

Multinational teams will be asked to create at least one post (instagram carousel) showing their work in progress (chronology) AND one VIDEO.

Criteria for the video:

1. Each group will be asked to create one video showing the work in progress of each team for social media (Instagram Reel).
2. **The length:** 90 seconds
3. **Reels quality:** Use one device to film ALL shots for your reel (so there is no difference in quality of the images and sound); Reels should have a minimum frame rate of 30 FPS (frames per second) and a minimum resolution of 720 pixels
4. **Upload Quality:** upload reels at the highest quality.
5. **AVOID** using shots that are low-resolution, too blurry, have already been on Instagram, contain borders, or are visibly recycled from another app.
6. **Cover photo size** - Choose the cover photo that represents the content of the reel. The recommended size for cover photos is 420 px by 654 px
7. **Captions:** write Descriptive Captions With Keywords like: Euonair, Euonair2024, Euonairantwerp, antwerp, radio, podcast
8. **Hashtags:** Include Relevant Hashtags: #Euonair, #Euonair2024, #Euonairantwerp, #antwerp, #radio
9. **Voiceover (optional):** You can put the voiceover.
10. Please, **do not edit your videos using free apps** that put watermarks on videos.

Europe On Air (EUROA) is an Erasmus Intensive Programme, within which 6 different European partner institutions – from Belgium, Spain, Bulgaria, Austria, Finland and Georgia – are going to prepare, produce and analyze new radio formats, using interactive and social media platforms.