

ERASMUS + European Universities

Deliverable D7.1 Communication and Dissemination plan

Project Name:	One Comprehensive Research-Intensive European University
Grant Agreement:	101089826
Work Package:	WP7
Project Duration:	48 months (Nov. 2023 - Oct. 2027)
Contractual Delivery	30 June 2023
Submission Date:	30 June 2023
Dissemination Level:	Public
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HISTORY

Document version	Submission month	Changes introduced
#1	June 2023	Version 1
#2	July 2023 (upcoming)	Version #2 following the prospective integration of a new member university into the 4EU+ Alliance

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INTRODUCTION

Effective communication is the bloodstream of any project. Communication and dissemination are tightly connected pillars that lead to raising awareness of the 4EU+ Alliance's achievements and values, generating interest and engagement among the targeted communities, and increasing the visibility and recognition of 4EU+ among its external stakeholders.

The purpose of this document is to serve as a plan for the communication and dissemination activities of the 4EU+ project iCORE - One Comprehensive Research-Intensive European University. It is a contractual deliverable of the project and will outline the strategic plan, general characteristics of 4EU+ communication, define key target audiences, communication measures and channels, and the approach to engaging and interacting with the audiences of the Alliance. The Communication and dissemination plan (hereinafter called DC plan) will contribute to keeping track of the dissemination activities organised at the level of the alliance and all member universities and provide insight into the outcomes and knowledge that will be gained through the project's lifetime. The plan will provide a detailed overview of communication activities that ensure effective and targeted dissemination.

The communication and dissemination plan will be subject to changes and updates over the course of the project in order to adapt to the current needs and ever-changing trends in communication. The plan will be revised and updated at least once a year. The document will be a reference for all member universities, to enhance their communication efforts and help them conduct dissemination activities. The communication and dissemination activities will be designed and conducted in an ongoing, co-creative and transparent process, including all 4EU+ members, and in dialogue with internal and external stakeholders.

All 4EU+ communication and dissemination activities have been implemented with reference to practices, instructions and definitions established and promoted by the European Commission. The principal guidelines for communication about project results are laid out in the Communication guidelines for project beneficiaries (Published: 21 January 2022).

The following document is aimed at:

- defining the project's communication and dissemination goals,
- defining the target groups of the communication and dissemination activities,
- describing the main channels of communication and dissemination and a plan for their development,
- identifying main topics and challenges worth dissemination and communication,
- planning, managing and monitoring specific communication and dissemination events and activities.

DISSEMINATION AND COMMUNICATION OBJECTIVES

General dissemination and communication objectives of the 4EU+ Alliance

Communication is understood as strategic and targeted measures for promoting the project and its results to a multitude of audiences. It continues throughout the entire project lifetime, including the media and the public and possibly engaging in a two-way exchange.

Dissemination is understood as making the results and deliverables of the project available to stakeholders and to a large academic and non-academic audience, contributing to the success and sustainability of the project beyond its duration.

In accordance with the 4EU+ Communication Strategy (2019), all communication and dissemination activities undertaken by the 4EU+ Alliance are aimed to meet the following general objectives:

- ensuring a wide understanding of the 4EU+ Alliance's mission, vision and overarching objectives,
- allowing to engage and maintain long-term relationships with both internal and external stakeholders,
- stimulating effective cooperation, exchange and a sense of community among the Alliance's members,
- facilitating timely and easy access to information on the 4EU+ Alliance's activities for those who need it,
- increasing the visibility and support the communication and dissemination of the Alliance's activities and achievements.

Dissemination and communication objectives of iCORE project

The Communication and dissemination plan for iCORE project has been formulated in accordance with the DG EAC guidelines for communication and dissemination. The following Plan plays a key role in supporting the project in achieving its goals. In this respect, the document sets the following objectives:

1. Communication objectives

- Ensure consistency and quality of iCORE communications in line with the 4EU+'s mission and vision and the Alliance's branding;
- Announce and promote 4EU+ events and activities implemented in the framework of iCORE by sharing relevant information across internal and external audiences, ensuring it reaches the right recipients;
- Raise awareness about the benefits of project cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, the project, its activities and ways to become involved;
- Identify and highlight the project's outcomes and deliverables, pointing to the key role of the Alliance in deepening the cooperation on education, research and innovation.

2. Dissemination objectives

Share the project's achievements and good practices, in accordance with the principles of FAIR data through online and traditional multiplier and networking events;

Ensure a position for the 4EU+ as an important stakeholder on the Higher Education scene;

Strengthen the cooperation with the Associated Partners and regional stakeholders, by addressing fundamental societal challenges;

Promote the project's outputs, results, and added value to relevant stakeholders (other alliances HEI, NGOs, policymakers, local and governmental institutions, academic communities).

3. Key messages, voice and language choice

Key messages

The mission and vision of the 4EU+ Alliance, as laid out in the 4EU+ Mission Statement (Published: February 2019, updated: March 2022), is a key driver and priority of all communication activities implemented by the Alliance within the scope of iCORE project and beyond.

4EU+ aspires to be a centre of knowledge and an embodiment of the European values of equality, diversity and inclusion. To this aim, the following focal points guide the communication activities carried out within the project:

- Umbrella message: 1 vision, 7 universities to build One Comprehensive Research-Intensive University
- Making One European University a reality: creating one, yet intercultural community consisting of seven universities,

- Conducting and supporting excellent research together; sharing resources and infrastructures, responding jointly to global challenges across disciplines and borders; bringing added value to society
- Consolidating a new, student-centred joint educational framework allowing for personalisation of education, respecting the needs of students and giving them the possibility to take ownership of their learning
- Boosting meaningful mobility for students and staff and developing new, flexible mobility schemes;
- Learning to and for life;
- Creating an open and inclusive European University.

4EU+ communication and dissemination messages revolve around providing answers to the main questions:

- What is 4EU+ and what does it do? What are the key values, objectives and ambitions of 4EU+?
- Who are 4EU+ members and what are the opportunities for their communities to get involved?
- What are the objectives of the iCORE project, its (expected) outcomes and achievements?
- What is the societal outreach of the Alliance, with a focus on local, regional and European landscape?
- Why support the Alliance and engage in its activities?
- In what ways does 4EU+ contribute to enhancing the integration, internationalisation and overall attractiveness of European Higher Education?

Tone of voice

The tone of 4EU+ communication should be primarily formal, given the official nature of the project and the Alliance, being part of one of the most important pillars of the European Education Area.

However, the tone of communication should be flexible, inclusive, and diverse. Changing the tone to a more informal and feel-good one is key to gaining the interest and engagement of certain audiences, especially students and PhD candidates. The flexibility of the tone should also depend on the choice of channel and communication tool, with the possibility of introducing colloquial expressions and shorter words (e.g. on social media). As the European Universities remain a relatively new concept and 4EU+ is still building its recognition and reputation at member universities and in the European higher education landscape, emphasis should be placed on the approachability and accessibility of the messages.

