

First European Moment

# „First European Moment“ Kit

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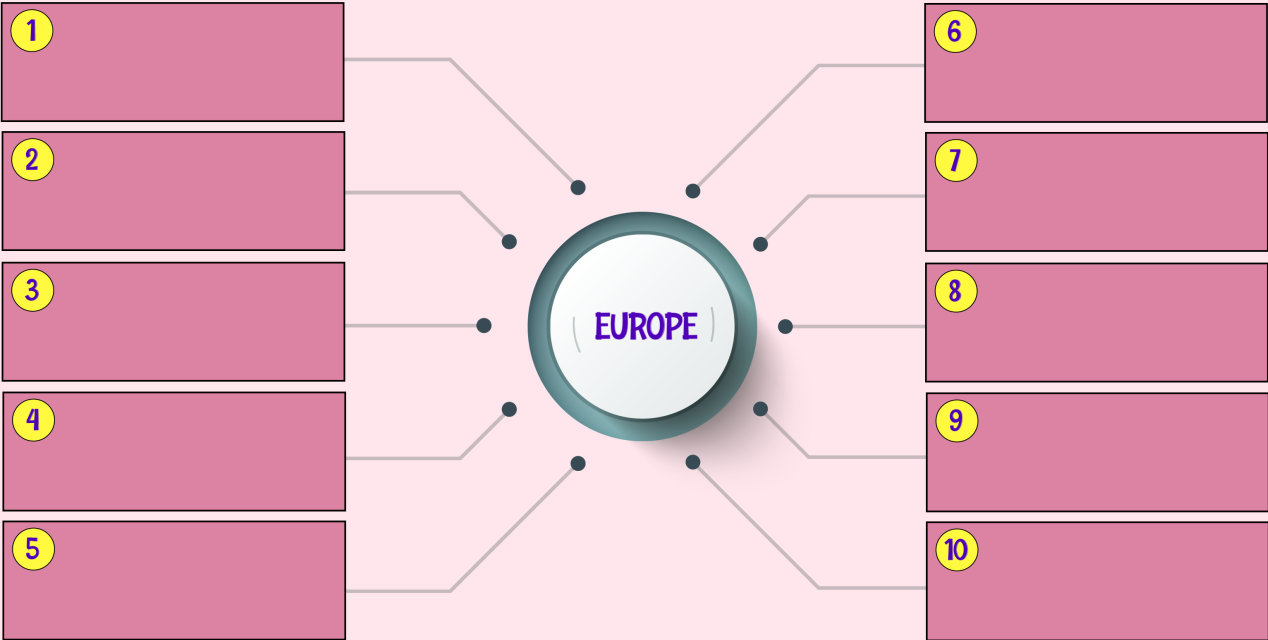
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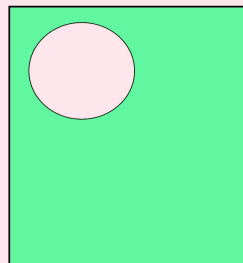
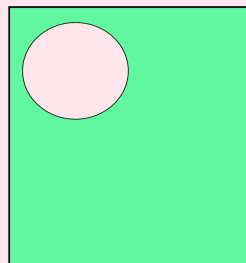
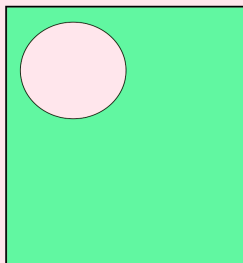
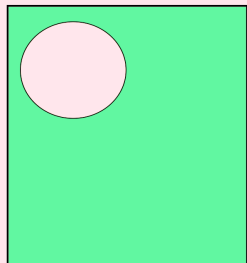
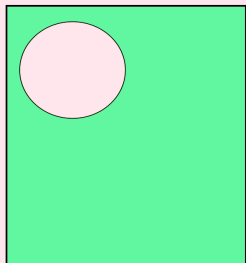
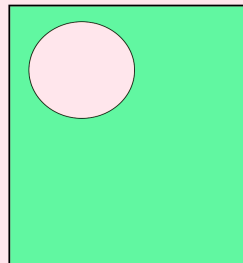
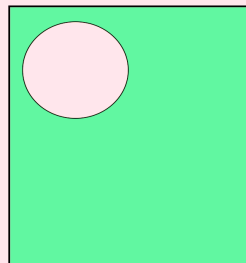
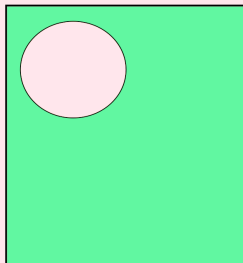
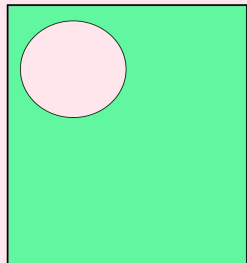
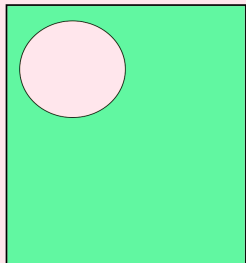
Alfred  
Herrhausen  
Gesellschaft

What does Europe mean to you?



The first  
EUROPEAN  
MOMENT

#EUROEMOJI



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1

Key campaign message

2

Target audience

3

Medium

4

Impact

## HOW TO: Social Media Campaign

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1

What story about Europe  
do you want to promote?



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2

What would be your  
audience's motivation to  
share your message with  
their friends?



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3

Where can I find my  
target audience?  
On what  
social media channel?



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4

What action do you  
want the user to take  
when they see your post?

