Digital CommanDEOR

#Digitelling NOW

Co-funded by the Erasmus+ Programme of the European Union

Foreword

Digital CommanDEOR is a project funded by the Executive Agency for Education, Audiovisual and Culture within the Key Action 2 - Capacity Building in the Field of Youth of the Erasmus+ Programme.
Digital CommanDEOR" aims at enhancing youth work at global level by supporting youth organizations to improve the dissemination and exploitation of project results (DEOR) methods they use, build up their online identity in order to be more accessible for their target groups, and better promote their projects and foster cooperation and exchanges between Programme and Partner countries involved. The project develops structured actions towards increasing professionalization of the youth workers and providing youth organizations with practical instruments for increasing quality of DEOR methods. To achieve this, the project foresees three different youth workers' mobility activities, a number of local activities and the elaboration of an Open Educational Resource you can find online, and this manual on DEOR to browse that hopes to allow fellow organizations reinforcing their external communication strategies and continuing exchanging best practices among peers.

OK

WHO

To create a successfully communicative approach, analyze and acknowledge deeply - and eventually fix - the identity and the goals of your organization.

Profiling your target audience

Identify in the organization and its purposes the target it wants to reach and study it.
For this, Angus Jerkinson's *Persona profile* (1993) is a valuable marketing tool. It consists in describing a person you would like to reach, defining likes, dislikes, goals, hobbies, family, and facts that drive them.

To identify the demographics of the main audience(s) at which you aim to reach, you should set different aspects on which to inquire.
Some features that may help you to define your persona profile(s) are: nationality; language; age; gender; location; job; political preferences; goals; motivators; leaders; challenges; backstories; use of technology; etc.
Keywords, which are to be found in relation to the environment the desired audiences interact with, are yet the most useful element, in the digital era.

Understand which social media they use the most, the type of images and posts with which they interact, the hours when they use their spare time online, the habits and interests they express online, the language they prefer, etc. This will help you to produce effective content, post on adequate times, and use the right channels. Knowing your target group will lead you to create a close connection with your public.

Inquire also on what communication strategies peer organizations use to reach a similar target, both online and offline, understand their strong and weak points, and use these to improve your organization's.

Along with this, keep examining periodically your current public and check what part of your communication strategy engages it better (thanks to the statistics of your social media), to improve its overall.

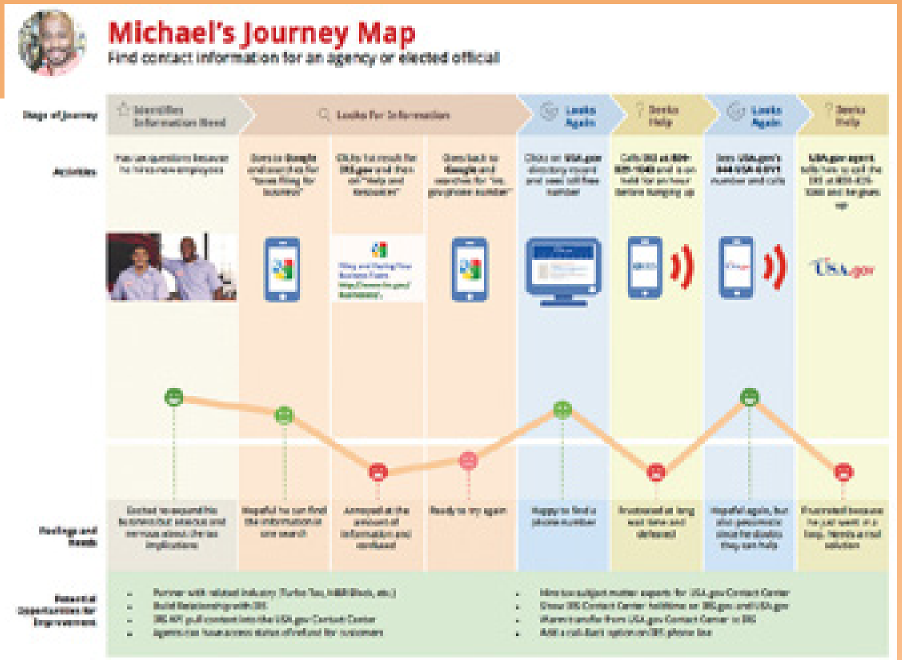
Customer Journey Map

The Customer journey map is another useful tool to confirm stable connections with your public, by interpreting visually the perspective of a defined person, focused on long term relationships. It aims at identifying the moments of relationship with the brand, product or service. Focusing the attention on a specific sample of the public, it helps to analyze the difference between the expectations and the actual experience.

The illustration of feelings and contact points throughout a map can makes you aware of the different moments that a person from the audience passes through in the experience with your service, and helps you to find opportunities of deeper contact in the most significant moments of your customers' journey across your different channels.

To create a journey map, you must think about and define 5 components:

- Timeline: analyze the interaction throughout a defined period, such as a week, a month, or a year.
- Channels: consider the platforms and devices involved in the interaction.
- Personas: define their needs, goals, thoughts, feelings, opinions, expectations, and fears.
- Moments of contact: define all the moments of interaction of the customer with your organization.
- Emotions: state the emotions of the customer in each moment of interaction with you.



Creating a customer journey is valuable to understand the target audience. However, users' approach is changing according to digital behaviours in every period. Therefore, understanding digital trends is important before defining the customer journey.

The goal of identifying these data is to organize them across the timeline to understand the true potential of your channels and to improve your communication, exploiting the opportunities each moment of contact gives you and fulfilling the expectations and need of your audiences.

Use the results of this market research to portray the values of the organization through its channels and its communication, by words and images.

Corporate Identity

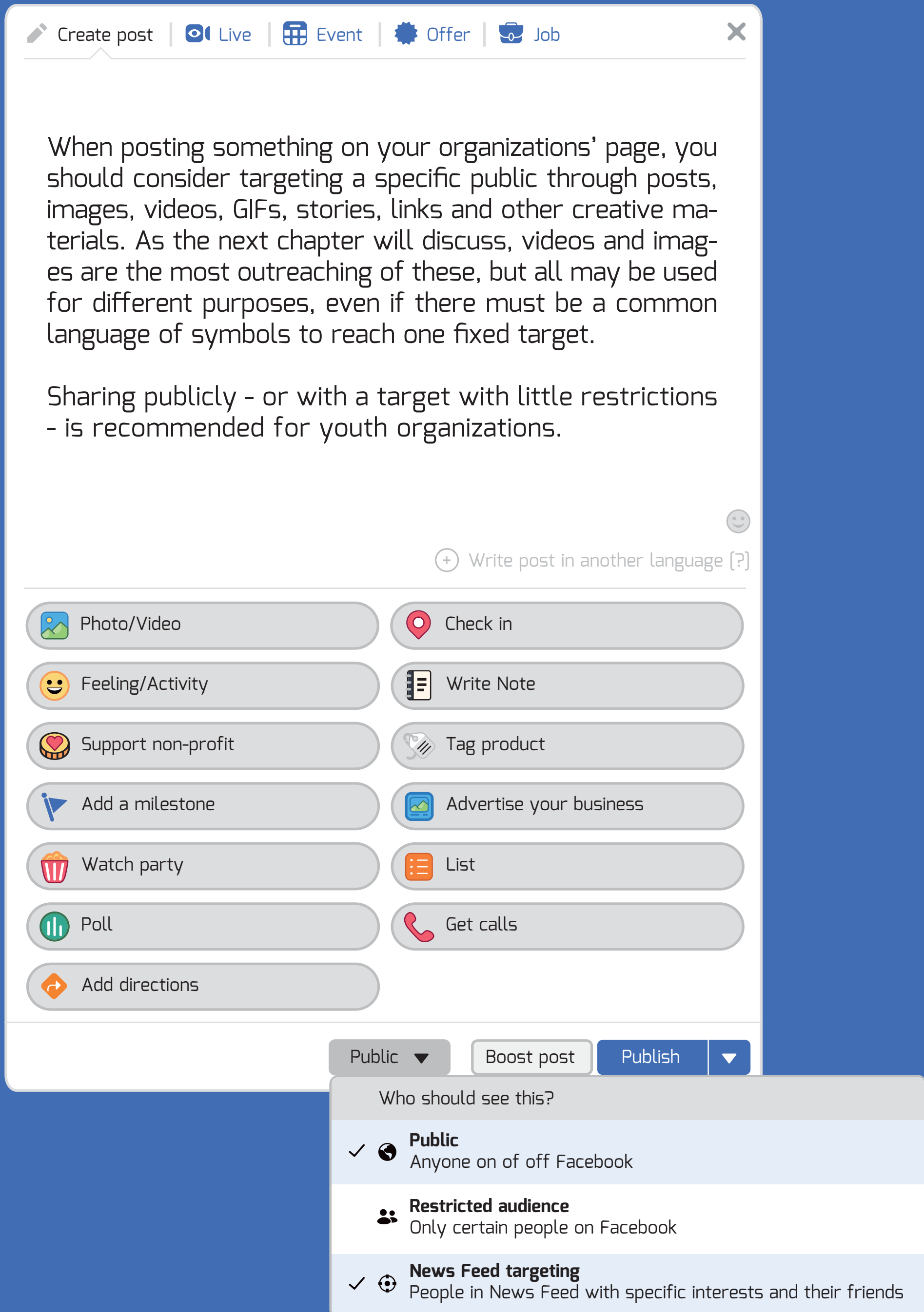
Affirm a visual identity which recalls the real meaning of your organization, so invite the board to create or fix:

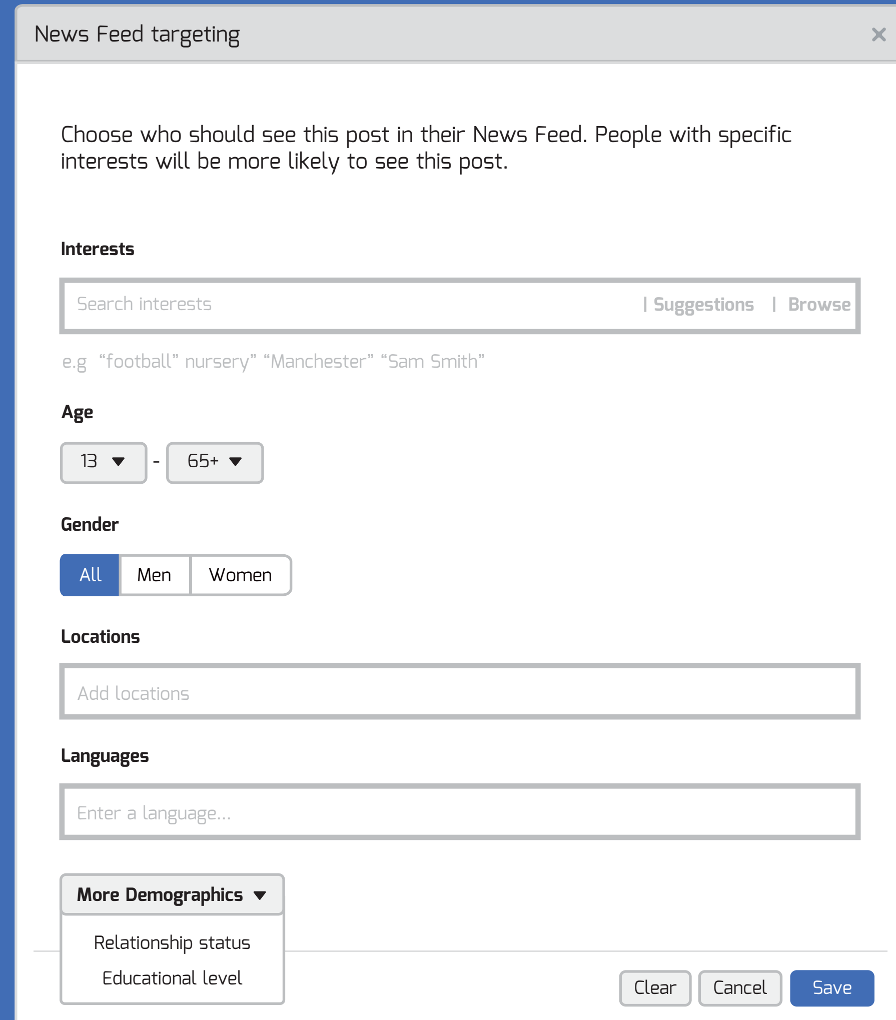
- an original logo;
- few institutional colors identified by their code;
- a font (make sure to find a free one or to pay the licenses);

  some meaningful rules to use these to be shared with the people in charge of digital communication (e.g. "Always use the logo on the top right", "Use the colored logo when having a white background, while use it white when having a dark/black one" or "Always use a font size of 12 for the body text and a of 44 for the titles", etc.).

