Video | WeBalkans Awareness Campaign:  
Together it’s possible

**General concept**

Each social media platform has its own technical requirements as well as its trends, communication objective and main target. It is, therefore, crucial to be aware of the specificities of each platform before publishing content on social media.

Here below the list of videos with links to be shared via web or social networks: Facebook, Twitter, LinkedIn, and Instagram.

|  |
| --- |
| **​​General Dissemination for the Together it’s possible – EU Economic and Investment Plan - 4 themes**  **Campaign Emotional Video**  **Download full length EN**  <https://drive.google.com/file/d/1h5U9IkBD_lJ4z-x7XDkGnz01E5TMqchv/view?usp=sharing>  **Download video full lengthw/ subtitles EN**  <https://drive.google.com/file/d/1Kc0TOajQKuBh8FzhEvhuAcNz0C8NKZ1s/view?usp=sharing>  **Video full-length Youtube:**  <https://www.youtube.com/watch?v=uHnPzLi-C7Y>    **Video full-length Cut 37 and 24 sec for Social Media**  **Download cut 37 sec EN**  <https://drive.google.com/file/d/1sckvjnwvl9KAH9KAaVBtZoCb4HCEMhjf/view?usp=sharing>  **Download cut 24 sec EN**  <https://drive.google.com/file/d/1z1rkwrNh2xJHm2su0s7QYL57t7iYXNP6/view?usp=sharing>  **TV spot 30’’**  AL <https://www.youtube.com/watch?v=pLq3__TnNlE>  RS  <https://www.youtube.com/watch?v=bVs492Des4c>  MK  <https://www.youtube.com/watch?v=mNfVeXH2p-s>  MNE  <https://www.youtube.com/watch?v=iEx7UoKHZ6k>  BiH  <https://www.youtube.com/watch?v=aKwPdldLjg8>  XK  <https://www.youtube.com/watch?v=OaJ8590ANEw>  **Radio Spot 30’’**  AL, RS, MK, MNE, BiH, XK  Download MP3  <https://drive.google.com/drive/folders/1OKN-7skjBRt0COEjOAPB4w40I61lcAQ3?usp=sharing> |
| DIGITAL  **Video Pill Animated Digital  Download**  <https://drive.google.com/file/d/1WSrS-rKGhTAQpEULvqFJ8eXUbD2h-YDo/view?usp=sharing>  **Youtube**  <https://youtu.be/mK3niMw4jtU>    **Video Influencers**  Borche - North Macedonia  **Full EN**  <https://drive.google.com/file/d/1FtUEs8IHn0o9Oz4x2WescK2NRT1vat_P/view?usp=sharing>   **Short EN** <https://drive.google.com/file/d/1GJdOmvtKqDtnkwKXA20Mu_MBvBaOqosj/view?usp=sharing>  **Full MK**  <https://drive.google.com/file/d/1FtUEs8IHn0o9Oz4x2WescK2NRT1vat_P/view?usp=sharing>  **Short MK** <https://drive.google.com/file/d/18St6f3LrXC27Tm4hAerDXSp_vJ-kiNAS/view?usp=sharing> |

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