

Social Media Guidelines EWWS 2026

Make your event visible. Inspire others. Join the movement.

Social media is one of the most powerful tools to promote your event and inspire others to take part in the European Week of Winter Sport. By sharing updates, photos, and videos online, you help give visibility not only to your own initiative but also to the broader mission of promoting winter sports across Europe. Here's how you can make your communication even more impactful.

How to connect with the official campaign

To make sure your event is connected to the official EWWS campaign, always tag our official profiles and use the official hashtags. This allows the central communication team to find your content and possibly share it on our channels. It's also a great way to connect with other organizers and show the strength of our collective effort.

Our socials:

TIKTOK: <https://www.tiktok.com/@ewwsproject>

Facebook: <https://www.facebook.com/wintersportweek/>

Instagram: <https://www.instagram.com/wintersportweek/>

Be sure to follow us on all our social media, in order to get to know the status and next steps of the project.

We encourage you to use the following **hashtags**:

#WinterSportWeek

#EWWS2026

#BeActiveInWinter

And don't forget to tag us on social media:

Instagram: @wintersportweek

Facebook: Winter Sport Week

What to share, and when

Timing	What to Share
Before	Event date and venue, behind-the-scenes moments, preparation activities, team quotes
During	Dynamic photos, short videos, live stories, people in action, event highlights
After	Thank you messages, event recap, key highlights, attendance numbers, and memorable moments

A few extra tips

Posting regularly during the week is more effective than sharing everything at once. If you can, post in both your local language and English — this helps reach a wider audience. Tagging your location and resharing content from participants can also increase visibility. Don't be afraid to ask participants to tag your page and use the hashtags — many are happy to help spread the word.

Promotional Video Contest

This year, we are also launching a Promotional Foto-Video Contest.

From 1 to 28 February 2026, we invite all winter lovers, visual storytellers, and sport enthusiasts to join our celebration.

Post your content online, tag us, and fill out a short form to enter. The best five will be featured across Europe — and the top winner will receive a special prize. The most outstanding entry will receive a special prize.

- Take Part in the Contest – Check the Guidelines and Submit Your Entry <https://wintersportweek.com/promocontest>

Questions?

If you need help or suggestions on how to promote your event more effectively, don't hesitate to reach out to your national contact or the EWWS Coordination Team at <https://wintersportweek.com/contact/>.

We're here to support you 😊