



**Tell it
nicely, tell
it out loud!**

**Co-creating
Erasmus+ and
the European
Solidarity Corps,
breakout
session B11, 29
January 2020**

**Do you have a great project story
you would like to share with the
world, but not sure how to go
about it?**

Key communication channels

- *Social media*
- *Web*
- *Press*

- *...but what about a communication strategy?*

Think before doing –

to make them remember what they read/saw/heard

- *Why? What is the purpose?*
- *What?*
- *To whom?*
- *When?*
- *How?*
- *Where?*

Social media

- *Coherent and consistent social media strategy*
- *Choice of platforms, channels and hashtags*
- *Speak to your audience*
- *The power of visual communication*
- *Copyright and data protection*
- *Make it social – use # and @*
- *Analyse the results*
- *Less is more – focus on the key message and link to more information*

Web: attractive and user-friendly

- *Do we need one? (or use existing websites?)*
- *SEO*
- *Accessibility – reduce files*
- *Data protection & copyrights*
- *Update the information!*
- *Analyse the results and follow up!*

Press: the importance of earned media

How attract media interest?

- *Find an angle*
- *Go local*
- *Don't be scared*

A few great examples:

- *E+ Project [Start Up Bio](#) : [il Sole24ore](#) and [Les Echos](#)*
- *ESC Project [Budapest Bike Mafia](#) in travel blog [Culture Trip](#)*
- *ESC Project – [European Youth for Norcia](#) in [La Vanguardia](#)*
- *[MyNewGut](#) - everywhere*

Case study: It Takes a Village: Encouraging Immigrant Integration and Empowerment

Groups:

- 1. Winner*
- 2. Champion*
- 3. Leader*
- 4. Frontrunner*
- 5. Number one*

Let's work a bit!

Communication plan needed!

- *Why? What is the purpose?*
- *What?*
- *To whom?*
- *When?*
- *How?*
- *Where?*

'Growing Together' – what they did

- *Growing Together: Immigrants Empowerment as Local Citizens and as Educators*
- *Facebook*
- *Website*

THANK YOU!

In case you have questions:

- *Re social media*

Anna.RYDHOLM@ext.ec.europa.eu

- *Re communication in general*

Amanda.LINNINGER@ext.ec.europa.eu

Asked for links

Graphic design

- [*Use of the EU emblem...*](#)
- [*EACEA Erasmus+ guidelines*](#)
- [*Canva, Unsplash, Pexels*](#)

Website

- [*31 free Google Tools for Marketers*](#)
- [*A Simple Step by Step Guide to SEO*](#)
- [*10 Do-it-yourself SEO Tips to Save Money*](#)

Social media

- [*Twitter thread with projects that tagged E+*](#)
- [*Strong Visual branding*](#)