

Create interest - present DK in general, benefits and possibilities for our target group

Throughout content let them know WHEN is the application date

2 weeks before app. date

Create involvement/participation - let them know what they need to do in detail, include external links for extra information, include checklist and feedback from others

2 weeks after app. date

APPLICATION DATE

Would be published on more SoMe than one - in the afternoon, around 10-11