



As partner of the **MyComm project**, the **Group for European Integration (GIE)** from Romania has conducted on the 20th of September 2023, an online introductory training that lasted for two hours. It was part of the Training Series **“Building Communication Capacities of Youth Migrant Organizations”** and has been implemented with representatives of organizations that support migrants’ and refugees’ integration, from 5 EU countries: Cyprus, France, Ireland, Romania and Spain.

Key topics covered during this short training event included:

- Defining a Social Media Strategy
- Why youth organizations working with migrants and refugees need to have Social Media Strategy
- What are the features of an effective Social Media Strategy
- Organizational benefits of having a Social Media Strategy
- Key steps to follow when creating the Social Media Strategy for an organization that works with migrant and refugee target groups.

The participants were keen to learn about creating social media strategies efficient for their organizations. There have been approached theoretical and practical aspects about how to use different social media platforms to increase awareness regarding the social services and integration support that organizations provide. The online training module included exercises that have been carried out in teams, with each participant contributing with their insights and know-how on the presented topics, followed by a debate about the most effective strategies.

The event represented a significant step in strengthening the communication capacities of youth organizations supporting migrants and refugees. Through the exchange of knowledge and experience, participants laid the foundation for a more effective approach to using social media to promote their noble causes.

This online module had the role to prepare a hybrid workshop (face-to-face and online) to be held one week later on 27th & 28th of September 2023 in Pitești (Romania) on the topic **“Strengthening youth organisations in social networking techniques: migrant and refugee outreach”**.

We hope that through these training series, our project consortium will contribute to raising awareness and support for migrants and refugees throughout Europe.

For more information about our project and trainings, please visit our website at: <https://mycomm.obsglob.org/>



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