**Deliverable 5.1 - Communication & Dissemination Plan**

# Promoting Resilience and Employability in uniVersity PREVIEW

## ERASMUS + Call 2022 Round 1 KA2 KA220-HED - Cooperation partnerships in higher education

**Funded by the European Union**

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| **Abstract** | The Communication and Dissemination Plan is a document that summarizes the strategy and concrete actions related to the communication and dissemination of the Preview project results. The document is aimed at serving as a plan for communication and dissemination for the activities of the Preview project, providing all the necessary information about the strategy that the consortium will follow in order to communicate the results of the projects and to make the results of the project available to the stakeholders and to the wider audience. The Communication and Dissemination Plan describes the communication channels, tools, and materials that will be developed and used for this purpose.<br><br>This strategy will be followed by all partners with communication and dissemination activities that will be implemented throughout the life of the project.<br><br>The Communication and Dissemination Plan will be reviewed and developed on a regular basis to ensure the successful implementation of the project. |

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## Document History

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|---------|------|----------------|-------------|
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## List of Beneficiaries

| N. | Partner Name | Short Name |
|----|--------------|------------|
| 1 | Consiglio Nazionale delle Ricerche | CNR |
| 2 | Università degli Studi di Sassari | UNISS |
| 3 | Academia de Studii Economice din Bucuresti | ASE |
| 4 | Universidad de Salamanca | USAL |
| 5 | Mediterranean Pearls APS | MEDPEARLS |
| 6 | Asociatia de Dezvoltare Intercomunitară Harghita | ADIHARGHITA |
| 7 | AlterContacts | ALTERCONTACTS |
| 8 | Nevşehir Hacı Bektaş Veli University | NEVU |

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| List of Acronyms and Abbreviations | |
|---|---|
| **Acronym** | **Description** |
| HEI | Higher Education Institution |
| C&D | Communication and Dissemination |
| MP | Mediterranean Pearls APS |
| WP | Work Package |
| EU | European Union |
| HR | Human Resources |
| SME | Small and Medium Entreprise |
| P.A. | Public Administration |

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# 1. Description of the project

Students graduating today with business degrees will be working in careers yet to be created, and many already in the workforce will transition from collocated to remote work. How do educators, and individuals, prepare them for what lies ahead?

The Project PREVIEW based even on lessons already learnt in the context of the COVID-19 crisis aims at meeting to this new scenario for the education system by developing innovative and more inclusive pedagogical and apprentice model in designing and managing internship and other university activities to support the ecosystem actors (students, university tutors and company tutors) in developing and upskilling knowledge and skills according to the scenario and organization model occurred by the digital age.

PREVIEW has as its main objective to increase the capacity and readiness of Partners involved as well as students and universities and industries staff to manage an effective shift towards digital education required by the organizational changes as consequence of remote working explosion.

The Consortium has identified the tourism and cultural heritage sector as a pilot area . So the project aims to focus also on skills development for remote working, to provide students with further employability skills to increase their professional success in a labor market shaped by digital transformation. As piloting action, PREVIEW focuses on the tourism field and aims at providing outputs easily transferable to all fields.

The Project will support the use of digital technologies for teaching, learning, assessment and engagement. Particular attention will be given to promoting gender equality and addressing differences in relation to the access and use by underrepresented groups. Furthermore it addresses the :

1. Development of disadvantaged rural and urban areas since remote internship could help students from rural areas and with economic limitation to live a work experience in interesting and stimulating context as well as could contribute to increased participation in university life disadvantaged groups, regardless of their socio-economic background. To this regards UNISS and ASE are Universities that involve student from these areas;

2. Open and distance learning priority since the project envisages MOOC and innovative ICT-based content, services, pedagogies and practice for internship experiences;

3. New learning and teaching methods and approaches since the project focuses the development, testing and implementation of flexible learning pathways and modular course design (online and blended) and appropriate forms of assessment, including the development of online assessment and innovative pedagogies model such as collaborative online learning or the use of co creation approach such Service Design Methodology.

The partnership consists of Universities, research centers, developmental agencies:

- CNR (ITALY)
- UNIVERSITA DEGLI STUDI DI SASSARI (ITALY)
- ACADEMIA DE STUDII ECONOMICE DIN BUCURESTI (ROMANIA)
- UNIVERSIDAD DE SALAMANCA (SPAIN)
- NEVSEHIR HACI BEKTAS VELI UNIVERSITY (TURKEY)
- MEDITERRANEAN PEARLS APS (ITALY)
- ASOCIATIA DE DEZVOLTARE INTERCOMUNITARA HARGHITA (ROMANIA)
- ALTERCONTACTS (HOLLAND)

## 1.1 Preview specific objectives

Preview project undertakes to:

- Design and test a new University curriculum by including innovative Remote Internship.
- Promoting a smooth shift in the University Partners from the in person internship program to a virtual program in the fields of tourism and cultural heritage.
- Involving at least 100 students or graduates (at least 16 of them with economic and geographical limitations) participating in remote internship experiences in the field of tourism and cultural heritage.
- Providing at least 50 education operators (teachers, trainers, university and company tutors, etc) with a much higher level of digital skills to usefully manage blended internship experiences as well as blended learning.
- Involving at least 80 education operator in the Learning activities involving at least 150 students in the MOOC on remote skills.
- Facilitating access to international work experiences despite economic and geographical limitations, disabilities, learning difficulties and disadvantages.
- Establish a strong partnership among University and Tourism and Cultural Heritage business associations in order to exchange expertise in different fields and to improve the quality of remote internships.
- Support enterprises involved in the project in transition to remote working.
- Improvement of knowledge about new methodologies, tools and technologies as educational means for supporting teachers and students to develop digital and soft skills and competences.
- Stimulating virtual forms of collaboration and communication among students, university teachers and company representatives.

## 2. Introduction

Communication is an essential component of the Preview project in order to amplify the outreach of the actions and achievements to key stakeholders and general public and to demonstrate the relevance of the initiative. All partners agree on the importance of communication in the implementation phase. Taking into account the complexity of this task due to heterogeneity of the target groups (different backgrounds and context), cultural and language differences, etc. the process of communication requires careful planning and organized execution to achieve communication objectives but also contribute to the success of the project. This plan will work as the reference document for all the partners to ensure the coherence of project communication messages and visual material; as well as to be aware of the communication and identity rules to abide by in order to be compliant with European Union requirements.

The Communication Plan is conceived to be a "live" document that will be revisited and updated during the whole duration of the project. Project Partner Mediterranean Pearls APS is the lead partner for the implementation of the WP5, Communication & Sustainability, an therefore will guide in the execution of this Communication Plan.

Definitions:

**"Communication"** refers to the act of informing the general public about the existence of the project and its primary outcomes. Promoting the project and its results goes beyond dissemination (as defined below) because it involves strategically and selectively communicating about the Preview project and its outcomes to various audiences, including media, the public, and potentially engaging in two-way interactions.

**"Dissemination"** refers to the public sharing of project results through suitable means (excluding the protection or exploitation of results), which may include scientific

publications in any medium. Dissemination of acquired knowledge, data, and results throughout the project is an essential component of every project.

