



EURES

Join the European Job Days campaign

Communications Toolkit 2026



Contents

1.0 Context and objectives	4
1.1 Context	4
1.2 Objectives	4
1.3 Campaign goals	5
1.4 Campaign slogan	5
1.5 Campaign hashtag	6
2.0 Be part of the campaign!	6
3.0 Target groups	7
3.1 Campaign target audiences	7
3.2 External target audiences	7
3.2.1 Jobseekers	7
3.2.2 Employers	7
3.2.3 Potential new EURES Members and Partners	8
3.2.4 Multipliers	8
3.3 Internal target audiences	8
3.3.1 The EURES network	8
3.3.2 Institutional and governance-level actors linked to EURES	8
4.0 Key messages	9
4.1.1 Messages for jobseekers	9
4.1.2 Messages for employers	11
4.1.3 Messages for the EURES network	13
4.1.4 Messages for potential new EURES Members & Partners and multipliers	14
5.0 Visual identity	15
5.1 Typography	15
5.2 Colour Palette	15
5.3 Photography	16
6.0 Campaign KPIs	17
6.1 Monitoring and evaluation	17
6.1.1 Country data collection	18
6.2 Use of results	18
7.0 Guidance and tips for targeted posts	19
7.1 General guidance on social media	19
7.2 Tips for using each channel	21
7.2.1 Instagram	21
7.2.2 LinkedIn	21
7.2.3 Facebook	22
7.2.4 YouTube	22
7.2.5 X	22

8.0 Examples of social media posts	23
9.0 Templates of different communication products	30
9.1 Off-the-shelf materials	31
9.2 Social media templates	31
9.3 Guidelines on how to use the templates	32
9.3.1 Canva.....	32
9.3.2 PowerPoint.....	34
10.0 Channels.....	35
11.0 Press release template	35
EUROPEAN JOB DAYS CELEBRATES 15 YEARS OF MATCHING TALENT ACROSS BORDERS	36

1.0 Context and objectives

1.1 Context

In 2026, the European Job Days (EJD) marks its 15th anniversary! Developed within the EURES network, European Job Days constitute a flagship EU-level recruitment service designed to support fair and effective transnational and cross-border labour mobility within the EU and the EEA. Primarily delivered online, EJD provides a structured environment where employers willing to recruit across borders and jobseekers interested in mobility can connect, supported by the expertise of the EURES human network.

Unlike commercial job platforms, EJDs are:

- Fully focused on intra-European labour mobility
- Supported by the EURES human network
- Governed within a public service framework
- A cost-free recruitment channel

Since 2011, the service has reached significant scale, engaging more than **14 394 employers and 403 740 jobseekers across 364 events.**

The 15th anniversary campaign is an opportunity not only to celebrate this milestone, but also to **reinforce the positioning of EJD** as the go-to European public service for credible, fair and effective transnational and cross-border recruitment.

1.2 Objectives

The EJD 15th anniversary campaign is built around two overarching priorities:

- to raise awareness and participation among the primary users of the EJD platform (jobseekers and employers) as well as the EURES network;
- to strengthen the strategic positioning, visibility and effective uptake of the service as a core instrument of the EURES network supporting fair and sustainable labour mobility across the EU, EEA and Switzerland.

Building on 15 years of experience, the campaign seeks to clearly articulate the unique public value of EJDs in comparison to any other recruitment platform by highlighting their exclusive focus on transnational and cross-border recruitment, their credibility as a public service, and the integrated support provided by the EURES human network.



‘For 15 years, European Job Days events have changed the life of so many jobseekers and improved skills-matching for thousands of companies, just at the tip of a finger. It is online trans-European recruitment made easy and fair!’

Cosmin Boiangiu, ELA Executive Director



1.3 Campaign goals

- **Awareness:** Make European Job Days more visible and recognisable among key target audiences.
- **Relevance:** Tailor messages to sectors and regions with high mobility potential and labour shortages.
- **Positioning:** Strengthen EJDs as Europe's public recruitment platform for cross-border and transnational hiring.
- **Participation:** Increase high-quality, meaningful participation from both employers and jobseekers.
- **Engagement:** Bring impact to life through authentic testimonials and real success stories.

These goals together with the key objectives provide a coherent framework for the key messages, communication activities and performance indicators presented in this toolkit.

1.4 Campaign slogan

The EJD 15th Anniversary Campaign highlights not only an important institutional milestone, celebrating 15 years of impact in fostering transnational and cross-border labour mobility across Europe, but also the individuals whose careers have been shaped through participation in European Job Days events across multiple countries.

How to communicate this narrative?

Through one meaningful slogan:

**Join the European Job Days!
15 years of connecting people with opportunities across Europe.**

Where visuals or formats allow, this message can be reinforced with the call:

Don't miss yours!

The main message underlines the anniversary milestone while positioning EJD as a concrete solution for jobseekers and employers alike. It will be adapted to different target audiences to maximise relevance and engagement, while maintaining a coherent narrative across all dissemination channels.

Campaign taglines (examples for different audiences):

Employers	Join the European Job Days! 15 years of hiring new talent across Europe.
Jobseekers	Join the European Job Days! 15 years of career opportunities across Europe.

This simple, direct and inclusive slogan works across all audiences and channels. It clearly positions EJD as an open invitation to participate – whether as a jobseeker, employer or member of the EURES network – and aligns seamlessly with the visual campaign concept and key messages.

Using this slogan consistently in your communications will help create a coherent and recognisable campaign identity across the 31 EURES countries, reinforcing the anniversary milestone while keeping the focus on participation and action.

1.5 Campaign hashtag

The official campaign hashtag is:

#EuropeanJobDays

Alongside this, it is also recommended to use our EURES standard hashtag #EURESjobs.

2.0 Be part of the campaign!

The success of the EJD 15th anniversary campaign relies on your active involvement. By taking part in the campaign, you help amplify its reach at European, national and local level, ensuring that its messages, visuals and stories reach jobseekers, employers and stakeholders across the 31 EURES countries.

You are encouraged not only to disseminate campaign materials, but also to adapt and enrich them using your expertise and proximity to local audiences, while remaining aligned with the overall campaign framework.

Social media is a key channel for the anniversary campaign. You can contribute by:

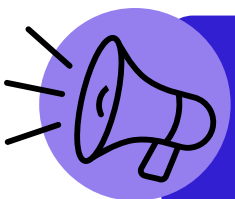
- **resharing social media posts** published on the ECO central EURES social media channels;
- **publishing your own tailored posts** about the campaign, using the official campaign hashtag and adapting the messages to your national context, using the editable social media visual templates and example posts provided in this toolkit (Section 7) as inspiration;
- using the **campaign visuals** and **cover images on your institutional profiles** (e.g. LinkedIn, Facebook, Instagram, YouTube and X) during the campaign period;
- **engaging online with other colleagues and partners** involved in the campaign, including via the [EURES Facebook Community of Practice](#);
- **responding to questions and comments from your followers** and directing them to relevant EURES or EJD services.

Detailed guidance on creating and adapting social media content for different audiences is available in Section 7 of this toolkit.

Beyond social media, there are many other ways you can contribute to the campaign, including:

- creating your own communication materials using the official campaign visual identity and editable templates
- disseminating campaign materials via your website, newsletters, events and partner networks;
- promoting upcoming EJD events and related activities in your country;
- encouraging jobseekers, employers and colleagues to share their EJD experiences and success stories;
- developing complementary local communication initiatives in cooperation with regional or national stakeholders;
- organising or contributing to events, info sessions or webinars linked to EJD;
- engaging with local or specialised media to raise awareness of EJD, using the press and communication materials provided.

