

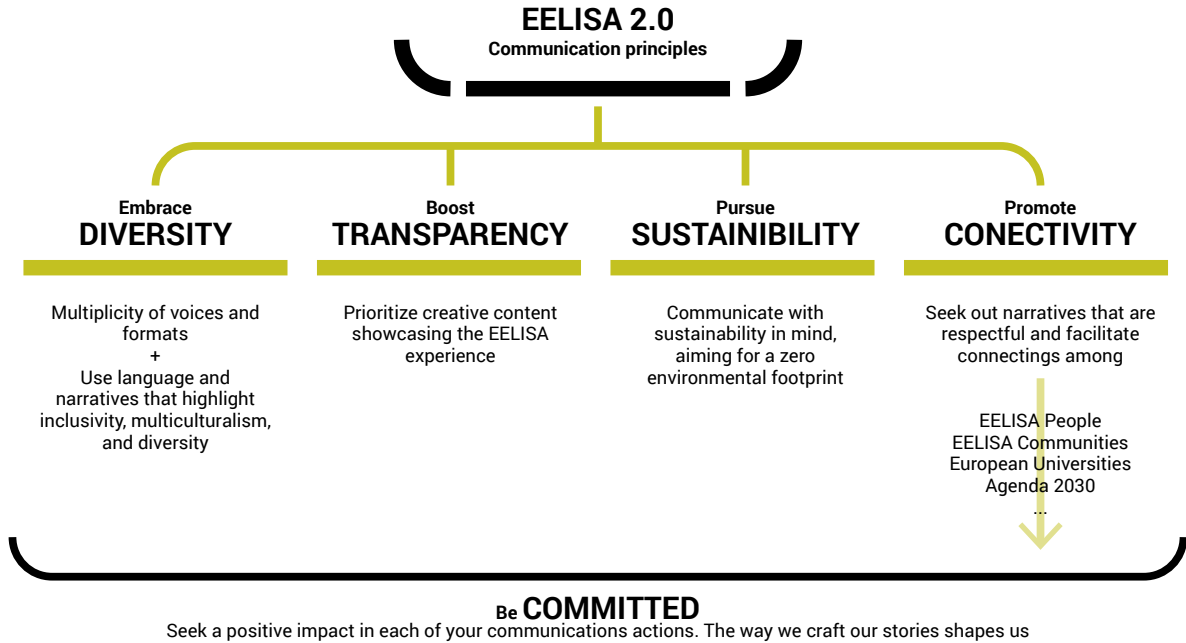
# COMMUNICATING EELISA

As previously pointed out, a communication strategy based on a bottom-up approach and the commitment to transparency, the multiplicity of voices and co-creation of content requires the articulation of a consistent narrative and visual identity, as well as clear guidelines in the implementation of communication actions. The following section outlines a series of guidelines and suggestions targeting four different type of stakeholders engaged organically in EELISA communication.

The roles of these main EELISA Communication nodes range from being pivotal components in the implementation of the communication strategies/actions outlined by the EELISA Communication, Dissemination, and Branding Work Group (ELCOs), to conveying essential information on EELISA opportunities (EELISA Activities organizers), to disseminating key EELISA values and outcomes (EELISA Communities), and amplifying EELISA visibility (EELISA stakeholders).

KEY EELISA COMMUNICATION NODES			
<b>EELISA Local Communication Officers (ELCOs)</b>	<b>Activities organizers</b>	<b>EELISA Communities</b>	<b>EELISA Stakeholders (students, staff, faculty, collaborators)</b>

As a common ground, the EELISA Central Communication Office has developed the “**EELISA 2.0 Communication Principles**”. They aim to serve as a general framework for the different EELISA communication agents and help them align their communication efforts, narratives and messages with the EELISA 2.0 mindset. They encompass aspects such as diversity, transparency, sustainability, connectivity and commitment.



