

Interreg



Co-funded by
the European Union

Alpine Space

Communication training: social media and storytelling

12 May 2026, 14:30 - 16:30

21/27



Before we start

- Microphones off unless you are speaking
- Please write your project's name next to your name
- Camera on if you are comfortable
- Chat is open throughout — use it for questions
- We will be working in Google Drive — the link will be shared in the chat
- This session runs until 16:30

What you will leave with today



By the end of this session you will have:

- A communication persona for a real project output
- A storyboard built on that output
- A draft post ready to publish – compliant with Alpine Space requirements
- Three reusable checklists to apply to every future post.

Training structure



Three blocks – each one builds on the last

- Block 1: Knowing your audience
- Block 2: From output to story
- Block 3: Making your post work

Throughout the session: one fictional project, YOUTH4ALPS, as a worked example.

- Your work: your own project output, your own slide deck.

Your ingredient for today

One project output: something real, something recent.

- A deliverable, a result, a milestone, a publication, an event.
- Something you need to communicate in the next two months.
- Also: make a preliminary choice of social media platform.

Take 30 seconds now. Write your output in the chat.



KNOWING YOUR AUDIENCE

Block 1

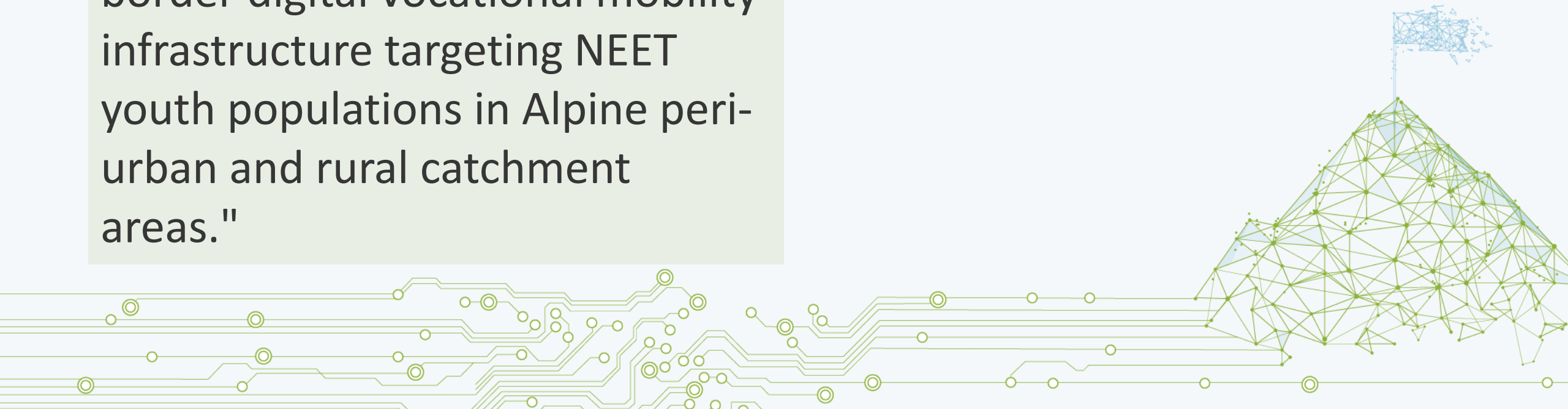
What if it was made by Interreg?

Version A - the institutional post

"The project facilitates the operationalisation of a cross-border digital vocational mobility infrastructure targeting NEET youth populations in Alpine peri-urban and rural catchment areas."

Version B - the relatable post

"You don't have to leave the Alps to build a green career."



„General public“ is not an audience

Writing for everyone means writing for no one.

"General public" gives you nothing to work with:

- No language level to aim for
- No platform to choose
- No problem to speak to
- No reason for them to care

The more specific your audience, the stronger your post.