Once this is solved – possibly with the help of a graphic or UI designer, apply it to the site, the social media and the printed materials.

Some rules must be applied also to the production of any image, and this may regard frames, the type of subjects to portray, position of the objects within the frame, the use of the logo, general adjustments of tints, tones and shades and saturation, etc.





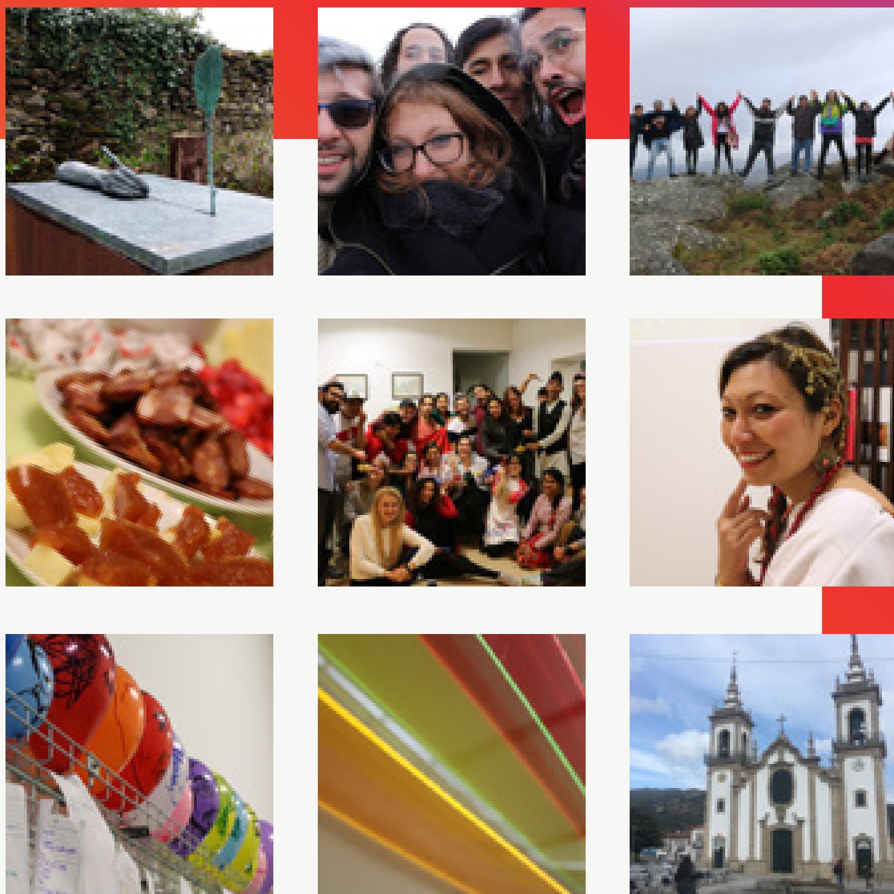
To apply the target criteria to the viewers of the publications, and sometimes even further restrict the target, One might use the feature *News Feed targeting* to do it, by switching to it from the *Public* target. It allows to choose the age, language, nationality, geographical area, and even interests, relationship status and education level of the public that is supposed to view the message.

commandeor

47 posts **74** followers **363** following

Digital CommanDEOR

#digitelling #commandeor #erasmusplus #codecvzw#codecbelgium #eacea



The first element any Instagram profile can use for its own purpose of reaching out to the most users possible is the profile itself. Just as a *homepage*, it has the power of making a first impact on the visitors and either engage them or not. A well-structured, homogeneous, up-to-date and complete profile looks professional and results efficient in its goal. Users decide just in few seconds whether to follow or not, so appeareance gains a true importance in the process. To engage the users, a great Instagram profile photo, an effective bio, active stories, coordinating cover photos for your Intagram highlights, and interactive posts. Establishing a constant and cohesive visual approach, keeping in consideration both the identity of your organization and of your target audiences, is the very first step to create a positive interaction with your audiences.
Just as on other social media, preparing a weekly schedule of the posts to be published, appears useful to create variated content that satisfies the organizations' needs and the publics' interests. Fixing a costancy for each specific "column" can help delivering content without repetitions.

Hashtags have a huge importance on Instagram. Understanding which ones are being followed by the target audiences with which you want to get in contact and being able to use them well is the second strategy to access the flow of users in which you are interested. Following yourself pages and interests in which your aimed publics are interested, can really help you getting to them.

Being able then to maintain certain aesthetics can also bring you closer to your public. Respecting your visual identity and making your posts different from others' and easily to relate to you, can reward you in outreach. Keeping constant colors, inclinations, lines, shapes or other visual elements, may make your organization memorable and visually pleasant. For this, filters and other outer apps might turn out really useful!

Another key tip to wider your Instagram network is to share your Instagram content also on other platforms! In here, your website design and your email marketing campaign can really boost your profile.

In addition to Facebook's, your *Instagram Story* can allow you to reach youngest audiences with some strong content.

WHAT

To reach a wider public - a higher amount of followers, people must get engaged with your organization. Quality and quantity of your digital content are your main mean to empower your outreach.

It is necessary to differentiate quantity from quality when talking about social media platforms, since the number of followers does not always correspond to engagement. If the public does not interact with your content, you will lose credibility. Taking this into account, it is important to check the quality of the content that is being shared and evaluate whether the expected results are reached or not.

Adding more movement to the content usually enhances visibility and encourages people to get engaged. It also should be remembered that most of the content in social media is actively shown for a limited time. The interface of platforms such as Facebook and Instagram is programmed to show recent content in the Feeds in order to keep users online and updated with what is going on within their social circles. In some cases, a post can yet get visibility for a longer time if people interact with it through reactions, comments, or shares.

The first step to develop the necessary copywriting skills to engage people is to study and find out more information about your target audiences. It is then necessary to study how they react to your different types of post, which kind of content shows to be more engaging, what are the most relevant topics for them, which language seems to be more efficient, and specially what can be changed and improved.

Keep yet in consideration that engaging your followers is not just about the content, but also about the constancy: learning how to produce good material goes along with the scheduling of its publication, as it is going to be discussed in the next chapter.

Headlines

Once you have a clear profile of your followers, it is advisable to think about introductive headlines, as they play a very important role. These are usually one of the first things that your public is seeing, so, as you might notice, a catchy headline can really make the difference.
It should be original, representative of what it is introducing, brief and of impact. The posts that get more interactions are the ones which provide people with advantageous information and that can give them the feeling of satisfaction of having found something useful, for them and for others.

Social media have different tools that can help you to create an appealing headline. Each platform has its own attributes like hashtags, polls, etc. As long as you respect the identity of your organization and your public, you can use these tools as much as you want. Try to use them in different ways until you discover the one that best works for you and your target audiences. Once you find the best solution, use it to build a constant common language between your posts.

Limits of characters

It may seem odd, but even small details such as the number of characters play a dominant role in the production and perception of your posts. Some platforms set a limit of characters to be written, but most of the time the right amount of text depends on the content and the target audience. Nevertheless, it is always recommended to be concise and to go straight to the point. Further specifications for Facebook and Instagram are to come in this chapter.

Keywords

An important element to take into account when creating your digital content is related to the language. Once you got to know your audiences better, you must develop a vocabulary also of images and symbols such as emojis, GIFs or photos, to meet their expectations and communication preferences. Whereas part of your language springs out of the identity and values of your organization and is to be rationally drawn out of the topics and interests you try to portray, another part must be discovered by proposing different approaches until understanding which one is most appreciated.

Columns

Sometimes developing content might be a little bit complicated and you might not always have ideas for creative and engaging posts. For this, it is essential to define constant topics or “columns”, relevant to your organization, public and partners. For example, organizations working in the fields of youth policy, projects for youth, and youth work, might relate to topics such as traveling, volunteering, education, cultures, and civic sense, so their posts and memes should work around topics as these to show the impact of the work that the organization has on the community.

Good quality content is essential to engage people. To create it, it is required to be authentic and informed about the trends related to your audiences. No organization should yet ever lose track of its principles just for more audience.

Interaction

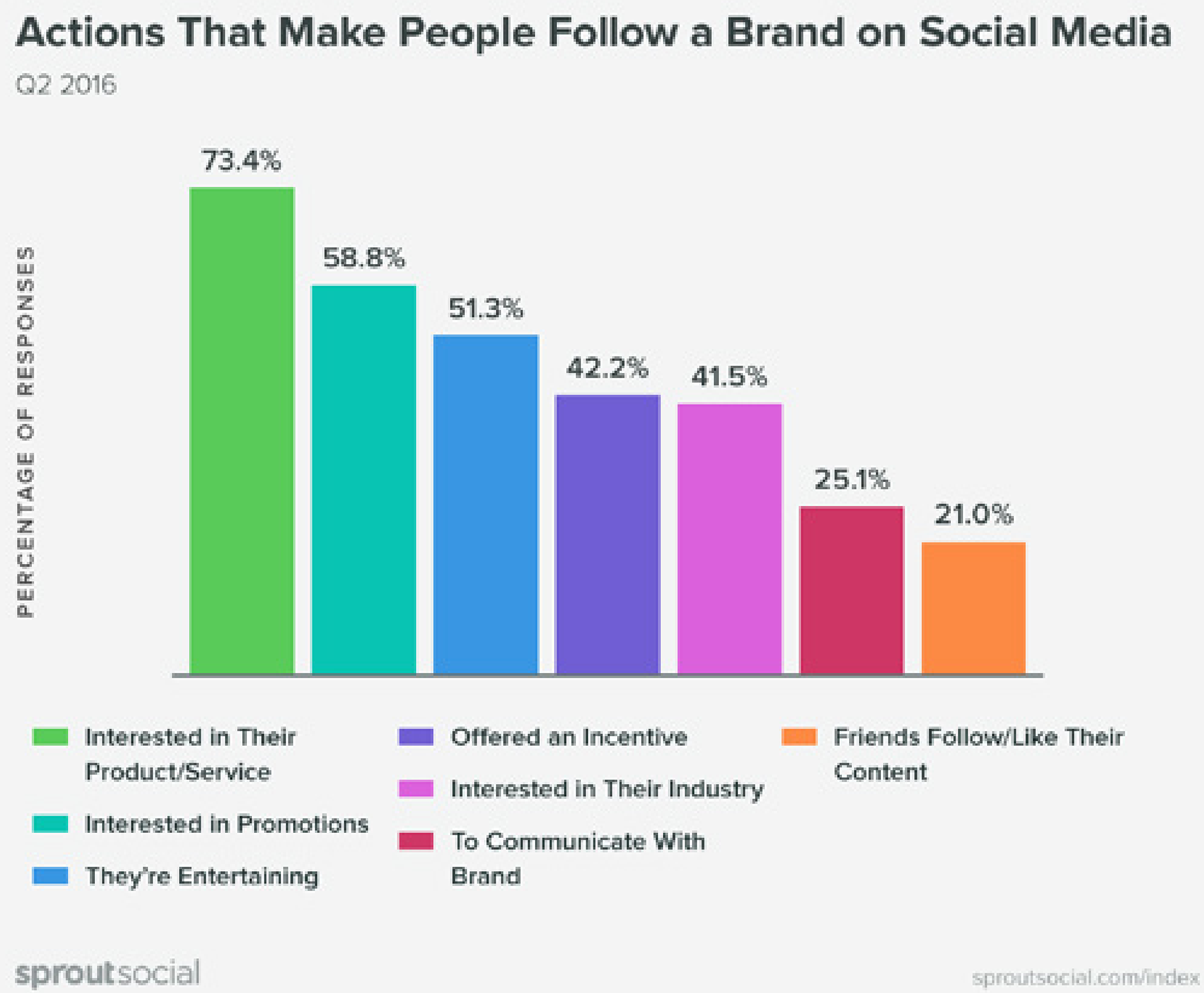
In order to stay aware of how people are relating with your online facade, you must dedicate time to read and reply to the comments of your followers, since it helps to get a feedback about your communication and to understand how to improve it. Acknowledge that most of the interactions with your content are happening within the first hour from the publication. Thus, the person in charge of social media must be ready to interact with the audience during that time, replying to questions, encouraging a wholesome discussion and also facing critics in the most respectful and punctual way possible.