This toolkit is designed to support you throughout the campaign. The editable communication materials will be made available on [EURES Canva](#), and the ready-to-use materials on the dedicated [campaign website](#). Editable communication materials will also be uploaded on the [EURES extranet](#).



We invite you to explore this toolkit and actively take part in celebrating 15 years of EJD, helping to shape the next chapter of European labour mobility!

3.0 Target groups

3.1 Campaign target audiences

The EJD 15th anniversary campaign focuses on audiences whose awareness, participation and engagement are essential to the success of the service.

While EJDs are open to citizens from EU/EEA and Switzerland or non-European residents with a valid work permit, communication efforts should **prioritise those groups with the highest potential for transnational and cross-border mobility, recruitment impact and multiplier effect.**

The campaign addresses:

- Internal audiences: actors embedded in the governance, coordination, and operational delivery of the EJD's services, whose involvement is essential to ensure coherent dissemination across countries and levels.
- External audiences: the jobseekers, and employers (including the end users of the EJD platform), potential EURES Members and Partners, as well as multipliers, intermediary actors that can amplify the campaign's reach and credibility at national and local levels.

3.2 External target audiences

3.2.1 Jobseekers

Jobseekers are a central audience of the campaign, as their participation directly determines registrations, applications and recruitment outcomes on the EJD platform. Communication efforts should prioritise:

- **Young educated jobseekers** (25–34 years old), while the campaign focusses on all jobseekers in Europe, a special focus could be given to Southern and Eastern Europe, where mobility potential is high;
- **Mid-career professionals**, especially in sectors facing labour shortages (e.g. ICT, healthcare, construction, engineering, tourism);
- **Vocational students and recent graduates** preparing to enter the labour market;
- **Vulnerable groups**, including workers aged 55+, people with disabilities, low-skilled and digitally excluded workers, and long-term unemployed people.

You are encouraged to **adapt communication to the countries and sectors most relevant to your national context**, while maintaining alignment with the overall campaign narrative.

3.2.2 Employers

Employers are equally essential to the success of EJD, as their engagement ensures the availability of quality vacancies and meaningful recruitment interaction. Communication efforts should prioritise:

- **SMEs and large companies** facing labour shortages, and with **transnational recruitment needs**;
- Employers operating in **sectors affected by labour shortages**, such as ICT, healthcare, construction, engineering and tourism;
- Countries where **employer visibility and engagement** in EJD can be further strengthened.

3.2.3 Potential new EURES Members and Partners

EURES Members and Partners as external secondary audience can be:

- **Organisations with a public mission related to employment**
- **Social partners** at national or local level, sectoral social partners
- **Private employment services**, including temporary recruitment agencies
- **Not-for-profit organisations and third sector employment services**
- **Language training providers** such as universities, educational institutions.

3.2.4 Multipliers

Multipliers that can extend the campaign's reach and reinforce its credibility without being direct users of the EJD platform. These include: education and training institutions (universities, career services, VET centres);

- **education and training institutions** (universities, career services, VET centres);
- **labour market intermediaries, social partners, and relevant networks;**
- **specialised media and press** active in the fields of employment, education, and economic affairs.

Their role within the campaign is to support dissemination at national and local levels by facilitating access to jobseekers and employers and reinforcing the visibility of EJD opportunities within established communities

3.3 Internal target audiences

3.3.1 The EURES network

The EURES network plays a central role in the implementation and success of the anniversary campaign. This includes the **EURES National Coordination Offices (NCOs), EURES Advisers, Members and Partners, Event Organisers**, as well as the **European Coordination Office (ECO)** at the European Labour Authority (ELA).

The network acts as:

- **the primary interface** between the campaign and jobseekers and employers;
- **the main dissemination channel** at national and local level;
- **the support structure** guiding users before, during and after EJD participation.

Active involvement of the network is essential to ensure consistent messaging, strong territorial deployment and effective follow-up leading to concrete recruitment outcomes.

3.3.2 Institutional and governance-level actors linked to EURES

These audiences include actors such as:

- **Relevant European Commission services**, in particular those with institutional oversight or policy responsibility in the field of labour mobility (e.g. DG EMPL, DG COMM, DG GROW (Enterprise Europe Network, Your Europe), DG EAC (Erasmus+), EU Agencies such as Cedefop, Eurofound).
- **National Public Employment Services (PES)** authorities involved in European labour mobility and employment.
- **ELA and stakeholders:** ELA National Liaison Officers (NLOs), ELA communication sector, ELA Stakeholder Group.
- **Key institutional stakeholders** involved in education, vocational training, employment and labour mobility.

Their role within the EJDs is primarily related to governance, coordination, and institutional oversight, rather than to the operational delivery of communication and dissemination activities or to direct engagement with external target groups.

4.0 Key messages

The key messages of the EJD 15th anniversary campaign are designed to be **clear, adaptable and audience focused**.

They should be localised where relevant, while maintaining a consistent European narrative and visual identity.

The messages below provide a framework. You are encouraged to adapt wording and examples to reflect your local context, priority sectors and labour market realities.

4.1.1 Messages for jobseekers

The key messages for jobseekers presented below are an example of the content to be crafted, and how it can be adapted to the needs of the different sub-groups. No matter how the final content translates the messages, they must represent the listed key selling points:

- Wide European human, public support-centred service, delivered online
- Events with direct employer access
- Information on living and working conditions in EU/EEA countries and Switzerland
- Tailored to specific sectors
- Service directly provided by the platform is free of charge
- Comfort of scouting for job opportunities from home
- Events and platform as a well-rounded system of recruitment, with a job matchmaking score system

AWARENESS	
All jobseekers	<p>Thinking about working in another EU country? European Job Days give you access to EURES Advisers who support you before, during and after recruitment.</p> <p>Operational tip for the network: Localise this message according to the countries that are most attractive for national workers, in order to maximise relevance in your context: "Thinking about working in [country]?"</p> <p>Use a free European public service delivered online, combining a digital platform with human support to help you understand job opportunities, requirements and mobility procedures.</p> <p>Get reliable information on living and working conditions in EU, EEA countries and Switzerland, directly from Public Employment Services, to prepare your move with confidence.</p> <p>Additional by ECO proposed celebratory key messages for jobseekers:</p> <ul style="list-style-type: none"> • Your new job is at the tip of your fingers. Join a European Job Day! • Start online your next career move across borders – EJD, 15 years connecting talent with opportunities in Europe • Get job-ready with EJD: find trustworthy jobs, get relocation support, talk to employers live!
Young educated jobseekers (25–34)	<p>Make informed career choices, using the European Job Days platform to explore jobs, countries and mobility pathways with expert guidance from EURES Advisers.ES Advisers.</p>
Jobseekers facing barriers (language, experience, mobility)	<p>Get clarity on challenges before you move, with support on language requirements, recognition of qualifications and administrative steps, as well as information on available mobility support measures.</p>

