







Annex: Social media calendar

Event: DigiCollab Hackathon · Period covered: Weeks 12–1 before event · Social media lead: _____

How to use: Sample rows show suggested content for key weeks. Fill in the blank rows for remaining weeks. Use the Goal/CTA/Owner column to assign responsibility and track purpose. Duplicate this calendar for each event edition.

Platform quick reference

Platform	Primary audience	Content types	Frequency
Instagram	 Students 16–25	Photos, Reels, Stories, Polls, Q&A	5–7×/week
TikTok	 Students, youth	Short video, trending audio, student takeovers	3–5×/week
LinkedIn	 Educators, sponsors, mentors	Announcements, articles, partner spotlights	2–3×/week
Facebook	 Parents, community	Event page, longer posts, photo albums	3–4×/week
Twitter / X	 Media, educators	Quick updates, hashtag threads, live tweeting	Daily
Email	 Registered / interested list	6-email sequence (see guide 2.4.1)	See sequence

Event hashtag: #DigiCollab2026
Use consistently on every platform. Search before adopting to ensure it's not already in use for something unrelated.

Content calendar grid

Day	Platform	Content type	Subject / caption idea	Goal / CTA / owner
WEEK 12 – Launch phase				
Mon	Instagram Facebook	Announcement post	Event launch: date, venue, theme. "We're thrilled to announce DigiCollab 2026—mark your calendar!"	Build awareness · Link to registration page · Owner: SM Manager
Wed	TikTok	Explainer video	"What is a hackathon? Here's what to expect at DigiCollab" – fast-paced, energetic	Awareness · No CTA · Owner: Videographer
Thu	LinkedIn	Thought leadership article	Why VET students should join innovation events – written by lead organiser	Partner and educator reach · Owner: Lead Organiser
Fri	Instagram Stories	Poll	"👉 Would you join a hackathon? Yes / Tell me more" – countdown sticker	Engagement · Saves interest data · Owner: SM Manager

WEEK 8 – Awareness building				
Mon	Instagram	Mentor spotlight	Introduce a mentor: photo, quote, area of expertise	Credibility building · Tag mentor · Owner: SM Manager
Tue	TikTok	Behind-scenes clip	Team prepping materials / venue walk-through	Excitement · No CTA · Owner: Videographer
Thu	Email	Email 1 send	Subject: "Join DigiCollab 2026: VET Hackathon for Change-Makers" – see email sequence	Registration · CTA: Register now · Owner: Email Lead
Fri	Instagram Facebook	Countdown graphic	"8 weeks to go! Have you registered yet?" – graphic with event branding	Urgency · CTA: Link in bio · Owner: SM Manager
WEEK 4 – Registration push				
Mon	Instagram	Testimonial carousel	Past participant story: challenge they faced, skill they gained, what happened next	Social proof · CTA: Register · Owner: SM Manager
Wed	Facebook	Registration reminder	"Registration closes in 3 weeks. Only [X] spots remaining." – with FAQ	Urgency · CTA: Register · Owner: SM Manager
Thu	Email	Email 3 send	Subject: "Spots Filling Fast for DigiCollab" – FOMO content	Registration push · CTA: Don't miss out · Owner: Email Lead

Fri	Instagram Reels	Highlight reel	"Last year in 60 seconds" montage of best event moments	FOMO / excitement · CTA: Apply now · Owner: Videographer
FINAL WEEK – Last-minute coordination				
Mon	All platforms	Countdown: 5 days	"T-minus 5 days! Are you ready?" – branded countdown graphic	Attendance confirmation · Tag registrants · Owner: SM Manager
Wed	Instagram Stories	What to pack	"📦 Pack list for DigiCollab – swipe through!" story series	Logistics · No CTA · Owner: SM Manager
Thu	Email	Email 5: Logistics	Subject: "You're In! DigiCollab Preparation Guide" – maps, schedule, contacts	Logistics · CTA: Prepare for success · Owner: Email Lead
Fri	Email Instagram	Email 6 + Hype post	Email: "DigiCollab Starts in 48 Hours!" + post: "See you Saturday! 🚀"	Final push · CTA: See you soon · Owner: Email Lead + SM Manager
WEEK ____ – _____				

WEEK ____ - _____				
WEEK ____ - _____				
WEEK ____ - _____				

Content ideas bank

Content type	Ideas and examples
Testimonial	Past participant success story · "Before and after" quote graphic · Video interview 60–120 sec
Behind the scenes	Mentor meeting · Venue setup · Materials preparation · Organising team day
Educational	What is design thinking? · How to pitch an idea in 60 seconds · 5 skills you'll develop
Countdown	Weeks/days to go graphic · "Only X spots left" · Countdown Stories sticker
Engagement	Poll: which theme is most pressing? · Quiz: guess the prototype · Q&A with mentors
Announcement	Speaker/mentor reveal · Challenge theme teaser · Venue preview · Registration open
Celebration	Winner announcement · All-team photo carousel · Thank you collage post-event
Partner spotlight	Sponsor introduction · Partner institution feature · Erasmus+ context post

Hashtag and tagging guide

Primary hashtag: #DigiCollab2026

Secondary: #ErasmusPlus #VETHackathon #DigitalLiteracy #Sustainability #Inclusion #YouthInnovation

Keep hashtag count to 3–5 per post on Instagram (avoid hashtag stuffing). On Twitter/X use 1–2 only. Tag partner institutions, mentors, and sponsors where relevant and permitted.