

HOW TO COMMUNICATE YOUR PROJECT



Think, Plan, Act strategically

- What do you want to achieve?
- Communicate from day one



Be creative

- Vamp up the visual, reduce the writing
- Use social media



You can't reach everyone

- Define your target audience
- Use consortium resources, expertise and ideas



Get into the media mindset

- Identify relevant media people
- Understand media language and needs



Think Issue, not project

- What issue is the project addressing?
- Link communication to hot topics in society



Think global, act local

- Local and regional media are effective targets
- Use the project's local connections



Make it relevant to daily life

- Show the impact on society
- Avoid technical language and jargon



Build your brand

- Become a trusted source and voice
- Contribute where and when you can