




EES Info Campaign: Social Media Launch Messages

Target Audience	Proposed copy (Facebook, LinkedIn, and X)
Non-EU Nationals (SoM copy_1)	Are you planning to travel to Europe? A new border management system — the Entry/Exit System — will soon make your border crossing easier and more efficient. Learn about the EES  https://travel-europe.europa.eu #TravelToEurope
General public in the EU and Schengen area (SoM copy_2)	A new border management system — the Entry/Exit System — is coming soon to make travelling to Europe easier and more efficient. Learn about the EES  https://travel-europe.europa.eu #TravelToEurope
Target Audience	Proposed copy (Facebook, LinkedIn, and X)
Non-EU Nationals (SoM copy_3)	Important update for non-EU nationals travelling for a short stay to 29 European countries! As of 12 October 2025, the Entry/Exit System will gradually record: <ul style="list-style-type: none"> • data from the travel document • travel dates • biometric data In line with EU data protection rules. Learn more about the EES  https://travel-europe.europa.eu #TravelToEurope
General public in the EU and Schengen area (SoM copy_4)	Europe's borders will soon be even more secure and travelling for non-EU nationals will be easier, thanks to the new digital Entry/Exit System .

Learn about the EES 🇪🇺
<https://travel-europe.europa.eu>

#TravelToEurope