RELEVANCE	
All jobseekers	<p>Focus your search where skills are needed, through European Job Days events and job opportunities, targeting sectors and countries with real labour shortages.</p> <p>Avoid generic job searches, and use the platform to explore opportunities aligned with your professional background and experience</p>
Sector specific jobseekers	<p>Looking for a job in [tourism OR healthcare OR construction OR engineering OR ICT]? Join a sector-specific European Job Day promoted by EURES and connect with employers recruiting across Europe.</p>
Mid-career profiles	<p>Mid-career and ready for a change? European Job Days help you explore new job opportunities across Europe that value experience and skills.</p> <p>Find opportunities through European Job Days that recognise and value your professional experience, not only entry-level positions.</p>
POSITIONING	
All jobseekers	<p>Choose a European public service you can rely on. European Job Days are a free-of-charge service, combining an online recruitment platform with personalised human support provided by the EURES network.</p> <p>Apply with confidence, knowing that European Job Days connect you with screened employers willing to hire across borders, through transparent, credible and GDPR-compliant recruitment processes.</p> <p>European Job Days and its platform are one of a kind. Get support beyond job matching, including financial and logistic support to move and work in another EU, EEA or Switzerland, through the Targeted Mobility Scheme (TMS).</p>
Jobseekers from Southern and Eastern Europe	<p>Turn your qualifications into European opportunities, with employers actively looking beyond national borders and a public service designed to support transnational and cross-border mobility.</p>
Mid-career profiles	<p>Explore credible options abroad, supported by a service focused exclusively on European hiring.</p>
PARTICIPATION	
All jobseekers	<p>Meet employers live without travelling. European Job Days let you attend presentations, ask questions and interview online, for free and directly from home.</p> <p>Take part in real recruitment events, not just job listings, supported by an online job-matching system that helps you identify suitable opportunities.</p>
Mid-career profiles	<p>Want to change your job? Participate flexibly and discreetly in European Job Days and connect with employers across Europe from your home.</p>
Young educated jobseekers (25–34)	<p>Use interactive free of charge tools to connect with employers in real time and explore job opportunities across Europe.</p>

ENGAGEMENT	
All jobseekers	<p>Discover how others have successfully moved and worked abroad, through real stories from European Job Days participants.</p> <p>See what is possible when support meets opportunity, with experiences shared by jobseekers and EURES Advisers.</p>
Young jobseekers and students	<p>Learn from people like you, who took their first step into European mobility.</p> <p>Understand how challenges can be managed, with support from a European network that puts people first.</p>

4.1.2 Messages for employers

The main focus of the campaign is to engage employers and encourage the use of the EJD service, to increase the number of job opportunities available on the platform and strengthen the overall effectiveness of the service.

For this reason, the key messages addressed to employers are designed to highlight the unique value proposition of European Job Days as a public European recruitment service supporting transnational and cross-border hiring. In particular, employer-facing messages will emphasise the following key selling points, articulated across the campaign objectives:

- Human and public support-centred service, delivered online through the EJD platform and supported by the EURES network
- 100% focus on European transnational and transnational and cross-border hiring, with suitable candidates willing to work across borders
- Events with possibility to interview the jobseeker during the event
- Sector-specific recruitment solutions, particularly in sectors facing labour shortages
- Free-of-charge service, directly provided through the platform
- EURES recruitment and relocation support, easing employers' hiring processes
- Comfort and efficiency in scouting talent remotely, directly from the workplace
- Live recruitment events, offering real-time access to jobseekers

AWARENESS	
All employers	<p>Looking to recruit across borders in Europe? European Job Days offer a free online recruitment platform supported by the EURES network, combining digital tools with human support throughout the recruitment process.</p> <p>Get practical support you can rely on, with EURES Advisers assisting you before, during and after recruitment, including guidance on mobility-related aspects.</p> <p>Additional by ECO proposed celebratory key messages for employers:</p> <ul style="list-style-type: none"> • 15 years, thousands of hires. 'European Job Days', your gateway to fast and reliable recruitment • Access motivated talent from across the EU – with tailored support
SMEs and first-time transnational and cross-border recruiters	<p>You do not need to manage transnational and cross-border recruitment alone. European Job Days provide access to Public Employment Services that help you navigate recruitment and mobility procedures step by step.</p>

RELEVANCE	
All employers	Recruit where skills are available. European Job Days support sector-specific and geographically targeted recruitment, focusing on occupations and regions with high mobility potential.
Sector-specific employers	Searching for workers [<i>tourism OR healthcare OR construction OR engineering OR ICT</i>]? Recruit through European Job Days, tailored recruitment events designed to connect you with jobseekers whose profiles match your concrete workforce needs. Access European talent aligned with your demand, rather than competing for limited local profiles.
POSITIONING	
All employers	Rely on a European public recruitment service. European Job Days are fully focused on European transnational and cross-border hiring and connect you with motivated jobseekers interested in mobility. Recruit with confidence , through a transparent and GDPR-compliant process, supported by screened participation and public governance. Choose a service designed for European recruitment, with a clear public mandate and quality assurance.
PARTICIPATION	
All employers	Meet jobseekers in real time without travelling. European Job Days allow you to present your vacancies, interact with candidates and conduct interviews online, directly from your workplace.
SMEs and first-time transnational and cross-border recruiters	Reduce time and costs, by scouting and interviewing candidates remotely through a structured European recruitment event. Benefit from EURES recruitment and relocation support , including information on mobility schemes such as the Targeted Mobility Scheme (TMS), helping jobseekers take up job offers and settle more smoothly.
ENGAGEMENT	
All employers	Learn from the experience of other employers , who have successfully recruited across borders through European Job Days. Build long-term recruitment capacity , supported by the EURES network and complementary services that help retain talent beyond hiring.

4.1.3 Messages for the EURES network

The primary internal target audience of the campaign is the ELA and EURES network. This group is central not only because ELA staff, EURES Advisers and 318 public and private Members and Partners play a key role in ensuring wide and effective territorial dissemination of the campaign, but also because part of the network, including potential new Members and Partners, may not yet be fully aware of the scope, features and added value of the European Job Days service.

For this reason, internal-facing key messages aim both to strengthen ownership and engagement within the existing network and to increase understanding of the EJD service as a strategic EURES tool supporting transnational and cross-border recruitment. Final messages for them can be created based on the following table of key messages, always keeping in mind that they have to focus on the following key selling points:

- Large European human and public support-centred service
- 100% focus on European transnational and cross-border hiring
- Sector-specific recruitment solutions, particularly in sectors facing labour shortages
- Free-of-charge service, directly provided through the platform
- EURES recruitment and relocation support eases both jobseekers and employers' lives as they can access the platform from their homes

AWARENESS

Make the full EJD service visible. When promoting European Job Days, clearly explain that EJD combines an online platform with human support provided by EURES Advisers, and that the service is free of charge for both employers and jobseekers.

Additional by ECO proposed celebratory key messages for the EURES network:

- EJD turns 15: Join us in celebrating a decade and a half of European job mobility made easy
- Let's grow together – support, promote, and empower the next 15 years of EURES job matching, through EJDs

RELEVANCE

Engage employers in your territory with concrete needs. **Identify and involve employers interested in international mobility or facing labour shortages**, and encourage them to use European Job Days as a recruitment solution.

Promote job opportunities strategically. Tailor communication towards jobseekers by referring to the countries and sectors that are most attractive or relevant in your national and regional context.

POSITIONING

Position EJD as a core EURES tool. When interacting with employers and jobseekers, emphasise that European Job Days are a public European service fully focused on transnational and cross-border hiring, clearly distinct from any other recruitment platform.

PARTICIPATION

Actively promote and organise European Job Days.

Encourage employers to publish vacancies and participate in events. Support jobseekers in registering, preparing and taking part in EJD activities.

Co-organise EJD with other countries whenever relevant to increase reach and impact.

ENGAGEMENT

Support the transition from matching to placement. Use EURES recruitment and relocation support, including information on mobility schemes such as the Targeted Mobility Scheme (TMS), to help employers and jobseekers move from interest to concrete recruitment outcomes.

4.1.4 Messages for potential new EURES Members & Partners and multipliers

For the external stakeholder target group, including potential new EURES Members and Partners and multipliers, the focus of the campaign is to position European Job Days (EJD) as a reliable, practical and publicly governed European service supporting employability, skills matching and labour mobility.

Key messages aim to increase awareness of the service's unique features, accessibility, and relevance for different stakeholder ecosystems, and to encourage these actors to relay, contextualise and integrate EJD within their own information, guidance, and communication activities. Messages are articulated across the campaign objectives, excluding participation, which is more directly linked to the active use of the service by primary target groups.