#Hashtags

Hashtags are usually words or short sentences standing out thanks to the symbol #. The purpose of this tool is to identify a link between different elements related by some core topics, across the net. Consequently creating part of the image of your organization, they must be efficient, professional and catchy, and they must identify your identity as well as the one of your target audience.

Hashtags help audiences finding easely what they look for as they classify your posts into diverse topics. For this, the best way to make use of them is to enter keywords related and relevant to the organization or to wider movements to which your post might relate. This might even help reaching the new audiences whose interest is taken by these keywords.

Creating one hashtag specifically for your organization or project might give more authenticity to the content and make more visible your organization. Nevertheless, it is possible to use tags already widely used in your network, as a way to re-launch your visibility. The majority of these are usually not too specific, so your posts may appear in the eventual research of such hashtags, allowing you into a wider audience. However, this strategy might work just to make your organization visible and not to originate a real connection with the audience, so it needs to be accompanied by constant work to make good content and to portray your identity.


Actions That Make People Follow a Brand on Social Media
Q2 2016
PERCENTAGE OF RESPONSES
73.4%
58.8%
51.3%
42.2%
41.5%
25.1%
21.0%
Interested in Their Product/Service
Interested in Promotions
They're Entertaining
Offered an Incentive
Interested in Their Industry
To Communicate With Brand
Friends Follow/Like Their Content
sproutsocial
sproutsocial.com/index

Facebook allows a wide range of content: you can publish text, links, images, GIFs, videos, photo albums, and even make polls and organize events. Being the most common social media worldwide, Facebook gives you to possibility to reach many different types of people, but the competition to get a place in your audiences' News Feed is high, so you must beware on how your content is produced.

A study made by *Adespresso* about this says that the most popular headline is just 5 words long and the average length for a post should be of 14 words. A post that shares a link, then, should not count more than 18 words that explain what the link is about and make the message clear.

While the use of hashtags was initially related to Instagram and Twitter, it is now part of Facebook too. Thus, including their use in your Facebook posts may be a good idea. It is yet recommended to use just 3 tags per post, unless you are able to distribute them throughout the text, as in this example:

We must yet say that, as you may witness yourself, the most appreciated digital content on any social media are audiovisual. At the edge of the '10s, people prefer fast packed information (as for *news-snacking*) and brief super-bold text on pics (as in memes) and videos, and you should keep this in mind.

Videos

Create square videos. More than 92% of its users use Facebook on their mobile every day.

Catch people's attention within the first 3 seconds. Your video should have a powerful first frame that captivate your audience even without sound, able to capture people's attention while they scroll through their News Feed.

Add captions to your videos. 85% of Facebook videos are watched without sound.

Suggest viewers to *tap for sound.*

Focus on one key point. If your video is easy to understand, viewers would be more likely to share it as it is easy for them to explain what's great about the video when sharing it.

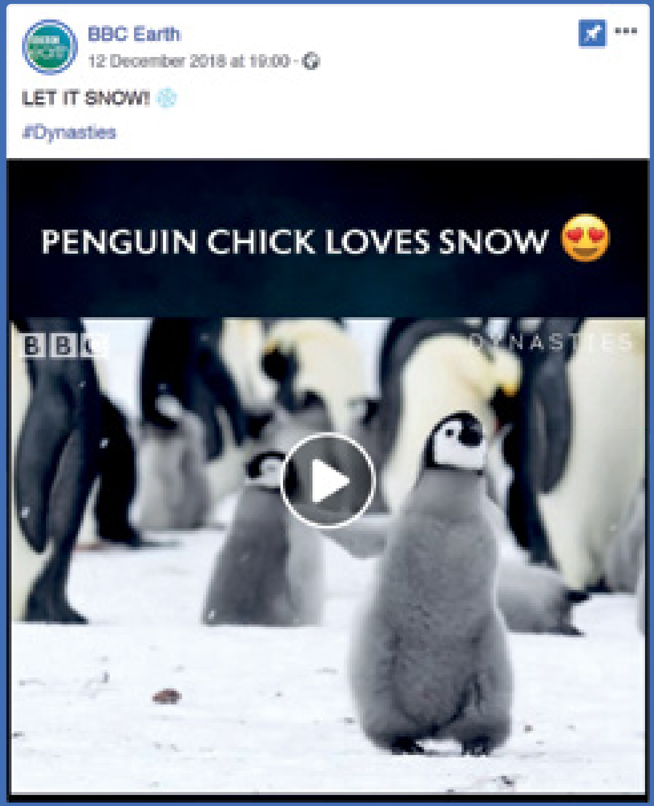
Upload your videos natively. Videos uploaded onto Facebook natively perform way better than links to YouTube or similar video platforms.

Craft a descriptive title. Make the video easily searchable.

Create a Facebook-specific copy. If want to share a video on several platforms, create a copy for each social media, as what works best on each platform differs.

Give a preview of the video in your copy

Add a call-to-action to encourage engagement, drive traffic to your web-site, and even convert viewers into followers.



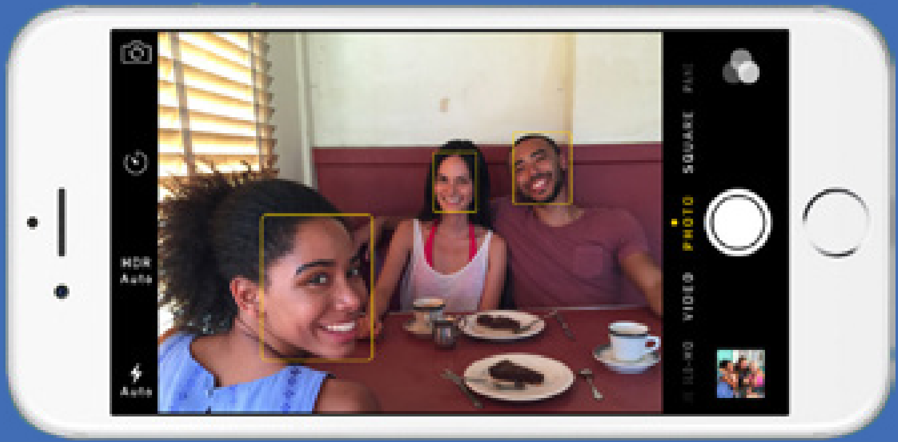
Remember to choose preferred audience, as explained in the first chapter. Once you have uploaded your video onto Facebook (before you publish it), click on *Publish* and select *Restricted Audience* to set your preferred audience for this video. By setting it and restricting who can see your video, your video will be shown to the most relevant audience, who will most likely watch your video and interact with your post (if you have set the right targeting).

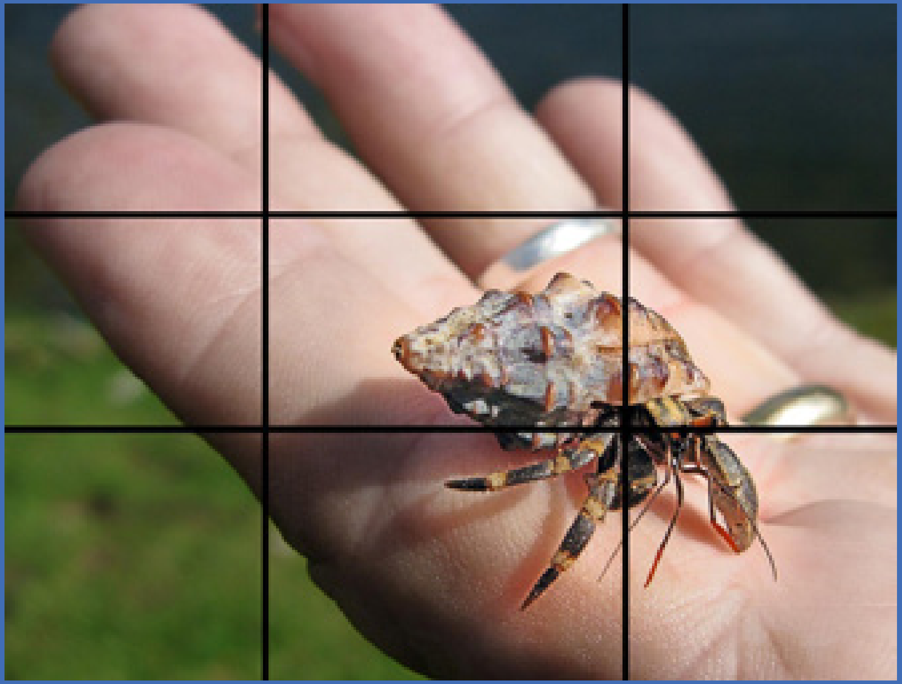
Go live. Facebook Live videos are more likely to appear higher in News Feed when those videos are actually live, compared to after they are no longer. People spend more than 3x more time watching a Facebook Live video on average compared to a video that's no longer live.

Photos

Think mobile first. Before using a picture, look at it on your smartphone and ensure your main subject is clear and any writing, such as a sign, is legible. Eventually, use just short text and check what the *Facebook Text Overlay Tool* tells you about it.

Keep it simple. You don't need several people, multiple props, and complicated staging. The most effective images are often the simplest ones, such as a close-up of a object or a satisfied person.





Follow the rule of thirds: your subject should be closer to either side, or along the top or bottom, rather than in the center. Except faces, that can be anywhere in the frame.

Try varied perspectives. Mix big and small things and create contrast with different perspectives. For example, put a subject close to the camera and others in the background.

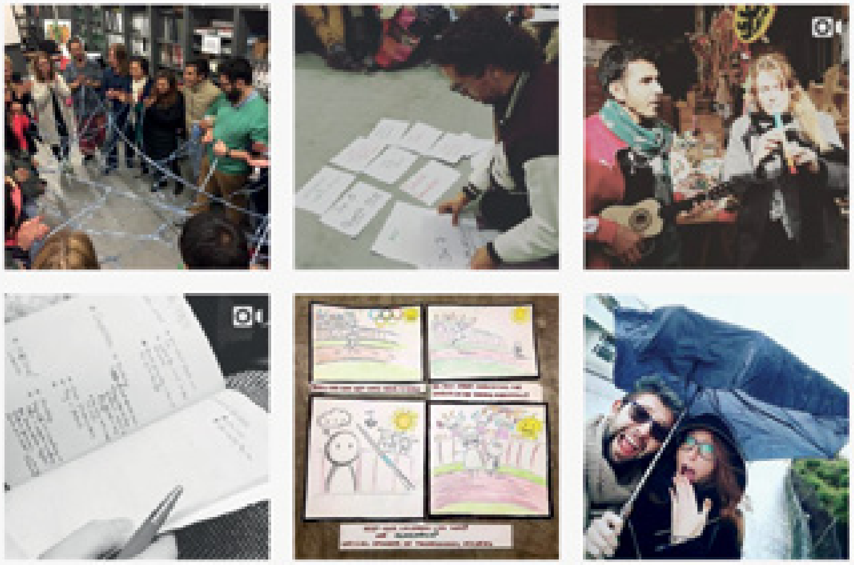
Use a layout when arranging objects. Consider neatly organizing multiple items to create an appealing design and photograph them from above.

Use a *color wheel* to create interesting color combinations. Choose colors on its opposite sides, or try warm and cool versions of the same color.

Add a focal point and varied textures. When setting up your photo, ensure you have a subject in the foreground that provides a focal point. Use varied textures that create contrast in the background.

Light and shadow create a nice contrast. Pay attention to the lighting of your scene. Bright light and deep shadows create a stark contrast that can make your photo more interesting.

Instagram is widely used for sharing pictures and short videos. It is based on the first impression people get at once, making primordial the visual identification of the organization. It is recommended to create posts with a length of less than 150 characters, considering that Instagram users look form images, not text.



The site *TrackMaven* recommends a number of hashtags of nine, to increase the audience. When it is used more than ten the post can lose visibility, and with less than eight there are fewer opportunities to appear in people's research. Hashtags are also recommended to be no longer than 24 characters.

Videos

Instagram videos give up to 1 minute and you must use it in the best way.