Language

Slogans and hashtags

4EU+ needs a strong and meaningful motto to help carry and spread the values and messages of the alliance. A tagline and hashtag adopted in communication campaigns to raise awareness and build engagement with alliance audiences, in use since March 2023, is #GrowingTogether. Two basic hashtags used throughout the 4EU+ communication channels are #4EUplus and #4EUPlusAlliance.

During the course of the project, under Task 7.4. of WP7, activities will be undertaken (selection of the 4EU+ Student Ambassadors, developing a student narrative, organising a student competition) to identify such a slogan or motto specifically for 4EU+ student-focused communications.

Linguistic correctness

Attention to the linguistic and grammatical correctness of the language used in our communication channels and the publications produced within the scope of the project is a high priority. Therefore, one of the tasks of the 4EU+ Communications Working Group is proofreading and ensuring the language correctness and consistency of published communications.

English and local languages

English, being the primary language of 4EU+ and iCORE, will continue to be used as the basic language for communication on the alliance's channels. Having in mind the multilingual character of the alliance, each member university produces and distributes communication materials in their local languages (social media posts, website articles, media releases, leaflets and brochures in local languages).

4. Brand image and visual consistency

The principal brand identity of iCORE is equivalent to the overall identity of the 4EU+ Alliance. As laid out in the Basic Brand Identity Guidelines, 4EU+ has been using the core elements of its visual identity: logos, preferred fonts, colour palettes, and templates for brochures and letterheads. Attention is paid to ensuring the uniformity and consistent use of visual identity. Efforts are also made to avoid brand fragmentation and 4EU+ projects being perceived as entities that are independent from the 4EU+ Alliance.

The purpose of maintaining consistency is to create a sense of unity and coherence across all communication materials, including websites, social media posts, graphics and document templates, as well as enhance the 4EU+ brand recognition by making it possible for the Alliance's communities and stakeholders to easily identify and connect with the Alliance's overall mission and vision.

Members of the 4EU+ Communications Working Group are responsible for ensuring consistency and quality of the project's communications in line with the Alliance's mission and vision and the 4EU+ branding.

In all communication and dissemination materials related to the iCORE project, appropriate display and visibility of the EU emblem and the 'co-funded by the European Union' funding statement will be ensured.

Strategic ambition – expected impact

The communication activities implemented within the project's framework will be two-fold, in order to:

1. *Raise awareness about 4EU+ as a European University Alliance, through the realisation of two general aims:*

For the 4EU+ community (students and staff of 4EU+ member universities, staff of the 4EU+ General Secretariat): increase the number of students and staff from the universities involved in the 4EU+ activities both as participants and co-creators; stimulate the exchanges and collaborations, support long-lasting and sustainable collaboration, reinforce the sense of identity, community-building, ensure brand recognition

For external audiences: reaffirm the 4EU+ Alliance's capacity to act as a role model and a valuable partner in areas such as innovation in education, research and knowledge transfer, regional development, policy dialogue and policy-making; raise awareness about European University Alliances and their role, activities and achievements, bring attention to the developments and flagship initiatives of the European Higher Education (and particularly European Education Area),

2. *Disseminate the iCORE project results and deliverables*

Specific KPIs to measure the attainment of these aims, together with success factors, can be found in the section Monitoring and mitigation plan.

Improving internal communication

Given the transversal nature of WP7, one of the key issues to be improved as part of the project's activities is to enhance communication between the project's stakeholders, including the flow of information among all Work Packages, and the level of task ownership.

An important activity carried out in the project, concerning both internal and external communication, is the work of WP5, in Task 3: **4EU+ services**, with the aim to determine universal and efficient processes for communications: creation of a common intranet, onboarding of new employees, organisation of events and calls, decision-making processes, etc.

Updating strategic documents and papers

The currently existing documents outlining communication and dissemination strategies (as indicated in the *Annexes* section of this document, but also the *4EU+ Audiovisual Communication Guidelines* for institutional and educational projects and *4EU+ Merchandise guidelines*) will be updated, taking into account the current needs and trends. The documents will be consulted with relevant bodies of the Alliance and iCORE and subsequently implemented.

Creation of consolidated communication by and for students

Creating and building a community of students is a crucial aspect of the 4EU+ Alliance's mission to promote collaboration and innovation across its member universities. To achieve this goal, the Alliance aims to create a framework for a student-led network that focuses on communication and engages students from all member universities. Through this network, students can participate in the promotion of 4EU+ values, mission, and vision, and contribute to shaping the culture and identity of the Alliance. By raising awareness about the Alliance's initiatives and activities, students can play an essential role in building a vibrant and inclusive community that fosters learning, diversity, and creativity.

As per the requirements of task 7.4 in WP7 within **iCORE project (For students and by students communication)**, 4EU+ will set up a student-communication toolkit supporting student engagement in the Alliance.

To do that, we aim to launch an initiative called “4EU+ Student Ambassadors” which has the following goals:

- Building the 4EU+ community
- Boosting communication
- Raising awareness about 4EU+
- Growing our social media student audience
- Enhancing student involvement
- Empowering students to take responsibility
- Promoting diversity and inclusion

The students, being one of our main communication targets, will have the opportunity to not only produce communication content themselves, but also reach out to and engage with other students who have participated in 4EU+ activities to be at the forefront of the building of the 4EU+ extended student community.

Policy dialogue, press and media relations

The implementation of iCORE's tasks is an opportunity for the Alliance to foster policy dialogue, participate in an open discussion with relevant stakeholders and provide testing grounds for ideas and new policy approaches. 4EU+ will aim at engaging and maintaining high-level dialogue with local, regional and national ministries, policy-makers, agencies in charge of Higher Education, and various EU institutions, to analyse and discuss the biggest obstacles in the implementation of the *European Universities* initiative, present the project's achievements, voice policy recommendations and cooperate on their implementation.

Another important point of focus will also be deepening relations with the media, particularly focusing on media outlets specialised in EU affairs, Higher Education, or academic social responsibility. These include for example Science Business, Times Higher Education, University World News or the EAIE Forum Magazine & Blog.

STAKEHOLDERS AND TARGET GROUPS

Target groups

It is crucial to ensure that the direct beneficiaries of the project and the activities of the 4EU+ Alliance are well-informed, and engaged and that their awareness about 4EU+ is constantly increasing. Moreover, it is important to understand that some target groups are to be addressed in a different way.

The communication needs to reach the appropriate target audiences, using the most adequate channels. It is imperative to properly identify the preferred communication channels for each targeted audience.

Internal 4EU+ community:

- academic and administrative leadership
- students and doctoral candidates (young researchers)
- academic staff - lecturers, educational experts
- academic staff - researchers
- administrative staff

External audiences :

- prospective students, doctoral candidates and staff of 4EU+ member universities
- alumni of 4EU+ member universities

- other European University alliances
- European Commission and other EU institutions active in the European Education Area
- ministries and national agencies in charge of Higher Education
- 4EU+ Associated Partners
- Higher Education institutions in Europe and around the world
- broad public
- prospective business partners

During the life of the project, the categories could be refined to better adjust to the changing communication needs.