AWARENESS	
All groups	European Job Days are a free European public service , delivered through an online platform and supported by the EURES network, combining digital recruitment tools with human guidance.
Education and training institutions	EJD provide a trusted reference point for students and learners interested in working in another EU, EEA country or Switzerland. Students can get clarity on challenges before moving : support on language requirements, recognition of qualifications and administrative steps, and information on mobility support measures.
RELEVANCE	
All groups	European Job Days support concrete labour market needs , offering sector-specific and geographically targeted recruitment solutions aligned with skills demand and labour shortages across Europe.
Labour market intermediaries, social partners	EJD can be used as a complementary tool to support employers and jobseekers in transnational and cross-border matching and mobility pathways. The EJD supports recruitment in sectors with labour shortages, such as tourism, ICT, engineering, construction and healthcare.
POSITIONING	
All groups	European Job Days are clearly differentiated from any other recruitment platform , as they are publicly governed, free of charge and fully focused on European transnational and cross-border hiring.
Specialised media and press	EJD represent a credible source of content and data on European labour mobility, skills needs and recruitment trends European Job Days provide a tangible example of EU action contributing to the competitiveness and resilience of the European labour market, especially in times of skills shortages and demographic change.
ENGAGEMENT	
All groups	External stakeholders can help amplify the reach and impact of European Job Days by relaying information through their own networks, guidance services and communication channels. By relaying information on European Job Days, stakeholders help normalise mobility as an accessible and supported option, rather than an individual risk.
Education and training institutions	EJD success stories and events offer concrete narratives illustrating opportunities for mobility, employability and skills development in Europe.

5.0 Visual identity

The creative concept centres on the number '15' as a visual anchor, highlighting the longevity of the EJD. The visual identity builds on established EJD branding, including the EURES shape, combined with the anniversary number to ensure clear recognition and consistency across all communication materials.

5.1 Typography

EURES' PRIMARY FONT: MYRIAD PRO

Light: abcdefghijklmnopqrstuvwxyz

Regular: abcdefghijklmnopqrstuvwxyz

Semibold: abcdefghijklmnopqrstuvwxyz

Bold: abcdefghijklmnopqrstuvwxyz

Black: abcdefghijklmnopqrstuvwxyz

EURES' SECONDARY FONT (E.G., EDITABLE TEMPLATES): ARIAL











Regular: abcdefghijklmnopqrstuvwxyz

Regular Italic: abcdefghijklmnopqrstuvwxyz

Semibold: abcdefghijklmnopqrstuvwxyz

Bold: abcdefghijklmnopqrstuvwxyz

5.2 Colour Palette

 <p>EJD15 Primary Purple #957fef</p>	 <p>EURES Primary Blue #00388c</p>	 <p>EURES Dark Blue #212752</p>	 <p>EURES Light Blue #d1e8f7</p>
 <p>Pink #bb62d6</p>	 <p>Additional Purple #331fd2</p>	 <p>White #FFFFFF</p>	 <p>Yellow #ffe800</p>
 <p>Jobseekers Orange #ea9334</p>		 <p>Employers Green #2dba47</p>	

5.3 Photography

To support your content production, the toolkit includes a set of stock photos that convey authenticity, while also following the campaign's overall approach.



6.0 Campaign KPIs

To assess whether the EJD 15th anniversary campaign is achieving its objectives, a clear and structured set of Key Performance Indicators (KPIs) will be used. These indicators help measure reach, engagement and impact across different channels, and support continuous learning and improvement throughout the campaign.

The KPIs have been defined according to the principles of being **specific, measurable, achievable, relevant and time-bound (SMART)**, and are aligned with the overall campaign goals, available resources, timeframe and digital context.

QUANTITATIVE INDICATORS	QUALITATIVE INDICATORS
<ul style="list-style-type: none"> • Number of people engaged in each target audience • Number of events organised and participants involved • Number of EURES countries involved • Number of countries using the ECO support • Number of communication topics 	<ul style="list-style-type: none"> • Campaign sentiment in social media • Audience understanding of EURES and key topics • Engagement and tone of feedback • Level of satisfaction in EURES network with campaign • Level and tone of the media • Feedback
<p>Social media analytics</p> <ul style="list-style-type: none"> • Number of views/likes/level of engagement in social media, organic and paid) • Number of shares and posts cross-promoted by EURES network • Influencers reach • Traditional media analytics • Listening/viewing/circulation figures • Number of media outlets and journalists involved • Reached audiences social profile 	
<p>Other campaign measures</p> <ul style="list-style-type: none"> • Number of campaign materials produced • Number of promo items produced and disseminated 	

6.1 Monitoring and evaluation

Campaign performance will be monitored on an ongoing basis throughout the implementation period. This includes both activities managed at European level and those carried out by the EURES network at national level. Insights gathered during the campaign will be used to optimise communication activities where relevant, and to inform future planning for EJD and EURES communication initiatives.

Data will be consolidated and analysed at the end of the campaign to provide an overall picture of collective performance and impact.

6.1.1 Country data collection

To capture the contribution of the EURES network across the 31 countries, a harmonised and simplified data collection approach will be used at national level.

This methodology is built around three core principles:

Simplicity – focusing on a limited number of relevant indicators and reducing unnecessary reporting burden.

Clarity – providing clear definitions and guidance for each KPI.

Consistency – using a single reporting channel and a common framework across all countries.



Reporting scope

Data will cover three main areas of campaign activity:

- digital media activities;
- traditional media activities;
- events and offline engagement related to EJD.



Data collection process

Country-level data will be collected through a single online reporting form, which will:

- remain accessible throughout the reporting period;
- allow users to save progress and complete it in several sessions;
- avoid asking for data that is already centrally available through other monitoring systems.

The form will include built-in routing logic so that you are only asked questions relevant to the activities you have carried out. Standardised definitions and clear instructions will be provided to ensure consistent reporting across the network.

The exact reporting period and deadlines will be clearly communicated at the start of the campaign, alongside guidance provided in this toolkit and during the launch webinar.

6.2 Use of results

The data collected will not be used for country-by-country comparisons. Instead, all information will be aggregated at campaign level to reflect the collective effort and impact of the EURES network as a whole.

A single consolidated evaluation report will be produced at the end of the campaign, summarising overall reach, participation and engagement, and providing insights to support accountability and future campaign design.

7.0 Guidance and tips for targeted posts

Social media will be essential in promoting this campaign and reaching the target audience of jobseekers and employers. Using social media effectively will also help you to interact with other stakeholders and spread the word about the campaign to multipliers.

The official EURES channels for this campaign are [Instagram](#), [Facebook](#), [YouTube](#), [X](#) and [LinkedIn](#). Each social media platform has its own style and benefits, so you should tailor your approach for each one.

Section 7.1 provides some general guidance to help you use social media effectively throughout this campaign, while Section 7.2 provides more specific tips for each channel.

7.1 General guidance on social media

Regardless of the platform, you should always aim to ensure that social media content ticks the following boxes:



Relevant: Ensure that all posts are clearly connected to EJD and tailored to the audience you want to reach (See Section 4.).



Clear and concise: Attention spans on social media are short. Posts should be brief, focused, and easy to read at a glance. As a general rule, aim for a maximum of four short lines, using simple language and active verbs to communicate the key message quickly.



Visually engaging: All posts should include strong visuals aligned with the campaign's visual identity (see Section 5). Use the official campaign templates, banners, and visuals wherever possible. Use emojis sparingly (maximum 3–4 per post) to draw attention and create a friendly, accessible tone. When referring to Europe or EU-wide opportunities, include the EU flag emoji EU.



Call to action: Every post should include a clear call to action. Encourage users to take the next step by using verbs such as **be part of**, **discover**, **explore**, **register**, **share**, or **find out more**. The action should always link back to EJD events, or resources.



