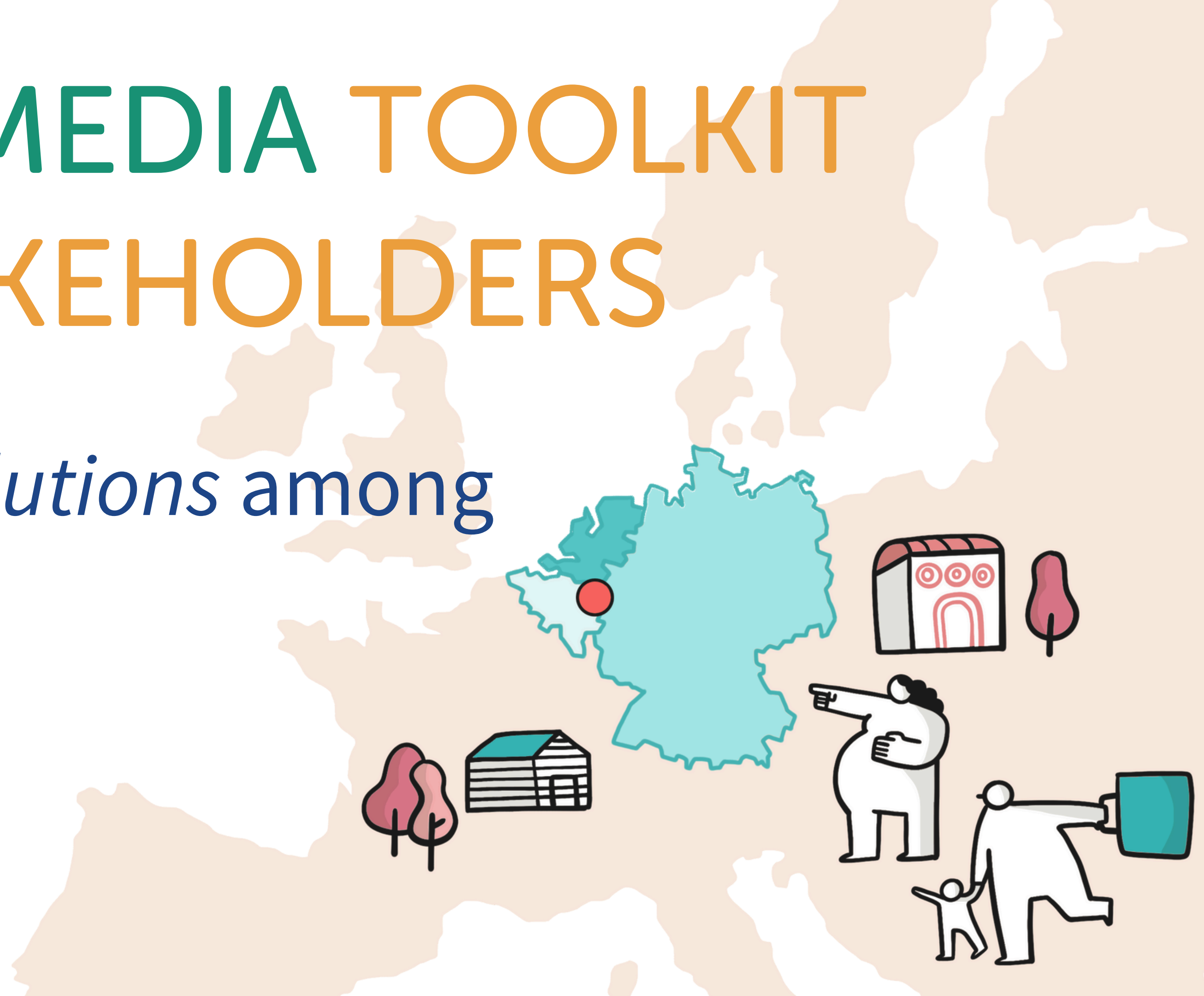


# SOCIAL MEDIA TOOLKIT FOR STAKEHOLDERS

Promote *b-solutions* among  
your network



# Why this toolkit?

We've put together this toolkit in order for you to help us spread the word about *b-solutions*' open call for proposals.

Why? As advocates for seamless collaboration across borders, your endorsement of *b-solutions* is instrumental in fostering inclusive and sustainable development in border regions.

By promoting the call for proposals you are giving your communities easy access to a powerful tool for overcoming cross-border obstacles.

