

# THE POWER OF SOCIAL MEDIA TIPS, TRENDS, AND SHARED EXPERIENCES FOR A2PT PROJECT

**16 October 2024, 14:00-15:30**

Online webinar (link will be provided after the [REGISTRATION](#))

**Target Audience:** Project partners and stakeholders of Active2Public Transport Project (A2PT)

**Goal:** Capacity Building in terms of the A2PT project

<b>14:00</b>	<b>Official start</b>	
5 min	<b>Technical Introduction</b>	Jitka Vrtalova, PUM
	<b>Welcome message</b>	LP/PM
10 min	<b>Webinar objectives and agenda &amp; Communication Guidelines</b> <ul style="list-style-type: none"> <li>Brief explanation of the Communication Guidelines document</li> <li>How it supports the A2PT project</li> <li>Target audiences &amp; interactions</li> <li>Importance of social media in promoting A2PT initiatives</li> <li>Key platforms and their relevance to A2PT (e.g., Facebook, LinkedIn, Instagram)</li> </ul>	Jitka Vrtalova, PUM
40 min	<b>In-depth Explanation of the "Social Media" Chapter</b>	Kristyna Hanackova, PUM

	<p>Content Creation and Management</p> <ul style="list-style-type: none"> <li>• Types of content: posts, videos, stories, live streams</li> <li>• Developing a content calendar: planning and scheduling posts</li> <li>• Balancing informative, engaging, and promotional content</li> </ul> <p>Best Practices for Engagement</p> <ul style="list-style-type: none"> <li>• Responding to comments and messages effectively</li> <li>• Encouraging user-generated content and community participation</li> </ul>	
10 min	<b>Case Studies and Examples</b>	PPs, MA/JS (tbc)
	<ul style="list-style-type: none"> <li>• Presentation of successful social media campaigns in the transportation sector</li> <li>• Analysis of strategies used and results achieved</li> </ul>	
5 min	<b>Greenwashing</b>	Jitka Vrtalova, PUM
	<ul style="list-style-type: none"> <li>• Definition and Overview</li> <li>• Examples of Practices</li> <li>• EU Legislation and Recent Developments</li> <li>• How to Avoid Greenwashing</li> </ul>	
15 min	<b>Q&amp;A Session</b>	Jitka & Kristyna, PUM
	<ul style="list-style-type: none"> <li>• Interactive Q&amp;A</li> <li>• Participants can submit questions via chat</li> </ul>	
5 min	<b>Closing Remarks</b>	
<b>15:30</b>	<b>End of the session</b>	

## Key Takeaways:

1. Comprehensive understanding of the Social Media chapter in the A2PT Communication Guidelines.
2. Practical strategies for developing and implementing a social media plan.
3. Knowledge of tools and best practices to enhance social media engagement for A2PT initiatives.

## PRACTICAL INFORMATION

### CONTACT DATA

If you need any further information, do not hesitate to contact us:

- For content related questions: **Jitka Vrtalova**, [jitka@dobramesta.cz](mailto:jitka@dobramesta.cz), +420 603 432172
- For organizational questions: **Andreas Friedwagner**, [a.friedwagner@verracon.at](mailto:a.friedwagner@verracon.at), +43 664 2412924

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