

**YEE ANNUAL MEETING 2019**

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Dear colleagues,

One successful year is behind us and I believe that each member of YEE has a lot to share on what was done in the previous year.

After participating in the YEE training in March 2018, I wished to be more engaged in working with YEE. I am very happy that I was elected as a Board member in July of the same year because this experience gave me a year of memory. At first, I did not know exactly what to do and where to start, but with the help of my colleagues, I have prepared my Work Plan and started to work on my tasks one by one.

In the first place, we started to create a Social Media Strategy because YEE didn't have a clear concept of it. This required a lot of research on each platform and tools, so I learned a lot of tips and tricks for successful promotion on social networks. With the goal of increasing visibility of the network online, we revived the YEE YouTube channel, became more active on Twitter and Instagram, which led to an increase in the number of followers, which is one of the indicators of success in our work. Editing the Newsletter was not in my initial work plan, but I found very interesting to work with it, and my colleagues gave space for me, so I was the editor of the November, February, April and June editions of the Newsletter.

I was actively involved in the Crowdfunding Working Group, which I can also estimate as good practical experience. Although the goal of the campaign hasn't been achieved, it was very useful to see how the process of creating the campaign looks from idea to its realization. As the campaign itself has many elements, we need to explore all of them and to find out how to implement them, so I had a chance to learn how to determine the target groups, how to write different types of e-mails and to reach people, how to edit video and use social networks for those purposes.

Basically, I dealt with many things beyond my work plan, and that's why some tasks have remained unfulfilled, such as work on publications. During my mandate, the YEE issued one publication as a follow-up of the last year's project, which already had its own prep-team, so I didn't take part in its creation process, not much more than other Board members. I advise the future Promo and Publication Officer to devote more time to work on publications because it is a useful experience that contributes to gaining many skills.

Finally, working online in an international team and traveling to meetings was for me a completely new environment that I've really enjoyed. I think that learning how to work efficiently online is very useful for every volunteer because it is good for time-saving and if it counts on the fact that sometimes it can be the only way for collaboration.

I am very proud of being part of the YEE team and I really appreciate this experience because it keeps me motivated to continue volunteering in the future.

I want to thank Masha, Cansu and Bilinc, all Board members and dear ESC volunteers for their great support and all the things I've learned from them.

Wish you all the best in the future work,  
Tamara Panić

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