Furthermore, your support is helping *b-solutions* reach more public bodies and cross-border entities, for which we are truly grateful.

# How to use it?

Post about *b-solutions* on your channels to help stakeholders in your network receive *b-solutions*' support. In this toolkit you will find:

- Information on the *b-solutions* initiative.
- Ready-made visuals and texts for you to use on your social media channels.

## What's inside:

- All relevant links
- A list of channels and hashtags
- Social media visuals
- Sample posts



# In a nutshell

***b-solutions*** is an initiative promoted by the European Commission's Directorate-General for Regional and Urban Policy (DG REGIO) and managed by the Association of European Border Regions (AEBR), **addressing legal and administrative obstacles along EU internal borders.**

Its main objective is to **support and promote solutions** to legal and administrative obstacles hindering cross-border cooperation in Europe. It is open to public bodies and cross-border structures facing border obstacles along EU internal, EU-IPA and EU-EFTA land and maritime borders.

Since 2018, over **130 examples of obstacles have been collected** and include among others, issues related to overlapping administrative procedures for medical reimbursement, diverging rules for cross-border use of energy, different laws regulating public transport on the two sides of the border.

An **ongoing call for proposals** is currently open to provide support to actors in border regions: <https://www.b-solutionsproject.com/call-for-proposals>. Applications are reviewed on a rolling basis and can be submitted in any European language. Selected **cases receive tailored technical assistance from legal and/or administrative experts** familiar with the territory and its languages.

After an in-depth analysis, including discussions with key players in the area, the expert will propose possible solutions to resolve the obstacle. Access *b-solutions'* **publications** for more information here: <https://www.b-solutionsproject.com/library>.

# Channels

The official *b-solutions* website can be found here:

<https://www.b-solutionsproject.com/>

On LinkedIn the *b-solutions* team has its own account: <https://www.linkedin.com/in/b-solutions-team-aebr/>

**When sharing news on the *b-solutions* initiative on your own social media channels, please tag the Association of European Border Regions (AEBR) and DG REGIO.**

## **AEBR**

- Facebook: <https://www.facebook.com/AEBR.AGEG.ARFE>
- X: <https://twitter.com/SocialnetAEBR>
- LinkedIn: <https://www.linkedin.com/company/association-of-european-border-regions>

## **DG REGIO**

- Facebook: <https://www.facebook.com/EURegioInterreg>
- X: <https://twitter.com/regiointerreg>

# Hashtags

Please use the following hashtags:

#bsolutions

#BorderRegions

#CrossBorderCooperation

In addition, you are free to add other thematic hashtags.



# Social media material

## Social media visuals

We have prepared a set of **square visuals** (one is a series of 4 visuals to be used together, the other visuals are stand-alone images in four variations) and a **video** to promote *b-solutions'* ongoing call for proposals (all in English).

You can access all these materials on our website: <https://www.b-solutionsproject.com/online-library>.

You can post the visual(s) of your choice on your social media channels.

We have included sample texts for you to use with the visuals.

***If you would like to translate the visuals to your own language, please follow instructions below.***

## Sample posts

We are also sharing some sample posts with you, which you can share on your own social media channels to accompany the visuals.

Feel free to adapt the sample posts as relevant to your audience and channels and please do not forget to tag AEBR and DG REGIO in your posts.

Feel free to translate posts to your own language. You can use this tool for translation:

[https://commission.europa.eu/resources-partners/etranslation\\_en](https://commission.europa.eu/resources-partners/etranslation_en)

# Social media visuals

## Square post (carousel)



This is a set of four visuals meant to be posted **together as one post in the order depicted**. You can download these visuals [here](#).



# Social media visuals

## Square post (single image)



These images are meant to be **used individually**.  
Feel free to choose the image that best suits your preferences.  
You can download these visuals in English [here](#).

# Adapt the visuals to your own language

You might prefer another language for the visuals. There is an **adaptable Power Point** document with all the visuals for this purpose:

- Download the Power Point file.
- Translate the original texts of the visuals to your own language
  - You can use this tool for translation: [https://commission.europa.eu/resources-partners/etranslation\\_en](https://commission.europa.eu/resources-partners/etranslation_en)
- Add the translated text to the templates:
  - Use the same font as proposed if possible (PT sans).
  - Use the same colours as in in the English text if possible
- Colours used: Green: #189174 /Blue: #1d4587 / Yellow: #eb9e3c
- Export the file: On the File menu, select Export. Under File Format, select the image format you want (JPEG or PNG). You can choose to export all slides or just one.