## GUIDELINES FOR EELISA LOCAL COMMUNICATION OFFICERS

### Guidance to enhance visibility of EELISA within your institutional sites.

- Insert EELISA Logo into your official institutional homepage.
- Insert a banner inviting to click (in addition to the EELISA logo) to access your EELISA blog.
- Once in the institution-EELISA blog: clear and direct link to main EELISA Website.

### **Guidance to enhance visibility of EELISA in your social media:**

- Opening an EELISA/institution social media account should be justified, such as for content translation, local topic coverage, all aimed at directing traffic to official institutional accounts to raise visibility for EELISA, and ensuring users are informed of its presence.
- Tag EELISA in all your posts and stories so we can re-share and give more visibility .
- Re-share the content posted by EELISA official accounts.
- When you post Instagram Reels related to EELISA, please tag EELISA as collaborator.
- Use generic EELISA hashtags (#WeAreEELISA) or/and the specific hashtags proposed by WP3 and ECO for each campaign.
- Join EELISA Spread the word weekly Newsletter to get a list of all the published content.
- Take advantage of the monthly WP3 meetings to share your own news, updates, and achievements with the wider EELISA community. WP3 monthly meetings are a way to connect all institutions in their efforts of communication & dissemination in order to align efforts and potentiate our message with each other as a collective.
- Engage with ECO and WP3 Network: Reach out to the EELISA Communication Office (ECO) and the WP3 network for support in your communication efforts. Whether you need assistance with content creation, campaign promotion, or strategic advice, leveraging the expertise of these networks can help elevate your social media presence.

### **Guidance to communicate important EELISA events** such as on-site Governing Board meetings and official visits.

- Full communication coverage is encouraged. This entails the following actions:

#### **Pre event:**

1. Development of a communication timeline in coordination with the EELISA Central Communication Office (ECO).
2. Dissemination of the proposed communication timeline with the rest of EELCOs during monthly communication meetings (coordination with ECO).
3. Release of a press note 1-2 days before the event.
  - a. Shared in EELISA Official Website and social media (English version).
  - b. Shared in host-institution site and social media (Translation of the note into the official language of the institution is preferred).
  - c. Share with national press.

#### **During event:**

4. Posts on social media tagging EELISA and using agreeded haghstags.
5. Take professional pictures,record professional video content and/or audio for podcast whenever possible.
6. Share pictures with ECO for EELISA Flickr and potential quotes for EELISA Social media.



**Post event:**

1. Post-event press release note: sharing outcomes and potential statement signed by EELISA Governing Board.
  - a. English version in EELISA website + social media.
  - b. Translated version in all EELISA-member sites/ official websites.
2. Publication of edited video/podcasts/EELISA Narrator article.

**1) When communicating on-site work meetings**

- a) In the case of on-site team meetings or sessions with some significance for the EELISA - light coverage on social media is highly recommended: at least one post in institutional social media + EELISA social media.
- b) In the case of an EELISA Work Package meeting – please, refer to the complete name and mission of the WP (people outside EELISA do not necessarily know what a WP means!).
- c) Share pictures with EELISA Comm. Office for EELISA flickr.
- d) Potential EELISA Narrator article by one of the participants to share the experience.

**2) Distribution of tasks during the communication of elisa events**

Tasks EELISA Comm. Office	Tasks of EELISA Local Communication Officer
<ul style="list-style-type: none"> <li>• Coordination of global communication actions/timeline with host institution</li> <li>• Propose potential content, messages and calendar for EELISA social media</li> <li>• Provide host institution with generic promotional materials about EELISA. designs and templates for presentations, signaling, merchand, etc.</li> <li>• Draft of pre-event and post event release notes (in English)</li> <li>• Communication at alliance and international level (web and social media and other platforms)</li> </ul>	<ul style="list-style-type: none"> <li>• Complete and propose ideas for communication timeline</li> <li>• Complete draft press notes with institutional information and quotes</li> <li>• Propose potential content for social media</li> <li>• Send press notes to national press and share in institutional social media.</li> <li>• Production of visual content during on-site events: interviews, b-roll clips, photos.</li> <li>• Adaptation of design and production of merchandising, brochures, etc, to be shared on-site.</li> <li>• Share contents on institutional accounts following EELISA visual identity &amp; communication and social media guidelines</li> <li>• Send visual contents and quotes to EELISA Communication Office to be shared via official EELISA accounts.</li> </ul>