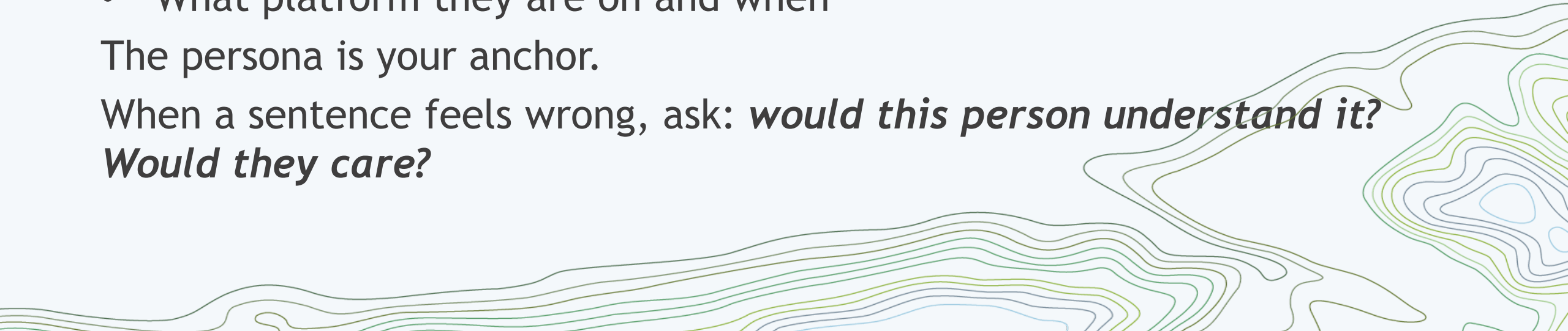
The „communication persona“

A realistic portrait of one person in your audience.

- Not a demographic. A human being.
- Name
- Age and where they live
- What they care about
- One problem they have that your output relates to
- What platform they are on and when

The persona is your anchor.

When a sentence feels wrong, ask: ***would this person understand it?***
Would they care?



Matching audience to platform

Where is your persona? That is your *platform*.

- LinkedIn: Policy makers, project partners, multipliers, professionals. Longer posts, professional tone.
- Instagram: Younger audiences, local communities, citizens. Short captions, visual-first, direct language.
- Facebook: Local associations, community groups, older citizens. Mix of link shares and short posts.

Choose the platform your persona uses – not the one you're comfortable with



YOUTH4ALPS example

- **Lucas, 22, Haute-Savoie**
- Finished school two years ago. Interested in environmental work but has not found a clear path. Worried he will have to leave his village to build a career.
- Platform: Instagram and TikTok, evenings and weekends.
- One problem he has: Structured training in the green sector is hard to find in rural areas. Most opportunities require moving to a city.
- What would make him stop scrolling: Something that speaks to where he lives and sounds like it was written for him.

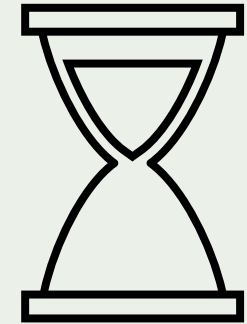


Build your communication persona

Exercise

Open your slide deck. Go to the persona slide.

- Who is one real person in your audience for this output?
- Give them:
 - A name and an age
 - A specific place
 - One problem they have that your output relates to
 - The platform they are on
 - What would make them stop scrolling
- If you can, base it on a real person you have met or can picture clearly.

