**SoMe editorial plan for WeBalkans Channels**

AWARENESS CAMPAIGN

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| **DATE** | **THEME** | **CHANNEL** | **COPY** | **DELIVERABLES** |
| **WEEK 2** | | | | |
| 22/11 | Digital | Facebook  Instagram  Twitter | **FB, IG, TW**  💻 Investing in digital opens up opportunities for the economy and society!  With the Economic and Investment Plan, the 🇪🇺 EU is stepping up to extend the digital transformation to the Western Balkans.  More 👉 https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia | Static Card |
| 23/11 | Green | Facebook  Instagram  Twitter | 👏 Together it’s possible!  🟢Let’s meet Miloš Milisavljević, founder and CEO of Strawberry energy, a company that is helping cities invigorate public spaces, improve digital inclusion, and monitor air quality.  🇪🇺 The EU is making it possible in the Western Balkans: a greener, fairer, better connected and more prosperous region!  Learn more about Miloš story at 🔗 <https://webalkans.eu/en/together-it-s-possible/>  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia | Influencer Video |
| 23/11 | Digital | Facebook  Instagram  Twitter | **IG, FB**  📲 Improving internet access and digital skills is crucial to make sure that no one is left behind.  With the help of the EU's Economic and Investment Plan for the Western Balkans, ultra fast broadband and digital skills for young and old is becoming a reality.  🤝 Together it’s possible!  Watch the video to learn more.  🌐 <https://webalkans.eu/en/together-it-s-possible/>  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  📲 Improving internet access and digital skills is crucial to make sure that no one is left behind.  These goals are at the heart of the EU's Economic and Investment Plan for the Western Balkans.  Watch the video to learn more.  🌐 <https://webalkans.eu/en/together-it-s-possible/> | Video Pill Animated |
| 23/11 | Digital | Facebook  Instagram  Twitter | **IG, FB**  🌐 Transport, healthcare, and education: digitalisation touches upon every aspect of life.  👉 That is why the EU and the Western Balkans are cooperating to step up support to digital skills and better internet access right across the region.  📲 https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  🌐 Transport, healthcare, and education: digitalisation touches upon every aspect of life.  👉 That is why the EU and the Western Balkans are cooperating to invest in digital skills and better internet access across the region.  📲 https://webalkans.eu/en/together-it-s-possible/ | Animated Card |
| 24/11 BIS | Generic | Facebook  Instagram  Twitter | **FB, IG**  🤝 Together it’s possible!  The EU and the Western Balkans are bringing their cooperation to the next level.  👉 With the EU’s €30 billion Economic and Investment Plan, many projects will be developed in the region to protect the environment, speed up the digital transition, improve connectivity and spur future growth.  🚀You can find out more about some of these key projects in each of the TOPIC sections on:  🔗 https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  Together it’s possible!  The EU and the Western Balkans are bringing their cooperation to the next level with a € 30 billion Economic and Investment Plan  Take a look at some of the key projects that will come to life in each of the TOPIC sections on: 🚀 🔗 https://webalkans.eu/en/together-it-s-possible/  Turning ambition into action!  🔗 webalkans.eu | Animated feed/Static story - generic |
| 25/11 | Digital | Facebook  Instagram  Twitter | **FB, IG**  👉 Is digitalisation important?  ✅ Yes, of course! Digitalisation will make it easier to access digital goods and services, maximising the potential growth of the economy.  Closer cooperation between the EU and the Western Balkansin this field will bring benefits for alll.  Want to know more about the projects to come to life??  Visit 🌐 https://webalkans.eu/en/together-it-s-possible/digital/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  👉 Is digitalisation important?  ✅ Yes! Digitalisation will make it easier to access digital goods and services, maximising the potential growth of the economy.  Closer cooperation between the 🇪🇺 and the Western Balkansin this field will bring benefits for all.  More at🌐 https://webalkans.eu/en/together-it-s-possible/digital | Static Card |
| 26/11 | Digital | Facebook  Instagram  Twitter | **FB, IG**  The EU Economic and Investment Plan will support the digital transition in many areas:  ✅ Digital skills  ✅ E-government services  ✅ Tech start-ups  ✅ Rural broadband  Thanks to 🇪🇺 EU support, the Western Balkans are ready to embrace the opportunities of the digital transformation .  Discover more at 🌐 https://webalkans.eu/en/together-it-s-possible/  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  **TW**  The EU Economic and Investment Plan will support the digital transition in many areas.  📶 Faster broadband, increased digital skills, better cyber security & lower roaming costs between the Western Balkans and the EU ☑️ these are just some of the benefits to come  Want to know more? Visit 🌐 our DIGITAL topic section 👇 <https://webalkans.eu/en/together-it-s-possible/> | Animated Card |
| 26/11 |  | Instagram  Facebook  Twitter | 👏 Together it’s possible!  🟢Let’s meet Milica Boca - an environmental activist at the forefront of the beach clean-up movement in #Montenegro.  Protecting our environment and reducing marine pollution is at the heart of the ambitious EU Economic and Investment Plan for the Western Balkans.  Learn more about Milica’s story at 🔗 <https://webalkans.eu/en/together-it-s-possible/>  #EU #EUandYOU #TogetherIsPossible #Albania #BosniaandHerzegovina #Kosovo #Montenegro #NorthMacedonia #Serbia  @[milica.boca](https://www.facebook.com/milica.boca) | Video |

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