# Social media visuals: video

Find it [here](#) and share it on your social media



# Sample posts (long)

## Text 1

Ready to advance cross-border cooperation and overcome obstacles?

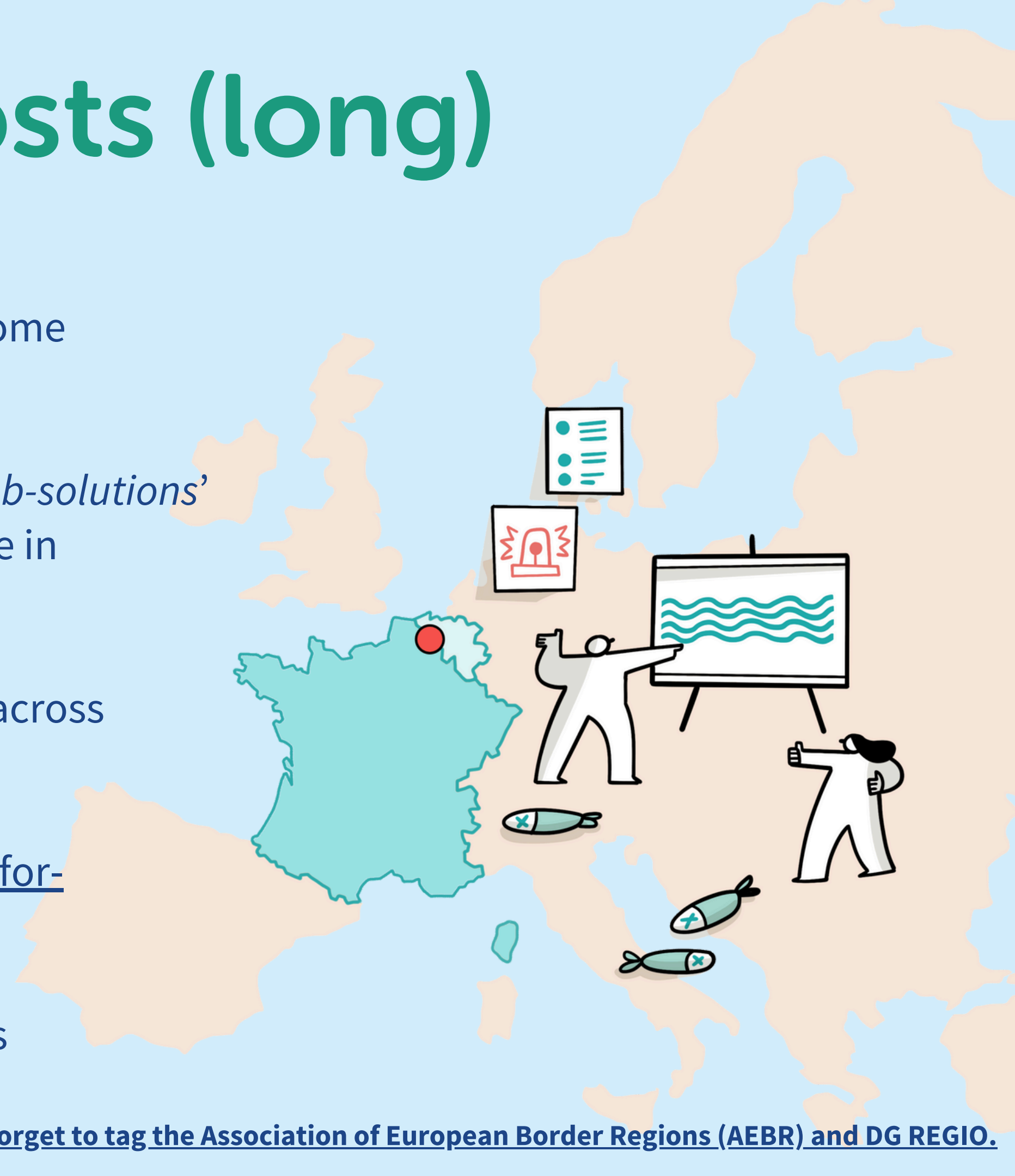
Public bodies and cross-border structures can apply to *b-solutions'* ongoing call for proposals and receive expert assistance in identifying and addressing challenges.