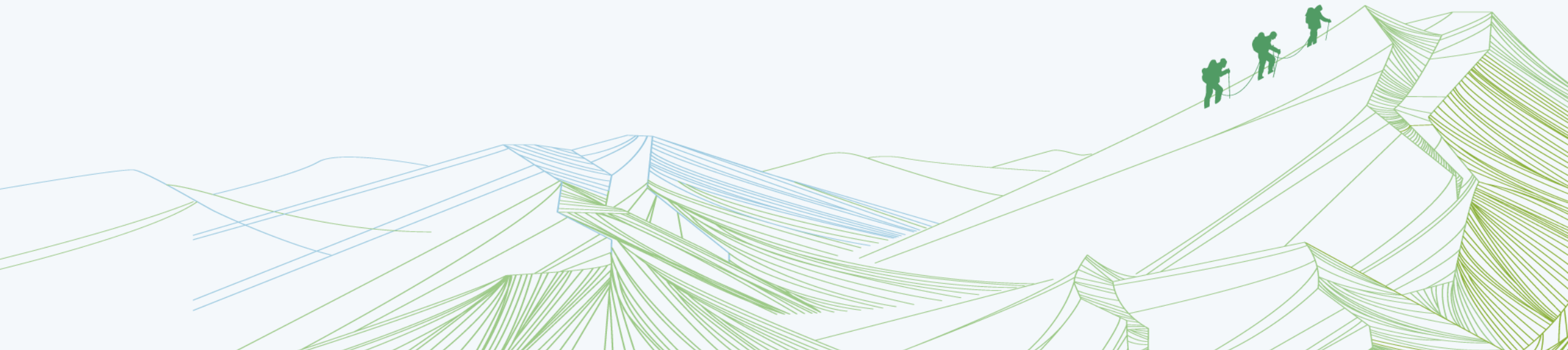


10 minutes

Share your exercise

Tell us: who is your persona, what platform are they on, and what would make them stop scrolling?

Next: hold onto your persona. Everything from here on is written for them.





FROM OUTPUT TO STORY

Block 2

What a storyboard is and isn't

A storyboard is not a summary of your output/deliverable/activity.
It is a decision about *what to say, what to leave out, and what comes first.*

Not: what did we do?

But: what does my persona need to hear, and in what order?

The storyboard forces you to make those decisions before you write a single word of post text.



The storyboard structure

1. Context

The world your persona lives in. Set the scene briefly.

2. Specific problem

The challenge they face that your project relates to.

3. Idea

What your project set out to do about that problem.

4. Solution

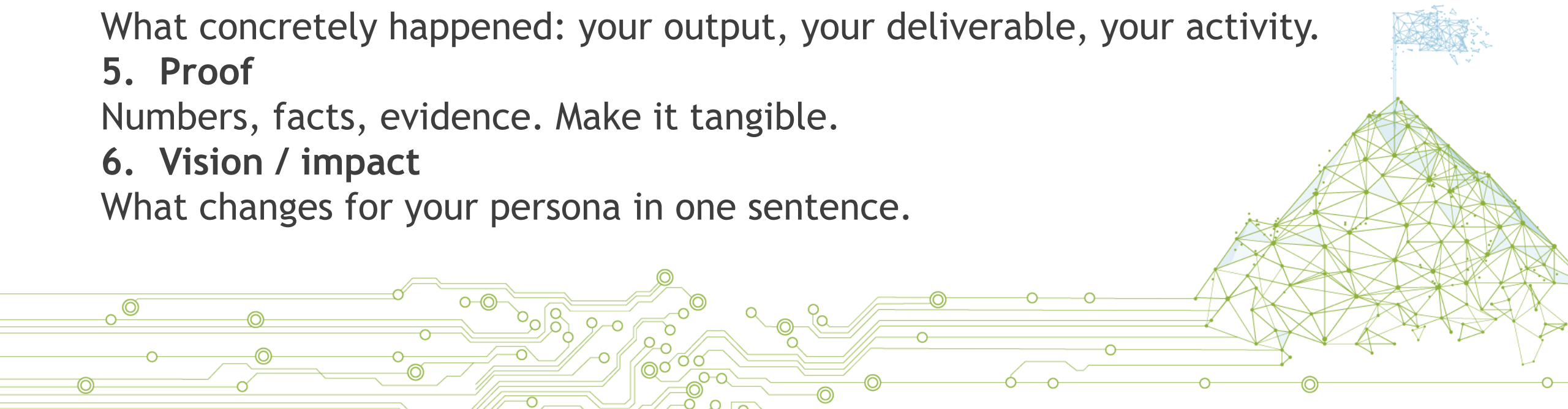
What concretely happened: your output, your deliverable, your activity.