Target audience (WHO?)	Communication Key Messages (WHAT?)	Outreach channels (WHERE?)
academic and administrative leadership	Disseminate the project's outcomes, results, and added value of cooperation within 4EU+; showcase the Alliance's capacity to act as a role model	Digital channels (social media: Twitter, LinkedIn; 4EU+ website, member universities' channels, newsletter), events
students and doctoral candidates (young researchers)	Disseminate the project's outcomes and results; encourage involvement in the activities of the Alliance; present the added value of cooperation within 4EU+	Digital channels (social media: Instagram, Facebook, LinkedIn, YouTube), events (internal, local), physical channels (e.g. brochures, posters, leaflets, gadgets), events (mainly local)
academic staff	Disseminate the project's outcomes and results; present the added value of cooperation with 4EU+	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), physical channels (posters, leaflets, brochures), events
administrative staff	Disseminate the project's outcomes and results; present the added value of cooperation with 4EU+	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ and universities' channels, newsletter), physical channels (posters, leaflets, brochures), events
prospective students, doctoral candidates and staff	encourage involvement in the activities of the Alliance	Digital channels (social media: Instagram, Facebook, LinkedIn, YouTube), events (internal, local), physical channels (e.g. brochures,

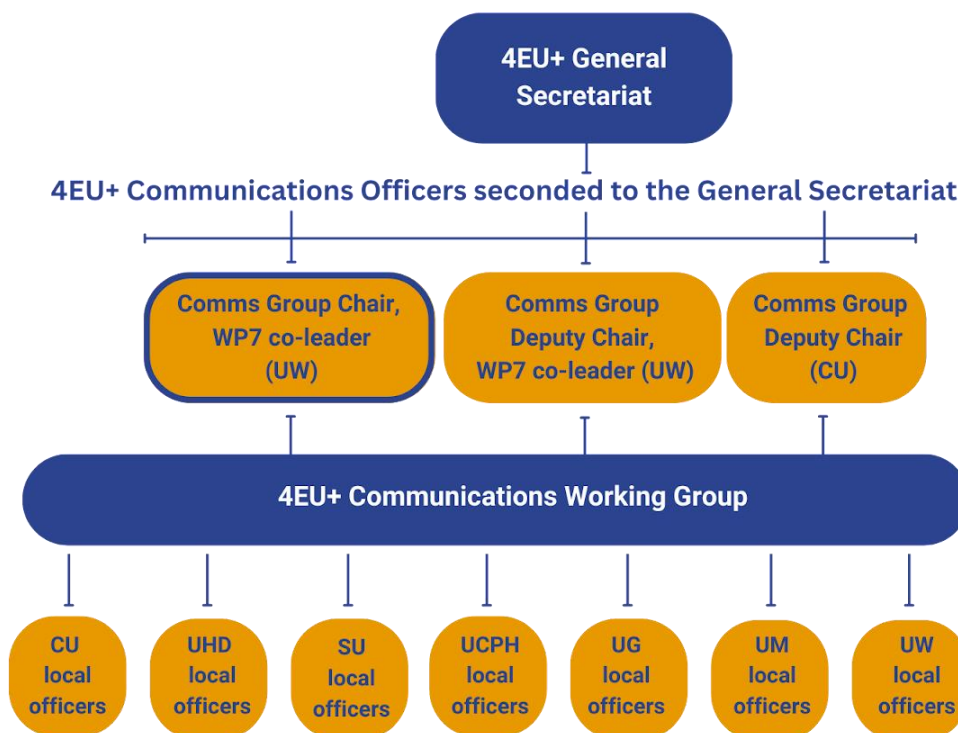
of 4EU+ member universities		posters, leaflets, gadgets), events (e.g. university's open days, info sessions)
alumni of 4EU+ member universities	Disseminate the project's outcomes and results	Digital channels (social media: Facebook, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), events
other European University alliances	showcase 4EU+'s capacity to act as a role model for other alliances, ensure the Alliance's position as an important stakeholder on the Higher Education scene	Digital channels (social media: Facebook, Instagram, LinkedIn, Twitter; 4EU+ website, member universities' channels, newsletter), events
European Commission and other EU institutions active in the European Education Area	showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
ministries and national agencies in charge of Higher Education	ensure the Alliance's position as an important stakeholder on the Higher Education scene, to represent and ensure the central position of European University alliance in the international Higher Education scene	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
4EU+ Associated Partners	present the added value of cooperation with 4EU+	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website and member universities' channels, newsletter), events, press and media releases
Higher Education institutions in Europe and around the world	showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (Social media: Twitter, LinkedIn, 4EU+ website, member universities' channels, newsletter), press and media releases
broad public	represent and ensure the central position of European University alliance in the international Higher Education scene	Digital channels (social media, websites), events, press and media releases

DISSEMINATION AND COMMUNICATION PROCESSES AND CHANNELS

Processes

4EU+ Communications Working Group

Established in January 2019, the 4EU+ Communications Working Group is one of three key working groups of the Alliance. It brings together professionals from 4EU+ member universities (at least one person per university), working at university communications/press/marketing departments or assuming dedicated communications positions at local 4EU+ offices. The Group oversees the communication activities of 4EU+, including the implementation of the WP7 tasks.



The main functions of the Group, consisting of experts in communication, public relations and marketing, are consistent with the overall communication objectives of the 4EU+ Alliance and the project and include:

- approving joint communications and coordinated communication actions related to 4EU+ milestone activities,

- ensuring local communication & dissemination activities (member university level) in line with the university’s communication policy & culture,
- supervising the creation of relevant and engaging content on 4EU+ (for the 4EU+ website, social media channels, newsletter, and across the channels of the 4EU+ member universities),
- ensuring consistency of the 4EU+ visual identity in the online, print and audiovisual communications produced throughout the 4EU+ community,
- supporting the organisation of 4EU+ events.

At the Alliance level, three 4EU+ Communications Officers seconded to the General Secretariat in Heidelberg are responsible for organising, coordinating, and monitoring the communication and dissemination activities.

Mode of Operation

With the launch of iCORE, and the extension of the Alliance, a reorganisation of the Group's work became necessary, to redefine its role and position in the governance of the Alliance, organise a clear division of responsibilities and information flow.

In March 2023, the following Communication task forces were identified, with most of them are already in operation, each consisting of 2-4 members, to focus on specific topics and objectives.