This WP aims to gather key stakeholders around Preview agenda and ensure that all project outputs and results are transferred beyond the partnership as well as disseminated and used in most efficient way. The purpose of Preview dissemination and communication plan is also to provide relevant, accurate, and consistent project information to project stakeholders and other target audiences, such as universities, public and private institutions that might be interested in the learning approach supplied by the project. In addition, it aims at providing recommendations so as to generate and disseminate the opportunities this project open up for students, universities and working settings with its approach that combines Higher Education and professional practice.

## 2.1 C&D objectives

Specific dissemination and communication objectives of the Preview project are:

- To disseminate and promote project outcomes beyond the key target groups and multiply its results to the general community.

- To raise awareness of the target audiences and relevant stakeholders about the innovative nature of Preview, its outputs and potential of transferability beyond the project duration.

- To engage and establish a network of users of the Preview educational resources, from both academic and non-academic institutions.

- To foster and advance the cooperation between academic institutions and business sector at national, regional and cross-regional levels.

- To ensure that national, regional and relevant international policy makers and experts are well-informed about the Preview project and its outcomes, so they can encourage multiplication and spill-over of these results.

- To inform regularly national, regional and international stakeholders about project activities and outcomes.

The communication plan stipulates the recipient of the information, how the information will be delivered, what information will be communicated, who communicates, the frequency of the communications and the resources employed for this purpose.
For the implementation of the Preview C&D strategy, we will focus on achieving the following specific goals:

- Identify the various target groups at different territorial levels: EU, national, and regional.

- Determine the communication requirements of these target groups.

- Develop key messages for the project to effectively reach and engage the target groups.

- Select appropriate communication methods and tools.

- Effectively convey the Preview project's objectives, scope, challenges, results, solutions, and other project-related information to the wider audience.

- Establish a clear timeline for executing communication activities.

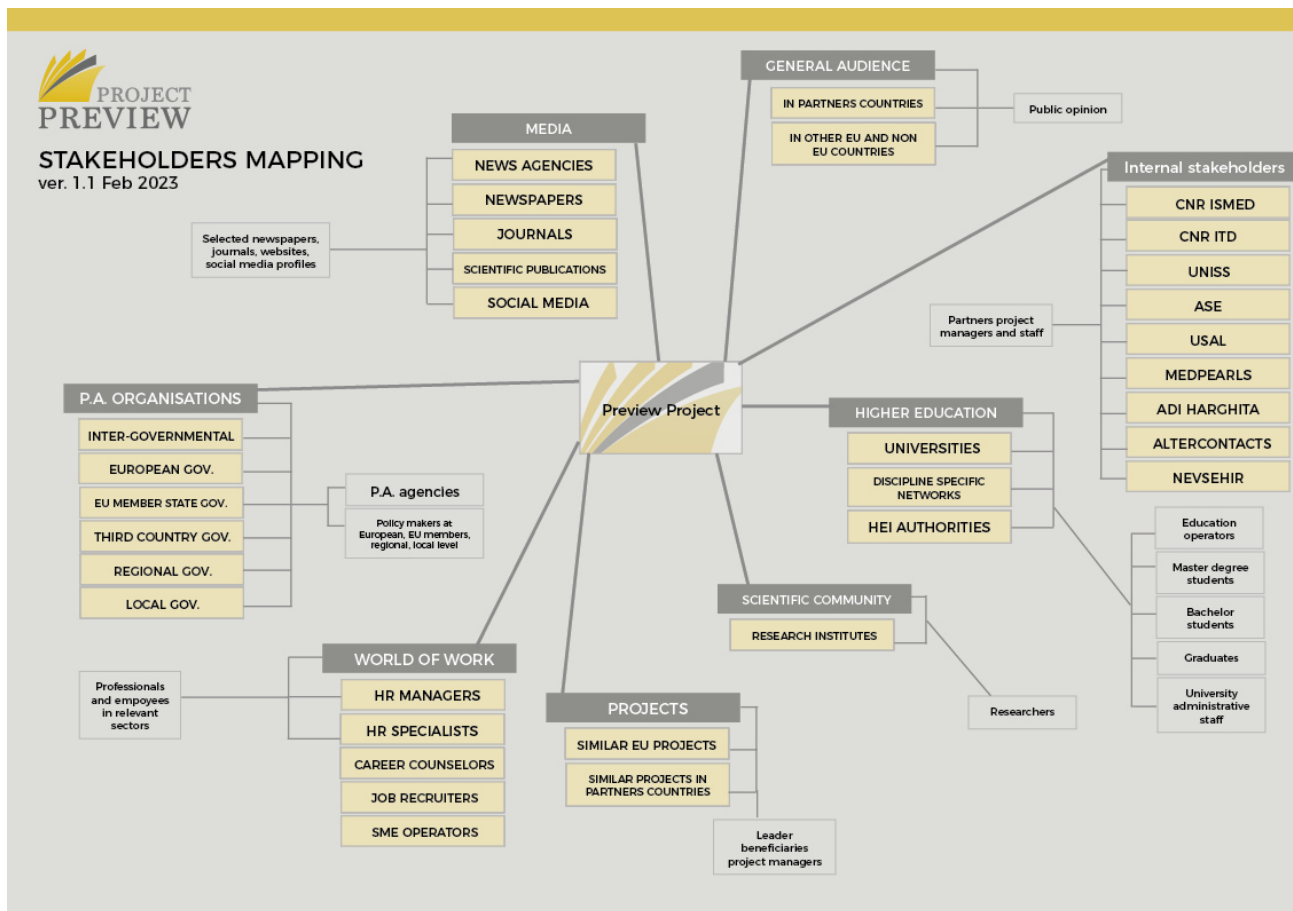- Allocate specific responsibilities among partners for effective implementation of communication activities.

*Figure 1 - Stakeholders Mapping*

## 2.2 Communication target groups and stakeholders

Accurate identification of key project target groups and stakeholders is a challenging but key task for the successful communication and project implementation. The main target audience of dissemination and communication actions in this project are people from the partners countries (Italy, Spain, Romania, the Netherlands, Turkey). Preview activities and outcomes are expected to be of high interest and benefit a wide range of stakeholders mainly in these countries. However, communication will also be addressed to stakeholders

from other countries, where possible.

The basic language of the communication will be simple and easy to understand and appropriate for the target audience. In this respect, the same message may be modified in language depending on its recipient and its relevance to different targets.

In communications to the media and general public, care will be taken not to use technical language.

Identified target groups and stakeholders are:

- **Consortium members (internal target group):** They are highly interested in knowing in detail all project activities, project progress and expected level of their involvement. They will be regularly updated on the progress of WPs and future plans / tasks to be completed. They will be mainly approached via email and project team and WP leaders will make sure they will maintain a smooth and effective communication with all consortium members.

- **Students in HEIs partners:** Different communication tools will be employed to attract one of the key stakeholders to this project, students enrolled in a bachelor or master degree course in HEIs partners. They will be invited to participate in project activities and will have the opportunity to acquire recognized and certified skills that can enhance their employability and performance. They will be also involved in result dissemination activities, with the main purpose to increase awareness on the project topic and issues to be tackled.

- **Education operators of HEIs partners:** Project activities will be disseminated to the education operators staff with the purpose of capacity building on the field and increase awareness on the importance of recognition and validation of service-related competences. They will be invited to participate in project activities and will have the

opportunity to acquire recognized and certified skills. They will be also involved in result dissemination activities, with the main purpose to increase awareness on the project topic and issues to be tackled.