5. Proof

Numbers, facts, evidence. Make it tangible.

6. Vision / impact

What changes for your persona in one sentence.



One output - from institutional to plain

Before

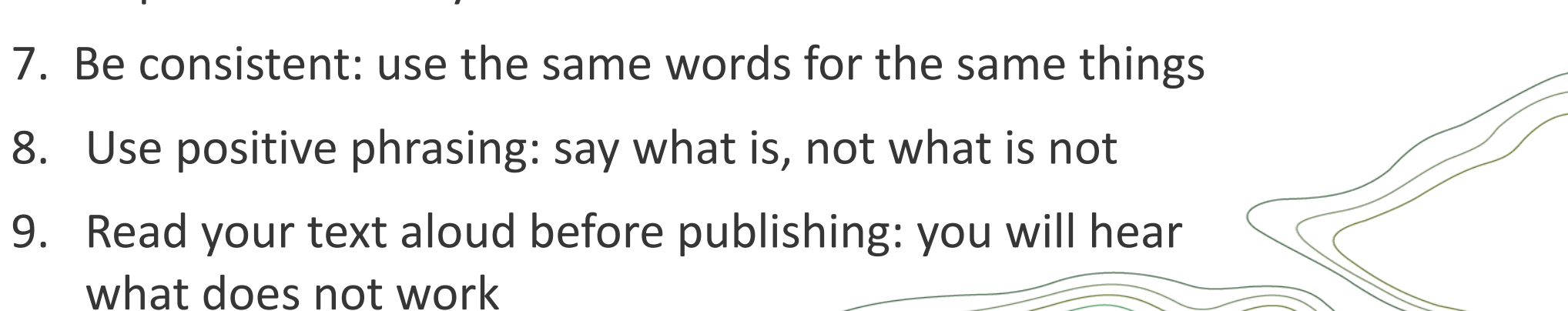
"The project facilitates the operationalisation of a cross-border digital vocational mobility infrastructure targeting NEET youth populations in Alpine peri-urban and rural catchment areas."

After

"Young people in Alpine rural areas can now apply for a green apprenticeship in another country without having to leave home to train."



Writing in plain language — 9 guidelines

1. Put the reader first: write for what they need, not what you want to say
 2. Put important information first
 3. Keep it short: less is more
 4. Write for one specific person, not a general audience
 5. Use active voice: people doing things, not things being done
 6. Be personal: use "you" and "we"
 7. Be consistent: use the same words for the same things
 8. Use positive phrasing: say what is, not what is not
 9. Read your text aloud before publishing: you will hear what does not work
- 

YOUTH4ALPS example – Storyboard for Lucas

1. Context

Young people in Alpine rural areas have limited access to structured training in green sectors.

2. Specific problem

Without cross-border pathways, talented young people must choose between their region and their career.

3. Idea

YOUTH4ALPS created a platform matching young people in Alpine rural areas with green apprenticeships across four countries.

4. Solution

Partners sourced 50 apprenticeship places, built the matching platform, and opened applications in April 2026.

5. Proof

50 places. France, Italy, Austria, Switzerland. Applications open now.

6. Vision / impact

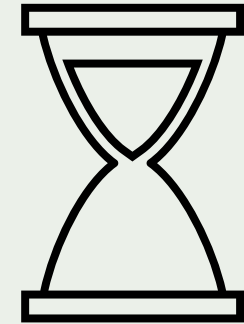
Lucas can start a career in environmental work without leaving Haute-Savoie.

Build your storyboard

Exercise

Open your slide deck. Go to the storyboard slide.

- Complete steps 1 to 4 for your own output:
 1. Context – the world your persona lives in
 2. Specific problem – the challenge they face
 3. Idea – what your project set out to do
 4. Solution – what concretely happened
- One sentence per step. Write for your persona.



