



Result 1a

EROVET Finding your way video

ORIENTATION

PARTNERS OF THE EROVET PROJECT





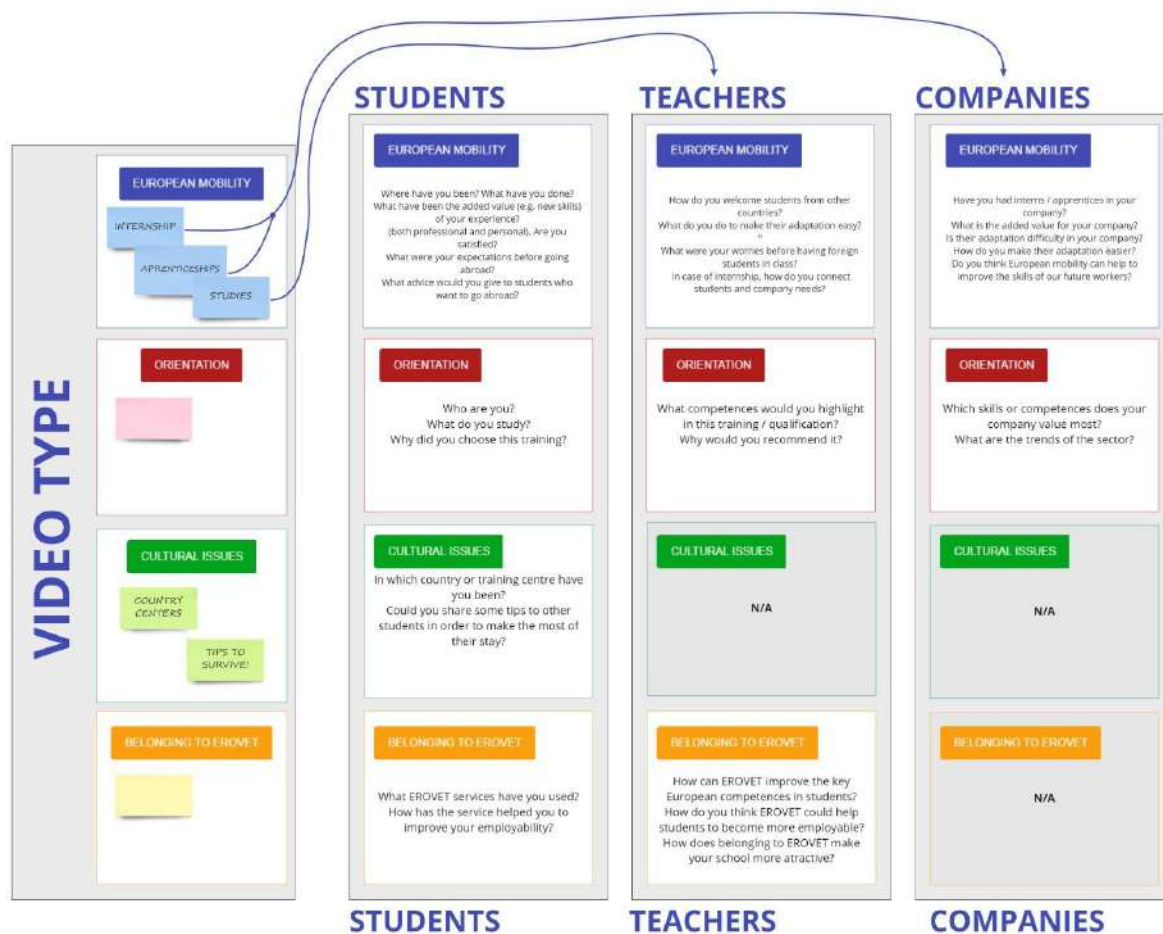
Watch videos: [Finding your way - Erovet](#)

Testimonial videos that particularly promote VET training and positive opportunities in key economic sectors of each partner country. They include experiences of young people, businesses and training centers. The aim of the videos is to illustrate and give advice to young people about different opportunities in the different EROVET countries.

Different types of videos have been produced by partners. The videos are classified into 4 categories:

- European mobility
- Orientation
- Cultural issues
- Belonging to EROVET+

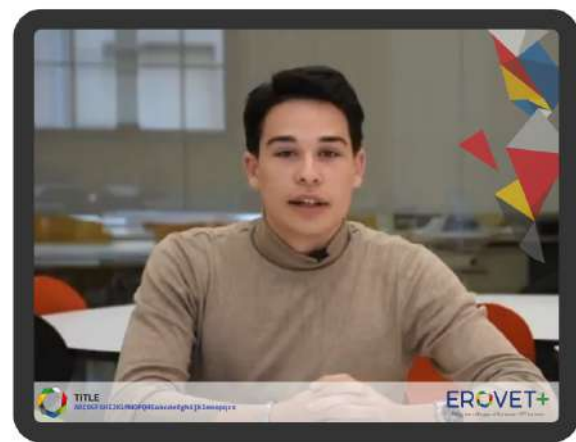
Students, teachers and also companies shared their testimonies regarding these four categories. Questions that these involved people could answer were specified by partners:



