

## Toolkit

### Increasing awareness about EU passenger rights

Flight delayed? Train cancelled? Luggage lost or damaged? Many citizens still do not know that in case of problems when travelling in the EU they have rights, including assistance and reimbursement. EU rules on passenger rights are valid no matter how people travel: by plane, train, bus or ship. People need to know what their rights are!

This toolkit contains **tips & tricks for social media** and all **campaign material** at your disposal to spread the word about EU passenger rights within your network.

If you have any questions about the **EU passenger rights campaign**, please do not hesitate to [contact the European Commission](#).

#### Tips & tricks for social media

<p><b>Facebook</b></p> <ul style="list-style-type: none"> <li>• Update your cover image with the suggested banners (see below)</li> <li>• Use ready-made posts (see below)</li> <li>• Post links or share posts – multimedia elements are more effective and engaging than simple text</li> <li>• Promote/boost posts, if possible, to reach a greater audience</li> </ul>	<p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>• Use ready-made posts (see below)</li> <li>• Post tweets or retweet the <a href="#">@Transport EU</a> updates with your own comments</li> <li>• Include questions, facts and figures, and emojis in your tweets to engage viewers</li> <li>• Use the hashtag <a href="#">#PassengerRights</a> in your posts</li> </ul>
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#### Tips & tricks for other online and offline promotion

<p><b>Online promotion</b></p> <ul style="list-style-type: none"> <li>• Publish information (articles, news, etc.) about EU passenger rights on your website and in your online publications (e-mails, newsletters, brochures, etc.)</li> <li>• Share the campaign material with your network</li> <li>• Add the banners to any online channels your organisation uses – your website, newsletters, Facebook, LinkedIn, Twitter, etc.</li> </ul>	<p><b>Offline promotion</b></p> <ul style="list-style-type: none"> <li>• Share the campaign material with participants at events</li> <li>• Distribute the printed material or play the videos at events, or in places passengers frequently attend</li> <li>• Include the posters, leaflets and banners in your printed publications</li> <li>• Order any of the posters or leaflets for free and in the language you prefer</li> </ul>
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### Important:

Travellers can find information about their EU passenger rights on the following website:

[https://europa.eu/youreurope/citizens/travel/passenger-rights/index\\_en.htm](https://europa.eu/youreurope/citizens/travel/passenger-rights/index_en.htm)

We invite you to always refer to it.

## Campaign material

Social media and other online and offline promotion material (see below):

- **Ready-to-use social media posts**
- **Logo**
- **Banners**
- **Posters**
- **Leaflets**
- **Videos**

### Ready-to-use social media posts

There are adaptable social media posts for air, bus and coach, maritime, rail and general passenger rights. You can use these to raise awareness about EU passenger rights before the Easter and summer holidays.

Click [here](#) for the general posts

Click [here](#) for the rail sector

Click [here](#) for the air sector

Click [here](#) for the bus and coach sector

Click [here](#) for the maritime sector

### Logo



Click [here](#) to access the logo, available in all EU languages.

## Banners

Click [here](#) to access the web banners available in different languages and formats.

### Example:



## Posters

There are 7 different adaptable posters which can be adapted for air, bus and coach, maritime and rail passenger rights.

Click [here](#) to access the 7 posters, available in all EU languages.

### Example for bus passenger rights:



## Descriptive posters

There are 4 different descriptive posters which provide details about air, bus and coach, maritime and rail passenger rights.

Click [here](#) to access the descriptive posters, available in all EU languages.

### Example for air passenger rights:



## Leaflets

There are 4 different leaflets which provide details about air, bus and coach, maritime and rail passenger rights.

Click [here](#) to access the leaflets, available in all EU languages.

### Example for bus and coach passenger rights:



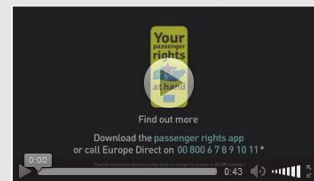
## Videos

There are 4 different videos which present the passenger rights campaign. Click [here](#) to access the videos in different languages and formats.

### Passenger rights – Travelling is a right for all



### Passenger rights – Flight cancelled?



### Passenger rights – Bus or ship delayed?



### Passenger rights – Travel delayed or cancelled?