10 minutes

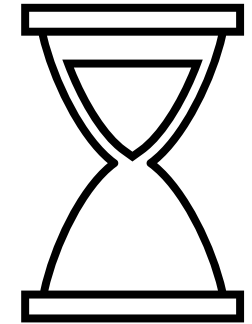


Peer review your draft storyboard

Peer-to-peer feedback

How it works:

- Partner A reads their storyboard aloud.
- Partner B listens, then gives:
 - One thing that works
 - One thing to sharpen



6 minutes

Then switch.

3 minutes per person = 6 minutes total.

Come back when the timer ends.





MAKING YOUR POST WORK

Block 3

From storyboard to post: 3 layers

Hook

The first line. Earns the next line. Must work before the caption collapses or the 'see more' cut-off. If this line fails, nothing else matters.

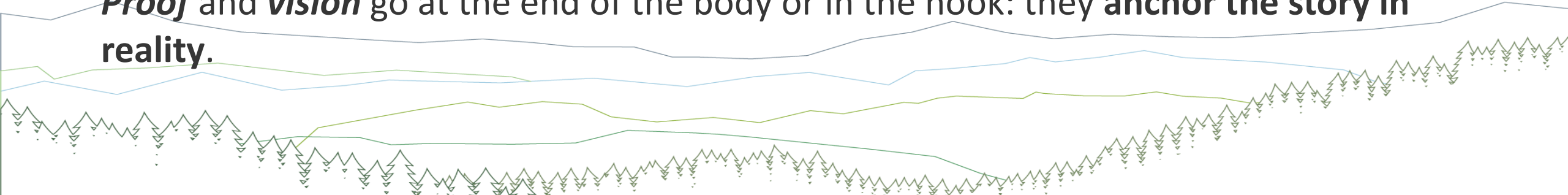
Body

Your story. Steps 1-4 from the storyboard, compressed. Short paragraphs. White space. Human voice.

Call to action

One specific action. Not 'find out more.' *Apply, register, download, attend.* On Instagram: *link in bio.*

Proof and ***vision*** go at the end of the body or in the hook: they **anchor the story in reality.**



LinkedIn vs Instagram

	LinkedIn	Instagram
Tone	Professional, human	Direct, visual-first
Length	150–300 words	50–150 words
Hook	Before 'see more' cut-off	Before caption collapse
CTA	Link in post or comments	Link in bio only
Best for	Policy, partners, multipliers	Young people, communities

Common mistakes and how to fix them

1. Writing about the project, not the person reading

Fix: start with your persona's problem, not your project's name.

2. The news is buried in a paragraph

Fix: lead with the most important sentence. Cut everything before it.

3. Jargon and acronyms used without explanation

Fix: if your persona would not know the term, remove it or explain it.

