

4TH EUROPEAN YOUTH WORK CONVENTION

Communication Guidelines



Introduction

These guidelines are designed to support everyone who wishes to contribute to the communication efforts of the 4th European Youth Work Convention. They aim to amplify the Convention's key messages, promote youth work, and ensure a unified and visible communication presence before, during, and after the event.

Key Messages to Promote

The following messages serve as inspiration and direction for your communication. Feel free to adapt them to suit your channels and audience.

- **The European Union and the Council of Europe jointly promote youth work. Youth work is a key tool for empowering young people, fostering inclusion, and encouraging active participation.**
 - The Convention aims to shape the future of youth work and anchor it in all relevant EU and Council of Europe policies.
- **Democracy in Europe is facing challenges. Young people can play a key role in revitalizing democratic values and engagement. The convention will "accelerate" the quality and impact of youth work practices to support the renewal of democracy.**
 - "Youthwork xcelerate " encapsulates the urgency and momentum needed to elevate youth work through innovation and excellence. The Convention will improve standards, recognition, and quality in youth work.
- **The European Youth Work Convention is a unique gathering. It is the most important and representative event of its kind in Europe with global significance. The Convention gathers almost 500 participants to pave the way for youth work until 2030. In October 2025, ministers responsible for youth from across Europe will convene in Malta to agree on strategies for putting the recommendations of this Convention into practice.**
 - The Convention will chart a European Roadmap to advance youth work across the continent to enhance the quality and effectiveness of youth work practices, ensure its recognition as a vital sector, and guide European and national policies.



Social media

Official Hashtags

Use these in all social media communications: **#EYWC2025**, **#YouthWorkEurope** and **#MaltaPresidency2025**

Suggested additional Hashtags (depending on content):

#YouthWork **#YouthParticipation** **#YouthStrategy**
#YouthPolicy **#YouthEmpowerment** **#YouthWorkMatters**

Tagging Accounts

Please tag these official accounts to help us boost your content:

Youth Partnership

- Instagram: [@eucoeyouth](#)
- Facebook: [@eucoeyouth](#)
- LinkedIn: [EU-Council of Europe Youth Partnership](#)
- X: [@eucoeyouth](#)
- YouTube channel: <https://www.youtube.com/@eucoeyouth>

Council of Europe - Youth department

- Instagram: [@coe_youth](#)
- Facebook: [@YouthCOE](#)

European Commission - Youth

- Instagram: [@european_youth_eu](#)
- Facebook: [@EuropeanYouthEU](#)
- X: [@EuropeanYouthEU](#)

Aġenzija Żgħażaġh

- Instagram: [@agenzia.zghazagh](#)
- Facebook: [@agenzjazghazagh](#)

EUPA:

- Instagram: [@eupa_malta](#)
- Facebook: [@EUPAMALTA](#)

Visual Identity

Use the official 4th EYWC visual identity and logo in your communications. Do not alter the logo or visual elements. Use them as provided to maintain a cohesive and professional Convention image.



Content suggestions

Before the Convention

- Share how you or your team are preparing for the Convention. Highlight youth work achievements in your country and express your expectations for the Convention.
- Help us disseminate available materials from the Youth Partnership across your networks. These resources are designed to build momentum and engage the broader youth work community. Available materials include:

Under 30s Podcast

A pre-Convention episode focused on expectations and key themes was released in March. A follow-up episode will be published after the Convention to share conclusions and participant reflections. All the episodes are available here: [Under 30s Podcast](#)



Promotional video

A promotional video has been published across various platforms. Help us spread the word by sharing it on [Instagram](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

Coyote Youth Work Magazine

Seven articles related to the Convention will be published in mid-May, with additional contributions to follow after the Convention. Access the magazine here: [Coyote Magazine](#)



During the Convention

- Share photos, quotes, reflections, and behind-the-scenes moments using the official hashtags.
- All sessions in the plenaries will be live-streamed, please help amplify access by sharing streaming links with those who can't attend in person. Links will be available on the [Convention webpage](#) and on Youth Partnership social media accounts.

Content suggestions

After the Convention

Communication continues after the event. Participants are key partners in ensuring the outcomes reach youth workers across Europe. Please help us share:

- The main outcomes and the Convention's roadmap
- Videos, photos, and visual summaries of key sessions
- A post-event podcast episode featuring participant insights

All materials will be available on the official [Convention webpage](#).

Target Audience: Youth workers across Europe, especially those unable to attend the event.

Communication Do's and Don't



Do:

- Stay aligned with the Convention's key messages
- Use official hashtags and visuals
- Tag and reshare posts from official accounts
- Share inspiring, inclusive, and positive messages



Don't

- Use unofficial or altered logos and visuals
- Post unverified information

How to Get Prepared

- Appoint a communications focal point for your delegation
- Develop and schedule social media posts in advance
- Coordinate with youth organisations in your country for broader impact
- Share these guidelines with your national communication teams
- Consult the [Guide for Delegates](#)

Content Contribution Opportunities

- Tag the Youth Partnership and Maltese authorities in your social media posts
- Share Convention-related content across your networks and national youth organisations
- Contribute with quotes, reflections, or photos to support the shared narrative

Materials Attached

- Official 4EYWC logo files