

CA18114 – ENTAN - European Non-Territorial Autonomy Network

Communication strategy

Goals:

- ☐ Increasing the visibility of the Action
- ☐ Allowing for easy communication among the members of ENTAN
- ☐ Dissemination of ENTAN results

What	Who & How	When	Note
Logo	Chair to gather 3 quotes MC to decide Selected company to propose 3-5 designs Action Core to select logo	6 June 2019 6 June 2019 15 June 2019 30 June 2019	
Website	Chair to gather 3 quotes MC to decide Selected company to design & develop Action Chair and Communication Manager mandated to administer the web Website launch	6 June 2019 6 June 2019 15 July 2019 ongoing 1 August 2019	
Social network profiles: Facebook Instagram Tweeter LinkedIn YouTube	Assigning selected Website company to create SN profiles of ENTAN Post information about the Action Sending invitations to all MC members Posting relevant information Regular posting (presenting)	25 June 2019 25 June 2019 15 July 2019 15 July 2019 Continuous	All activities regarding posting on social networks should be done by one or more persons in charge of it (SN Manager(s)), in coordination with the Science Communication Manager and Chair when necessary.
Participant's institutional website	Chair to send information to all MC members Information shared on participants' institutional website Share logo on participants' institutional website (when available)	15 July 2019 15 July 2019 1 August 2019	
Participant's private profiles: Email signature Personal web Personal blog	All participants to include a link to ENTAN website in their e-mail signature, and add a link if they have a personal website or blog	1 August 2019	This information should include links to: personal e-mail, web-page, blog or any other

			relevant information they want to share
Flyers (brochure)	Chair to gather 3 quotes for design & print Action Core to decide on selection Print	1 September 2019 15 September 2019 30 September 2019	
Newsletter	Chair with Action Core to decide on all issues and contents of first newsletter First newsletter launch Science Communication Manager: information for COST Ass. press review	1 Aug 2019 10 Sep 2019 Monthly	The Chair should name a person for preparing the first and later newsletters. The information for COST Ass. press review should be sent monthly to Science Communication Manager
Short videos	Chair to propose an idea to Action Core Selected director and staff Video prepared	1 September 2019 20 September 2019 10 December 2019	The video should include shooting the Conference in Belgrade. <i>NOTE: Only if funds are made available (saved from other activities)</i>
Photographs	Chair to appoint a person for making photographs at all Action events Science communication manager: posting photographs on social networks Science communication manager: gathering photos from non-Action events to be posted on social networks	6 June 2019 Upon events Upon events	If Action participants want to publish a photo from an event that is not organised by the Action, they should inform the Science Communication Manager
Action Events Advertising	Chair to send a call for all events organised by the Action to all participants, to be shared on their partners' website	Upon publication of the call	Calls include STSMs, ITC, conference, etc.
Beyond-Action Communication	All participants: sharing a website with relevant stakeholders	1 Aug 2019 and onward	
Translation of information	MC members in a local country, with approval by Chair	Continuous	If it is necessary, some information (e.g. newsletter) may be translated