Consistent branding: Update your profile and cover images on platforms with the official campaign visuals for the duration of the campaign. Use the provided templates and assets to maintain a consistent look and feel across all channels.



Use campaign hashtags: Always include the official campaign hashtag **#EuropeanJobDays** in your posts to improve visibility and ensure consistent tagging across platforms and countries.



Engagement: Social media is not only about posting content. Like, comment on, and share posts from other accounts participating in the campaign, including the central EURES channels. Respond to comments and questions where possible to encourage dialogue and build trust.



Posting schedule and times: Maintain a steady posting schedule throughout the campaign and aim to publish content at times when your audience is most active, such as mid-week and during working hours, to maximise reach and engagement.



Ensure accessibility: Use clear and inclusive language, add alt text to images where possible, include subtitles on videos, and avoid unnecessary jargon. Accessible content helps ensure that EJD reach diverse audiences, including vulnerable groups.



Localise content: Adapt posts to your national or regional context by referencing local events, countries, sectors, or labour market needs. Translate content where appropriate while keeping the core campaign message consistent.



Pin the campaign post: Pin a post to the top of your profile, company page, or group. Pinned posts keep priority content visible and easy to find. For the 15th Anniversary campaign, it is recommended to pin a campaign introduction post or a key call to action. Update the pinned post as the campaign progresses to highlight new priorities or announcements.



Tagging: Tag relevant stakeholders. You can do this by typing @username. You can tag the EURES central social media accounts too, to help attract attention and drive engagement.



QUICK TIPS

Tip:

If you receive a question related to the campaign and are unsure of the answer, raise it in the EURES Community of Practice group to ensure accurate information sharing and consistent messaging across the network.

7.2 Tips for using each channel

Below are some tips to help you tailor your approach to each social media channel effectively and maximise each platform's potential for engaging the right audience.

As a first step, make sure that you follow or like the EURES page on each platform if you do not already, so you can stay up to date with the latest EURES updates throughout the 15th Anniversary campaign.



7.2.1 Instagram

Instagram remains one of the most popular social media platforms, particularly among younger users, making it an important channel for the promotion of the EJD 15th Anniversary campaign. One of the key differences between Instagram and other platforms is that every post must include a visual. Instagram can be used to share high-quality photos, simple graphics, infographics, carousel posts and short-form video content.

The [EURES jobs](#) Instagram account will be sharing visual content throughout the campaign, so make sure you follow and share the posts in your Stories!

Here is our advice for using Instagram effectively:

- Instagram captions allow for more text than platforms such as X, but posts should remain clear and concise. Use short paragraphs, line breaks, and emojis sparingly to improve readability. Let the visuals carry the main message, with the caption reinforcing the call to action.
- Links in Instagram feed posts are not clickable, so users cannot tap them directly. To guide your audience to a webpage, share the link in your Story and add a link sticker, which allows people to access it with a single tap.
- **Instagram Stories** are ideal for timely and dynamic content, such as promoting upcoming events, sharing reminders, or resharing posts from the main EURES account. Stories disappear after 24 hours, but key content can be saved as **Highlights** to remain visible on your profile for the duration of the campaign.
- Stories also allow for interactive features such as polls, question boxes, quizzes and emoji sliders. These tools are effective for increasing engagement and encouraging users to interact directly with campaign content.
- Reels continue to be one of the best-performing formats, offering strong reach and discoverability beyond existing followers. Short videos (typically 15–45 seconds) with subtitles are recommended. Reels can be created using in-app templates and enhanced with interactive stickers.



7.2.2 LinkedIn

LinkedIn has been rated the number one platform to engage with businesses and target specific business categories. It will therefore be one of the best channels for reaching out to employers recruiting jobseekers, as well as relevant stakeholder organisations and public institutions, during the campaign. Compared to other short-form platforms (for example X), LinkedIn is also a great channel to share more detailed information and visuals.

EURES is very active on its [LinkedIn page](#) and will post lots of relevant content during the campaign.

To get the most out of using LinkedIn:

- Share detailed, professional content. LinkedIn allows longer posts than other platforms, making it suitable for campaign stories, milestones, statistics and employer insights. Use clear paragraphs or bullet points to improve readability.
- Short videos (30–60 seconds) and infographics perform best for engaging professional audiences. Highlight success stories, job opportunities and campaign achievements. Include subtitles to ensure accessibility.
- Are you a member of relevant LinkedIn groups, for example related to recruitment? If so, why not share information about the campaign there? Other members may be interested in participating and engaging in conversations around the campaign.



7.2.3 Facebook

Facebook is the most widely used social media platform in Europe, with broad reach across age groups and strong engagement among both young adults and professionals. Its versatile format, supporting text, images, videos, live streams, and events, makes it ideal for sharing updates, promoting campaigns and connecting with a wide audience.

The main content for this campaign will be posted on the central [EURESjobs](#) Facebook page. You can also use your own Facebook account to raise awareness and drive engagement by sharing posts, liking and commenting on them and clicking on linked pages.

When posting on Facebook, consider the following:

- Highlight events, success stories or career tips with striking images or brief clips, which capture attention faster than text alone. Use Stories and Reels, as short vertical content is prioritised in feeds. Facebook Stories appear at the top of users' news feeds and are a great way to get your content seen. Reels, on the other hand, allow longer, permanent content that is prioritised in feeds and can reach new audiences beyond your followers.
- Although there is no character limit, keep your posts short and to the point. Start with your main message in the first line of your post. Clear, concise posts are more likely to be read, shared, and acted upon.
- Join Facebook Groups to boost campaign reach. Groups focused on recruitment, young professionals, specific sectors or regional jobseekers bring together active, interested audiences. Sharing EJD updates, event information, and career tips in these communities helps increase visibility, encourages interaction and connects the campaign with people who are most likely to engage.



7.2.4 YouTube

YouTube is one of Europe's most popular online platforms, reaching over 400 million active users across the region, including a large share of young adults and early-career professionals.

Its versatile format supports both short clips and long-form content and attracts a broad audience, including young adults, professionals and lifelong learners. This makes YouTube a powerful channel for sharing detailed stories, explaining opportunities, and engaging audiences with rich audiovisual content.

For YouTube, we recommend:

- Thumbnails are a key factor in whether viewers click on a video. Make them clear, visually engaging, and consistent with the 15th-anniversary campaign branding.
- Short-form videos under 60 seconds are highly discoverable. Use YouTube Shorts to share quick tips, teaser content or campaign highlights that link to longer videos on the channel. Share it also on X, LinkedIn, Facebook and Instagram with a link back to the full video on YouTube. This helps drive traffic to your channel and increases visibility for campaign content.
- Create playlists around topics to make it easier for viewers to find content and stay engaged.



7.2.5 X

X (formerly Twitter) is a real-time, fast-paced platform that prioritises trending topics, hashtags, and short, engaging content. In Europe, it continues to attract a strong base of young adult users, with a significant share aged 18–34. The central account [@EURESJob](#) will post campaign updates, milestone highlights, success stories, and event announcements. You can support the campaign by liking, retweeting, or quote tweeting content, one of the quickest ways to increase visibility.


Tips for maximising impact on X:


- Tweets have a 280-character limit, so keep messages short and to the point. Focus on one main message per tweet and lead with the most important information. For longer stories or detailed updates, use threads. Start with the first tweet, then reply to it with follow-up tweets, so readers can view the full story in sequence.
- Include images, short videos, or infographics to make your tweets stand out.
- Retweet, reply or Quote Tweet posts from the central EURES account or partners to create conversation and amplify messages. Short, interactive engagement helps increase the campaign's reach quickly.


