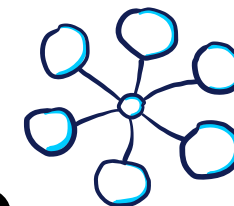




Communication Cheat Sheet 2026-2028



Organising Press, Social Media, and other Outreach in the network of Generation Europe – The Academy

Organise the process:

1. Decide early on who will be responsible for what
2. Make sure you plan for both: **DIY Media** and **Press Work**

How we organise outreach:

1. **Do-It-Yourself Media:** We talk about what we do via our own social media channels, websites, blogs, and flyers.
2. **Press Work:** We want others to talk & report on what we do in their publications.

When to publish & report:

There are many occasions to talk about what you're doing. The most important ones are:

If someone from your organisation or local group is...

...attending **GenE Events**

...representing GenE as **Youth Delegate**

Local Group building

Partnership Meetings

Youth Encounters
no matter if you're hosting or travelling this year!

Local Activities

Also consider:

Involving youngsters:

Make publishing about your activities part of your pedagogical flow. Empower young people to co-create as reporters, photographers, and storytellers.

Inviting guests:

Beyond writing your own press release, invite journalists etc. to your projects and have them talk with you or your participants directly.

You can find useful templates on our **website**. Feel free to make use of our publications. ;)

IG: @generationeurope_network
FB: Generation Europe - The Academy
Web: generationeurope.org

Our resources:

There is a lot of useful stuff on our website. Under "Infos for Network Partners" you'll always find the most recent version of:

1. GenE Style Guidelines 2026-2028
2. Logo Pack 2026-2028
3. Glossary
4. Document and other Templates
5. ...



Always report to IBB:

We also want to report about what is happening in the network, so...

...tell us what you did by answering:

Who? What? Where?
When? Why?

And send us **pictures in landscape and portrait format** and, if possible, high resolution videos.

Contact us:

Mariam (Social Media) & **Rolf** (Press & PR)

E-Mail:
media@generationeurope.org

Whatsapp:
+49 231 95 20 96 24

We're happy to support you in your work, so don't hesitate to reach out! 😊