4. A wall of text

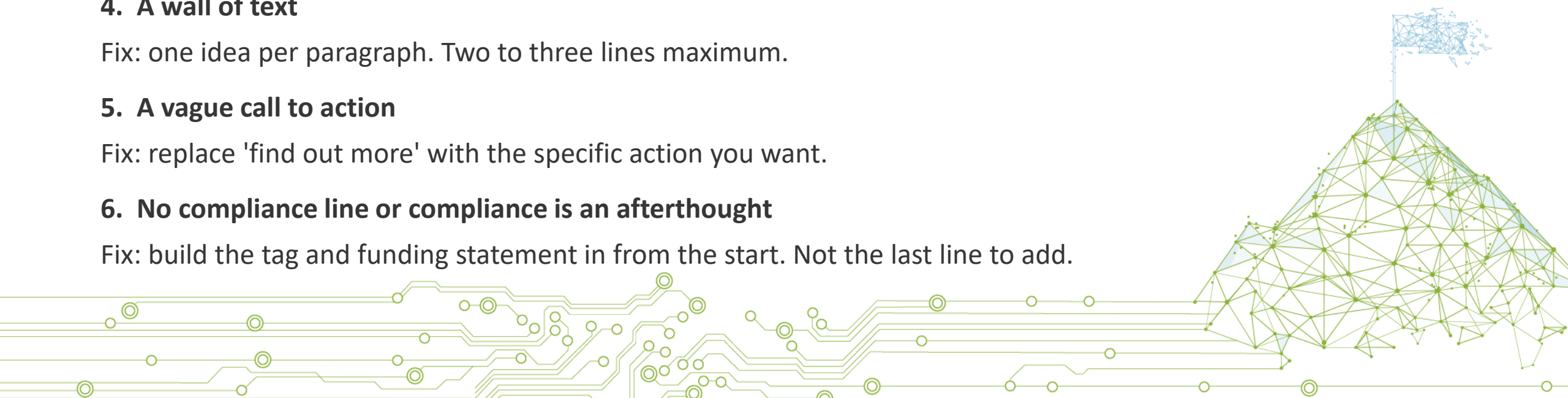
Fix: one idea per paragraph. Two to three lines maximum.

5. A vague call to action

Fix: replace 'find out more' with the specific action you want.

6. No compliance line or compliance is an afterthought

Fix: build the tag and funding statement in from the start. Not the last line to add.



Accessibility essentials

Alt text

Describe what the image shows in one sentence. Not 'YOUTH4ALPS photo' — 'Four young people in work gear planting trees on an Alpine hillside.' Be specific.

Captions and subtitles

Add subtitles to all video content. Assume some viewers have sound off — on LinkedIn and Instagram, autoplay is silent.

Descriptive links

Write 'Apply for an apprenticeship' not 'Click here.' The link text should tell you where you are going before you click.

Hashtags

Capitalise each word: #GreenJobs not #greenjobs. Screen readers read #greenjobs as one word. #GreenJobs reads as two. Use common hashtags.



Compliance to rules

1. Programme branding

Tag the programme in the post text and #Interreg

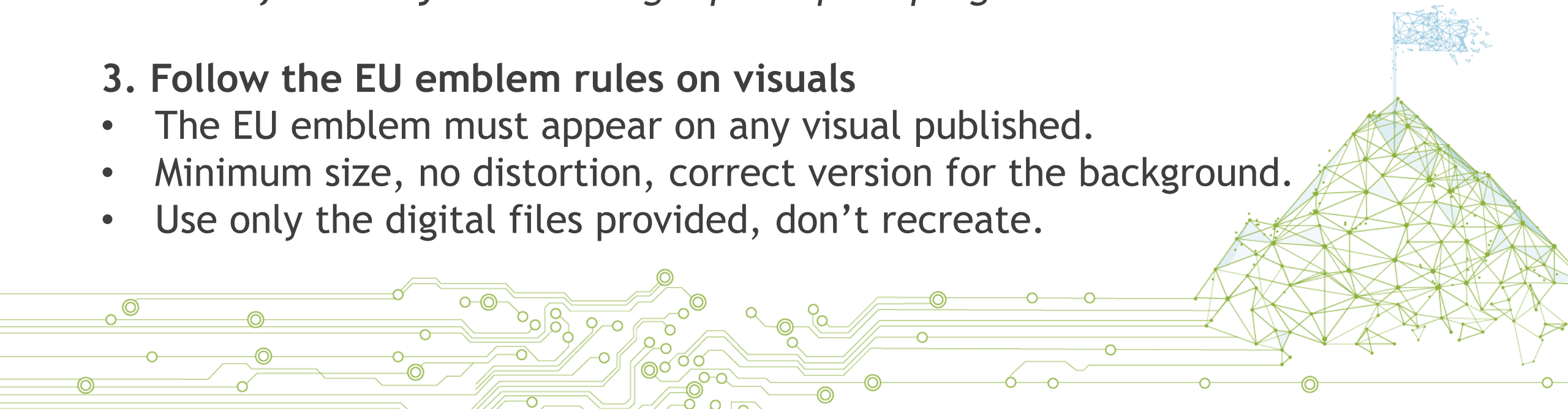
2. State the funding in the post text

The caption should explicitly state that the project is co-funded by the Interreg Alpine Space programme (not just in the logo).

