

1 CORE PROJECT | MILESTONE 33

REPORT ON COMMUNICATION & DISSEMINATION ACTIVITIES

NOVEMBER 2022 - JULY 2023

JULY 2023

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At a glance

The following report marks **Milestone 33: Public awareness and dissemination** of 1CORE: One Comprehensive Research-Intensive University, a project funded under the Erasmus+ programme of the European Union.

The report summarises the progress of communication and dissemination activities planned under the project's Work Package 7: Communication and dissemination, which entails the following tasks and subtasks:

7.1. Communication and Dissemination Plan (M1-M6)

7.2. Communication activities (M1-M48)

7.2.1. Social media campaigns

7.2.2. Communication campaigns for Flagships

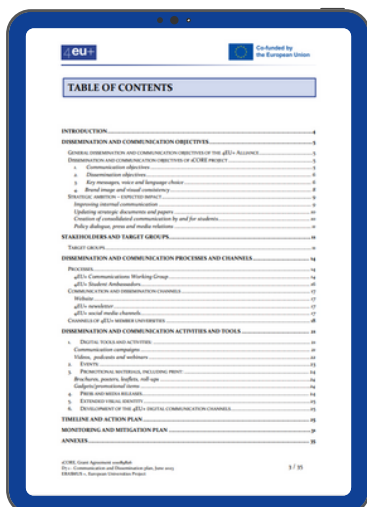
7.2.3. Updating the communication tools

7.3. Dissemination events (M8-M48)

7.4. For students and by students' communication (M1-M48)

The report also demonstrates the increase in the visibility and awareness of the 4EU+ Alliance, as reflected in the growing numbers of social media followers, newsletter subscribers and website visitors.

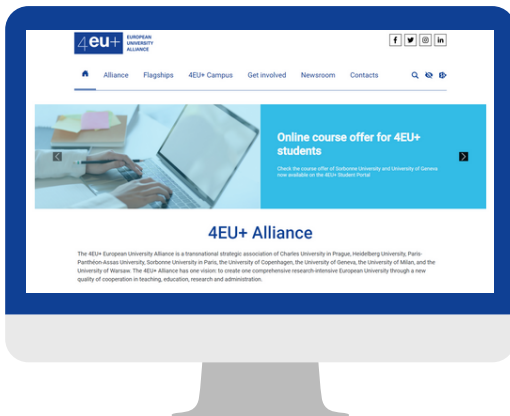
Communication and Dissemination Plan (Task 7.1.)



Finalised in June 2023, the Communication and Dissemination Plan (deliverable 7.1. of the 1CORE project) outlines the objectives, strategic ambition and general characteristics of 4EU+ communication, defines key target audiences, communication/dissemination measures and channels, and the approach to interacting and engaging with the audiences of the Alliance. To facilitate the assessment of progress of the planned activities and implementation of corrective actions when necessary, the plan includes reporting tools and key performance indicators.

The Communication and Dissemination Plan serves as a reference for all project partners to stimulate and coordinate communication and dissemination efforts. Although the submission of the Communication and Dissemination Plan formally completes Task 7.1. of 1CORE Work Package 7, the plan will be subject to updates over the course of the project in order to take account of any changes in the project, evolving needs and ever-changing trends in communication. The plan will be revised and updated at least once a year.

Website insights (Task 7.2. Communication activities)



The 4EU+ website (www.4euplus.eu) is the Alliance's primary communication tool and the "mother ship" among other communication channels, which other channels refer to. As such, it is also the central source of information about 4EU+ and the 1CORE project. The website received a new layout and functionalities and its revamped version was launched in July 2023. It includes extensive sections on the 4EU+ education framework ("4EU+ Campus", connected with the 4EU+ Student Portal) and the opportunities 4EU+ Alliance has to offer ("Get involved" together with the subsection "Opportunities").

Within the first five months of the 1CORE project, since the kick-off in November 2022 until March 2023, the number of individual website visitors **grew by nearly 13%** (growth of first-time users: 14%). The number of website sessions **increased by nearly 17%**, from 9,175 in November 2022 to 10,703 in March 2023.

4EU+ website November 2022-June 2023

VISITORS



46,366

SESSIONS



69,920

PAGE VIEWS



137,004

Social media insights (Task 7.2. Communication activities)

Social media campaigns (Subtask 7.2.1.)

