



Become an **ELIA Social Media Host!**

This is an Open Call to all ELIA Members!

We are offering colleagues from ELIA member institutions the chance to show off and impress the ELIA network!

The ELIA [Facebook](#), [Twitter](#) and [Instagram](#) accounts will be at your disposal for seven days. You can be as creative as you wish and dazzle your fellow ELIA members with posts about your institution, projects, students etc. There will be no limit to your artistic freedom!

We truly believe this might be a simple yet effective way of engaging with the wider ELIA network.

How to participate?

To make sure things go smoothly, please follow the guidelines:

- > The Host will assign a main responsible for this task who will take charge of the content and posting. This person should have a basic knowledge of social media.
- > Deliverables: Minimum of 5 posts/7days, spread out. Make sure you cover all platforms - Facebook, Twitter, Instagram, LinkedIn.
- > The Host retains creative control. ELIA Communications Team monitors content and removes it if deemed unsuitable.
- > The Host will send a preview of posts a week before they gain access to the ELIA platforms.
- > The Host will gain access to Buffer, a social media scheduling platform to make the posts on Facebook, Twitter, Instagram.
- > The Host will respect the deadline and the deliverables.

Interested?

Send an email to Petra Albu at petra.albu@elia-artschools.org with the following information:

- Preferred dates for hosting
- Preferred platforms for posting (or all of them)
- Name and contact details of person in charge of Hosting
- Sneak Preview of proposals for posts

The ELIA Style and Tone of Voice

- > Use #ELIATakeover as the official hashtag across all platforms
- > Mention institutions or organisations or people including your institution - @[handle]
- > When including links to a post - either use shortened version or do not display the link. On Facebook, copy-paste the link until it appears attached, then delete the URL.
- > Make it visual! Always use an image or video with posts.
- > Use engaging words, active voice, present tense - as much as it is possible.

Feel free to familiarise yourself with the social media accounts:
ELIA Facebook | ELIA Twitter | ELIA Instagram | ELIA LinkedIn