8.0 Examples of social media posts

Below are example social media posts that you can use as they are or adapt for your own communication and social media channels. The posts are divided into campaign launch posts and follow-up posts:


Launch post (internal audiences – EURES network)




 European Job Days turn 15!


From one pilot event in 2011 to 364 European Job Days today - powered by the EURES network. 

Together, we've helped over 403 740 jobseekers and 14 394 employers connect across borders through trusted public services, live events and personalised support.

Here's to 15 years of fair and sustainable labour mobility, and for many more to come. 

#EuropeanJobDays #EURESJobs




 European Job Days turn 15!


What started in 2011 as a pilot event has grown into a flagship European public recruitment service, driven by the EURES network.


Over the years, EJDs have connected more than 14 000 employers with over 400,000 jobseekers across 364 events - all focused on transnational and cross-border mobility.

This milestone highlights the strength of the EURES network in supporting fair European recruitment.

Here's to the next chapter of collaboration and impact. EU 




#EuropeanJobDays #EURESJobs



 European Job Days are celebrating 15 years.

Since 2011, EJDs have evolved into a flagship EURES service combining digital recruitment tools with personalised support from EURES Advisers.


Thanks to the network's commitment, the service has reached:

-  14 394 employers,
-  403 740 jobseekers,
-  across 364 events.




This anniversary is a shared achievement, and a reminder of the essential role the EURES network plays in delivering credible, human-centred transnational and cross-border recruitment across Europe.

Here's to the next 15 years!


#EuropeanJobDays #EURESJobs



European Job Days turn 15!


-  364 events
-  14 394 employers
-  403 740 jobseekers

A milestone powered by the EURES network and its commitment to fair transnational and cross-border mobility.

Here's to the next chapter. EU 

#EuropeanJobDays

Launch post (external audiences – jobseekers)



European Job Days turn 15! 🎉


Here's to 15 years of connecting jobseekers with employers across Europe, all within a trusted public platform.

- 💻 Live chats with employers
- 📁 Vacancies from 31 European countries
- 💡 Support from EURES experts

Thinking about working abroad? Your next opportunity could be just a few clicks away.

🔗 Visit the link in our bio and join the European Job Days!

#EuropeanJobDays #EURESJobs




European Job Days turn 15! 🎉

Over 403 740 jobseekers have already taken part in this trusted European public recruitment service, connecting with employers across 31 countries.

Join live events, speak directly with employers, and receive personalised guidance from EURES Advisers on working and living abroad.

👉 Your next career move could start here, join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



European Job Days celebrate 15 years of connecting talent with opportunity across Europe. 🎉


More than 403 740 jobseekers have already participated in events spanning 31 countries.

What makes EJDs different?

- ✅ Screened employers
- ✅ GDPR-compliant recruitment
- ✅ Personalised mobility support

If you're considering a European move, this is a reliable and structured way to explore your options. Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



European Job Days turn 15! 🎉

403 740 jobseekers have already explored opportunities across 31 European countries through this trusted public platform.

Your next job could start here. Join the European Job Days: <https://europeanjobdays.eu/en>


#EuropeanJobDays

Post targeting jobseekers



Dreaming of working abroad? Start online with European Job Days. 

Access screened employers across Europe, join live recruitment events, and get expert mobility advice: all in one trusted public platform.

 Your next opportunity is closer than you think. Find it via the link in our bio and join the European Job Days!

#EuropeanJobDays #EURESJobs



Thinking about working abroad? 


European Job Days give you access to trusted vacancies, live conversations with employers, and personalised advice from EURES experts on relocation and working conditions across Europe.

Whether you're just starting out or preparing for interviews, you'll find support at every step. 

Join the European Job Days to explore opportunities: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



Start your next career move with European Job Days. 

EJDs combine live digital recruitment with expert guidance from the EURES network, helping you explore European careers with clarity and confidence.

Whether you're actively applying or just exploring your options, you can rely on trusted support from a European public service.

Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



Thinking of working abroad? Start online with European Job Days. 

Join live recruitment events, connect with potential employers, and receive personalised mobility advice from experts.

 Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays

Post targeting jobseekers



Get job-ready with European Job Days! 📁 ✨

- ✓ Find vacancies from 31 countries,
- ✓ Connect live with potential employers, and
- ✓ Get expert advice on relocation and more!

From application to interview, European Job Days support you every step of the way on your career journey.

📍 Join the European Job Day and take your career across Europe. Visit the link in our bio!

#EuropeanJobDays #EURESJobs



Get job-ready with European Job Days! 📁 ✨

Meet employers live, explore verified vacancies across 31 countries, and receive guidance from EURES Advisers on working and living abroad.

A smarter, safer way to move your career across Europe. 💡

Curious? Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



European Job Days offer more than vacancies. 📁

They provide a structured and credible environment where you can:

- 🤝 Meet screened employers
- ✂️ Access relocation guidance
- 📊 Understand labour markets across Europe

Cross-border and transnational careers made accessible, with public service support behind you.

Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



Get job-ready with European Job Days! 📁

- ✓ Vacancies from 31 countries
- ✓ Live chats with employers
- ✓ Expert advice on relocation

A smarter way to move your career across Europe: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs

Post targeting employers



📁 Looking to hire new talent across Europe? 🌐

🎉 The European Job Days are celebrating 15 years of connecting employers with skilled candidates!

Showcase your vacancies, meet motivated jobseekers, and benefit from EURES recruitment and relocation support to make cross-border and transnational hiring easier than ever.

Don't miss out! Join the European Job Days and find your next employee.

👁️ Visit the link in our bio!

#EuropeanJobDays #EURESJobs



📁 Looking to hire new talent across Europe? 🌐

🎉 The European Job Days are celebrating 15 years of connecting employers with skilled candidates!

Showcase your vacancies, meet motivated jobseekers, and benefit from EURES recruitment and relocation support to make cross-border and transnational hiring easier than ever.

Don't miss out! Join the European Job Days and find your next employee: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



📁 Looking to hire new talent across Europe? 🌐

🎉 The European Job Days are celebrating 15 years of connecting employers with skilled candidates!

Showcase your vacancies, meet motivated jobseekers, and benefit from EURES recruitment and relocation support to make cross-border and transnational hiring easier than ever.

Don't miss out! Join the European Job Days and find your next employee: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



📁 Hire top talent across Europe! 🌐

🎉 European Job Days celebrate 15 years of connecting employers with skilled candidates.

Showcase your vacancies, meet jobseekers and use EURES support for cross-border and transnational hiring.

Don't miss it: <https://europeanjobdays.eu/en>

#EuropeanJobDays

Post targeting employers



Can't find the skills you need? Look beyond borders. ✈️

European Job Days connect you with motivated candidates from across Europe.

Through a trusted public recruitment platform, you can get:

- 📁 recruitment support
- 💡 cross-border expertise
- 💻 participate in online job fairs

New skills, new possibilities. Find them at the link in our bio and join the European Job Days!

#EuropeanJobDays #EURESJobs



Struggling to find the right skills locally? 🌐

European Job Days support employers look beyond borders, by providing access to motivated candidates across Europe and simplifying European recruitment.

With EURES Advisers by your side, you get practical guidance on recruitment, mobility and integration, so you can focus on what matters most: growing your business! 🏢

Join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



Skills shortages don't have to limit your growth. 🏢

European Job Days help you find the right talent beyond national borders, by connecting you with motivated candidates from across Europe.

What sets European Job Days apart is the combination of live digital recruitment with personalised support from EURES Advisers, helping you navigate cross-border hiring, mobility, and integration with greater confidence.

🏠 If you are ready to expand your talent pool and bring in fresh perspectives, join the European Job Days: <https://europeanjobdays.eu/en>

#EuropeanJobDays #EURESJobs



Skills gap? Look beyond borders. ✈️

European Job Days provide access to motivated candidates across Europe and simplify European recruitment.