Portray your organization. You can show how you prepare your services, what a day at your office is like, or a backstage look at your events. Giving an inside look helps your audiences feel more connected to you and gives you the transparency that users crave.

Give some useful ideas for your customers, like how to solve a common problem or just teaching people how to do something new.

Promote the activities of your organization, but be careful because even though Instagram has started to allow advertisers, people don't expect to be bombarded with promotional content, so make your product a piece of the video, not the main focus.

User-Generated Content (UGC) is starting to become very popular. The concept of having your followers on social media create content for you does two things: gives you more content without having to create it all yourself; builds a connection between you and the public.

Be funny and entertaining. Sometimes you have have to break free and have a little fun. People don't go on Instagram to find new businesses. It's a way for them to pass time and be entertained.

Creating a video that's so interesting and unbelievable that people feel obligated to share it is one of the best ways you can grow your brand with social video marketing.

Don't always rely on sound, as Instagram videos don't auto-play sound. They start out as muted and users can choose to turn the sound on. Create videos that can make sense even if there's no sound.

Make an impact immediately. The first couple of seconds of your video should invoke some type of curiosity to entice people to keep watching. Movement is a great way to capture your audience's eyes and attention.

Photos

Align within a grid. If you use an iPhone (settings > camera > grid > toggle it on) or a device/camera with grids, align the vertical lines of walls with the camera's vertical lines. Try thinking like an architect: everything is laid out in a straight, precise, and parallel grid, and if it matches up, your photo will be aligned.

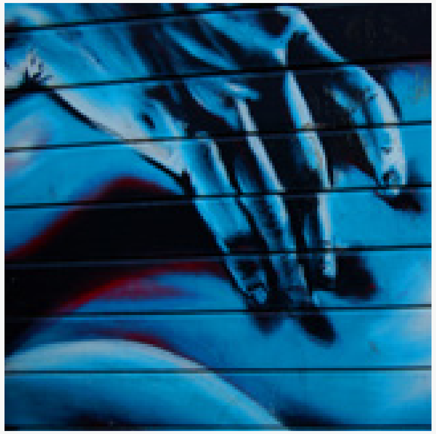
Display details. Make sure to pay attention to details, and start noticing how level the horizon is, how the light is hitting your subject, or how the image is being framed is a big deal. The tiniest details take a phone photo from being good to great.

Create space. Framing your subject so that you create blank space in the photo will create balance and harmony, and give the eye room to focus in on the subject. If you are having trouble creating space, just remember the rule of thirds (keeping your subject in 1/3 of the photo and blank space as the rest). Less is more is definitely the golden rule.

Add angles. Use your camera to explore many perspectives, like overhead, straight on, close up, and far away. Also, if you are shooting inside, try finding a sun patch, dark corner, or spot by the window, and see what light shows your subject best and creates the feeling you want to convey in your image.

Look for layers. Incorporating layers is the easiest way to introduce depth to your photos. The quickest way to accomplish this is to have an element in the foreground that will contrast with the background. Tap on the brightest part of your image to force your phone to reset its auto-exposure to a lower level. This will lead to more balance between your layers. Once you find the right setting, snap the photo, and then take it to an editing app to clean up the shadows and highlights.

Take your time. When capturing with your phone, do not be afraid to wait around for just the right moment. A passerby or car crossing the scene can make a more dynamic photo. Using burst mode (by holding down your shutter button continually) will help ensure you get the perfect shot.



Tap to expose. Try to capture moments that not only have good composition, but also great lighting. Playing with the focus by tapping on different points of the shot to see how it affects the exposure of certain parts. It is always better to correct a darker image with an editing app than to overexpose it and have a shot that is burnt.

Shape with shadows. The contrast found in the light and dark adds dimension and richness to photos. Train your eye to follow shadows, and your photos will stand out.

WHEN & HOW

Social media platform use different algorithms to select what content to show, and these mostly regard:

When it was posted: New content is shown on more user pages then older content. Social media goes really fast, so after 24 hours your post will most probably have disappeared from the timelines of your audiences.

How much response the post gets from the audiences: The more likes or responses the posts gets, the bigger viewing public gets.

How much interaction you have with the users

Most social media platforms show the latest and most popular posts first on the timeline of your target groups. Since your audiences might not be online the same moment you are, they might not see your posts after you published them, so you must know when they are active to understand how to schedule your social media posts. This creates a greater chance that your post will be shown on your public's Feeds, allowing also more likes or comments.

Insides and statistics

The insides of your social media accounts can give you very useful information about the behaviour of your followers. This does not just help you to decide what to post, but also when to do it.
The statistics of your page can show you reach and engagement of each post, days and times your page had the most views and likes, and more. Studying the insight can help you to plan and schedule your posts, allowing you to gain more active followers.

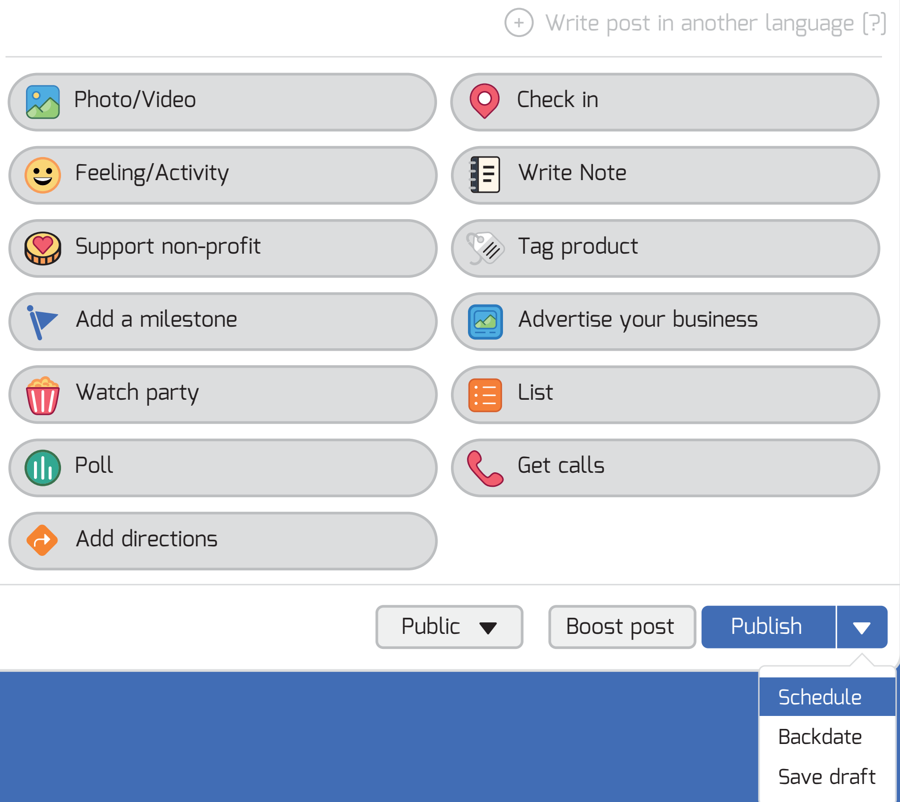
The information in your social media insights can get really help you evaluating how to improve your outreach. You can track when you get more or less followers and understand why; you can check whether your public and your desired audiences match and understand if your content is being efficient; you can discover which kind of material gets more interactions and how to keep your audiences engaged; and especially you can see when your followers are online and when to get more visibility.

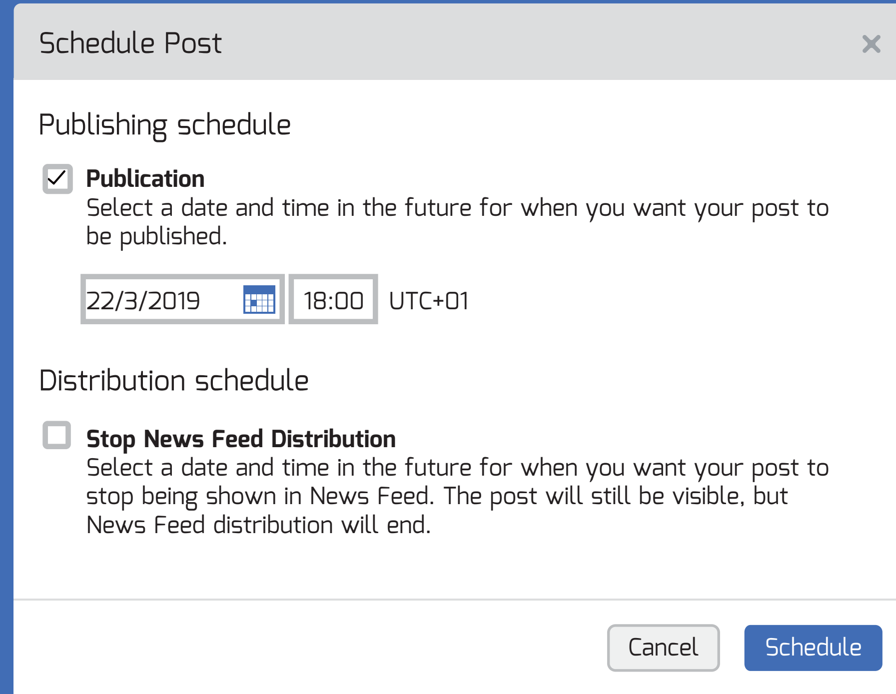
Looking to your insights has the priority, but something the page manager should not forget is to follow their instincts. Insights are a tool to understand your target audience, but the page manager is usually the person who knows the target audience the best.

Facebook gives pages the possibility to schedule posts. This means that you can prepare a post through your institutional page and decide when to make it public.

Start creating a post on the Facebook page of your organization by following the tips given in the previous chapters. You can use images, attach links, exploit emojis, propose polls, share others' content, or do anything you wish.

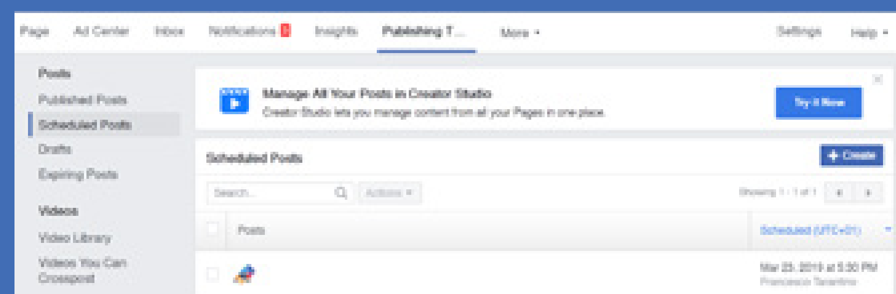
As you finish writing the post, go to the drop-down under *Publish* and select *Schedule*.

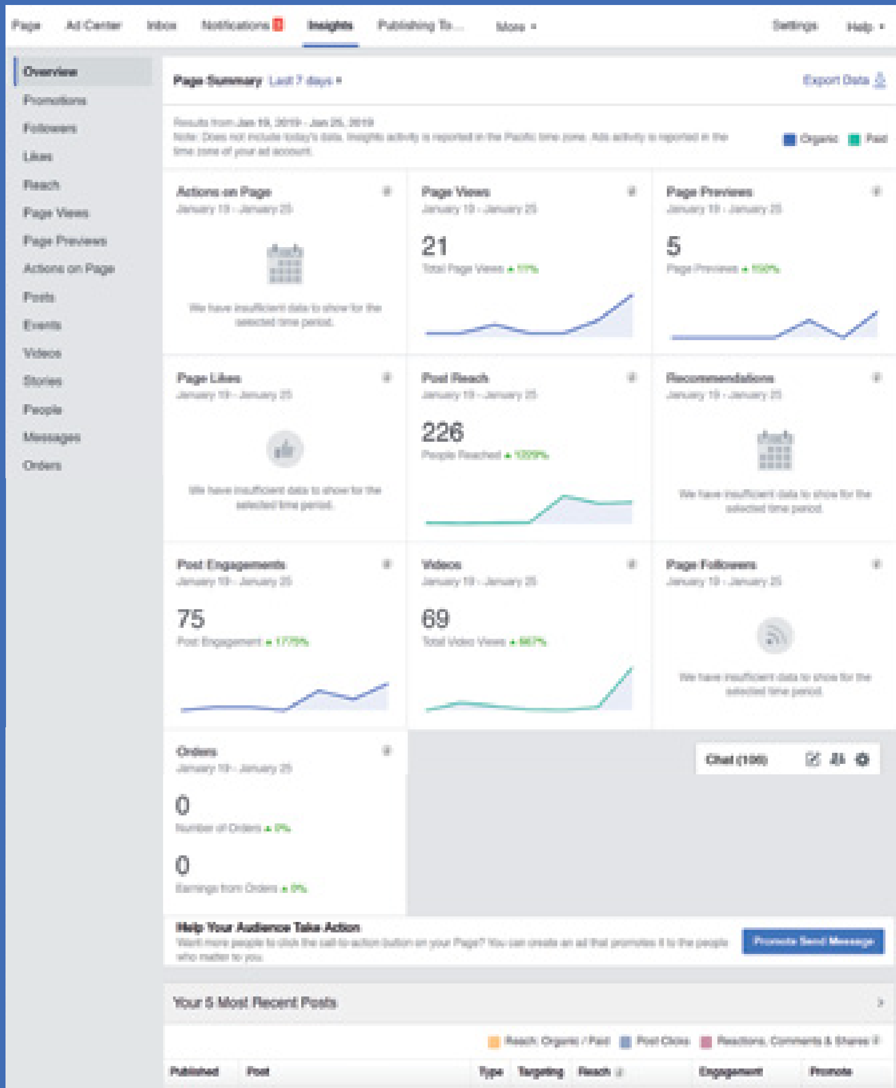




A new window will open and there you must type in date and time you want your post to be published. Be aware that your choice has an important influence on the outreach of the post, so make sure to acknowledge the preferences of your public, also by checking often the statistics of your page, as will be explain later in this chapter.