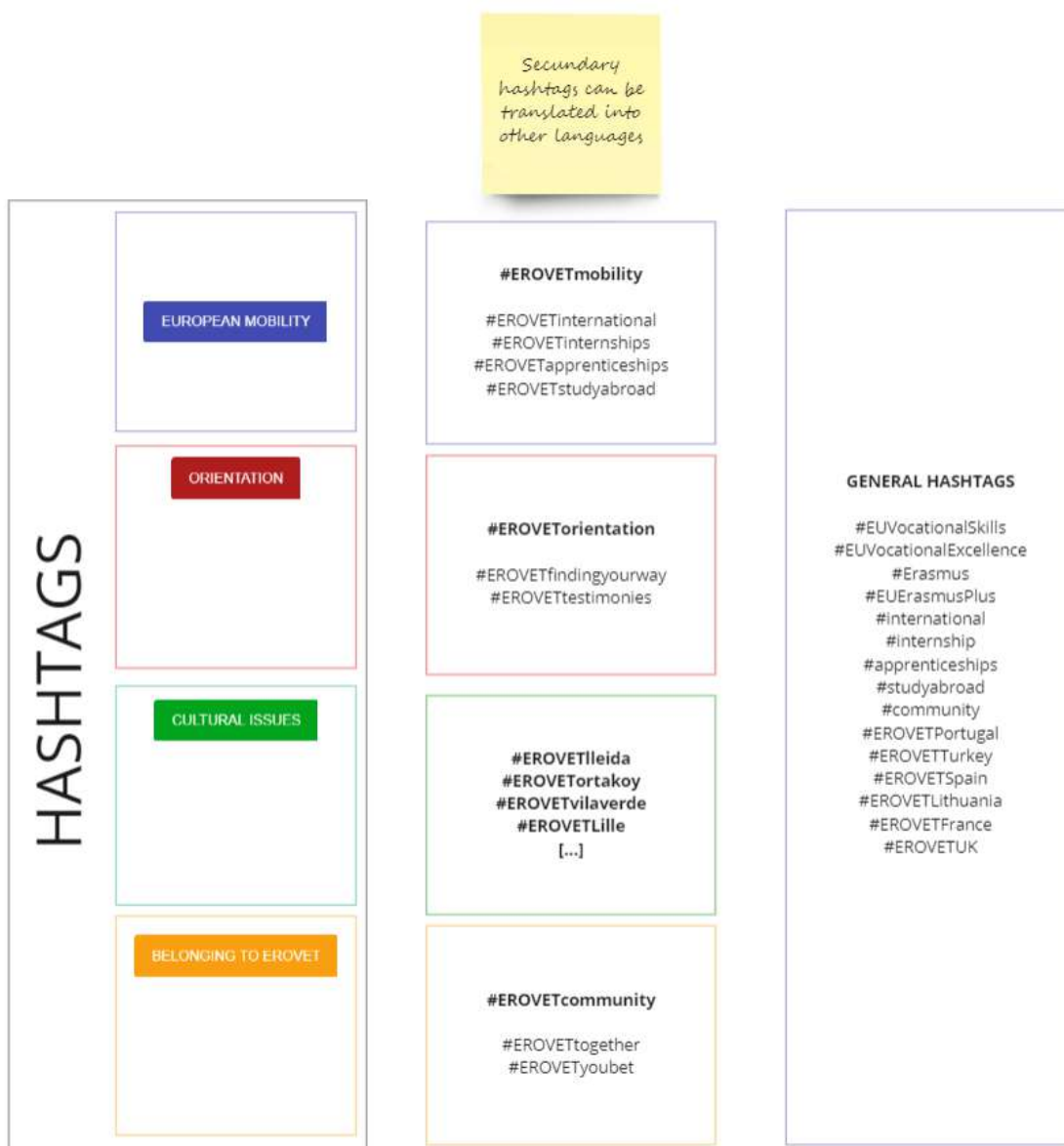
All partners have produced a large number of videos and they committed to keep producing more from now on. Videos can be seen in the EROVET+ website, EROVET+ app, in the EROVET Youtube channel and also on Twitter and Facebook.

- Videos on Facebook:
<https://es-la.facebook.com/erovet.eu/>
- Videos on Twitter
<https://twitter.com/Erovetsu>
- Videos on Youtube channel
<https://www.youtube.com/channel/UCmdM0A5CfdVHO0XnZdYls6A/playlists>

When producing those videos, all partners have used established hashtags to make them known among the educational VET community. In addition, videos have been produced using the same established format and layout, which is the following:



In today's world of social media using **hashtags** makes it easy to cut through digital clutter and focus only on the information we really want. Hashtags are typically used on social media sites such as Youtube. So, to be easily found, we have established hashtags to use in the different video categories:



Using these hashtags we can easily reach our target audience, and likewise makes it easier for others to find our content information, also to differentiate between our four categories to help them go directly to what they are looking for.