4EU+ Communications Group task forces	Goal
Social Media & Communication campaigns	Perform a social media audit, rethink social media goals, put forward plans to increase numbers of followers and conversion rates, plan new, engaging communication campaigns and actions, further develop ongoing & cyclic campaigns (#4euplus4me, Xplore my 4EU+ campus)
YouTube	Define a plan for the development of this new 4EU+ SoMe channel
Dissemination events and opportunities	Participate in the planning and organisation of events aimed at promoting the achievements of 4EU+ and the results of our cooperation; liaising with other iCORE Work Packages and 4EU+ Working Groups, educational project coordinators, actively searching for dissemination opportunities - thematic and non-thematic Higher Education conferences, journals, media
Student Ambassadors	Prepare the call for 4EU+ student ambassadors, participate in the recruitment process, structure cooperation with selected Student Ambassadors

Website: editorial work	Finalize content and information architecture for the new version of the 4EU+ website to be launched in July 2023
Public (media) relations	Devise a plan for maintaining media relations for the 4EU+ Alliance, distributing future 4EU+ press releases and other media communications, identifying 4EU+ developments which could draw the attention of the media
4EU+ style guide and an improved visual identity package	Development of a 4EU+ style guide ; redesign the 4EU+ visual identity package to meet the Alliance's current communication needs; select a communications/graphic design agency to collaborate with on a regular basis

Each of the task forces meets regularly depending on the current needs, Communications Group work plan and workload.

Plenary meetings of the Working Group Communication are held monthly, on Wednesdays, 10:00-11:30, with the aim to present and discuss the work evolved within each of the Task forces. When needed, special meetings are organised.

The chair of the Group participates in the meetings of the 4EU+ Management Committee. The decisions in the Group are taken by consensus during the plenary meetings. Only in cases when consensus cannot be reached the Group contacts the 4EU+ Secretary General or the Management Committee.

For communications at the local level of each 4EU+ member institution, the Group delegates tasks to local university offices in charge of communication, marketing and press relations.

Local communications offices/departments at 4EU+ member universities are in charge of their own communication channels and have the autonomy to decide how the 4EU+ related content is to be presented to the local community (e.g. on the university's website, in the newsroom, social media channels etc.). Local communications offices are also in charge of writing/supervising contributions and overseeing 4EU+ content that concerns their university.

4EU+ Student Ambassadors

Communication and dissemination activities will be supported by 4EU+ Student Ambassadors, as per Task 7.4 (as described in the *Strategic ambitions* section of the document). The Student Ambassadors will play a vital role in promoting the Alliance's mission, objectives, as well as the activities and outputs of iCORE, to fellow students and the wider 4EU+ community. They will be responsible for motivating peer students to take part in the Alliance's activities, highlighting concrete opportunities as well as the general benefits of engagement and interest in 4EU+. They will play both advisory and operational roles, and participate in organisation of 4EU+ promotion events, collect student testimonials and feedback, create and share communication content (social media posts, videos and reels, podcasts, reports from events, etc.).

Communication and dissemination channels

Website

The 4EU+ Alliance's website (www.4euplus.eu) is its primary communication tool and the “mother ship” among other communication channels, where all the important information is collected and which other channels refer to. The website will receive a new layout and functionalities in July 2023, and is the main channel responsible for informing about 4EU+, its project and activities and raising awareness and knowledge of the Alliance's mission, values, and achievements.

4EU+ newsletter

The alliance 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 4EU+ and the member universities. The number of recipients of the newsletter is 1,031 contacts and the average open rate is 50% (as of 30 June 2023). The newsletter is published periodically, depending on the number of news stories and content available, with 19 issues published since April 2020.

4EU+ social media channels

As an important assessment parameter and a benchmarking tool for European University alliances, social media performance plays a significant role in 4EU+ communication. The 4EU+ channels are deployed to present the project's ambition and scope and support the promotion of key 4EU+ events. The Alliance's presence on social media is aimed at reaching a range of different target groups, each using the most appropriate tools and channels:



Twitter: <https://twitter.com/4EUplusAlliance>

Objective: increase the visibility of 4EU+, ensure its position as an important stakeholder on the Higher Education scene; establish and maintain contact with key stakeholders,

Main targets: researchers, academics, key stakeholders (internal and external), media.



Facebook: <https://www.facebook.com/4EUplusAlliance>

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results,

Main target: all internal and external audiences.



Instagram: https://www.instagram.com/4euplus_alliance/

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results, and increase involvement of the 4EU+ internal audiences (mostly students and doctoral candidates),

Main targets: internal 4EU+ audiences (especially students and doctoral candidates), prospective students, academic and administrative staff, external audiences.

 LinkedIn: <https://www.linkedin.com/company/4euplus/>

Objective: Announce and promote 4EU+ activities implemented in the framework of iCORE, promote the project's outputs, results, establish and maintain contact with key stakeholders, increase 4EU+ visibility,

Main targets: academics, researchers, students and PhD candidates, prospective students, external audiences, Associated Partners.

In 2022, a new channel was launched – YouTube: <https://youtube.com/@4eualliance516>
The development of the 4EU+ YouTube channel is one of the major tasks envisaged in iCORE.

Key content to be disseminated on social media includes:

- Presentation and promotion of iCORE, its tasks and activities,
- Promotion of iCORE events, conferences and other opportunities offered to 4EU+ communities,
- Testimonials and success stories,
- Communication campaigns (Flagship campaigns, #4euplus4me, *Xplore my 4EU+ campus*, 4EU+ achievements)

Based on the 4EU+ social media strategy and evaluations of how 4EU+ uses social media channels in terms of target groups and users, monitoring of the channels will be continued, in cooperation with the Social media and communication campaigns Task Force.

A summary of the changes and developments of the communication channels will be collected and presented in one of the project milestones (MS34), Report on the updated tools (due date as per iCORE Work Plan: M36).

Channels of 4EU+ member universities

Established between 2019 and 2021, the 4EU+ communication channels naturally do not have the same reach as the ones of 4EU+ member universities. This is why in our communication and dissemination efforts we often rely on cross-linking and cross-promoting the 4EU+ specific content on the Alliance's member university channels.

Communication channel	Link	Number of followers

<u>Website of Charles University</u>	https://www.cuni.cz/	
CU Twitter account EN	https://twitter.com/CharlesUniPRG	3,545
CU Twitter account PL	https://twitter.com/UniKarlova	9,758
CU Instagram account EN	https://www.instagram.com/charlesuni/	3,127
CU Instagram account PL	https://www.instagram.com/unikarlova/	17.2K
CU Facebook account	https://www.facebook.com/UniverzitaKarlova/	56K
CU LinkedIn accounts EN	https://www.linkedin.com/school/charles-university/	10.8K
CU LinkedIn account PL	https://www.linkedin.com/school/univerzita-karlova/	117K
<u>Website of Heidelberg University</u>	https://www.uni-heidelberg.de/index_e.html International profile of Heidelberg University (4EU+ news): https://www.uni-heidelberg.de/en/international-affairs/4eu-european-university-alliance	
UHD Twitter account	https://twitter.com/UniHeidelberg	28.5K
UHD Instagram account	https://www.instagram.com/uniheidelberg/	25.5K
UHD Facebook account	https://www.facebook.com/uniheidelberg/	60K
UHD LinkedIn account	https://www.linkedin.com/school/ruprecht-karls-universit%C3%A4t-heidelberg/	93K
<u>Website of Sorbonne University</u>	https://www.sorbonne-universite.fr/en https://www.sorbonne-universite.fr/en/universite/sorbonne-university-globally-engaged/sorbonne-university-europe/4eu-alliance	
SU Twitter account	https://twitter.com/Sorbonne_Univ_	22.4K
SU Instagram account	https://www.instagram.com/sorbonne_univ/?hl=en	56.9K