Once you are done, your post will end up within your *Schedule posts*, which you can easily manage, edit or delete thanks to the Publishing Tools.





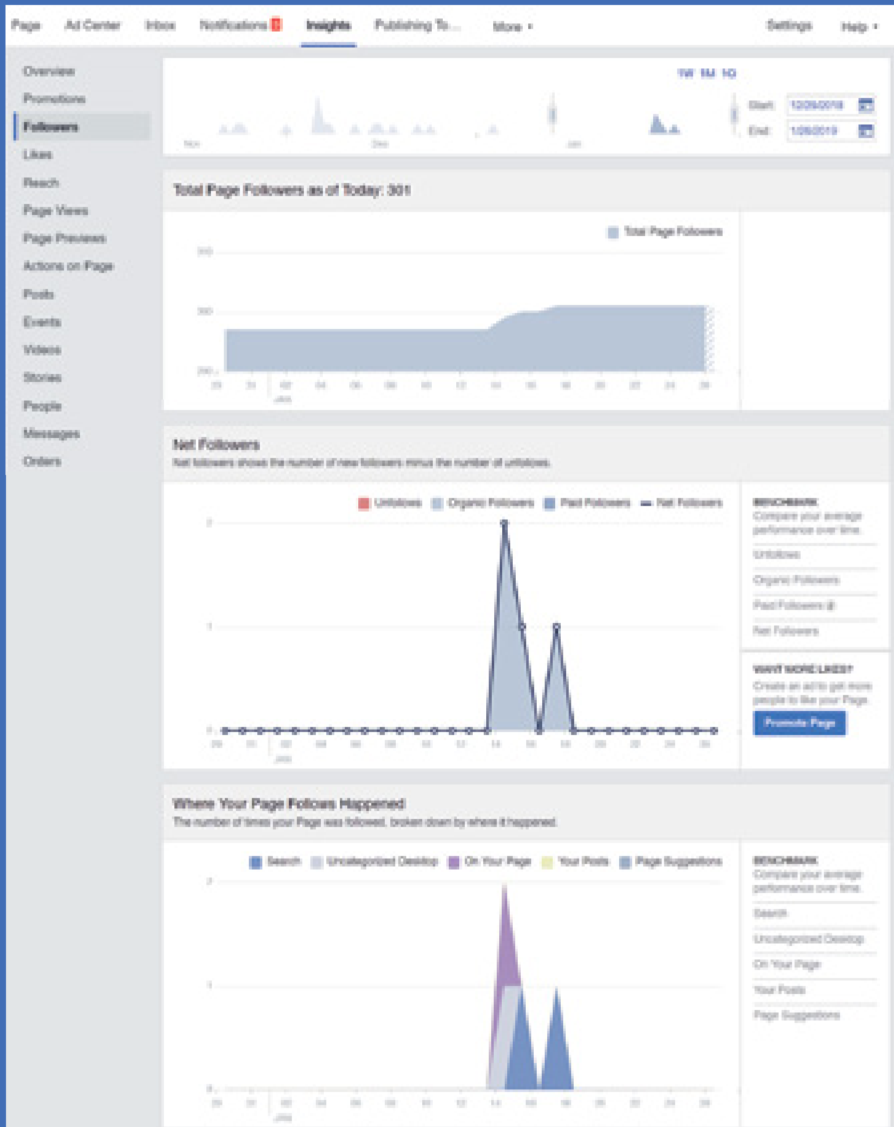
Insights

Facebook gives the possibility to see the insides of your page. This allows you to see how many people were active on your page, checked it, previewed it, liked it, followed it, were reached by its posts, recommended it, interacted with its content, and played its videos for more than 3 seconds. You can also manage your paid advertisements, which will be discussed in the next chapter, check outreach and engagement of each single post, and even discover pages similar to yours to see different communication approaches.

To see the performance of your page, click on *Insights*. You can find it in the white bar on top of your page. There you can see the *Overview* of the different things listed in the introduction of this section. To understand better what each parametre tells you, you can lay your cursor on the small cursive *i*.

You can also decide the period of which you want to compare the results, between *today*, *yesterday*, *last 7 days*, and *last 28 days*. For further specifications, also on longer periods, you can choose *Export Data* and download an .xls file that can really help you study your performance on the long run.

On the left, you can see a menu with one diverse tab for each possible type of element of your page. By clicking on any, you can discover more about it.



For instance, by clicking on *Followers*, you can see some graphics that can give you more data about your public: you can compare the amount of followers overtime, also deciding the period of time to consider, thanks to *Start* and *End*, and understand whether you got them through your posts, your page or else. Each graphic allows you also to read the data through defined filters, as *organic*, *paid* or *net*.

In the left menu, you can find the rest of the tabs regarding the data about the performance of your organization's page. Most of these pages portray information throughout defined periods which you can decide as previously said.

Among the many, *Posts* and *People* can give you many core insights to develop your language and decide your posting times.

On Instagram, Twitter and LinkedIn, scheduling posts is not possible. To do it, you need to use outer social media management applications. A range of diverse platforms yet requires a choice, by comparing features and needs. Some propose for free the possibility to access limited tools for few accounts, but most of them offer full access to a wider number of accounts, manageable posts and insights just through paid plans, yet usually allowing a month of free-trial. Possible options are [Hootsuite](), [Buffer](), and [Social Sprout]().

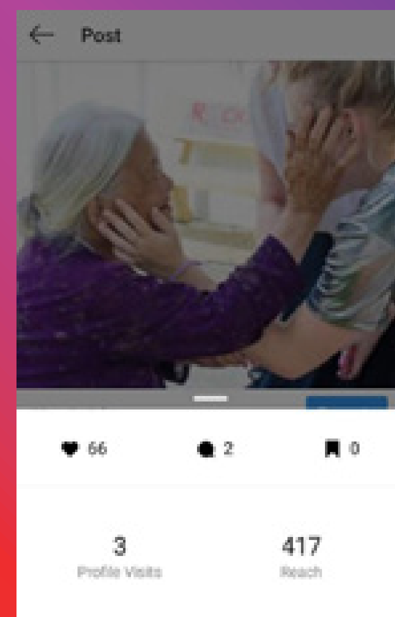
This kind of apps also portray the analytics of the content of the accounts you connect and program; but if you do not need any support in scheduling you posts, but just in verifying their effectiveness, you might prefer to use platforms such as [Socialblade]() or [StatFlux](), which instead just provide you with statistics.

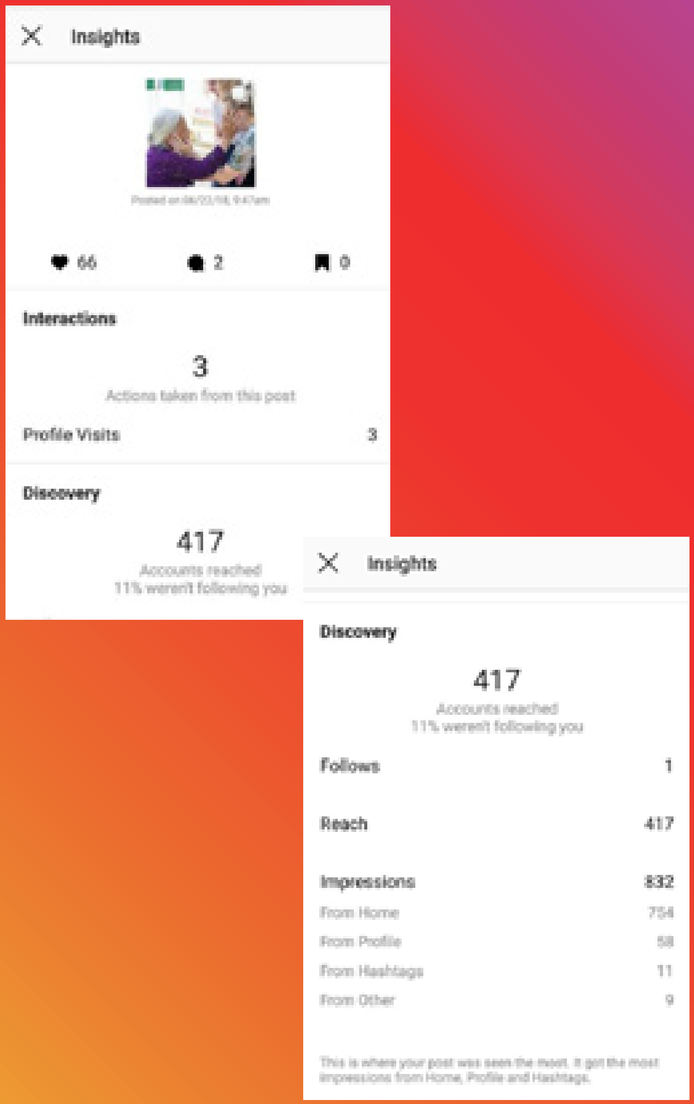
Insights

Business accounts on Instagram give the chance to see some insights through the app.

To see the performance of your pictures, you must select the picture of which you want to know more and click the blue button *View insights*.

A short overview about likes, responses and saving appears, followed by the visits to your profile carried by the image and its outreach. To know more, just click the white area.

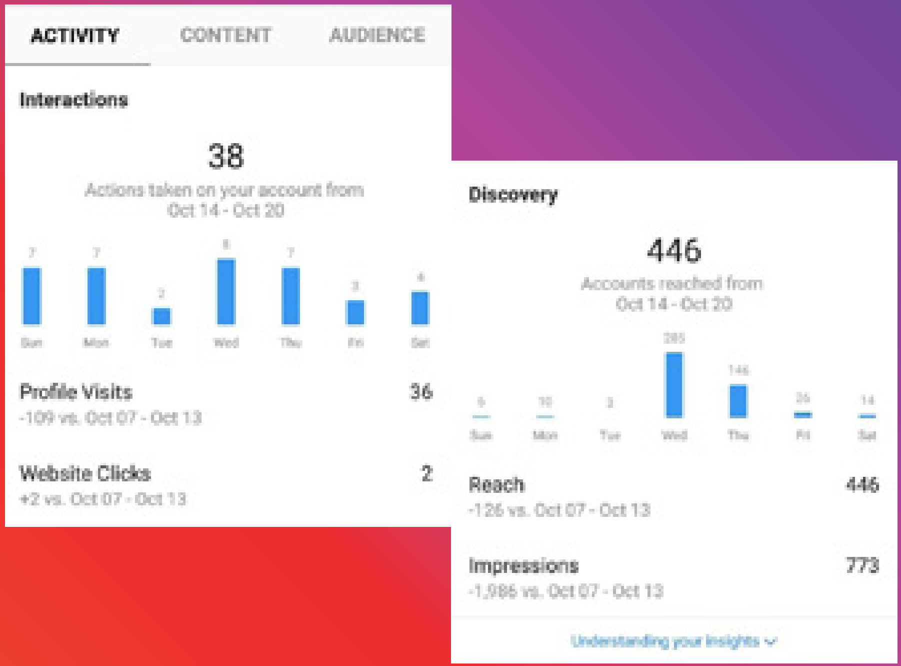




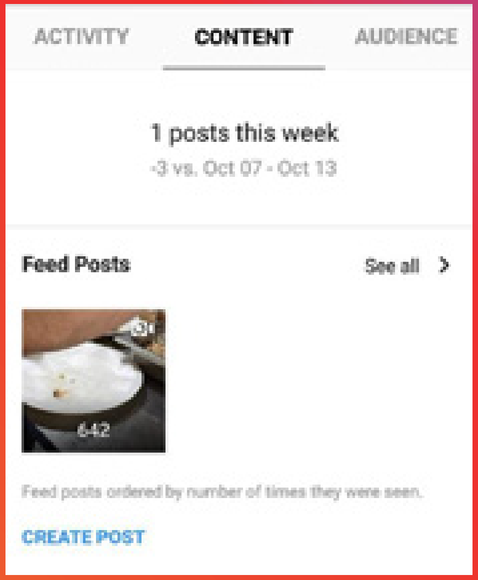
Instagram also offers some insights about your overall Instagram profile:

- To check them, go to top right of your profile and click on the three horizontal lines.