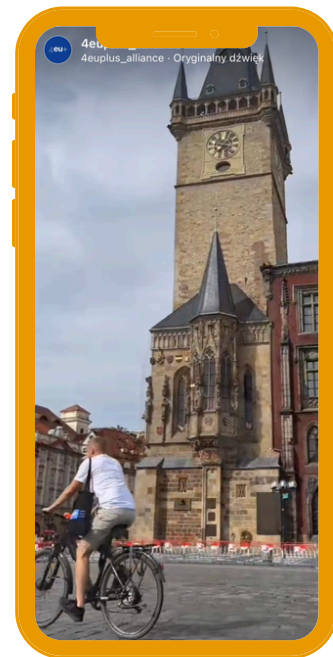
As part of Task 7.2., 4EU+ Alliance has been carrying out social media campaigns, including:

- **#4euplus4me (13 series of social media posts published between November 2022 and June 2023):** campaign highlighting the personal experiences and testimonials of students and doctoral candidates, academics and administrative staff members involved in 4EU+ activities,
- **4EU+ achievements (5 series of social media posts published between November 2022 and June 2023):** campaign accentuating the main outputs, results and deliverables of 1CORE, thus showcasing the 4EU+ Alliance's capacity to act as a role model.



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- **#Xplore4EUplus/Xplore my 4EU+ campus:** the campaign's concept was developed between May and June 2023, with first post published on July 2023; the campaign aims to present the 4EU+ member universities and their campuses in a less formal light, highlight the the 'urban' aspect of our universities ('European universities in European cities'), increase the level of awareness and engagement of our audiences and further build the sense of 4EU+ community. The campaign, mostly carried out via short videos (Instagram and Facebook reels) , will unveil the behind-the-scenes of 4EU+ universities, its events, celebrations, traditions and legends.

**Coming up:**

"4EU+ votes Europe" (under development): the idea of the campaign encouraging the participation in the European elections 2024 was approved and will be developed in early autumn 2023

Additionally, animation work is being finalised for the **official 4EU+ explainer video**, to be launched at the start of the academic year 2023/2024.

**Communication campaigns for Flagships (Subtask 7.2.1.)**

Campaigns specific to the 4EU+ Flagships are being prepared in close cooperation with the team of 1CORE Work Package 3: 4EU+ Flagships: research-based education.

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Updating the 4EU+ communication tools (Subtask 7.2.3.)

The 4EU+ social media channels: Twitter, Facebook, Instagram, LinkedIn are being updated on a regular basis, with observable growth in the number of followers and engagement rates.

Twitter at a glance

FOLLOWERS



GROWTH

14%

1,524 in Nov 2022
1,731 in June 2023

Twitter: top post



2,467

Impressions



253

Engagement



10.3

Engagement rate



Facebook at a glance

FOLLOWERS



GROWTH

11%

1,657 in Nov 2022
1,847 in June 2023

Facebook: November 2022-June 2023



46,146

Reach



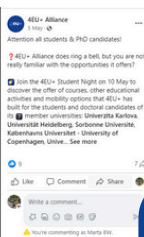
6,556

Reach of the most popular post



3,900

Profile visits



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Instagram at a glance

FOLLOWERS



GROWTH

20%

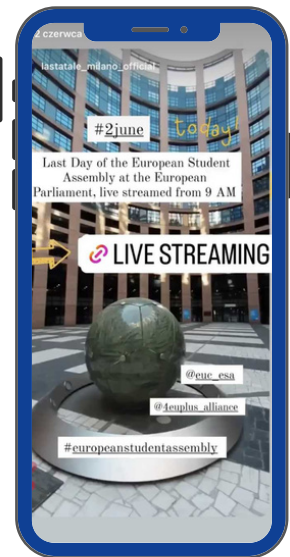
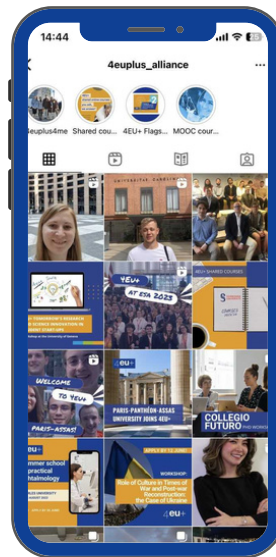
1,884 in Nov 2022
2,255 in June 2023

Instagram: November 2022-June 2023

8,699
Reach

800
New followers

4,708
Profile visits



4EU+ Alliance
2,484 followers
1mo • Edited •

Taking place at **University of Warsaw** and online, the **#4EUplus Education Days** (20-21 June 2023) have brought together the representatives of 4EU+ universities and Ukrainian institutions that are partners of the "4EU+ for Ukraine" project. ...see more