Find your new team member, backed by trusted EURES support: <https://europeanjobdays.eu/en>

#EuropeanJobDays

Message for the EURES network (internal)



Let's keep growing together. 🌱

European Job Days exist because of the EURES network: all thanks to your expertise, support, and commitment to fair recruitment across Europe. 🤝

Let's keep building opportunities across borders, together! 🌍

#EuropeanJobDays #EURESJobs



Let's keep growing together. 🌱

For 15 years, European Job Days have been more than just online job fairs: they are a shared EURES service combining digital tools with human support. 🤝

Thanks to your work, jobseekers can explore opportunities in 31 EU/EEA countries, talk to employers live, and receive trusted mobility advice, while employers can recruit talent across borders. 📁

Let's keep promoting and developing EJDs as we work together to shape the next 15 years of European job matching!

#EuropeanJobDays #EURESJobs



Let's keep growing together. 🌱

As European Job Days enter their next chapter, your role remains central:

🤝 supporting jobseekers,

👏 empowering employers, and

🌐 strengthening cross-border and transnational mobility.

Let's celebrate 15 years of European job matching, together! 🌍

#EuropeanJobDays #EURESJobs



Let's keep growing together. 🌱

As European Job Days enter their next chapter, your role remains central: supporting jobseekers, empowering employers, and strengthening cross-border and transnational mobility.

Celebrating 15 years of European job matching, together! 🌍

#EuropeanJobDays

9.0 Templates of different communication products

A set of **ready-to-use and editable templates** has been developed in line with the campaign's visual identity to support you in promoting the EJD 15th anniversary across different channels and formats. These templates are designed to be flexible and adaptable, allowing you to insert your own content, translate text into your national language, add national or partner logos where relevant, and replace images while maintaining a consistent look and feel across all communications.

The templates cover **digital, print and social media formats** so that you can use them for internal communication, public outreach, events, websites and social media activities throughout the campaign.

Check, download, and create your own deliverables at:

- [EURES Portal](#)
- [EURES Extranet](#)
- [EURES Canva](#)

DIGITAL ASSETS	PRINT ASSETS	SOCIAL MEDIA TEMPLATES	SOCIAL MEDIA BANNERS
Email signature	Poster	Landscape	Facebook
Teams background	Roll-up banner	Square	LinkedIn
Homepage carousel	Brochure for employers	Portrait	YouTube
Landing page visual	Brochure for jobseekers	Story	X
PPT EJDs 15 anniversary - About the Campaign - Join the European Job Days (EJD) campaign			
PTT about the history of the European Job Days			
Press kit			
PowerPoint template			

9.1 Off-the-shelf materials

Layout- banner and poster



9.2 Social media templates

Social Media banners - Facebook, X and LinkedIn



9.3 Guidelines on how to use the templates

9.3.1 Canva

The campaign templates are provided in Canva so that you can easily adapt them to your national or local context, translate the content, and insert your own images or logos while remaining aligned with the campaign's visual identity. The steps below are written as a practical, beginner-friendly how-to guide for Canva templates.

1. Accessing the templates

- Sign in to your Canva account, if you have one. If not, create a free account using your email address.
- Click on the Canva links in this toolkit for the output you want to work on.
- Once logged in, the design will automatically open in your Canva account, ready for editing.

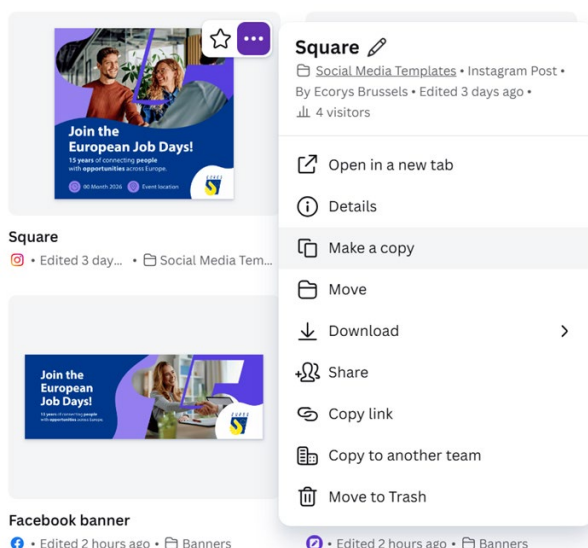
2. Create your own copies

Canva templates are shared as **editable master files** that serve as the official, approved version of a campaign's visual identity. When a Canva link is shared, all users with access to it can technically edit the original file, unless they create their own copy.

For this reason, it is essential that you **do not edit the original template directly** but instead create your own copy before making any changes. This is important because it protects the campaign's visual identity, enabling you to work safely and experiment while keeping the original templates organised and reusable.

To create your own copy of the files and protect the master files, you have to:

- Go to your Canva homepage to see all the designs for different outputs.
- Click on the three dots in the top right-hand corner of the design you want to duplicate to open a drop-down menu.
- Select 'Make a copy' from the drop-down menu.
- A pop-up message will then appear to confirm that you have created a copy of your project. The duplicated design will then appear on your homepage, titled 'Copy of [project name]'.



3. Understanding the template structure

Each template contains:

- **Fixed design elements**, such as campaign colours, the '15' graphic and branding shapes, and the EURES logo. These are part of the approved visual identity and should not be moved or altered.
- **Editable text fields** for localising headlines and text.
- **Editable image layers** where you can insert your own visuals.
- **Optional logo areas** for national or partner logos (where applicable).

4. Editing text

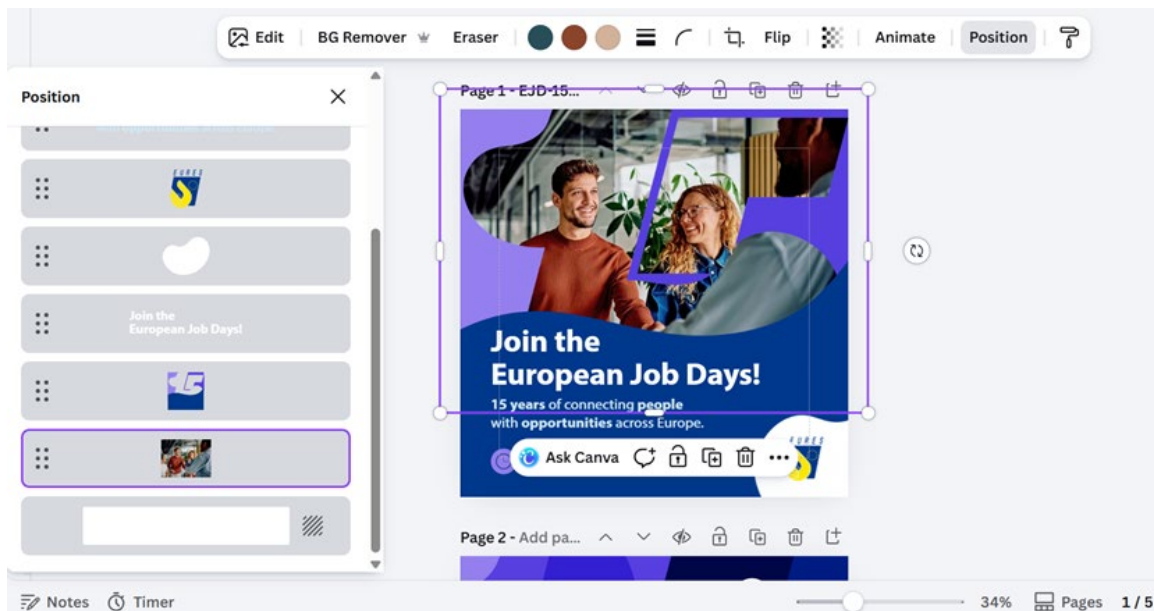
To edit the text, click on the relevant text box and replace the English text with your translation or adaptation. Keep sentences clear and concise to ensure they fit comfortably within the design. Avoid adding extra text boxes, as these can overcrowd the design and reduce readability.