- As new menu will appear on the right side, you should choose *Insights*.
- There you can see only your performance for the last week, finding how many interactions you had by day with your audience, how many people visited your profile, how many clicked on the web link in your profile, and further details on your outreach.

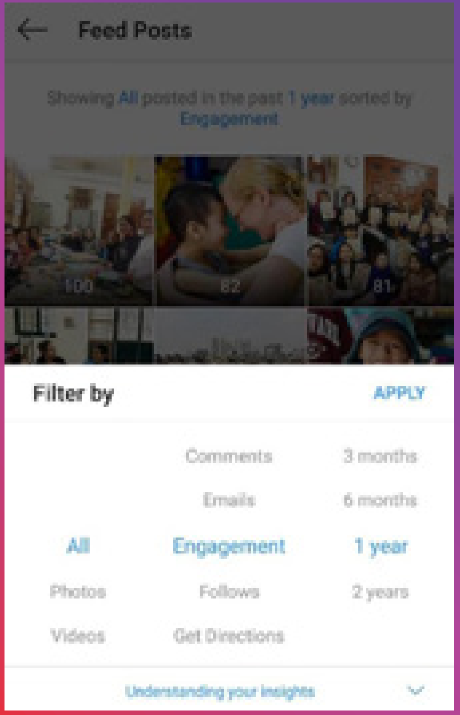


- By clicking on *Content* on the top, you will see more data about the images you posted in the last 7 days, in order of visibility.



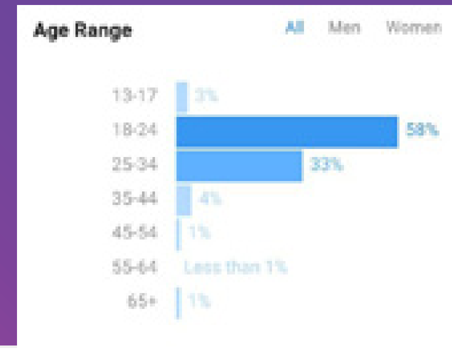
- To see information about all your posts throughout the last year, you can click on *See all*. The elements are usually shown in order of visibility, but by clicking on *showing All posted in the past 1 year sorted by Engagement*, you can select to see just videos or pictures, pick a different range of time and change the order according to their amount of comments, likes, impressions, website clicks, and more.

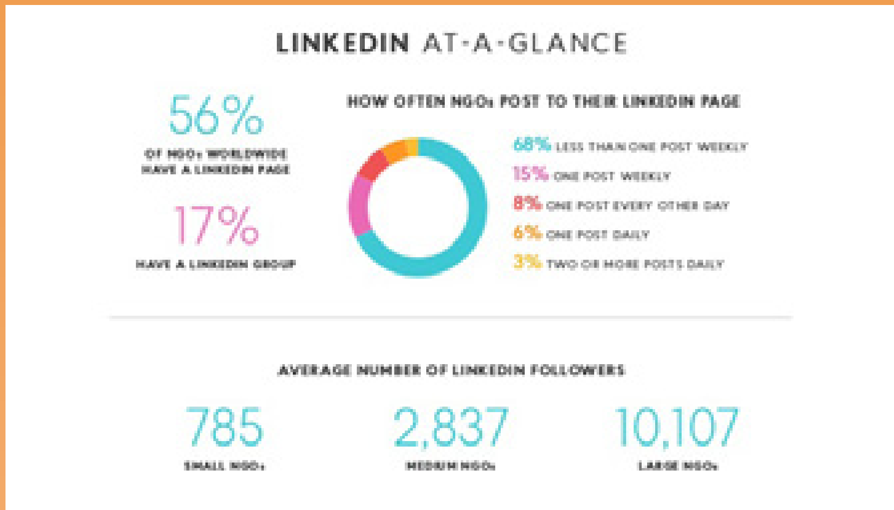
By playing around with these, you can understand what time, type of content and language are more effective for your organization and your audiences.



- Next to *Content* you can also find *Audience*. If you click there, you can find information about the users that are following your page.

- You can see how many followers you acquired since the last week. You can check where your followers come from - cities (useful if your organisation is acting locally) or countries. You can discover their age range and gender. Finally, you can see when your followers are most active, per day.





With most of communication and advertisement happening on social media, visibility is today's key to a successful organization. That is why all social media can be important for you and your colleagues. Every platform is especially effective for a certain range of target audience and the board of your organization has the duty to determine which channels can be effective to reach your audiences, and to do the best to keep them active, interactive and updated.
While Facebook and Instagram may establish an intimate channel to get along with your audience, yet delivering general and more formal information about your work, other platforms can help you approaching new and different publics.

LinkedIn

LinkedIn gives an opportunity to your organization to create a professional image. This channel is not suggested for reaching young people, but it helps reaching professionals, other organizations and brands.

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. A LinkedIn member's profile page, which emphasizes skills, employment history and education, has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

With basic membership, members can only establish connections with someone with they have worked, studied or someone they know professionally (online or offline). Connections up to three degrees away are seen as part of the member's network, but the member is not allowed to contact them through LinkedIn without an introduction. Premium subscriptions can be purchased to provide members with better access to contacts in the LinkedIn database.

LinkedIn, launched in May 2003, currently has over 300 million members from 200 countries, representing 170 industries. According to its cou-founder, Reid Hoffman, 27 percent of LinkedIn subscribers are recruiters.

BOOST

Thanks to *LinkedIn Analytics*, that are detailed and insightful, telling you exactly how many people clicked on your links and the percent of engagement received in proportion to your number of followers, this platform allows to establish your *brand* professionally by uploading your logo, providing address, a relevant cover photo, a career opportunity page, links to your website and to other social media channels. When people search your Nonprofit's name in the LinkedIn search bar, they'll see both your company page and those of staff members who have listed your organization as their employer, so make sure that all the staff is up-to-date.

Whereas personal LinkedIn profiles interact through connections in a "two-way relationship", legitimated by the platform itself, company pages get in touch with their publics just by being followed. They cannot follow or connect with any other profiles, but they can be followed by personal pages.

LinkedIn is so by far the best platform for professional networking, affirming itself as the best option for finding and recruiting new board members, staff, or supporters for your cause. By posting about all of these opportunities as organic status updates from your company page, you can get to a total diverse public than in other platforms. Moreover, LinkedIn offers a *LinkedIn Volunteer Marketplace* which connects non-profits to volunteers.

Furthermore, LinkedIn groups are spaces created to provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs... Groups work as discussion boards that provide a space for dialogue with lots of other nonprofit organisations. Group topics can get pretty specific, from development and fundraising ideas, to nonprofit leadership, social media, and more. Ask for feedbacks on your nonprofit's activities and events, mark your presence on an existing conversation to increase your visibility. Feel free to post frequently in groups but use them mainly as a listening tool to probe what your peers are asking and discussing. You can also share your content with appropriate LinkedIn Groups!

To make sure your articles stand out:

- Include visuals – images and videos.
- Break up long paragraphs of text with visuals, graphics, and videos embedded.
- Ask a question at the end to encourage comments and interaction.
- Publish at optimal times – as suggested by the digital marketing expert *Jeff Bullas*: Sunday, Monday, and Tuesday morning between 8 – 9 AM ET might be a good moment; but of course, your own audience may be different, so make sure you are checking your article analytics.
- Post content weekly to gain followers.

LinkedIn also provides the following questions to help the content creator when choosing a topic:

- What concrete advice would you give to someone hoping to enter your field?
- What will (or should) your industry look like in 5, 10, or 15 years and how will it get there?
- What is the biggest problem your industry needs to solve?
- What skill is essential in your job or in your organisation, and why?
- How has your job, profession or industry changed since you started?
- What else would you do if you started all over again and why?
- How did you get your start in your profession?
- What challenges do you see for the future of your profession?

Your nonprofit is your brand, your story, your passion project. But it's also equally, if not more importantly, a business. Too often, nonprofits present themselves to their audience with only a passionate backstory or compelling impact photos. While this type of storytelling is essential, it does not encompass the full narrative of your organization. People want and need more. This is why your external story to the public also must present your legitimacy as a well-run professional venture, which can compel people to invest their time and money in your cause.

Twitter

Twitter is a social networking site where people communicate by *tweeting*, posting short messages for anyone who follows them on Twitter. Another description of it might be *microblogging*: every post entry must be limited to 280 characters or less. This size cap promotes the focused and clever use of language, which makes tweets easy to scan, and challenging to write. This size restriction made Twitter a popular social tool.

Twitter is easy to use as either broadcaster or receiver.
You join with a free account and Twitter name.
Then you send broadcasts (tweets) daily, hourly, or as frequently as you like. Go to the *What's Happening* box, type your public message, and click *Tweet*. People who follow you will see your tweet.
To receive Twitter feeds yourself, find interesting profiles and press *Follow* to subscribe to their tweets. If their tweets are not as interesting as you thought they would be, select *Unfollow*.

Twitter can be also a Marketing Tool, as people prefer advertising that is fast, less intrusive, and that can be turned on or off at will. Thousands of people advertise their recruiting services, consulting businesses, and retail stores by using Twitter, and it works. When you learn how the nuances of tweeting work, you can get good advertising results by using Twitter.

Twitter is yet a Social Messaging Tool first, but it's more than instant messaging. Twitter is about discovering interesting people worldwide. It can also be about building a following of people who are interested in you and your work, and about providing them with valuable knowledge every day. Whether you are a hardcore scuba diver who wants to share your Caribbean adventures with others or you are Ashton Kutcher entertaining your fans, Twitter is a way to maintain a low-maintenance social connection with others and maybe influence other people in a small or big way.

The only strict rule you must beware of is that you should not set Social Media management apps to share automatically on Twitter links and contents from your other social media (e.g. Facebook). The best way to use Twitter is by creating content specifically for the platform.

Snapchat

Snapchat is a social media channel widely used by the youngest generation. One of the core concepts of the channel is that any picture, video or message sent - by default - is available to the receiver for only a short time before it becomes inaccessible, challenging the traditional concept of privacy and appealing many users.

Using Snapchat is critical for NGOs and youth organizations due to the target audience of the social media. Families are not on this platform, so youths feel extremely free on Snapchat.

For your organization, creating a new asset for Snapchat might be seem hard, but you can use the same approach you use for your Instagram stories. Just do not forget:

- All content must be vertical
- Videos must be last 10 seconds max
- Communication should be informal and friendly

A digital publication distributed via e-mail with certain periodicity (i.e. weekly, monthly, bimonthly or quarterly) can impact your followers more often, thus creating a continuous link with them. Newsletters get you in contact through a primary channel, which is usually checked on daily basis and kept for more relevant relations. It is also the marketing communication channel preferred by users and marketing professionals.

A newsletter must be made up of content of interest to the subscribers and accompanied by some offer or Calls to Action for a specific range of the audience of your organization. Its creation requires yet some cunning copywriting abilities, to avoid being rejected as spam by readers or the system.

