

# PLAN OF COMMUNICATION



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The communication activity is coordinated by an experienced manager selected within the BRAVO organization. It is understood that all organizations, by providing a staff member, will actively participate and contribute to the completion of these tasks.

The communication activities, based on solid strategies designed even before the start of the project, are structured as follows:

1) **INTERNAL COMMUNICATION**, starting from project approval and continuing until its completion, includes:

- Sharing of organizational and logistical information within the partnership.
- Sending informative materials related to meetings.

2) **EXTERNAL COMMUNICATION** that begins with project approval and ends upon its completion includes:

- Communication through online and offline channels (Facebook, Instagram, TikTok, press, local radio, TV, etc.) about the project's success, featuring the Erasmus+ logo and explicit mention of the European funding source.
- Creation of the project logo.
- Development of the official project website and inclusion of the Erasmus+ and project logos ( <https://www.piattaformaprogetti.eu/visual-thinking-4-youth/> )
- Communicative actions throughout the project's progression (e.g., start/end of activities).
- Distribution of info packs to project partners at the launch of individual activities.

## TARGET GROUP REFERENCE

The communication activity is specifically designed according to the following target groups:

### 1. Internal communication target group:

- Project partners: through official project emails and via the online platform "Zoom".

### 2. External communication target group (target groups are indicated as "t1", "t2"...):

- t1: participants in the activities (communication only);
- t2: families of the participants;
- t3: families of young people with dyslexia;
- t4: organizations within the consortium's network members;
- t5: organizations outside the consortium's network members, especially in the field of non-formal education and inclusion of young people with cognitive difficulties and disabilities;
- t6: secondary schools, vocational institutes, assistance centers;
- t7: socio-educational animators in Europe;
- t8: dyslexic youth aged 13 to 19;
- t9: non-dyslexic youth for awareness at local and European levels;
- t10: civil society in general for awareness at local and European levels;

## TOOLS

The tools used vary depending on the messages and target groups listed and include both online and offline channels. Below are the target groups associated with each channel:

- Facebook: for all target groups;
- Instagram: for all target groups;
- Official website and dissemination platform: for all target groups;
- Newsletter through scheduled and organized mailing lists by target: t4, t5, t6;
- Personal email: t1;
- Community created at the end of the first virtual exchange: t1, t4, t5, t6, t7;
- Sharing TikTok and YouTube videos: t3, t5, t7, t8, t9, t10;
- Publishing news through local press: t3, t6, t7, t8, t10;
- Publishing news through web newspapers: t3, t6, t7, t8, t9, t10;
- Multiplier events (open days open to the public to be organized within two months of the closing meeting): t1, t2, t3, t4, t5, t6, t8;
- Planning meetings for each organization with political institutions (local, national, or European).

## INDICATORS

To maximize communication objectives, the communication monitors the following indicators on a weekly basis:

- Facebook, Instagram, and website: Average time spent on the page (+2.5 seconds), weekly subscribers (+15%), "Likes" received for published posts (+50% compared to the total post readership),

- IFP course subscribers and trainers adopting new approaches: Weekly subscriber count (+10% from initial levels) and number of trainers adopting new tools (at least 4 out of 10),
- Newsletter through scheduled mailing lists organized by target: Number of recipients opening the email (at least 40% of email recipients),
- YouTube and TikTok videos: Weekly percentage increase in views (+20% per week compared to initial levels),
- Publication through local press: At least one publication after each activity for each consortium organization,
- Participation in the online campaign: At least 50% of the campaign's target youth participate,
- Number of participants in the open-day for individual consortium organizations: An expected total of external participants per organization between 100 and 150.

## **VISUAL IDENTITY**

All consortium organizations, coordinated by the communication manager chosen within BRAVO, will be responsible, from the project approval stage, for giving visibility and prominence to:

- European Commission logo;
- Inclusion of the European Commission logo within the project logo;
- Explicit mention of the European Commission as the funding source;

- Sharing of links to the platforms provided by the European Commission within all communication and dissemination spaces.

## **GENERAL RULES AND APPROACHES**

- Communicate openly and share your opinions and points of views with all partners involved.
- Try to respond to emails within a timeframe of 48h, in case of urgent matter, try to respond as soon as possible.
- Be polite and understanding.
- Respect others time, effort and points of view.
- Create a whatsapp group for day to day communication and open an email thread for official communication involving all members from the partner organization.
- Use zoom for online meetings
- Create a drive folder and share it among all members from the partner organizations to store materials, information, results - to be created and shared at the beginning of the project.
- Create a subfolder per organization or per act create a trello timeline for the project activities and creation of resultivity so we have clear view of everything related to the project.
- Each organization to have a contact person who will communicate the lead organization and then share information with the participants who

will take part in the activities, prepare them before each activity and keep them accountable.

- Know your audience: tailor your messages to resonate with your specific audience. Understand their needs, interests, and communication preferences.
- Clear objectives: define clear, measurable objectives for your communication efforts. Whether it's increasing awareness, driving engagement, or influencing behavior, having specific goals is essential.
- Craft compelling messages: develop concise and compelling messages. Clearly articulate the benefits and value of your project in a way that resonates with your audience.



THANK YOU

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

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