SU Facebook account	https://www.facebook.com/sorbonne.univ.paris	48K
SU LinkedIn account	https://www.linkedin.com/school/sorbonne-universite/	107,268
<u>Website of the University of Copenhagen</u>	https://www.ku.dk/english/	
UCPH Twitter account	https://twitter.com/uni_copenhagen	14.2K
UCPH Instagram account	https://www.instagram.com/university_of_copenhagen/	27.6K
UCPH Facebook account	https://www.facebook.com/universitet/	84K
UCPH LinkedIn account	https://www.linkedin.com/school/university-of-copenhagen/	252K
<u>Website of the University of Geneva</u>	https://www.unige.ch	
UNIGE Twitter account FR	https://twitter.com/UNIGENews	36.1K
UNIGE Twitter account EN	https://twitter.com/unige_en	7,718
UNIGE Instagram account	https://www.instagram.com/unigeneve/	29.2K
UNIGE Facebook account	https://www.facebook.com/unigeneve/	34K
UNIGE LinkedIn account	https://www.linkedin.com/school/universite-de-geneve	153,815
<u>Website of the University of Milan</u>	http://www.unimi.it/ENG/	
UNIMI Twitter account	https://twitter.com/lastatale	26.2K
UNIMI Instagram account IT	https://www.instagram.com/lastatale_milano_official/	17.1K

UNIMI Instagram account EN	https://www.instagram.com/theuniversity_milan/	3,647
UNIMI Facebook account	https://www.facebook.com/LaStatale/	100K
UNIMI LinkedIn account	https://www.linkedin.com/school/university-of-milan/	283K
<u>Website of the University of Warsaw</u>	http://en.uw.edu.pl/ 4EU+ news in English: http://en.uw.edu.pl/?s=4EU+ 4EU+ news in Polish: https://www.uw.edu.pl/?s=4EU+	
UW Twitter account	https://twitter.com/UniWarszawski	10.8K
UW Instagram account	https://www.instagram.com/universytetwarszawski/	23.7K
UW Facebook account	https://pl-pl.facebook.com/fanpageUW/	106K
UW LinkedIn account	https://www.linkedin.com/school/universytet-warszawski/	201,994

DISSEMINATION AND COMMUNICATION ACTIVITIES AND TOOLS

1. Digital tools and activities:

Communication campaigns

Flagship campaigns

Following up on the campaigns introducing the activities and thematic scopes of the 4EU+ Flagships, which were carried out during the first European Universities' project, new campaigns will be organised. It will aim to further introduce the 4EU+'s audiences to the Flagships' interdisciplinary and innovative approach and actions to respond to significant global and European challenges: health and demographic change, new approaches to European identity, digital revolution, climate and the environment.

The campaigns may consist of the following activities:

- online lectures - short, popular science lectures organised in webinar format. The lecturers (academics) will present topics from the Flagships' thematic areas,
- social media posts,
- podcasts,
- videos - interviews with academics/Flagship Programme Committee members.

Xplore my 4EU+ campus

A new communication campaign - *Xplore my 4EU+ campus* - will be implemented as part of the project (start: summer 2023), with the aim to present the 4EU+ member universities and campuses in a less formal light, increase the level of awareness and engagement of the 4EU+ communities (with a particular focus on students and doctoral candidates) and further build the sense of 4EU+ community.

#4euplus4me

The campaign will continue throughout the lifetime of the project, focusing on highlighting the personal experiences and testimonials of students and doctoral candidates, academics and administrative staff members involved in 4EU+ activities.

4EU+ achievements

The campaign, which has already been launched during the first European Universities project, will continue, to highlight the main outputs, results and deliverables of iCORE, thus showcasing the alliance's capacity to act as a role model. This is where social media will become essential in presenting the project's results through understandable and highly accessible content.

Videos, podcasts and webinars

Videos

A strong emphasis will be put on the production of videos and reels, especially those featuring students and doctoral candidates. On-site events will be the opportunity to record videos and testimonials, to be shared on the communication channels of 4EU+ and its member universities. Video reels will also be produced as part of communication campaigns, particularly *Xplore my 4EU+ campus* campaign.

As part of the creation of the 4EU+ YouTube channel, an official explainer video about the 4EU+ will be produced and disseminated, to introduce the main goals and objectives of the project, and raise awareness on the activities of the alliance.

Podcasts

The creation of podcasts dedicated to popular science, promoting current and relevant planned by the Working Group Communication, which intends to create a dedicated Task Force to carry out this activity. The idea entails the involvement of students (or specifically 4EU+ Student Ambassadors), recruited to host a fun and engaging podcast series with 4EU+ academics and doctoral candidates as guests.

Webinars/open lectures

Another action aimed at increasing the involvement of the broad public, disseminating the project's results, and strengthening their impact and added value, will be the creation of open lectures or webinars, dedicated to key challenges addressed by the Alliance and the European Universities at large, and facing all Higher Education Institutions nowadays e.g.: societal challenges, sustainable development, mobility, digital revolution, or strategies for challenge-based, interdisciplinary, and innovative education.

Newsletters

In addition to regular, periodic newsletters issued by 4EU+, special editions will be prepared, dedicated to iCORE, specific objectives and activities of the project, its achievements, and initiatives, aimed at covering particular aspects of the project implementation. In order to enrich the existing subscription lists, specific actions will be undertaken (improving the visual side, accessibility and attractiveness of the content, using the functionalities of the Alliance's websites to increase the newsletter's outreach and popularity, promoting the newsletter in social media and at events).

2. Events:

To support communication efforts and to allow wider communities to benefit from the results of the project, 4Eu+ will organise and participate in various meeting, organised both on-site and online:

- local initiatives: aimed at presenting, promoting and showcasing iCORE objectives, outputs and results at specific 4EU+ universities (such as: open days at 4EU+ member universities, local conferences, info sessions or meetings with ministries or national Erasmus+ agencies),
- external initiatives:
- internal initiatives: aimed at presenting iCORE outputs and results, and enhance the level of commitment among the already established communities and groups (such as internal meeting of 4EU+ Project Officers, 4EU+ Annual Meeting)

- dissemination events: as per Task 7.3, four main dissemination events will be organised throughout the project lifetime, hosted by different member universities, with the aim to highlight the achievements and results of iCORE.

3. Promotional materials, including print:

Brochures, posters, leaflets, roll-ups

To promote iCORE to wider audiences, especially during external meetings and dissemination events, a 4EU+ communication toolkit will be developed: a set of brochures, leaflets, posters, that will include a description of the project, its background, and goals, created in line with the official brand identity of the Alliance. The materials will be distributed both physically and locally, at the member universities, among staff members, students, local institutions, and digitally, during online events and activities, organised at the general level of the Alliance.

All elements of the 4EU+ communication toolkit will be uploaded to the 4EU+ website and made available for download.

Gadgets/promotional items

Communication and dissemination tools will include advertising elements to be displayed and distributed on campuses of 4EU+ universities, such as gadgets and promotional items, such as t-shirts, bags, mugs, pins and badges, notebooks, bottles, etc.