- **Graduates of HEIs partners:** Graduates will be invited to join activities and result dissemination activities with the main purpose to increase awareness on the project topic and issues to be tackled.

- **World of work**: Representatives from the world of work should be interested in dealing with graduates with skills adapted to the increasing demands of remote work. They will be able to provide feedback on project activities and the requirements of digital age working environments. In particular, the project may involve HR Managers and Specialists, Career Counselors, Job Recruiters, SME Operators in relevant sectors (e.g. Cultural Heritage).

- **Scientific Community:** The scientific community will be informed about the activities and results of the project in order to encourage competent feedback and with a view to further studies and insights into these topics. Publications in the technical and scientific literature may be important in this respect.

- **Public administration organisations:** These target groups can be very important in the scope of Preview project and the sustainability of its results. They will be continuously informed about the project activities. The relevant administrations and agencies are the economy, labour, education, tourism and cultural heritage.

- **Media:** Important in order to reach opinion makers but also a wide audience, potentially interested in crucial topics for the future of young people entering the labour market.

The press kit and press releases will be dedicated to this category of stakeholders in particular.

- **Projects:** This category of stakeholders can help to improve the visibility of the project by providing feedback, sharing experiences and discussing common problems and issues.

- **General audience:** During the pandemic of Covid19 people have been experimenting with remote working modes and have had to understand their characteristics, potentials and differences. It is therefore necessary to spread awareness among the public of the specific skills and abilities needed to make activities in remote work environments effective in an increasingly digitally dominated world.

*Table 1 - Stakeholders Mapping*

| GENERAL CATEGORIES | CATEGORIES | SUB-CATEGORIES |
|---|---|---|
| **INTERNAL STAKEHOLDERS** | | |
| PREVIEW PROJECT PARTNERS | - CNR ISMed, CNR ITD, Uniss, Ase, Usal, Medpearls, Adi Harghita, AlterContacts, Nevsehir | - Project Managers & Teams<br>- General Assembly" |
| **EXTERNAL STAKEHOLDERS** | | |
| HIGHER EDUCATION | - HEIs Authorities  - Universities  - Discipline Specific Networks | - Education Operators<br>- Master Degrees Students<br>- Bachelor Students<br>- Graduates<br>- Researchers<br>- Research Groups<br>- University Administratyive Staff |
| WORLD OF WORK | - HR Managers<br>- HR Specialists<br>- Career Counselors<br>- Job Recruiters<br>- SME Operators | - Professionals and Employees in relevant sectors (e.g. Tourism, Cultural Heritage) |
| SCIENTIFIC COMMUNITY | - Research Institutes | - Researchers |
| PUBLIC ADMINISTRATION ORAGANISATIONS | - Inter-governmental<br>- European Government<br>- EU Member States Government<br>- Third Country Governments<br>- Regional Governments<br>- Local Governments | - P.A. Agencies<br>- Policy makers at European, EU Members, Regional, Local level |
| MEDIA | - News Agencies<br>- Newspapers<br>- Journals<br>- Social Media<br>- Scientific Publication | - Selected Newspapers, Journals<br>- Selected Websites<br>- Selected Social Media Profiles |
| PROJECTS | - Similar EU Projects<br>- Similar Projects in Partners Countries | - Leader Beneficiaries Project Managers<br>- Project Partners Teams |

| GENERAL AUDIENCE | - In Partners Countries<br>- In other EU and non-EU Countries | - Public Opinion |
|---|---|---|

*Table 2 - Communication messagase and tools*

| STAKEHOLDERS CATEGORIES | COMMUNICATION MESSAGES | COMMUNICATION TOOLS |
|---|---|---|
| PREVIEW PROJECT PARTNERS | - Project management<br>- Project Status<br>- Project Outputs<br>- Communiction Activities | - E-mail<br>- Newsletter<br>- Website<br>- Project Templates<br>- Dissemination Kit<br>- Project meetings<br>- Preview Google Drive |
| HIGHER EDUCATION | - Project Progress<br>- Project News and Events | - E-mail<br>- Newsletter<br>- Website<br>- Social Media Channels<br>- Publications in technical literature |
| WORLD OF WORK | - Project Progress and Results<br>- Project News and Events | - E-mail<br>- Website<br>- Social Media Channels |
| SCIENTIFIC COMMUNITY | - Project Progress<br>- Project News and Events | - E-mail<br>- Website<br>- Social Media Channels<br>- Publications in technical literature |
| PUBLIC ADMINISTRATION ORGANISATIONS | - Project Progress and Results<br>- Project News and Events | - E-mail<br>- Newsletter<br>- Website<br>- Social Media Channels |
| MEDIA | - Project Presentation<br>- Project Progress and Results<br>- Project News and Events | - Video<br>- Press Kit<br>- Press Releases |

| | | - Website<br>- Social Media Channels |
|---|---|---|
| PROJECTS | - Project Progress<br>- Project News and Events | - E-mail<br>- Website<br>- Social Media Channels |
| GENERAL AUDIENCE | - Project Presentation<br>- Project Progress<br>- Project News and Events | - Video<br>- Website<br>- Social Media Channels |

## 2.3. Role of partner institutions

The Preview consortium partners are expected to use all relevant channels and tools to disseminate the project's activities and events within their academic and professional networks, creating conditions for the long-term exploitation of the outputs and results at the local, national, regional and international level. Partners are expected to implement the planned dissemination and communication activities through diversified communication channels, selected according to the specific dissemination and publicity objectives and the addressed target group/stakeholder.

Project partner should used for their reports, presentation and deliverables, the standardized templates specifically designed. All useful materials for this purpose will be uploaded to the project repository at **https://tinyurl.com/2p8ndbbs**.
In order to promote any events they may organize or participate in, the partners institutions should use and disseminate the graphic material included in the dissemination kit (brochures, flyers, banners), both in digital and paper format. Any event, meeting or dissemination activity should be documented with photos, videos, lists of participants, agenda.

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# 3. Communication and dissemination activities

## 3.1 Communication and dissemination channels and tools

The Preview Project will employ diverse communication and dissemination channels and tools based on their target audience and specific objectives. Within the project framework, multiple online and offline materials and resources will be generated to enhance the project's visibility and outreach. The following list of resources is not exhaustive and can be expanded throughout the project implementation.

- Project logo
- Project templates (posters, deliverables, presentations, reports, factsheets)
- Dissemination kit (brochures, flyers, banners, roll-ups)
- Introductory video
- Final video
- Press kit
- Press release
- Website
- Newsletter
- Email
- Social media channels
- Publications in technical literature and dedicated journals

### 3.1.1 Project logo

The Project consortium has adopted a project logo as an important tool to attract target groups 'attention and make project results sustainable. The project logo is unique, and its shape and colors will remain the same through the project implementation. Different versions of the logo have been designed depending on its use. The logo is available in

different formats (vector, jpg, png). The logo depicts a group of sheets to represent a stylized open book, but it can also be interpreted as a group of sails of an imaginary ship of knowledge in constant motion. The predominant color is yellow, the color of happiness and hope, positivity, energy and optimism.



