

YOUTHreach

YOUTHreach guide to tagging on
LinkedIn & Instagram

Be part of the
conversation!



What does 'tagging' mean?

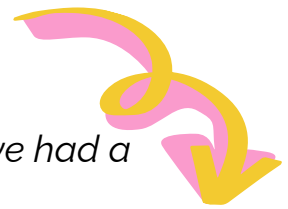
When you tag someone, their name becomes clickable in your social media post. The people or organisations you tag will usually receive a notification, and your post may also become visible to their networks. Tagging helps building connections with relevant people and organisations. You can also use it to give credit or recognition to others. For YOUTHreach tagging can increase our visibility or help our partners and collaborators to share their content.

Tags vs hashtags

Tagging a person/organisation (@Maastricht University) connects your post to their profile. Using a hashtag (#YOUTHreach) connects your post to a certain topic. For YOUTHreach, we generally recommend using the project hashtag: #YOUTHreach and you can add a few relevant hashtags depending on the post, for example: #YouthMentalHealth #HorizonEurope #ResearchimpactEU.

How to tag on LinkedIn?

- Start writing your LinkedIn post.
- Type @ followed by the person's or organisation's name. *Write: we had a great meeting with our @YOUTHreach_EU colleagues.*
- LinkedIn will show suggestions.
- Select and click the correct profile.
- Continue writing your post.



If you are tagging an organisation, start typing the exact organisation name. Several organisations can have similar names, so check that you have selected the correct one.

How to tag on Instagram?

- In your caption (the text below a post), type @ followed by the Instagram username.
- Select and click the correct account from the suggestions.
- You can also tag people in a photo: go to 'tag people' > tap the photo where you want the tag to appear > search for the person's Instagram account and select and click the correct account.

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Getting started...

Do this!

Tag relevant people

Keep tags connected to the content.

Check the account

Make sure you have selected the correct profile.

Tag organisations

Especially when highlighting a partner's work.

Use #YOUTHreach

Add the project hashtag to help connect our content.

Give credit

If someone helped create the content, always consider tagging them.

Make sure you have consent

Consider whether the tag is appropriate when tagging personal accounts.

Who is part of the story?

Researchers & colleagues

Tag people who contributed to the research, event or activity.

Young experienced experts

Tag young experts when they are involved and it is appropriate to do so.

Speakers & contributors

Give credit to people who presented, participated or contributed.

Partners & organisations

Tag YOUTHreach partners, universities, youth organisations and networks.

Event organisers

Tag the organisation or event when sharing content from an event.

Feel free to use:

Interested in our research project? Check out our website via www.youth-reach.eu. We are co-creating our research together with young people and our research partners:

- Maastricht University (the Netherlands)
- London School of Economics (the United Kingdom)
- Fatebenefratelli Brescia (Italy)
- Mittetulundusühing Peaasi (Estonia)
- University of Birmingham (the United Kingdom)
- University of Barcelona (Spain)
- Ab.Acus Srl (Italy)
- University of Galway (Ireland)
- Zentralinstitut für Seelische Gesundheit (Germany)
- University of Melbourne (Australia) and Orygen
- Amsterdam University Medical Centre (the Netherlands)
- Servicio Madrileño de Salud (Spain)
- Charité-Universitätsmedizin Berlin (Germany)
- AEGEE, European Student Organisation (Belgium)
- Det Social Netværk headspace (Denmark)

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- headspace (Australia and Denmark)
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