The gadgets will be distributed at the level of the member universities and Alliance-wide. Each member university is free to create such items individually, according to their own needs. However, the items must be designed in accordance with the principles of the 4EU+ brand visual identity.

4. Press and media releases

Press releases will be published throughout the project's lifetime and will announce project activities, initiatives, and relevant achievements. They will be available on the 4EU+ website for download and sent out by all member universities through their channels and media contact databases.

Additionally, the project partners are committed to following dissemination practices which include:

- keeping a record of all 4EU+ related activities taking place at the institution or involving the institution's representative,
- maintaining a log of all dissemination activities carried out, together with an archive of photos and other related materials (presentations, meeting reports).

5. Extended visual identity

A basic visual identity package for 4EU+ is already in use. It includes brand identity guidelines, in line with the 4EU+ website, 4EU+ logo in different formats, guidelines for institutional video graphic design, basic PPT templates and letterheads. Due to the increasing needs and ambitions of the Alliance, the extended 4EU+ style guide will be created, together with the creation of an updated 4EU+ communication toolkit (with revised PPT templates, templates of leaflets, roll-ups, email signatures and different documents, such as deliverable reports).

To this end, an updated visual identity package will be designed and adapted to ensure consistent usage of the branding across all communication materials and channels.

6. Development of the 4EU+ digital communication channels

The 4EU+ Alliance's digital communication channels have been established; they are continuously maintained and developed, and serve as key channels for communicating the project's and the Alliance's activities and disseminating their activities and achievements.

It takes continuous attention to make sure the channels remain appealing and attract the attention of current and new followers. As set out in Task 7.2, the basic channels and tools will be further developed and expanded, by adding new features and focusing on highlighting Alliance news and engaging its stakeholders. To this end, the 4EU+ YouTube channel will be officially launched and developed, great emphasis will be placed on the development of the 4EU+ periodical newsletter, especially the increase in the number of subscribers and the creation of special editions, dedicated to specific iCORE project activities. Moreover, the 4EU+ main website, which will receive the new version in July 2023, will be further developed and updated, according to the changing needs and requirements of its audiences.

TIMELINE AND ACTION PLAN

The timeline for the activities promoting the specific results and deliverables of the iCORE project is as follows (N.B. the overview does not include deliverables both marked as sensitive and aimed for distribution only at the project consortium level, such as WP1 deliverables and WP6 D6.2.).

Specifically for Work Package 7 (Communication & Dissemination):

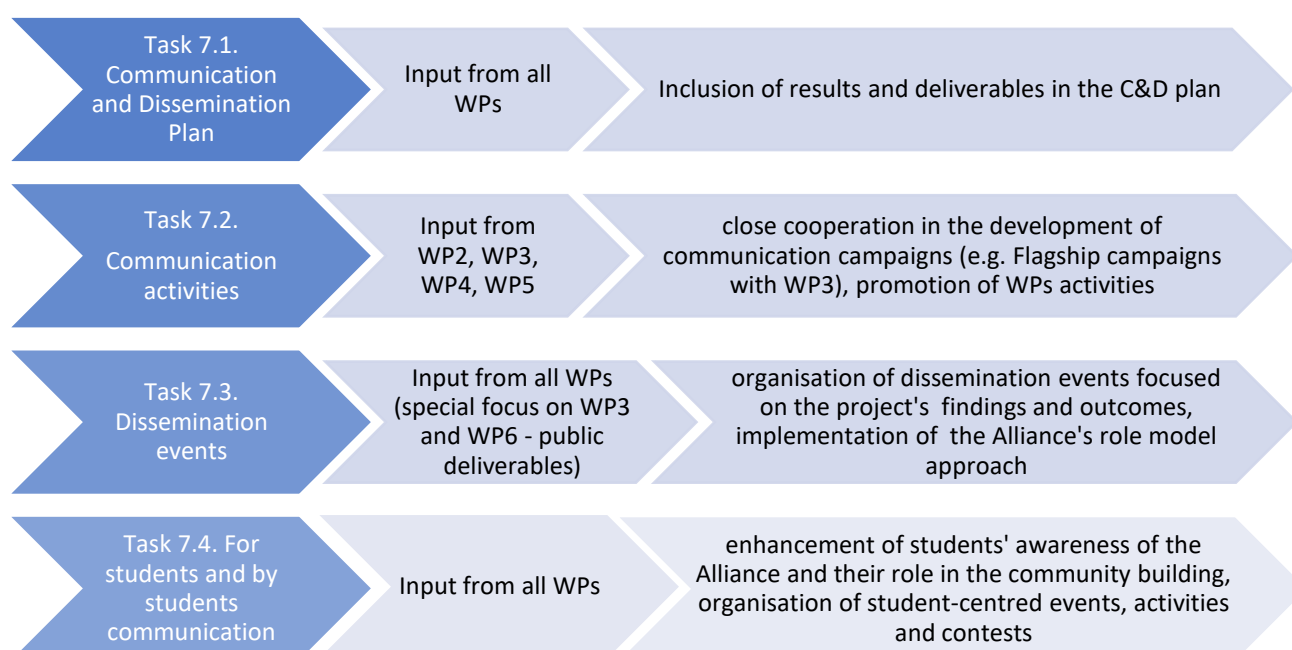
All the activities under Work Package 7 (including the one under Task 7.1.: Communication & Dissemination Plan, which is to be updated on a regular basis) are to be carried out throughout the project.

The delivery and promotion of the 4EU+ explainer video (under Task 7.2. Communication activities) is scheduled for M9 (July 2023), as it needed to include the prospective new member

of the Alliance. Social media campaigns (Subtask 7.2.1.) are carried out on a continuous basis, similarly for Communication campaigns for Flagships (Subtask 7.2.2.).

Regarding Dissemination events (Task 7.3.), an overall concept and plan for the organisation of the four cross-promotion events was delivered in May 2023, with the first cross-promotion event, to be hosted by the University of Copenhagen, scheduled for February/March 2024.

Concerning Task 7.4. For students and by students communication, a concept note on the role, tasks and activities for 4EU+ Student Ambassadors, developed in cooperation with the 4EU+ Student Executive Committee, was delivered in June 2023. The launch of the call for 4EU+ Student Ambassadors is planned for September 2023.