The receivers of this type of communication are people who have previously shown interest in your work and have agreed to receive this e-mails. Therefore, before even proceeding to shape your newsletter, you must be sure to get their consent to save data as their contacts through a specific statement: this might be placed before the end of a form or a contract.

There are many different Wordpress plugins as *MailPoet*, *Newsletter* and *SumoMe*, and platforms like *MailChimp* and *Smore* that can host you and your subscribers and help you through the process of designing you newsletter. Check them out and see which one works better for you. While the different sites offer great tools on payed plans, free ones have diverse capabilities, so compare their proposal and take advantage of eventual offers.

NEWSLETTER

SPECIAL TOOLS

The well-known broadcasting platform is perfect for uploading your videos and create playlists. As previously said, it is yet better to consider sharing your videos on your social media platforms natively first, and keep this just as secondary option.

You might need to share documents, leaflets and papers with your community and this might be the best solution, thanks to its great design. It allows to turn the pages and see full spreads just like on paper issues.

Sharing links might take too many characters and occupy precious space and attention. URL shorteners and QRcode creators are too different solutions, supported by many different possible platforms online - even Facebook, that can save time and give you good ways to get your followers to a page without compromising on the outreach of your post or content.

A web-based programme for instant design like this can help you to overcome the expensive Adobe licences and a time-consuming learning process. If you are not looking for original and impressive results, but just for quick solutions and effective graphical presentations for your social media, this might be a good option. It is versatile, most content is licence-free to use and it can be used in any device, being available also for your smartphone.

Adobe Illustrator can help your best graphic projects come true. It allows you to create vector graphics (points-based, instead of pixels-based), import images, tracing them and making them vectorial, modify alphabets to make your own, and apply many other creative elements to any visual material. It can help you creating logos, infographics, illustrations, and myriads of other content. For instance, the graphic elements of this publication are created thanks to this software.

Adobe Photoshop is a great tool for *photoshopping* faces, bodies and entire scenes, allowing to edit shapes, backgrounds, and more. Its editing features are yet especially useful for post-production of photos and raster images (characterized by pixels), allowing you to edit and enhance colors, contrast, saturation, exposure, and more, boosting the quality of your pics.

Adobe InDesign can help you build any publication from scratch, as flyers, books, magazines, annual reports, etc. Its tools can grant your content great precision and homogeneity. This manual, for instance, is paged right thanks to InDesign.

As informing is one of the most important goals of any organization, sharing numbers or other Big Data with success is essential. Considering that just a narrow audience might be interested in actual numbers, you might need to seek for more inclusive methods to share data. *Pictochart* is an online platform that can help you turning numbers into more comprehensible content, thanks to design and visual clues.

Legality

Social media have been changing the way people communicate, interact and connect with others. There are more than 4 billion active users online (as reported by We are social and Hootsuit in Digital in 2018) and still counting as more and more people have easily access to internet through a mobile device. While a huge amount of content is being shared across platforms everyday, various legal issues also arise. Therefore, you and your organization must be aware of how to stay out of trouble when using the net.

Terms of service: You should make sure to read the terms of service or any other documents you are digitally accepting when using social media platforms.

Social media policy: Your organization should create a social media policy and this will guide all of your employee on social media. *Social media policies should align with the company's culture and industry*, Aliah Wright, social media expert at the Society for Human Resource Management (SHRM) says. *Organizations should tap different divisions, including public affairs, legal, and marketing when composing social media policies.*

Testimonials:

- Always give credit to the speaker when you want to quote their words.
- Always quote reliable sources.

Multimedia: You can upload or reuse pics, music or videos just if

- your organization created them and you are allowed by the people portrayed.
  You need to get the permission from each person involved before taking pictures or videos. A consent form stating that the images may be used for communication/commercial purposes is an essential document to create and request to sign.
- they are royalty-free or from a license-free stock.
  When downloading content from internet, make sure to filter it by license, before considering the results and choosing the right one. "Labeled for non commercial use" might be the right filter for NGOs, while "Free to share or use commercially" for other commercial activities; if you are modifying it, make sure it is available for it.
- If the image is not yours, always quote the owner with a link.

Royalty-free allows the use of copyright content or intellectual property without the need to pay royalties for each use. You can use royalty-free material for multiple uses and platforms with a one-time payment. For instance, getting a royalty-free image, you can use it on your website, print it on a poster, and add it to your social media ads and you only have to pay for it once.

Some sources where you can find the image you need for cheap are *Shutterstock*, *Dreamstime*, *Pixta* and *Stock photo secrets*.

Even though royalty-free materials are usually not free, you can find some exceptions. For images, you might refer to *Pixabay*, *Pexels*, *Unsplash*, *Burst*, *Gratisography*, *Picjumbo*, *FoodiesFeed*. Free stock music and sound effects can be found at *Sounfxnow*, *Freestockmusic*, *Youtube Audiolibrary*, *PacDv*, *Freeplaymusic*, *Freemusicarchive*, *Audionautix*. For free stock videos you can then check *Pixabay, Pexels, Videvo, Life of Vids, Stock Footage 4 Free.*

Introduction to EU privacy policy

Personal data protection

The European Union is committed to user privacy.

The policy on protection of individuals with regard to the processing of personal data by the Community institutions is currently based on Regulation (EC) No 45/2001, and not on the general data protection regulation (GDPR) Regulation 2016/679 that repeals Directive 95/46/EC.

The new version of Regulation 45/2001 is currently being adopted. The legal notices on Europa will be updated in accordance with the new version.

This general policy covers all the European Union's institutional websites within the .eu domain. Although you can browse through most of these websites without giving any information about yourself, in some cases, personal information is required in order to provide the e-services you request.

Websites that require such information treat it according to the policy described in the regulation above and provide information about the use of your data in their specific privacy policy statements.

In this respect

- for each e-service, a controller determines the purposes and means of the processing of personal data and ensures conformity with the privacy policy
- within each institution, a Data Protection Officer ensures that the provisions of the regulation are applied and advises controllers on fulfilling their obligations
- for all the institutions, the European Data Protection Supervisor will act as an independent supervisory authority

The European Union's institutional websites within the .eu domain provide links to third-party sites. Since we do not control them, we encourage you to review their privacy policies.

E-services

An e-service on EUROPA is a service or resource made available on the internet in order to improve the communication between people and businesses on the one hand and the European institutions on the other.

3 types of e-services are, or will be, offered by EUROPA:

- information services that provide people, media, business, administrations and others with easy and effective access to information
- interactive communication services that allow better contacts with people, business, civil society and public bodies, in order to facilitate policy consultations and feedback
- transaction services that allow access to all basic forms of transactions with the EU, such as procurement, financial operations, recruitment, event enrolment, acquisition of documents

Information contained in a specific privacy statement

A specific privacy policy statement will contain:

- what information is collected and for what purpose and the technical means the EU collects personal information in order to fulfil a specific purpose
- to whom your information is disclosed
- how you can access your information, verify its accuracy and, if necessary, correct it

Legality

- how long your data is kept
- what security measures are taken to safeguard your information against possible misuse or unauthorised access
- whom to contact if you have queries or complaints

Europa Analytics

Europa Analytics is the corporate service that measures the effectiveness and efficiency of the European Commission's websites on EUROPA.

By default, website visitors are tracked using the first-party persistent cookies from Europa. You may choose not to be tracked by Piwik (opt-out). If you change your mind, you can choose to be tracked again by Piwik (opt-in).

The European Commission manages on behalf of all EU institutions and bodies the inter-institutional website (europa.eu). Visit the following legal notice page to opt out from being tracked on these pages.

EU institutions and bodies other than the European Commission currently use their own analytics system. Visit their legal notice pages for more information.

Choosing not to be tracked by Piwik does not affect your navigation experience on Europa sites.

More about Europa Analytics.

Contacting Europa sites

Many webpages on Europa have a contact button, which activates your email software and invites you to send your comments to a specific mailbox. When you send such a message, your personal data is collected only in order to reply.

If the team responsible for the mailbox is unable to answer your question, it will forward your email to another service. You will be informed, via email, about which service your question has been forwarded to.

If you have any questions about the processing of your email and related personal data, do not hesitate to include them in your message.

Safeguarding information

Collected personal data is stored on a computer of the external subcontractor acting as processor, who has to guarantee the data protection and confidentiality required by Regulation (EC) 45/2001.

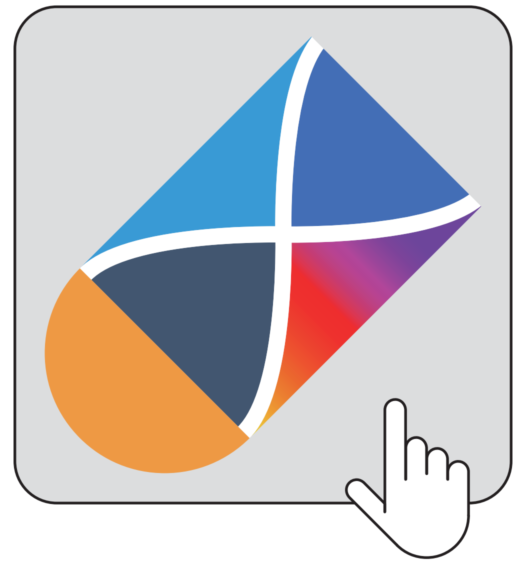
Verifying, modifying or deleting information

If you want to verify, modify or delete your personal data stored by the responsible controllers for the Europa website and its subsites, you can email the data controller for the Europa website in DG Communication at the address below. In your email, clearly state your request and include the URL of the website/webpages your request refers to.

Email: mailto:europamanagement@ec.europa.eu

☑ **I accept the Terms and Conditions** OK

Dissemination & Exploitation Of projects' Results



Activities serving the *dissemination and exploitation of results* are a way to showcase the work that has been done as part of an Erasmus+ project. Sharing results, lessons learned, outcomes and findings beyond the participating organisations enables a wider community to benefit from a work that has received EU funding, as well as to promote the organisation's efforts towards the objectives of Erasmus+. There is a fundamental link between Programme and policies and each of project supported by the Programme is a step towards achieving the general objectives defined by the Programme to improve and modernise education, training and youth systems.

Dissemination activities vary between projects. When applying, applicant organizations are asked to explain their intentions/plans for dissemination and exploitation activities, and, if successful, they are required to carry them out.

It is important to consider what kind of dissemination activities are fitted to each participating organisations. For instance, partners in smaller projects should undertake dissemination and exploitation appropriate to the level of their activity.

The requirements a mobility project triggers are different from those for a partnership project. The extent of dissemination and exploitation activities also increases with the size and strategic importance of the project.

Section 1 defines some key terms and explains what can be achieved with dissemination and exploitation of results and how these activities will contribute to the overall objectives of the project.

Section 2 outlines the requirements for Erasmus+ beneficiaries in terms of dissemination and exploitation of results.

Dissemination and exploitation of project results: what, why, and how

What do dissemination and exploitation mean?

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In the Erasmus+ Programme, this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project impacts on other organisations' future and contributes to raise the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Exploitation is a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on one hand, and a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related to one another.

What is intended by "results of the activity"?

Results are achievements of the European activity or project that received EU funding. The type of result will vary depending on the type of project. Results can be classified as either outputs or outcomes:

Output: a tangible product which is produced by a given project and which may be quantified; outputs can be accessible products like curricula, studies, reports, materials, events, or websites;

Outcome: an intangible added value achieved through the achievement of the project objectives and targets. Ordinarily, such added value defies quantification, whether it covers concrete events and actions such as training, training platforms, content or methodology, or more abstract consequences such as increased awareness, increased skills or improved abilities. knowledge and experience gained by participants, partners or other stakeholders involved in the project.

What do impact and sustainability mean?

Impact is the effect that the activity carried out and its results have on people, practices, organisations and systems. Planning dissemination and exploitation of results can help to maximize the effect of the activities, if developed so that they will impact on the immediate participants and partners for years to come. Benefits to other stakeholders should also be considered in order to make a bigger difference and get the most from the project.
Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. The project results can then be used and exploited in the longer-term, perhaps via commercialisation, accreditation or mainstreaming. Not all parts of the project or results may be sustainable and it is important to view dissemination and exploitation as a progression that extends beyond the duration of the project, and into the future.

What are the aims and objectives of dissemination and exploitation?

