



# Rhythm 4 You(th)

COMMUNICATION PLAN

**Programme:** Erasmus+

**Action Type:** KA210-YOU - Small-scale partnerships in youth

**Project Reference:** 2021-2-IT03-KA210-YOU-000047945

# 1 – FOR PARENTS

Sharing infos about the course on dyslexia-specific's Facebook groups.

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# 2 – FOR FAMILIES

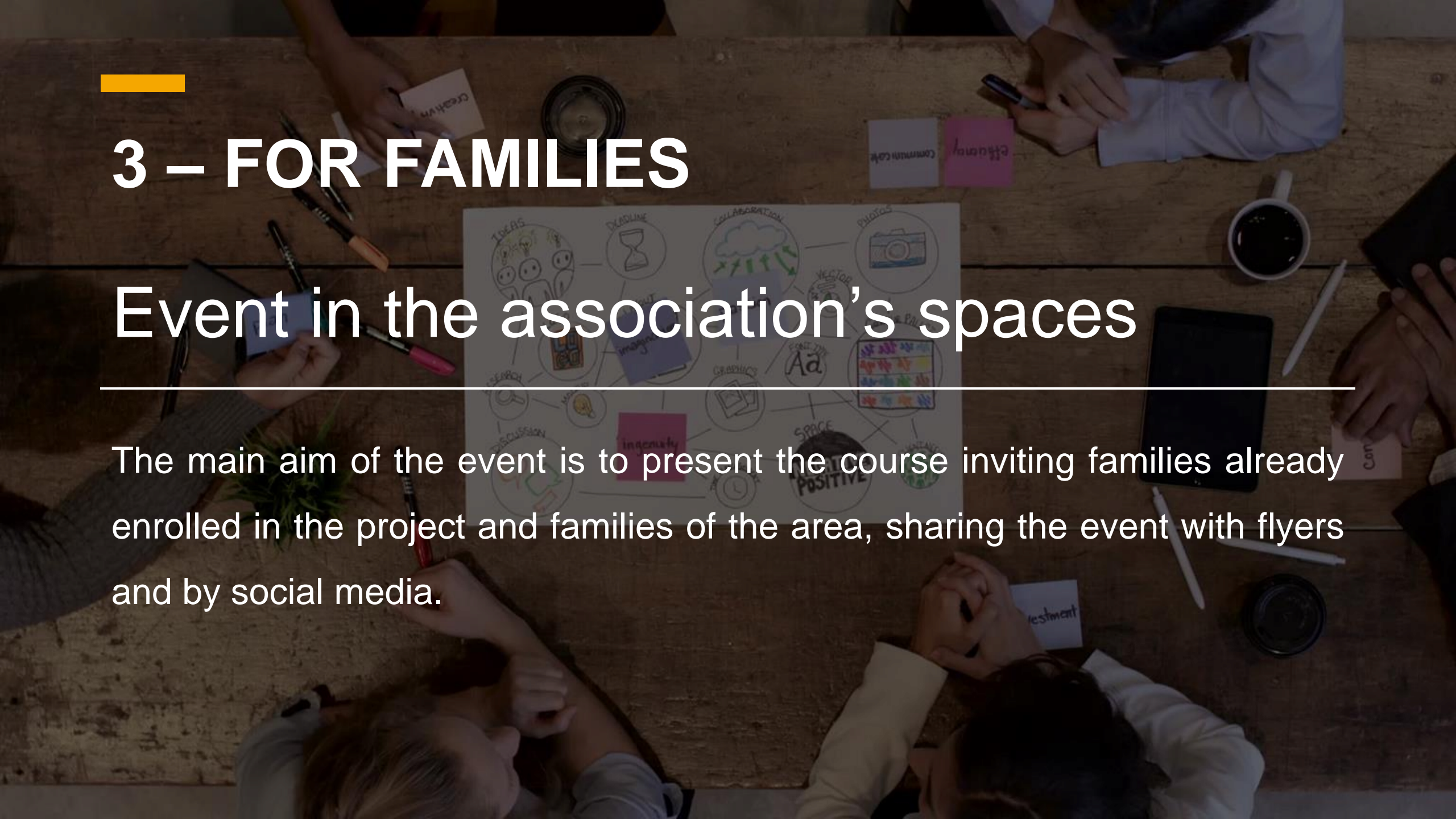
## Event in a park

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Performance or  
interactive show



- Association that deals with the promotion and raising awareness about dyslexia;
- Representative of dyslexia;
- Association and sport's representative from the municipality.



# 3 – FOR FAMILIES

## Event in the association's spaces

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The main aim of the event is to present the course inviting families already enrolled in the project and families of the area, sharing the event with flyers and by social media.



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## **4 – FOR KIDS, PARENTS AND INSTITUTIONS**

### **Event in a primary school**

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Dance session for kids and parents together.

The event should be shared on social media profiles of different schools.



# WHAT TO SHARE ON SOCIAL MEDIA

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- Animated videos about dyslexia;
- Posters sharing facts and informations about dyslexia and how dance can help;
- Successful stories of people with dyslexia;
- To ask famous people with dyslexia to make a video on behalf of the association inviting children to join the course.

<https://www.piattaformaprogetti.eu/rhythm-4-youth/>