Deliverable / Result (in order of due date)	Dissemination level	Due date as per iCORE Work Plan	Actions in relation to the deliverable
D7.1. Communication & Dissemination Plan	Public	Publication of the plan's first version: M8 (June 2023)	<ul style="list-style-type: none"> - Publish on the EU Projects Portal and the 4EU+ website - Share with all WP leaders, Working Groups' leaders and other internal stakeholders for information, feedback and further improvements

D7.2. Report on public communication and dissemination activities	Public	M48 (October 2026)	<ul style="list-style-type: none"> - Publish on the EU Projects Portal and the 4EU+ website - Share with all WP leaders, Working Groups' leaders and other internal stakeholders of the Alliance - Presentation at the iCORE final event (reference to WP7 Task 7.3.) - Presentation of activities at external events for dissemination (e.g. FOREU Comms Officers events, EAIE Conference)
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For the deliverables of other Work Packages:

Deliverable / Result (in order of due date)	Dissemination level	Due date as per iCORE Work Plan	Specific actions related to the dissemination of the Deliverable
WP2: 4EU+ Curricula: towards a joint educational offer			
2.2. Establishing the 4EU+ Centre for Innovative and Digital Teaching and Learning	Sensitive	M18 (April 2024)	<ul style="list-style-type: none"> • creating a visually attractive, abridged version of the report (removing the sensitive elements, making it ready for public dissemination) • preparing an online article, newsletter entry on the publication, as well as accompanying social media posts (mainly LinkedIn, Twitter) • preparing contributions for thematically relevant external Higher Education conferences and events (incl. joint European University alliances events) during which the report insights could be promoted
2.1. 4EU+ sustainable educational offer	Sensitive	M24 (October 2024)	<ul style="list-style-type: none"> • creating a visually attractive, abridged version of the document (removing the sensitive elements, making it ready for public

			<p>dissemination); developing document excerpts such as a summary/leaflet, good practices & recommendations flashcards (translation of these elements into national 4EU+ languages to be considered)</p> <ul style="list-style-type: none"> • preparing an online article, newsletter entry, as well as accompanying social media posts (mainly LinkedIn, Twitter, Facebook) • preparing contributions for thematically relevant external Higher Education conferences and events (incl. best practices forums) during which the document findings could be promoted
2.3. Report on strategies to boost meaningful mobilities	Public	M36 (October 2025)	<ul style="list-style-type: none"> • creating a visually attractive layout for the report; developing excerpts such as a report flyer, good practices & recommendations leaflet or flashcards (translation of these elements into national 4EU+ languages to be considered) • preparing an online article, newsletter entry, as well as accompanying social media posts (LinkedIn, Twitter, but also Facebook and Instagram posts with students as main target group) • publishing a press release on the report and sharing the report with key stakeholders • preparing contributions for thematically relevant external Higher Education conferences and events during which the report findings could be promoted (incl. EAIE, Erasmus Days, European University alliances joint events)
WP3: 4EU+ Flagships: research-based education			

<p>3.1. Annual Portfolio of Flagships' activities</p>	<p>Public</p>	<p>M12-24-36-48 (Oct 2023- Oct 2024- Oct 2025- Oct 2026)</p>	<ul style="list-style-type: none"> • creating visually attractive layouts for the reports and Flagship leaflets • publications on 4EU+ Alliance and member universities' channels
<p>3.3. Conferences / workshops for PhD candidates (report)</p>	<p>Public</p>	<p>M12-24-36-48 (Oct 2023- Oct 2024- Oct 2025- Oct 2026)</p>	<ul style="list-style-type: none"> • creating a visually attractive layout for the report • publications on the 4EU+ Alliance and member universities' channels (incl. cross-posts on social media) • preparing contributions for thematically relevant external Higher Education conferences and events (incl. best practices forums) during which the report findings could be promoted – incl. EUA-Council for Doctoral Education, PRIDE Network (Professionals in Doctoral Education) meetings, national-level and local-level meetings of doctoral councils
<p>3.2. 4EU+ Joint study programmes toolbox</p>	<p>Public</p>	<p>M48 (October 2026)</p>	<ul style="list-style-type: none"> • creating a visually attractive layout for the report • publications on the 4EU+ Alliance and member universities' channels (incl. cross-posts on social media) • preparing contributions for thematically relevant external Higher Education conferences and events (incl. best practices forums) during which the document findings could be promoted – incl. EUA-Council for Doctoral Education, PRIDE Network (Professionals in Doctoral Education) meetings, national-level and local-level meetings of doctoral councils
<p>WP4: 4EU+ at the service of the European society</p>			

<p>4.1. Concept paper for micro-credentials</p>	<p>Public</p>	<p>M24 (October 2024)</p>	<ul style="list-style-type: none"> • creating a visually attractive layout for the report • publication of the paper on the 4EU+ Alliance and member universities' channels (incl. cross-posts on social media), press release • preparing contributions for thematically relevant external Higher Education conferences and events (incl. best practices forums) during which the 4EU+ shared understanding and approach to micro-credentials can be promoted (including events and meetings dedicated to the European Education Area)
<p>WP5: Inter-university campus infrastructure & services</p>			
<p>5.1. Student Portal</p>	<p>Public</p>	<p>M12 (October 2023)</p>	<ul style="list-style-type: none"> • promotion of the Student Portal launch and its functionalities on the 4EU+ Alliance and member universities' channels (incl. cross-posts on social media) – N.B. The beta version of the Portal is already being promoted in announcements of 4EU+ shared and joint courses • preparation of an article about the development of the Student Portal • preparing contributions for thematically relevant external Higher Education conferences and events (incl. best practices forums) during which the 4EU+ Student Portal can be promoted (e.g. EAIE, NAFSA, Erasmus Days)
<p>5.2. Roadmap for digital services</p>	<p>Public</p>	<p>M4 (February 2023)</p>	<ul style="list-style-type: none"> • publications on the 4EU+ Alliance and member universities' channels (incl. cross-posts on social media)

WP6: Sustainable governance of the Alliance			
6.1. 4EU+ Model on Governance and management evaluation and procedure to access sustainability	Sensitive	M42 (April 2026)	<ul style="list-style-type: none"> creating a visually attractive, abridged version of the report (removing the sensitive elements, making it ready for public dissemination) preparing an online article, newsletter entry on the publication, accompanying social media posts (mainly LinkedIn, Twitter) and a press release preparing contributions for thematically relevant external Higher Education conferences and events during which the report insights could be promoted (incl. joint European University alliances events)

MONITORING AND MITIGATION PLAN

In order to observe progress of the planned activities and implement corrective actions when necessary, the following reporting tools will be introduced:

- annual communication report (issued each year before the Annual Meeting of the Alliance in November) including a short, summative overview of main communication and dissemination actions and their outcomes,
- quarterly review presentation at iCORE consortium meeting (taking place every 3 months).