*Figure 2 - Logo for different uses*

### 3.1.2 Project templates

For online communications, meetings and different events, as well as for reports or other project deliverables a set of standardized templates is being created. Throughout the project duration, Preview consortium will used the designed templates in order to ensure consistency in the visibility it receives, and to make sure that key information on the project and its partners are properly shared.
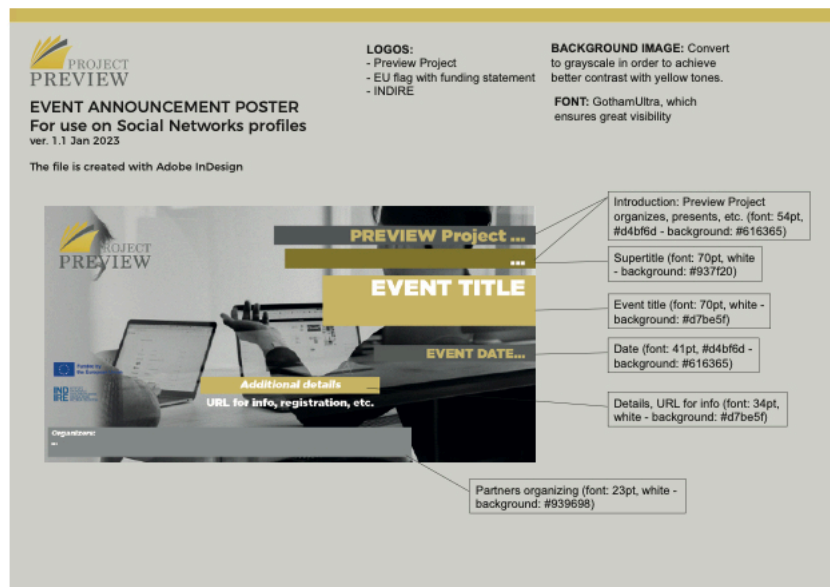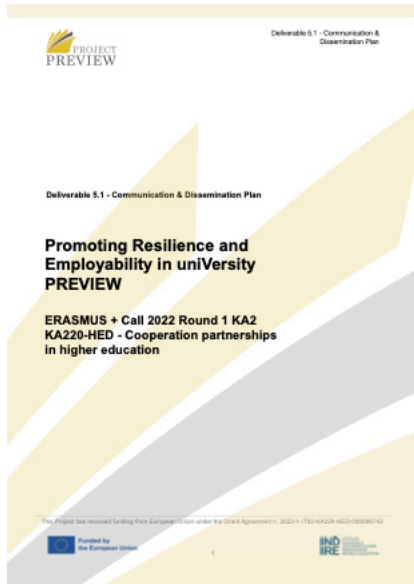
*Figure 3 – Various templates*

### 3.1.3 Dissemination kit

To facilitate and explain to key target stakeholders the key objectives and benefits of the Preview project, dissemination material can be designed. This can consist in brochures, flyers or leaflets that can be printed for use during relevant events or used as offline tools and distributed via emails or the social media channels. The digital version (a pdf file) should be available for download from the project repository and the website. The main purpose of this material is to create an attractive and informative tool introducing the project to the target groups in different countries and regions.

A roll-up banner can be designed as well, which is expected to enhance the project visibility and establish a visual branding of the project. The content of the roll-up should be clear and easily understandable by the target end users. It can be used at different events both live and online, meetings, conferences etc., or even as a background image for interviews, to promote the Preview project to its fullest potential.

### 3.1.4 Introductory video

In order to have an agile, fast, and highly communicative tool that is easy to disseminate, an animation video was created to explain the features and objectives of the Preview project to as wide an audience as possible. The video was created using Wyond, software that allows professional-level animation suitable for effective and intuitive communication. The video has been posted on social media channels and will be published on the project's website as well.

Youtube direct link: **https://www.youtube.com/watch?v=hK2W0pwQFio**

*Figure 4 – Introductory video screenshots*

### 3.1.5 Final video

A final video will also be made in order to communicate the achievements of the Preview project as an effective dissemination tool. The technical characteristics of the video will be determined by the partners at a later stage. It can be an animation video, but also the result of editing footage taken by the partners during events, meetings, and activities during the project's lifetime.

### 3.1.6 Press kit

The press kit is a collection of materials, images, content, files, and information related to a subject or initiative, organized for use by the press. Having a digital press kit on the website increases the likelihood that a journalist or blogger will cover you since the details are readily available, and it is therefore easier to write an article. Making a press kit available also gives greater control over the quality and accuracy of published content. The press kit will include a description of the Preview project, its goals and activities and will be updated continuously. It will also include a presentation of the participating partners. A photo gallery will be created over time with pictures of the events held. The press kit will be produced in digital format and made available on the project repository and website.

### 3.1.7 Press release

Press releases may be issued for announcements of particular importance and interest to the press and general public (events, achievements, etc.). A special template in HTML format may be used for this purpose and forwarded by e-mail to journalists and other selected stakeholders.

### 3.1.8 Website

Careful research on the domain name to be used for the website was conducted in the initial stage. The result was that the word "preview" is very common and used in various combinations, including the word "project." Domains with these two words were, therefore, not available for purchase.



*Figure 5 – Website homepage*

As a good alternative, the domain **www.previewcommunity.eu** was chosen and purchased together with a Linux hosting plan with a MySQL database. The service provider is register.it.
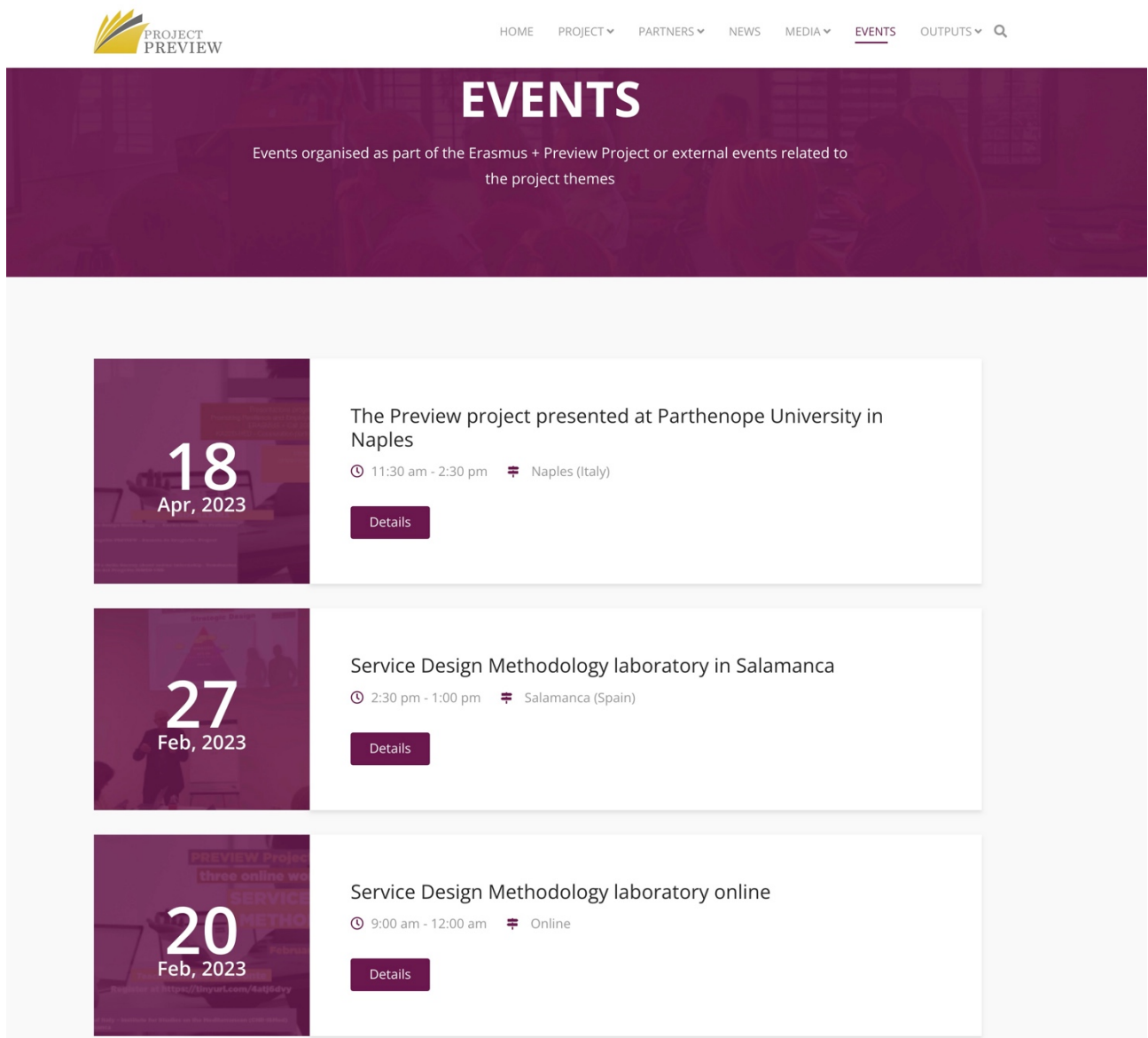