Michał Goszczyński and 51 others

2 reposts

LinkedIn at a glance

FOLLOWERS



GROWTH

58%

1,473 in Nov 2022
2,322 in June 2023

LinkedIn: November 2022-June 2023

2,527
Page views

1,062
Unique visitors

858
New followers

Newsletter insights (Task 7.2. Communication activities)

4EU+ regularly publishes a newsletter, with the aim to provide its audiences with an up-to-date overview of current events and activities, taking place at the level of the Alliance and the member universities. The newsletter is published periodically, depending on the number of news stories and content available, **with 19 issues published since the launch of the newsletter in April 2020 and over 1,000 subscribers.**



Dissemination events (Task 7.3.)

Within this task, **4 dissemination events will be organised**, each hosted by a different 4EU+ member university: the University of Copenhagen, University of Warsaw, University of Milan and Heidelberg University. **The University of Copenhagen will conduct the first event** (tentative date: February 2024) and use this as an opportunity to tailor its already established cross-promotion concept to the needs of the 4EU+ Alliance.

As the first step of the task implementation, a **concept note** was prepared, providing a preliminary plan for the organisation of the events. The possible topics of the events will be determined, in alignment with the thematic scope of the 4EU+ Flagships, European Years, priorities set by the 4EU+ presidency, or opportunities to promote 4EU+ at the regional level.

In addition to organising its own dissemination events, 4EU+ ensures its visibility and **active participation in events and meetings** organised by key HEI institutions at the European, national and regional levels. To this end, a log of dissemination activities, carried out with the participation of the 4EU+ members, and a list of external events relevant to the alliance have been maintained.

4EU+ representatives at the event "Italian and French universities in the European Universities Initiative", Torino, Italy, 30 March 2023



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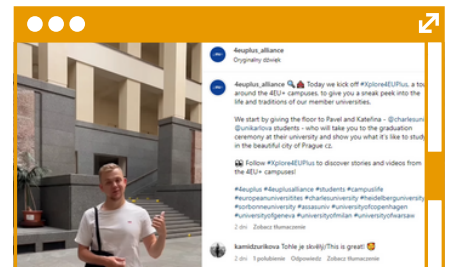
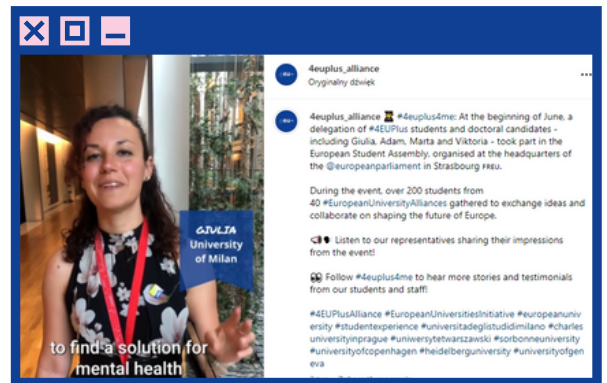
For students and by students communication (Task 7.4.)

4EU+ Student Ambassadors

As per the requirements of this task, 4EU+ will set up a **student-communication toolkit**, in order to support student engagement in the Alliance. As part of this task, a group of student ambassadors will be identified. The first step in the implementation of this task was to prepare a concept note for the **"4EU+ Student Ambassadors"**. The document includes criteria for selecting the ambassadors and outlines the process of cooperating with the students, as well as a timeline of the initiative. The call - with the aim of recruiting **16 student ambassadors** (2 per each 4EU+ university) is planned **to be launched in September 2023**.

Communication campaigns

To boost student-centred communication and increase the level of student engagement in the Alliance, we have focused on publishing more student-generated content on the 4EU+ social media channels (**#4euplus4me** and **#Xplore4euplus** campaigns).



Conclusions

7.1. Communication and Dissemination
Plan (M1-M6)



7.2. Communication activities (M1-M48)

7.2.1. Social media campaigns



7.2.2. Communication campaigns
for Flagships



7.2.3. Updating the communication tools



7.3. Dissemination events (M8-M48)



7.4. For students and by students'
communication (M1-M48)



With the Task 7.1. completed and ongoing timely work under the remaining three tasks, the progress within Work Package 7 is on track and in accordance with the planned targets.