Use: "Co-funded by the Interreg Alpine Space programme"

3. Follow the EU emblem rules on visuals

- The EU emblem must appear on any visual published.
- Minimum size, no distortion, correct version for the background.
- Use only the digital files provided, don't recreate.



YOUTH4ALPS — same story, two platforms



LinkedIn

You don't have to leave the Alps to build a green career.

Finding structured environmental training in rural Alpine areas is hard. Most opportunities are in cities. Most young people end up choosing between their field and their region.

Today, YOUTH4ALPS opens applications for 50 cross-border green apprenticeships across France, Italy, Austria and Switzerland.

If you work with youth organisations or rural communities in the Alpine Space: share this.

Applications open until 8 June.

Co-funded by the Interreg Alpine Space programme
@interregalpinespace #Interreg #GreenJobs

Instagram

You don't have to leave the Alps to build a green career.

50 cross-border green apprenticeships. France, Italy, Austria, Switzerland.

Applications are open until June 8 — this is for you if you're young, rural, and looking for a real start in environmental work.

Link in bio to apply.

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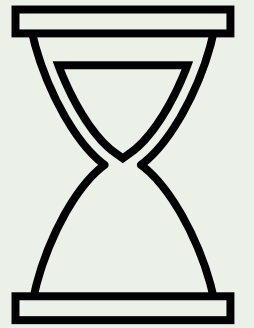
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#GreenApprenticeship

Write your draft post

Exercise

Open your slide deck. Go to the draft post slide.

- First: confirm your platform.
 - LinkedIn – for partners, multipliers, policy audiences
 - Instagram – for direct audiences, communities, young people
- Then write:
 - Hook – first line that earns the next
 - Body – story from your storyboard, compressed
 - Call to action – one specific action
 - Compliance line – tag + funding statement



10 minutes

Apply the plain language guidelines.

Apply your platform's length.

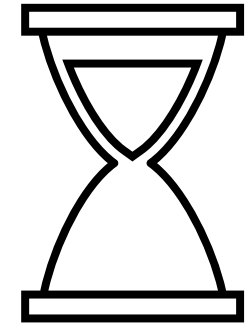


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CONCLUSIONS

Three takeaways

1. Write for one person, not for everyone

A persona is not a demographic. It is the anchor for every decision you make when you write.

2. Story first, post second

A post built on a clear storyboard (in plain language, for a specific person) is always stronger than one written from notes.

3. Compliance is not a footnote

Tag the programme and #Interreg. State the funding in the text. Use the EU emblem on your visual. Repeat

Resources and takeaway checklists



Three checklists – yours to keep:

1. Plain Language checklist
2. Social Media checklist
3. Alpine Space essentials

Documents:

[Alpine Space Corporate Design Manual for Projects](#)

Do you have a project story to tell?

Interreg Slam 2026-2027

Europe-wide storytelling championship

Benefits:

- Professional training
- Professional video with paid promotion
- **Make you project known**
- **Fun experience** (Bonus : free trip to Spain)

Requirements:

- All projects can apply
- **Easy application**

More info at Interact.eu



Storytelling training	Video and social media campaign	Grand finale
April – June	June - November	January - March
13 and 25 May 2026 Storytelling training 8 June 2026 Submission deadline 22 June 2026 Announcement of the 6 finalists	June - October 2026 Video production for finalists November 2026 Social media competition (3weeks)	Jan – March 2027 Preparation for finalists March 2027 (TBC) Grand finale

You are ready.



Publish your post this week!

Please fill in the feedback form — scan the QR code or click the link in chat.



Thank you!