



The **Group for European Integration (GIE)** from Romania is partner of the consortium in **MyComm** project. In this quality, GIE has conducted on the 27th and 28th of September 2023 an 8-hour training course with the theme „**Strengthening youth organisations in social networking techniques: migrant and refugee outreach**”, as part of Training Series 1 delivered by MyComm to staffs of youth organisations in order to empower them in social media strategies and creative communications techniques for the purpose of better support the integration of and the advocacy for the migrant and refugee communities.

Training Series 1 “**Building Communication Capacities of Youth Migrant Organizations**” 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 training event included:

- Key Performance Indicators (KPIs) that are used to track and report on the success of organisational social media objectives;
- Identification and segmenting the organization’s target audience;
- Conducting a SWOT analysis to identify the needs of the target audiences;
- Creating a social media strategy and plan for migrant & refugee outreach;
- Applying Key Performance Indicators (KPIs) to measure the success of organisational social media strategy.

Participants perceived this training workshop as efficient, practical, relevant and beneficial for the activities within their youth organisations working to support migrants and refugees.

We appreciate that Training Series 1 has succeeded to reach its goals and we hope that it will further 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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