

## Recommendations for social media:

In order to generate synergies and achieve maximum awareness of the latest call for applications for the programme of postgraduate fellowships abroad, we suggest you follow certain criteria in your social media posts to reach as many candidates as possible.

- It's important to use the main hashtag [#laCaixaFoundFellowships](#), [#BecasFundlaCaixa](#) or [#BequesFundlaCaixa](#) to ensure content is disseminated under the same tag.
- It's a great idea to include the "la Caixa" Foundation social media sites to ensure the mention can be detected and published via our channels:

**Twitter:** [@BecariosFLC](#) and [@BecarisFLC](#)

**Instagram:** [@BecariosFundlaCaixa](#)

**LinkedIn:** "la Caixa" Foundation (<https://www.linkedin.com/company/546456/admin/>)

- You can also share the "la Caixa" Foundation website with anyone who might be interested in the call, as this contains all the information about the requirements and procedure to apply for one of these fellowships:  
<https://fundacionlacaixa.org/en/postgraduate-fellowships-abroad-call>





## Example tweet

*Use this text as a guide to promote the call on social media. Feel free to use any of the materials provided in the communication kit.*

**Tweet:** Do you want to make the most of your talent and train at the world's best universities and research centres? Apply for a postgraduate fellowship abroad from [@FundlaCaixa](#) and give your story a boost. More information:

<https://fundacionlacaixa.org/en/postgraduate-fellowships-abroad-call>

**Hashtags:** [#laCaixaFoundFellowships](#), [#BecasFundlaCaixa](#), [#BequesFundlaCaixa](#)

**Mention:** [@FundlaCaixa](#)

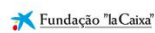
**Image:**



Postgraduate  
Fellowships Abroad  
Call 2022

**Your  
postgrad,  
your story**

Submit your application by  
2nd February 2022



Fellowships

*Thanks very much for your support*