*Figure 6 – Website events page*

The institutional website of the Preview project was created by MP using the *Joomla!* CMS (Content Management System). The graphics of the website is based on a professional template suitable for websites dedicated to higher education institutions. The Preview project website will serve as a primary source of the project overall aim and objectives, activities and achieved results. A storyboard was created to serve as the initial outline but, according to the progress of the project, the content of the website will be continuously extended and updated, and even the navigation could be changed and adapted. Partners are expected to cooperate in providing the information and materials needed to fill the website pages with content related to their activity within the project and information relevant to the topics covered.
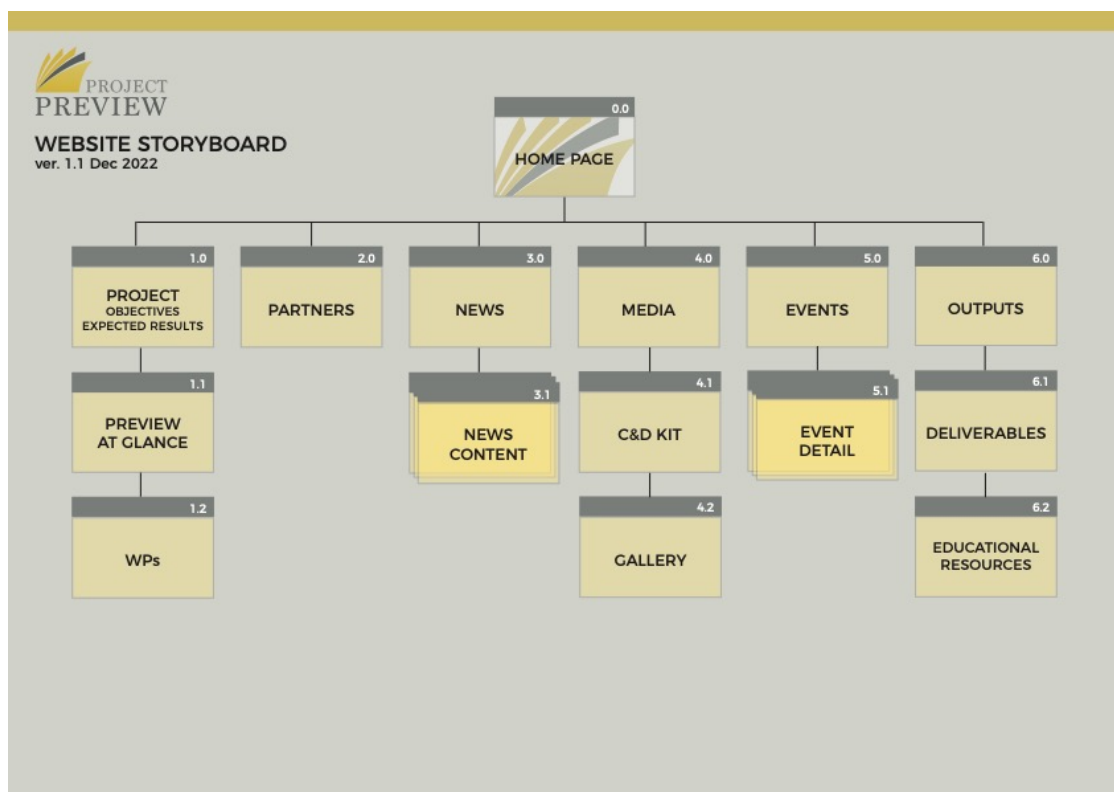


*Figure 7 – Website storyboard*

### 3.1.9 Newsletter

The digital newsletter will be a short but visually appealing electronic informative material prepared on a schedule to be determined. It will be available in the project website as well as it is expected to be published in all consortium partners 'official websites. In addition, all partners should actively distribute the newsletter to all relevant stakeholders. The newsletter can contain information about the project activities and outputs, announcements, conferences and meetings reports, information about upcoming events, etc.

### 3.1.10 E-mail

Stakeholders interested in the events and activities organised by the project, or in the results and outputs realised, will be able to receive e-mail communications in an attractive and easy-to-read graphical HTML format.

### 3.1.11 Social media channels

Preview project will actively use various social networks to increase the impact and generate straight communication channels to allow interactions with the audience through different tools, depending on the communicative objective. In this respect a key concept for Preview communication is to link the project and its topics to well-established online communities that are possibly active on social channels. In fact, social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the project profiles will be constantly updated to show Preview as an active and interesting project. This communication channel is expected to be rather efficient in communicating project evolvements and stabilizing strong presence. The presence of the project on social media is fundamental to accomplish the objectives, it will be used as a relevant tool to reach target groups, stakeholders and the research community, and to interact with the general public. The availability of new project results will be

communicated informing about its progress and its effect, disseminating the project outcomes in order to extend the community interested in its objectives. It will be crucial to reach a high level of followers to have a real impact. To this end, it will be possible to take advantage of the paid features offered by social networks to reach target audiences more effectively.