The first goal of dissemination and exploitation is to spread projects' results. The second goal is to contribute to the implementation and shaping of national and European policies and systems. Beneficiaries should develop their own way of achieving this goal. Developing ideas for dissemination and exploitation is important for every project funded by the Erasmus+ Programme. However, the type and intensity of dissemination and exploitation activities should be proportional and tailored to the type of project developed and its particular needs. This includes whether the project is process-oriented or aimed at producing tangible deliverables; if it is a stand-alone or part of a larger initiative; whether it is developed by large or small-scale participating organisations, etc. Participating organisations should discuss the aims and objectives of the activities/plan and decide on the best activities and approaches as well as share the tasks among partners, taking into account the particular specifics of the project.

For structured cooperation projects such as Strategic Partnerships, Knowledge Alliances, Sport, Collaborative Partnerships and Capacity-building projects, a good quality dissemination and exploitation plan should include measurable and realistic objectives, a detailed timetable and provide a resource planning for the activities to be undertaken. Involving target groups in activities will also help to maximise the use of the project's results. It is important to set the strategy right from the beginning as this is the main way that will foster communication with the target audiences. Such a requirement is not foreseen for mobility projects. However, project organisers are invited to communicate the learning outcomes reached by participants in such activities. They should also encourage participants to share with others what they have gained from taking part in the mobility activity. Finally, the dissemination part of the Programme is also supposed to raise the quality of the Programme by stimulating innovative projects and sharing good practices.

Communication is a broader concept. It includes information and promotion activities to raise awareness and enhance the visibility of the project's activities in addition to the dissemination and exploitation of the project results. However, very often it is difficult to make a clear distinction between these areas. For this reason, planning an overall strategy framework covering both fields can be a more efficient way to make the most of the available resources. Dissemination and exploitation of results form a crucial part of any communication activity taking place during the project's lifetime.

Why is it important to share project results? What are the wider benefits?

Taking the time to develop a comprehensive dissemination and exploitation plan is advantageous for both the beneficiary and its partners. As well as raising the profile of the organisation, dissemination and exploitation activities can often create new opportunities to extend the project and its results or develop new partnerships for the future. Successful dissemination and exploitation may also lead to external recognition of the work carried out adding further credit to it. Sharing the results enables others to benefit from the activities and experiences of the Erasmus+ Programme. Project results can serve as examples and inspire others by showing what is possible to achieve under the Programme.

Dissemination and exploitation of project results can help to inform future policy and practice. Carried out by beneficiaries, they support the wider aim of improving the European Union's systems. The impact of the Erasmus+ Programme is measured not only by the quality of project results but also by the extent to which these results are known and used outside the project partnership. By reaching out to as many potential users as possible through effective dissemination, this can help to achieve a return on investment.

Dissemination and exploitation of project results also increase awareness of the opportunities offered by the Programme and highlights the European added value of activities supported by Erasmus+. This can contribute to a positive public perception and encourage wider participation in this new EU Programme. It is fundamental to consider the aims and objectives of the dissemination and exploitation plan. These should link to the project aims to ensure that the methods and approaches used are appropriate for the Erasmus+ project and its results, as well as for the identified target audiences. Dissemination and exploitation goals may be to:

- raise awareness;
- extend the impact;
- engage stakeholders and target groups;
- share solutions and know-hows;
- influence policy and practice;
- develop new partnerships.

What can be disseminated and exploited?

The results of the project may be of diverse nature and consist of both concrete (tangible) results as well as of skills and personal experiences that both project organisers and participants to the activities have acquired (intangible results).

Tangible results may include for example:

- an approach or a model to solve a problem;
- a practical tool or product, such as handbooks, curricula, e-learning tools;
- research reports or studies;
- good practice guides or case studies;
- evaluation reports;
- recognition certificates;
- newsletters or information leaflets.

In order to disseminate more widely experiences, strategies, processes, etc., it is recommended to document them.

Intangible results may include for example:

- knowledge and experience gained by participants, learners or staff;
- increased skills or achievements;
- improved cultural awareness;
- better language skills.

These are usually measure and recorded through interviews, questionnaires, tests, observations or self-assessment mechanisms.

Who are the target audiences?

Identifying target groups, both at different geographical levels (local, regional, national, European) and in the own field of the beneficiary (colleagues, peers, local authorities, other organisations leading the same type of activity, networks, etc.) is essential. Activities and messages have to be tailored appropriately. taking into account audiences and target groups, as:

- end-users of the project activities and deliverables;
- stakeholders, experts or practitioners in the field and other interested parties;
- decision-makers at local, regional, national and European level;
- press and media;
- general public.

The project plans should be flexible enough to allow target groups and other stakeholders to get involved during the different stages of the project. This helps to ensure that the project remains on track in terms of their needs. Their participation can also highlight the potential value of your project as well as help to spread the news to other interested parties throughout Europe.

How to disseminate and exploit results?

In order to reach as many people as possible, it is advisable to translate as many communication materials and project outputs in as many languages as possible. It is recommended to cover all languages of the partnership and English; the cost of these translations could be included in the grant request if necessary.

There are many different ways to disseminate and exploit results. Being creative and thinking of fresh ideas so that the Erasmus+ project and results really stand out is always appreciated. Beneficiaries could use:

- the Erasmus+ Project Results Platform;
- project or organisational websites;
- meetings and visits to key stakeholders;
- dedicated discussion opportUnities such as information sessions, workshops, (online) seminars, training courses, exhibitions, demostrations, or peer reviews;
- targeted written material such as reports, articles in specialised press, newsletters, press releases, leaflets or brochures;
- audiovisual media and products such as radio, TV, YouTube, Flickr, video clips, podcasts or apps;
- social media;
- public events;
- project branding and logos;
- existing contacts and networks.

In terms of exploitation it is important to think about how results can make a difference to the project, end- users, peers or to policy makers.

Exploitation mechanisms include:

- positive reputational effects for the participating organisations;
- increased awareness on a theme, target or area of work;
- increased financial support by other supporters or donors;
- increased influencing on policy and practice.

When should dissemination and exploitation activities be carried out?

Dissemination and exploitation of results are an integral part of the Erasmus+ project throughout its lifetime: from the beneficiary's initial idea, during the project and even after European funding has ended.

Setting up a timetable of activities together with the partners involved and allocating appropriate budget and resources is necessary. The plan shall:

- agree on realistic targets and deadlines with partners to track progress;
- align dissemination and exploitation activities with key stages of the project;
- offer sufficient flexibility to respond to the needs of the target group as well as wider developments in policy and practice.

Examples of activities at different stages of the project cycle are:

BEFORE the project starts

- drafting the dissemination and exploitation plan;
- definition of the expected impact and deliverables;
- consideration of how and to whom dissemination and exploitation outcomes will be disseminated.

DURING the project

- contacting relevant media e.g. at local or regional level;
- conducting regular activities such as information sessions, training, demonstrations, peer reviews;
- assessing the impact on target groups;
- involving other stakeholders in view of transferring results to end users/ new areas/policies.
- adding a banner with a link to project card within the Erasmus+ Project Platform on the project website

AT FINAL REPORT STAGE

- uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform.

AFTER the project

- continuing further dissemination (as described above);
- developing ideas for future cooperation;
- evaluating achievements and impact;
- contacting relevant media;
- contacting policy-makers if relevant
- cooperate with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

How to assess success?

The impact assessment is an essential part of the process. It evaluates achievements and generates recommendations for future improvements. Indicators could be used to measure progress towards goals. These are signs that help to measure performance. Indicators can be both quantitative relating to numbers and percentages as well as qualitative relating to the quality of the participation and experience. Questionnaires, interviews, observations and assessments could also be used to measure the impact. Defining indicators relating to the different project activities should be foreseen at the start of the project and part of the overall dissemination plan. Some examples:

- Facts and figures related to the website of project organisers;
- Numbers of meetings with key stakeholders;
- Numbers of participants involved in discussions and information sessions (workshops, seminars, peer reviews); follow-up measures;
- Production and circulation of products;
- Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);
- Visibility in the social media and attractiveness of website;
- Participation in public events;
- Links with existing networks and transnational partners; transfer of information and know-how;
- Impact on regional, national, EU policy measures;
- Feedback from end-users, other stakeholders, peers, policy-makers

Requirements in terms of dissemination and exploitation

General qualitative requirements

Depending on the action, applicants for funding under Erasmus+ are required to consider dissemination and exploitation activities at the application stage, during their activity and after the activity has finished. This section gives an overview of the basic requirements laid down in the official documentation of the Erasmus+ Programme.

Dissemination and exploitation is one of the award criteria on which the application is assessed. Depending on the project type, it is given a different weight in the assessment of the application.

- For mobility projects, listing planned dissemination activities and identifying potential target groups are requested in the application form.
- For cooperation projects, a detailed and comprehensive plan, describing targets, tools and outcomes, is requested and further assessed. Although generally one partner takes the responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner should be involved in these activities according to the needs and roles in the project.
- For all project types, reporting on the activities carried out to share the results inside and outside participating organisations is requested at final stage.

Visibility of the European Union and of the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the EU flag) and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write *Co-funded by the Erasmus+ Programme of the European Union* next to the EU emblem.

Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/about-eacea/visual-identity_en.

The brand name of Erasmus+ shall not be translated.

Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

Use of the Erasmus+ Project Results Platform

An Erasmus+ Project Results Platform was established to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded.

Good practice examples are the object of an annual selection by each National Agency and by the Executive Agency. Success stories are selected from among the good practice examples at central level by DG EAC.

The Erasmus+ Project Results Platform serves different purposes:

- Transparency, as it provides a comprehensive overview of all projects funded under the programme (including project summaries, funding figures, URL links, etc.);
- Accountability, as it gives access to end-users and practitioners to project results;
- Inspiration, as it showcases good practices and success stories among Erasmus+ beneficiaries selected every year at national and European level.

For most Erasmus+ projects, beneficiaries are required to provide a summary describing their project in English at application stage.

The project summary is of particular importance as it provides a description for the general public. It should therefore be drafted in plain language and clear style so that the actual content of the project can be quickly understood, also by outsiders.

The following elements should be part of the summary: context/background of the project; objectives of the project; number and profile of participants; description of activities; methodology to be used in carrying out the project; a short description of the results and impact envisaged; the potential longer-term benefits.

The Erasmus+ Project Results Platform can be consulted at:

http://ec.europa.eu/programmes/erasmus-plus/projects/

LINKS AND RESOURCES

https://www.zionandzion.com/how-to-create-social-media-personas/
https://uxmastery.com/how-to-create-a-customer-journey-map/
https://sproutsocial.com/insights/data/q3-2016/#Follow-vs-Unfollow
https://later.com/blog/get-more-instagram-followers/
https://adespresso.com/blog/we-analyzed-37259-facebook-ads-and-her-es-what-we-learned/
https://blog.bufferapp.com/facebook-video
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https://trackmaven.com/blog/how-to-use-hashtags/
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https://www.pexels.com/
https://unsplash.com/
https://burst.shopify.com/
https://gratisography.com/
https://picjumbo.com/modern-laptop-and-smartphone-on-black-desk/
https://www.foodiesfeed.com/
https://www.soundfxnow.com/
https://www.freestockmusic.com/
https://www.youtube.com/audiolibrary/music
https://www.pacdv.com/sounds/
https://freeplaymusic.com/
https://freemusicarchive.org/
https://audionautix.com/
https://pixabay.com/
https://www.pexels.com/
https://www.videvo.net/
https://www.lifeofvids.com/
https://www.stockfootageforfree.com/
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https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX-:32016R0679&from=EN
https://ec.europa.eu/info/departments/data-protection-officer_en
https://edps.europa.eu/edps-homepage_en?lang=en
https://ec.europa.eu/info/legal-notice_en
https://ec.europa.eu/info/privacy-policy/europa-analytics_en
http://ec.europa.eu/programmes/erasmus-plus/projects?pk_cam-paign=Web-ErasmusplusEN&pk_kwd=valor-projects-results
http://ec.europa.eu/programmes/erasmus-plus/projects?pk_cam-paign=Web-ErasmusplusEN&pk_kwd=valor-projects-results

Thank you

All the team and partners of the project, that you can get to know better at http://commandeor.codecvzw.eu/ hope you and your organization to have found this few pages useful for embracing your mission and getting to know your audiences better. Discover more resources on our site and follow us on Instagram @COMMANDEOR and Facebook.com/digitalcommandeor.

Stay tuned to learn more from our Online Educational Resource!

OK

design by yuri michielecci

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