canva. You can choose 2-3 people.



2

## **Send an email**

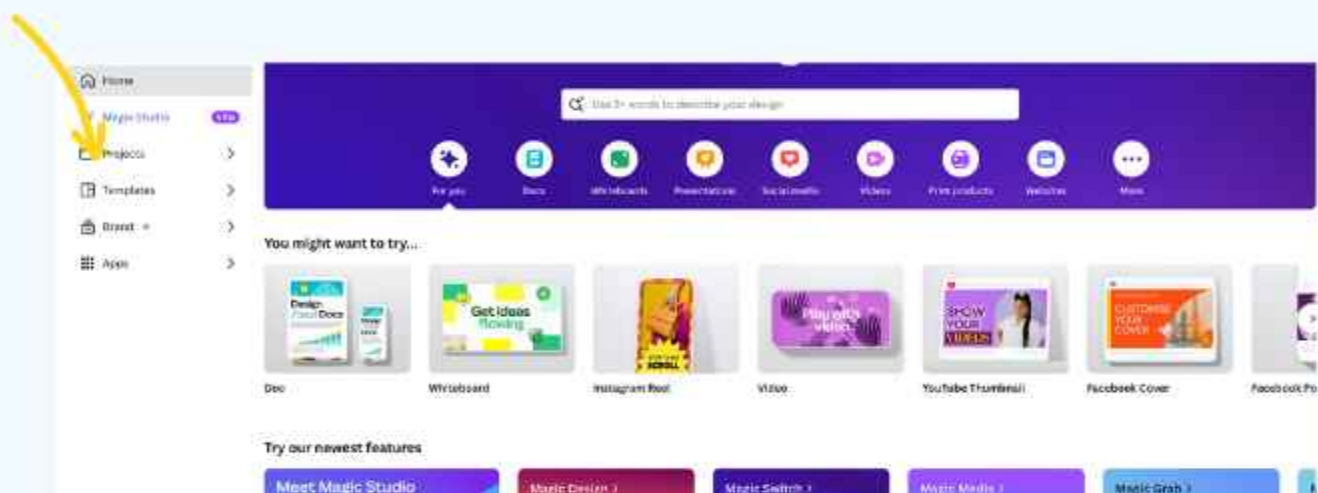
to [info@eufasa.org](mailto:info@eufasa.org) with the emails of the intended users.

3

## **Join**

The users will get an invitation email from Canva.

# Our Projects



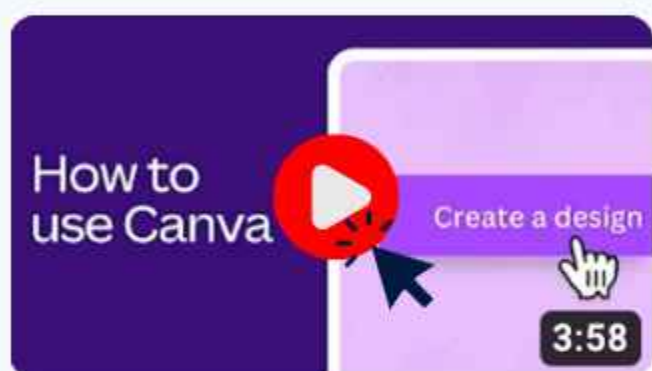
	Eufasa Board	1 folder
	Working groups	7 folders
	National Members	22 folders

The projects made in Canva are divided into 3 main folders. Inside these three folders you have more folders for each working group and each national member.

You can share your design with the whole EUFASA Team or with the people you choose and collaborate.



# How to use Canva?



## Start

If you are new to Canva, you can watch a general YouTube video on how to use Canva made by Canva.

## Share designs

Creating a design is very simple and quick. It doesn't require specific knowledge. You can start by checking out this video.



## How to...

If you need additional help, you can watch one of the many educational videos made by Canva.

# Let's Get Started!

Social media can be overwhelming, but unfortunately, it is necessary in such a scattered community. By opening EUFASA to social media, we can build a closer and stronger community and advance towards our mission.

We hope that this project will enhance collaboration among members and strengthen our community by providing opportunities for real-time engagement, knowledge-sharing, and networking.

*Web & Media*



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