The content of the news to be posted on social networks will be generated by MP with the collaboration of all the consortium members. The consortium members are expected to share the posts in their social networks and to ask to their community to become followers of the Preview social networks profiles.
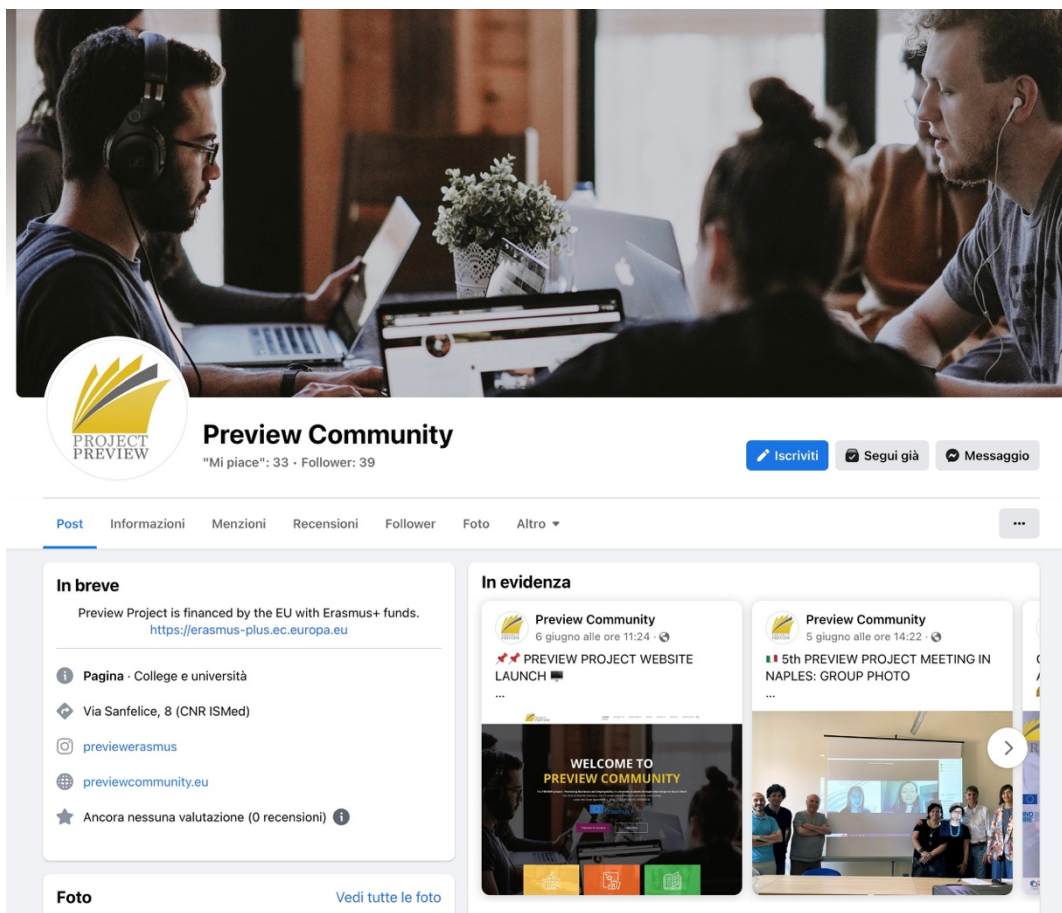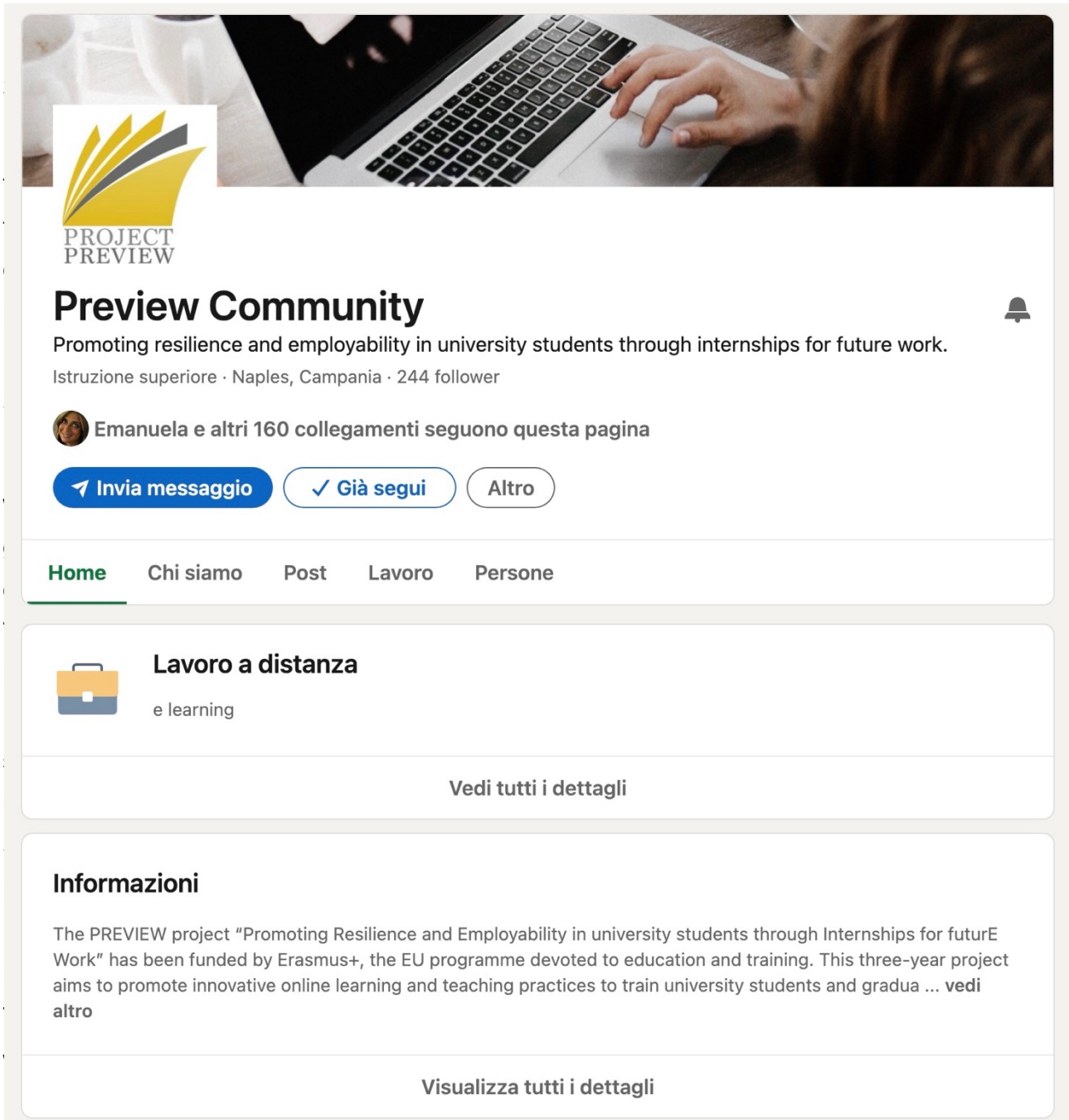


*Figure 8 – Facebook page*

**Preview Community**

Promoting resilience and employability in university students through internships for future work.