## GUIDELINES FOR ACTIVITY ORGANIZERS

### Fully organized & funded by EELISA (WP's, ECO, ELO, SC)

#### What we offer

- News post + Event page on the EELISA website.
- Coverage & visibility on EELISA communication channels such as EELISA social media, newsletter, mailing, EELISA Institutional Blogs & their social media.
- Support in the organization and creation of visuals & communication materials.

#### What we ask for

- **Add your event to the EELISA platform for reporting purposes** and check the communication box.
- The inclusion of EELISA Logo + Footer + European Commission Logo based on our guidelines \* (TBA).
- Prior to the event:
  - 1) To receive all information requested no less than **FOUR WEEKS** prior to the event.
- During the event
  - 1) To be tagged on all social media posts.
- After the event:
  - 1) To be sent pictures of it

### Organized by EELISA members or portfolio projects with EELISA funding and additional outside funding

#### What we offer

- Event page/ Shared event page within institutional blogs.
- News post on the EELISA website - This will be evaluated based on relevance and volume of posts.
- Dissemination on EELISA Social Media channels based on relevance and volume of posts.
- Guidance in the creation of visuals & communication materials.

#### What we ask for

- Add your event to the EELISA platform for reporting purposes and check the communication box.
- The inclusion of the EELISA Logo + European Commission logo in an equivalent size as the institution's and/or portfolio project logo (Logo guidelines TBA).
- To be posted & tagged on every social media post.
- Prior the event:
  - 1) To receive all information requested on the EELISA communication template (link) no less than **FOUR WEEKS** prior to the event.
- After the event:
  - 1) To be sent pictures, Potential EELISA Narrator.



**Organized by an EELISA member without EELISA funding but open to all EELISA members.**

### What we offer

- Event page/ Shared event page within institutional blogs.
- Dissemination on social media based on relevance and volume of posts.

### What we ask for

- **Add your event to the EELISA platform for reporting purposes** and check the communication box.
- EELISA Logo in a smaller size (it can be included with other participant logos, see Visual identity guidelines - link TBA).
- Prior to the event:
  - I) To receive all information no less than **FOUR WEEKS** prior to the event.
- During the event:
  - I) To be tagged in all social media posts.

**Important note:** The coverage level may vary and might be assessed on a case-by-case basis by the EELISA Central Communication Office.

## GUIDELINES FOR EELISA COMMUNITIES

### What we offer

- Support in the ideation and creation of a community logo.
- Support and guidance in the creation of communication materials.
- The publication of an event page in the EELISA Website.
- Event page/ Shared event page within institutional blogs.
- Dissemination on social media based on relevance and volume of posts.

### What we ask for

- Use the EELISA Logo and the EU logo in your communication materials.
- Use the EELISA Community Umbrella Logo along with your own logo following the instructions of the EELISA 2.0 Visual Identity (find link in ANNEX I).
- Prior the event:
  - I) To receive all information requested on the **EELISA communication template** no less than **FOUR WEEKS** prior to the event.
  - II) To have the activity reported in the Community Platform (link).
- During the event:
  - I) To be tagged in all the community's social media posts.



## GUIDELINES FOR EELISA STAKEHOLDERS

### What we offer

- Support in the familiarization with EELISA and access to a tool kit with information and basic materials for dissemination.
- Support and guidance in the creation of possible communication materials according to necessities.
- Option of becoming part of the **EELISA Narrator** network, by proposing articles about EELISA-related topics and experiences.
- Event page/ Shared event page within institutional blogs.
- Dissemination on social media based on relevance and volume of posts.

### What we ask for

- Use the EELISA Logo and the EU logo in your communication materials.
- To be tagged in all the community's social media posts.