Together, let's pave the way for seamless cooperation across borders.

Apply today: <https://www.b-solutionsproject.com/call-for-proposals>

#CrossBorderCooperation #BorderRegions #bsolutions

Don't forget to tag the Association of European Border Regions (AEBR) and DG REGIO.



# Sample posts (long)

## Text 2:

 Are you a public body or cross-border entity seeking to overcome legal and administrative barriers?

 *b-solutions*, an initiative by the European Commission's DG REGIO and AEBR, is here to assist you!

 The ongoing call for proposals is open, offering expert advice to understand cross-border obstacles and find sustainable solutions.

Apply now to be one of the selected cases: <https://www.b-solutionsproject.com/call-for-proposals>

#CrossBorderCooperation #BorderRegions #bsolutions

**Don't forget to tag the Association of European Border Regions (AEBR) and DG REGIO.**

# Sample posts (short, X)

## Text 1:

 *b-solutions* is your partner in solving cross-border obstacles.


 *b-solutions'* ongoing call for proposals is welcoming applications from public bodies and #crossborder structures.

 Selected cases will receive expert assistance.

 Apply today: <https://www.b-solutionsproject.com/call-for-proposals>

## Text 2:

 Attention actors in European border regions!

 This is your chance to receive tailored support to solve legal and administrative obstacles hindering #CrossBorderCooperation.

 *b-solutions'* call for proposals is open: <https://www.b-solutionsproject.com/call-for-proposals>

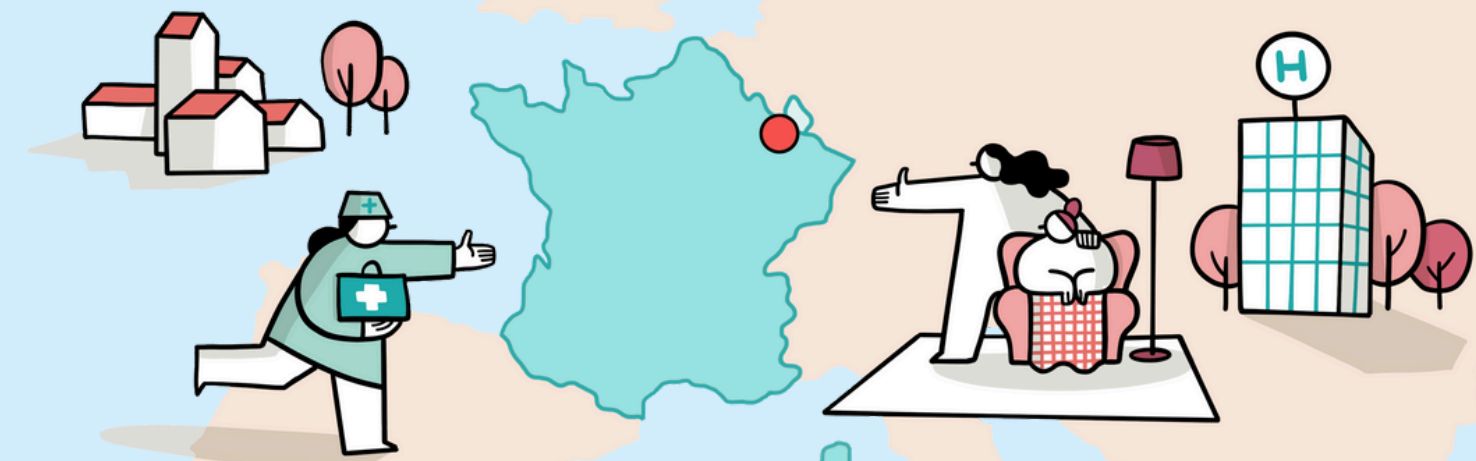
**Don't forget to tag the Association of European Border Regions (AEBR) and DG REGIO.**

# Translate Posts

Feel free to **translate the posts** to your own language.

You can copy the text directly from this document and use a tool for translation:

[https://commission.europa.eu/resources-partners/etranslation\\_en](https://commission.europa.eu/resources-partners/etranslation_en)



# Contact

Any questions?

Do not hesitate to contact us:

**Email:** [b-solutions@aebr.eu](mailto:b-solutions@aebr.eu)

**To know more:** book a slot for discussion with the *b-solutions* team:

<https://calendly.com/b-solutionsaebr/30min>