Istruzione superiore · Naples, Campania · 244 follower

Emanuela e altri 160 collegamenti seguono questa pagina

✈ **Invia messaggio**    ✓ **Già segui**    Altro

**Home**    Chi siamo    Post    Lavoro    Persone

**Lavoro a distanza**

e learning

Vedi tutti i dettagli

**Informazioni**

The PREVIEW project "Promoting Resilience and Employability in university students through Internships for futurE Work" has been funded by Erasmus+, the EU programme devoted to education and training. This three-year project aims to promote innovative online learning and teaching practices to train university students and gradua ... **vedi altro**

Visualizza tutti i dettagli

*Figure 9 - Linkedin page*

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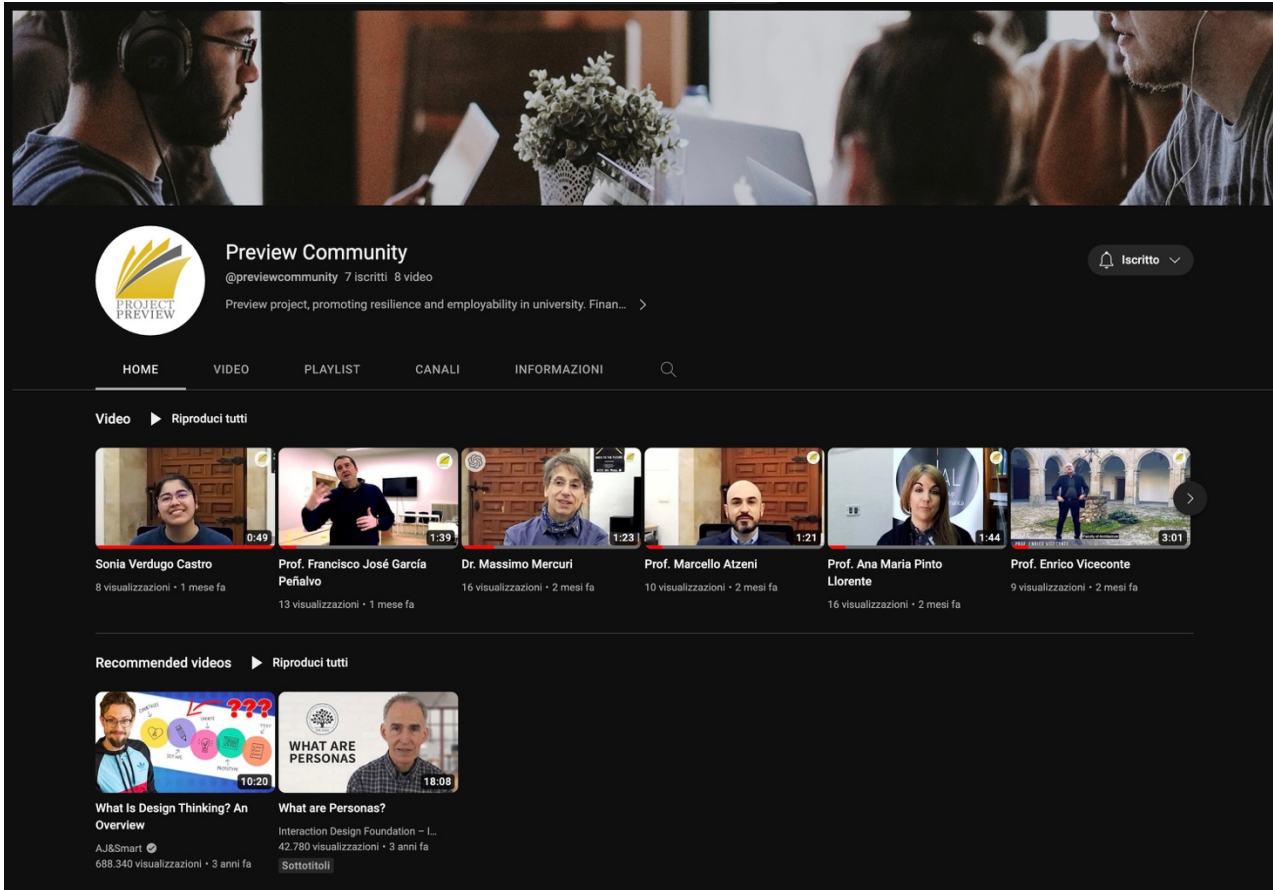
*Figure 10 - YouTube channel*

*Figure 11 - Instagram page*

*Table 3 - Addresses of Preview project social media profiles*

| Preview Social Networks Profiles | |
|---|---|
| Fabebook | www.facebook.com/pro le.php?id=100088020804403 |
| Linkedin | www.linkedin.com/company/preview-community |
| Instagram | Preview Community |
| YouTube | www.youtube.com/@previewcommunity |
| TikTok | @previewcommunity |

### 3.1.12 Photos & Videos

Partner meetings and events organized within the project's lifetime will be documented through photo and video materials. This material can be used for various communication tools, including websites, social media channels, press releases, press kits, and dissemination kits. To this end, a release form will be provided for individuals who will be photographed or featured in the materials to sign.

## 3.2 Editorial plan

Partners are expected to cooperate in providing news and information needed to keep website and social channels updated. The visibility of these communication tools depends greatly on being active and constantly filled with content. In particular, regular publication of content on the website ensures that it can be more easily indexed by search engines. Therefore, each partner should send at least one news item every 2 weeks, so that at least 3/4 posts can be posted weekly.

Posts on the website will be published on Tuesdays and Thursdays. Texts and pictures should be submitted to Mediterranean Pearls at least three days in advance to: **medpearls@ mediterraneanpearls.it**.

Social media posts will be published on Mondays Wednesdays and Fridays. Texts and

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pictures must be submitted at least 1 day in advance to: info@mediterraneanpearls.it. For video posts on YouTube and TikTok send should files through Wetransfer (https://wetransfer.com/). This posting schedule shows a possibile minimum amount of posts to be published weekly.

*Table 4 – Editorial schedule*

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|---|
| **Website** | | 2 | | 1 | | | |
| **Facebook** | 1 | | 1 | | 1 | | |
| **Linkedin** | 1 | | 1 | | 1 | | |
| **Instagram** | 1 | | 1 | | 1 | | |
| **YouTube** | Upon video availability | | | | | | |
| **Tiktok** | Upon video availability | | | | | | |

## 3.3 Posting guidelines

### 3.3.1 Website

The post to be submitted must include:

- **Title** possibly no longer than 50/60 characters. Long titles may be truncated in Google SERPs.

- **Text**. There is no ideal standard length regarding the content of the post. However, for a text to be taken into account and indexed by Google, it should not be shorter than 2000 characters (approx. 300 words). Shorter content may be considered by search engines as unimportant and ignored ("thin content", namely content that has little or no value to

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the visitor). The content must also be original, and not duplicate other articles already published. Search engines ignore duplicate texts.

- **A high-resolution photo** to be used as the header of the post, which can possibly be cropped or resized according to the requirements of the site template. The format should be horizontal (landscape) and not vertical (portrait). The long side of the image should not be less than 2000px. File format must be JPG.

- **Possibly other photos** to be inserted in the text of the article. Again, these should preferably be in landscape format with a long side of no less than 2000px. File format must be JPG.

- **Possibly other documents** deemed necessary, which can be made downloadable via links within the article (PDF, ppt, docx).

Possibly, for SEO purposes the following can also be submitted:

- **Keywords or keyphrases**, i.e. the search words or phrases according to which you want the page containing the post to be indexed by Google. Ideally, one of these should appear in the title of the post. They should also appear in the text of the post at a rate of 0.5/2.5%.

- **Meta description**, i.e. a short description of the content of the post. Here, too, it would be appropriate for some of the keywords to appear.

