



#ErasmusDays 2023 Social Media Challenge

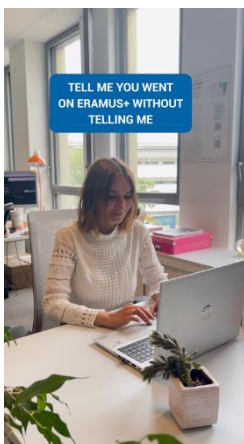
"Tell me... without telling me"

We are pleased to invite you to participate in the "Tell me... without telling me" challenge as part of our #ErasmusDays campaign. This fun and creative challenge provides you with an opportunity to share your past or future Erasmus+ experience in an original way, without explicitly revealing it! The challenge is open to both past and future Erasmus+ participants who are eager to embark on this unforgettable adventure!

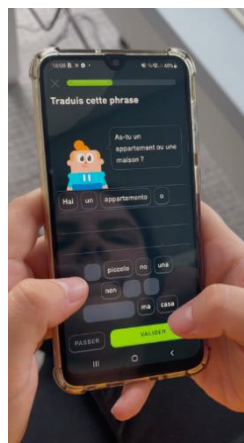
Unleash your creativity to tell your Erasmus+ experience and showcase your destination, new skills, and/or knowledge to your community. Whether you are an experienced Erasmus+ traveler or aspiring to become one, share the world of Erasmus+ through your unique perspective!

Along with the social media visuals, you can find and share existing videos on our #ErasmusDays Google Drive: <https://drive.google.com/drive/u/0/folders/1aEKJVV6UHbInuL9J-qGASKG0Le8BOEQ>. But most importantly, we strongly encourage you to **create your own video!**

If you're publishing these video samples on your social networks, please note: you must to add the music from the application (Instagram or TikTok) in order to credit the artist. We've listed the artists below.



Video 1: Sunroof
Niky Your dazy
from 00:10:17



Video 2: Che La Luna
Louis Prima
from the very
beginning of the song



Video 3: As it was
Harry Styles
from 00:03:02

HOW TO PARTICIPATE?

For those who have already had an Erasmus+ experience:

The idea is to bring your Erasmus+ experience to life by illustrating what it has brought you in terms of emotions, discoveries, and knowledge without explicitly revealing it. Here are some ideas to do so:

- **CULTURE/LANGUAGES:** Give hints about the city or country where you were during your Erasmus+ experience by capturing the specific ambiance of that place. Use visual, cultural, or linguistic cues. You can showcase iconic landmarks, elements of the local environment, culinary specialties, traditional objects, and more. For example: "Tell me you went to Italy on Erasmus+ without telling me you went to Italy on Erasmus+."
- **SKILLS:** Highlight the skills you acquired or developed through Erasmus+. Think of a specific skill you gained and find a visual way to present it without explicitly revealing it. You can use a particular tool in an environment that represents your mobility and skills. For example: "Tell me you learned new baking techniques on Erasmus+ without telling me you learned new baking techniques on Erasmus+."
- **VALUES:** Emphasize the values of European citizenship enhanced through Erasmus+. Reflect on the moments of sharing, exchange, and cultural discovery. Find a creative way to visually represent them without explicitly revealing them. For example: "Tell me that you made new and different friends on Erasmus+ without telling me that you made new and different friends on Erasmus+." You could use images of group gatherings, animated discussions, shared meals, or common activities.

Identify the actions, gestures, and activities you want to showcase in your video. Think of actions that reflect your message and overall experience.

For those who have not (yet!) had an Erasmus+ experience:

The challenge is also open to those who are preparing to go on Erasmus+ or would like to embark on this adventure. Here are some examples of phrases to use with the formula "Tell me... without telling me":

- "Tell me that you are preparing your Erasmus+ trip without telling me that you are preparing your Erasmus+ trip"
- "Tell me that you would like to learn German thanks to Erasmus+ without telling me that you would like to learn German thanks to Erasmus+"
- "Tell me you want to go on Erasmus+ without telling me"

Feel free to participate and share your expectations and aspirations!

WHEN TO PARTICIPATE?

You can participate from September 18th, the challenge launch date, until the #ErasmusDays (October 9th-14th), and even afterwards!

WHERE TO PARTICIPATE?

Share your video on the following social media platforms: Instagram, TikTok, Facebook.

HOW TO PARTICIPATE?

- Follow the steps below to create your video:
- Click the "+" button and select "Camera" on TikTok or "Reel" on Instagram to create new content.
- Add music to your video if you wish by clicking on "Add music" or on the music note icon.
- Start filming and creatively present your Erasmus+ experience in an intriguing way, using visual clues or showcasing cultural aspects of your destination.
- Once the video is complete, add the phrase "Tell me... without telling me" in the first part of the video.
- Don't forget to write a short description of your Erasmus+ experience and include the dedicated hashtags to participate in the challenge: #ErasmusDays #ErasmusDaysChallenge.

SHARE YOUR VIDEO:

Once your video is ready, publish it on your profile and invite your contacts to react to the message it conveys in the comments. Remember to mention and tag our INSTAGRAM account: **@agence_erasmus** so that we can see and share your video.

We encourage you to unleash your creativity and have fun while creating your video. Join us in celebrating the #ErasmusDays by sharing your experience in an original way!

Feel free to contact us if you have any questions.

See you soon,

The Erasmus+ Agency