5. Editing images

The templates use **stacked design elements (layers)** to keep branding and images in the right position while still allowing you to adapt and localise the visual.

Working with layers:

- Open your design in Canva and click anywhere on it.
- The toolbar will appear above the design.
- Click on **'Position'** in the toolbar.
- A panel will open on the left showing all the layers in your design (e.g. background image, branding shapes, the '15' graphic, text boxes, icons and logos).
- You can click on any layer in this list to see which element it corresponds to on the design.



Replacing the background image:

In most templates, the stock background image is the **bottom (first) layer** of the design. To replace it with your own image, follow these steps:

- Open the **layers panel** on the left to locate the stock background image.
- Click on this layer to select the image, and then **press the Delete key** to remove it.
- **Upload your own image.** You can simply select the image on your PC and drag it into Canva.
- Once uploaded, your image will most likely appear as the top layer, covering other elements.
- Open the layers panel again and simply **drag your image to the bottom (first) layer.** Alternatively, you can also right-click on your stock image and select 'Layers' from the drop-down menu, then click 'Send to back'.
- Once your stock image is behind the branding elements, you can **adjust its size and placement** to fit the template.

Adding new elements:

If you need to add a new logo or element that is not already in the template, you can follow these steps:


- Upload the logo image to your 'Uploads', so that you can keep it in your Canva library.
- Click on the image of the logo in your library to place it on your design.
- Resize it proportionally using the corner handles, making sure not to stretch or distort it.
- Open the layers tab again to move the new logo below the official EURES logo and above the main '15' graphic element.
- Keep the official EURES logo locked in its original position.

6. Exporting your assets

When your design is ready, click 'Share' in the top-right corner to open the drop-down menu. Then select the 'Download' button. Choose the **PNG file type** for social media or the **PDF file type** for print materials, and then click 'Download' at the bottom of the menu.

9.3.2 PowerPoint

If you are editing the materials in PowerPoint, they are designed to be easily customised to suit your specific messages and communication channels. You can make both text and visual updates through "**View > Slide Master,**" allowing you to adjust layouts, fonts, colours, images, and other elements consistently across all slides.








The image shows a slide master template for a presentation. It features a purple and orange background. The main heading is 'Join the European Job Days!' in white and orange text. Below it is a sub-heading: '15 years of career opportunities across Europe.' There is a placeholder for a partner logo, labeled 'PLACEHOLDER LOGO', and the EURES logo. A photograph of two people in a meeting is also present. Red arrows point from labels to these elements: 'Heading' points to the main title, 'Sub-heading' points to the text below it, and 'Partner logo' points to the placeholder box.

How to edit the visual:

1. Click on 'View' and open the command 'Slide master'
2. You will find on the left **1 main visual**, and underneath **three logo sub-versions.**
3. **To edit the text, select the main visual,** and change the text. This new text will appear in all logo sub versions.
4. **To edit the logo,** select the **3rd version,** with a **placeholder logo.** Copy your logo into its place and delete the placeholder.
5. Go back up to PPT menu and select the 'Normal' view. This will show the normal PPT slides.
6. Duplicate the slide you see.
7. In the **second slide,** right click and select the **layout with your logo.** The slide changes into the version with your logo and EURES logo.

10.0 Channels

Whenever sharing the campaign content, let EURES channels know and support you.

You can find EURES on:	You can find ELA on:
 @euresjobs	@eulabourauthority
 @EURESjobs	@europeanlabourauthority
 @EURESjobs	@EU_ELA
 @EURES	@European Labour Authority
 @EURESjobs	@EULabourAuthority

11.0 Press release template

This press release template is designed to support consistent, clear, and impactful communication with media and key stakeholders. It provides a structured format that helps highlight the most important information, ensuring that messages are easily understood, relevant, and aligned with broader communication objectives.

The template is intended to be adaptable to different national contexts, events, and milestones. By following this format, users can ensure that all essential elements, such as key messages, quotes, and contextual information, are included, while maintaining a professional tone and coherent narrative.

Using a standardised press release format also strengthens visibility and credibility, making it easier for journalists and audiences to engage with the content.



Tips for press release:

When adapting the press release, please complement it with a relevant local picture to increase visibility and media uptake. We recommend using high-quality photos from past European Job Days events or activities organised in your country, or images from current/ongoing anniversary-related events. Visuals showing participants, employers and jobseekers interacting, speakers on stage, or branded event settings are particularly effective.

Whenever possible, ensure European Job Days branding is visible and that photo credits and consent requirements are respected. Using authentic local photos will help link the 15th anniversary milestone to your national context and make the story more engaging for local media and audiences.

EUROPEAN JOB DAYS CELEBRATES 15 YEARS OF MATCHING TALENT ACROSS BORDERS

Breaking barriers, building careers abroad: fifteen years of transforming and promoting fair transnational and cross-border hiring across Europe.

[INSERT CITY, COUNTRY], [DATE] – This year marks the 15th anniversary of European Job Days, a platform service that has become a cornerstone in connecting jobseekers with employers across the European Union, the European Economic Area and Switzerland. Launched to address transnational European labour needs, it has grown into a unique wide European public-service recruitment platform, supporting fair job hire across 31 countries.

Coordinated by the [European Employment Services \(EURES\)](#) cooperation and backed by the European Labour Authority (ELA) and the European Commission, the European Job Days event service has led its mission, through a combination of its web platform at <https://europeanjobdays.eu/en> and its vast human network expertise of 1 000 EURES Advisers. Over the past fifteen years, EJDs have helped thousands of jobseekers to pursue their careers abroad while helping thousands of employers to find the talent they need to cover labour shortages, through transparent and responsible hiring practices.

[INSERT – LOCAL / NATIONAL CONTEXT]

Across [COUNTRY / REGION], EJDs have translated European cooperation for employment into tangible results. Since [YEAR], [NUMBER] jobseekers have participated in [NUMBER] EJD events, engaging [NUMBER] employers from sectors such as [SECTORS]. According to official data, EJD participation has contributed to [OUTCOME: e.g. successful placements, increased transnational and cross-border recruitment, matching skills in shortage occupations], underscoring the platform's role as a trusted and unique tool for providing fair European jobs.

As Europe's labour context is increasingly dominated by challenges such as a shifting population demographics, fast technological change, and chronic skills shortages - the 15th anniversary of European Job Days happens at a critical moment, to highlight how it can contribute to tackle these labour market issues in the EU/EEA countries and Switzerland.

[EDITABLE – LOCAL / NATIONAL CONTEXT]

This section is intentionally left open for national and regional adaptation. Network colleagues, NCO's may include:

- a quote from a national EURES Coordinator, Adviser, or public authority
- a short success story involving a local jobseeker or employer
- promotion of upcoming national or sector-specific EJD events

Local general contact: For any more general information about the campaign, please email [NAME] at [EMAIL ADDRESS OF GENERAL CONTACT POINT] or call [TELEPHONE NUMBER].

Follow the campaign on social media:

[YOU CAN CHOSE TO INSERT – LOCAL / NATIONAL SOCIAL MEDIA OR KEEP THE EUROPEAN LINKS]

[EURES on Facebook](#)

[EURES on LinkedIn](#)

[EURES on Instagram](#)

[EURES on YouTube](#)

[EURES on X](#)



eures.europa.eu

 @euresjobs

 /eures

 @EURESjobs

 @EURESjob

 @EURESJob