If the post concerns the announcement of future events, in addition to the above, it is necessary to indicate:
- Date and time of the event
- Location of the event (give exact address)

Concerning reasonably applicable SEO strategies, a good Google indexing of a webpage depends to a large extent on effective content marketing, aimed at giving it more visibility in other websites (backlinks) and in social media. Therefore, it makes sense for partners to share the link of the post in their own social media accounts and websites they may have control over.

An important SEO factor is also the frequency of updates and quantity of content, so partners are encouraged to post on a regular basis as far as possible.

### 3.3.2 Social Media

**Images -** Effective communication on social channels depends, first and foremost, on the choice of images. Whether social networks created for sharing visual content or platforms with a focus on text, images are increasingly central in capturing the user's attention.
It is not enough, however, that the photo is beautiful; if it appears grainy or badly cropped, the result will be to communicate an unprofessional message.
This is why it is essential that the images are technically suitable for the social network on which they will be posted: format and size of images for social networks must correspond, as far as possible, to those recommended by the platforms themselves. Below are the sizes considered ideal by the individual social media updated to July 2022.
For a better resolution, larger images can be uploaded, keeping the same proportions.

|  | LinkedIn | Facebook | Instagram |
|---|---|---|---|
| **Horizontal post** | 1200 x 627 | 1200 x 630 | 1080 x 566 |
| **Vertical post** | 627 x 1200 | 630 x 1200 | 1080 x 1350 |
| **Square post** | 1200 x 1200 | 1200 x 1200 | 1080 x 1080 |

*Figure 12 – Images size for social media*

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**Text -** With regard to text, the various social media have different length limits. For Facebook the limit is more than 60,000 characters, while for Linkedin it is 3,000 and for Instagram it is 2,200. Video description in YouTube has a 5,000 characters limit. However, a limit that should not be exceeded is about 2,000 characters (about 300) words. In general, content should be short, simple and immediate. According to several studies, posts under 80 characters achieve higher levels of engagement. This of course does not always mean writing content with a minimum amount of text, but in any case, essentiality is a characteristic that must be taken into account in order to create effective content.
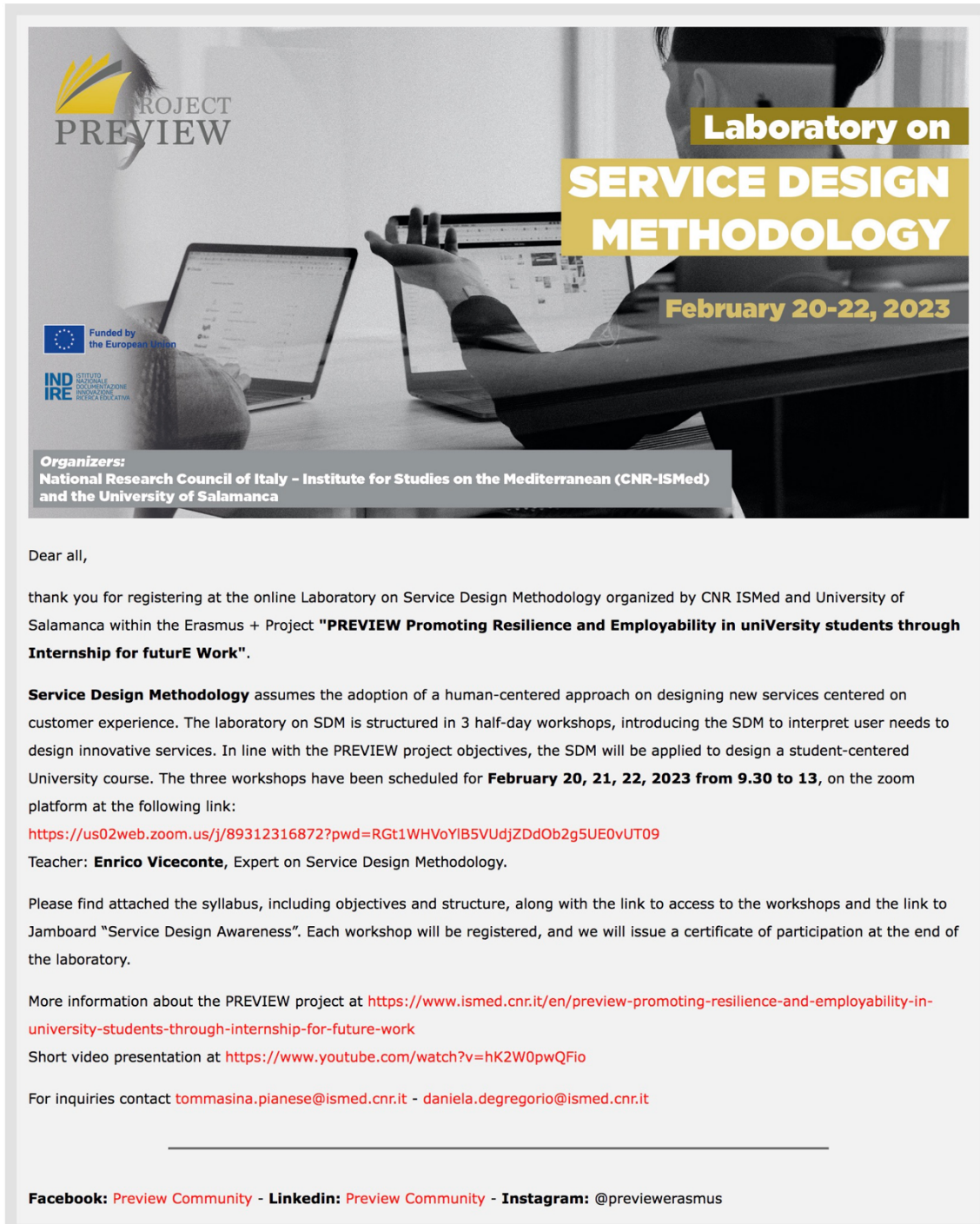
**Video -** Regarding the YouTube channel, the aspect ratio of the videos to be uploaded must be 16:9. It is therefore possible to upload videos of the following dimensions:

- 1920 x 1080 (full HD)
- 2560 x 1440
- 3840 x 2160 (4k)

It is inadvisable to upload videos of lower quality, or of different sizes. In particular, it is inadvisable to upload videos in portrait orientation as they would produce black bars on the side once published. Virtually no duration limit are set for a YouTube video, as long as the account is verified.

The opposite is the case with TikTok, which is optimised for mobile phone screens at a ratio of 9:16. Videos must therefore be shot in portrait orientation to avoid black bands appearing above and below once published. Four different duration limits are set for a TikTok video: 15'', 60'', 3 'and 10'. The 10 'limit is only allowed for videos uploaded from the mobile phone gallery

When submitting a video for YouTube, please consider adding a description to it.

*Figure 13 - E-mail template*

# 4. Visibility rules

Promoting Resilience and Employability in uniVersity (Preview), is a project funded by the Erasmus+ Programme of the European Union. It adheres fully to the EU visibility rules and guidelines. The project's Communication and Dissemination actions align with EU values, priorities, and other EU-related communication activities and events.
All communication, publications, or outputs resulting from the project, whether created collectively or individually by the beneficiaries, including presentations at conferences, seminars, or any information or promotional materials, must clearly state that the project has received funding from the European Union. The EU logo is the designated visual brand to acknowledge and promote EU financial support and should be included in all materials produced for project activities, separate from the Preview logo.

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