Ongoing data collection will be ensured to measure the effectiveness, impact and outreach of conducted communication and dissemination activities. The following Key Performance Indicators will be applied:

Objective	Key Performance Indicators
Communication objectives	
Ensuring brand awareness, consistency and quality of iCORE communications in line with the 4EU+	<ul style="list-style-type: none"> adherence to 4EU+ branding guidelines, visual and style consistency and use of the 4EU+ communication toolkit on 4EU+

<p>mission and vision and the Alliance's branding;</p>	<p>projects/initiatives individual channels, as reflected in the online communications (websites, web pages and social media) audit</p> <ul style="list-style-type: none"> • brand recognition survey among communities of 4EU+ member universities • online and social listening (Alliance mentions on the web and on social media) • hashtags performance (#4euplus, #4euplusalliance, #growingtogether)
<p>Announce and promote 4EU+ events and activities implemented in the framework of iCORE, by sharing relevant information across internal and external audiences, ensuring it reaches the right recipients;</p>	<ul style="list-style-type: none"> • engagement rates • website traffic • number of clicks for specific 4EU+ events and activities
<p>Raise awareness about the benefits of project cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, the project, its activities and ways to become involved;</p>	<ul style="list-style-type: none"> • growth in the number of social media followers and newsletter subscribers • number of dissemination events at the local and national level, including promotion activities at university open days • increase in the 4EU+ website traffic and traffic on 4EU+ pages of local universities • growth in the interest in 4EU+ joint activities (e.g. applications for shared and joint courses, training, etc.)
<p>Identify and highlight the project's outcomes and deliverables, pointing to the key role of the Alliance in deepening the cooperation on education, research and innovation.</p>	<ul style="list-style-type: none"> • number of publications related to the project (both online and in traditional media) • number of dissemination events (both organised as part of iCORE WP7 activities and others, incl. presentations at external conferences)
<p>Dissemination objectives</p>	
<p>Share the project's achievements and good practices, in accordance with the principles of FAIR data through online and traditional multiplier and networking events.</p>	<ul style="list-style-type: none"> • engagement (esp. number of social media shares) in posts with invitations to 4EU+ events • turnout rates at 4EU+ events (both online and in-person) • engagement in social media posts published on 4EU+ multiplier and networking events (reactions, reposts); user-generated content in relation to the events, incl. testimonials

<p>Ensure a position for the 4EU+ as an important stakeholder on the Higher Education scene;</p>	<ul style="list-style-type: none"> • number of 4EU+ mentions in European Higher Education policy documents (reports, compendia of good practices, etc.) • 4EU+ presence at and contributions to key national and international stakeholder events, including key events in the EHEA, events organised by other European University alliances and those organised under the Presidency of the Council of the European Union (incl. the ones of Poland and Denmark in 2025)
<p>Strengthen the cooperation with the Associated Partners and regional stakeholders, by addressing fundamental societal challenges;</p>	<ul style="list-style-type: none"> • number of new initiatives in collaboration with the Associated Partners and regional stakeholders • number of Associated Partners and regional stakeholders' representatives at 4EU+ events (incl. the 4EU+ Annual Meeting)
<p>Promote the project's outputs, results, and added value to relevant stakeholders (other alliances HEI, NGOs, policymakers, local and governmental institutions, academic communities)</p>	<ul style="list-style-type: none"> • number of publications related to specific iCORE findings in academic journals (e.g. European Journal of Higher Education) or conference papers • number of stories (dedicated to 4EU+ or mentioning 4EU+) in the local, regional, national and international media outlets (press, radio/TV broadcasts, new media incl. podcasts) • number of 4EU+ mentions in social media (excl. 4EU+ and its member universities' posts) • traffic coming from stakeholders' websites • number of invitations received by 4EU+ to expert meetings, panels and conferences organised by relevant stakeholders

For specific activities, the following indicators will be used to evaluate the effectiveness:

Type of activity	Key Performance Indicators
Website	<p>Unique website visitors per month & per year <i>(Success factor: increase the current average of 3,500 visits/month by at least 10%)</i></p> <p>Website traffic by source (incl. 4EU+ projects' websites, websites of 4EU+ universities, social media)</p> <p>Number of sessions and time spent on the website</p>

<p>Newsletter mailing</p>	<p>Opening rate <i>(Success factor: maintain the newsletter opening rate at the level above 45% and the Education industry average of 40%)</i> Click rate for specific articles Conversion rate Social sharing rate Subscribers growth <i>(Success factor: increase the number of subscribers by 10%)</i></p>
<p>4EU+ social media campaigns</p>	<p>Conversion rate, incl. article clicks, resource download, video views or podcast plays Engagement (campaign hashtag performance, reactions, social media shares and user-generated content as a reaction to the campaign) Success factor: for each of the social media channels in use, our objective is to have an average engagement rate of at least 2% Followers growth in social media channels pre and post campaigns (Success factor: for each of the social media channels in use, our objective is to grow the number of followers by at least 20% , counting from November 2022 to the end of 1CORE project period) Specific success factor for the #4euplus4me campaign: publication of at least one testimonial per month (on average)</p>
<p>Information campaigns</p>	<p>Campaign hashtag performance Growth in the number of social media mentions pre and post campaign Social media shares and saves Website and social media conversion rate (response to the call to action) Followers growth pre and post campaign Website traffic pre and post campaign Resource download, video views or podcast plays</p>
<p>Dissemination events</p>	<p>Website and social media conversion rate (response to the call to action - registering to an event) Number of registrations vs. actual turnout Number of online vs. on-site participants (for hybrid events) Social media mentions and reactions, incl. participant-generated content Participants' satisfaction (post-event surveys) Returning attendees (in case of event series) Success factors: 4 dissemination events organised as planned in WP7 Task 7.3. with an average participation of 100 participants per event (both online and on-site)</p>

Additional monitoring and evaluation measures, including qualitative measures, will be considered:

- sending short 4EU+ community engagement surveys with communication-related questions,
- setting up a simple feedback form on the 4EU+ website,
- including communication-related questions in event evaluation questionnaires.
- “brand recognition” surveys on the general awareness about the 4EU+ Alliance among representatives of 4EU+ institutions and its partners.

ANNEXES

- 4EU+ Brand Identity Standards, 2019
- 4EU+ Communication Policy, 2019
- 4EU+ Social media strategy, 2021



Brand Identity Standards

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01 Identity

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The CD icon indicates there are files or templates available in an electronic format. Images are available in vector formats (PDF) and bitmap formats (PNG), while the format of the templates depends on the respective office applications.

01 IDENTITY

MASTER LOGO

3

PDF / PNG



Our identity is represented by a blue rectangle and characters 4eu+. The blue colour matches the hue of blue in the European flag. We can read the symbol “four EU plus” as well as “for EU plus”. Lowercase letters “eu” are in the superscript position reminding of an ordinal number suffix.

01 IDENTITY

LOGO VARIATIONS



Primary version



Line-art version



Greyscale version



MONOCHROME version



In no case should the logo colours be reversed on a dark background. Use the line-art version on dark background instead. The monochrome version is intended for special reproduction methods only (ie. laser engraving, rubber stamp, 3D applications etc.)

01 IDENTITY

LOGO VARIATIONS

5

PDF / PNG



Primary version



Extended version



The extended version can be used instead of the primary version wherever necessary.

01 IDENTITY

LOGO BASICS

Minimal protection zone



Minimal size



4eu+ minimal width = 10 mm or 69 pixels

Give the logo its space. This is one of the most important things we would like you to remember. In printed documents, the minimum protection zone should always be maintained. To maintain full legibility, never reproduce the logo at sizes smaller than 10 mm in width for print and 69 pixels in width for digital. There is no maximum size limit.

01 IDENTITY

LOGO BASICS

White background



Blue background



Bright background



Light and simple background



Dark and simple background



Busy background



Use the line-art version of the logo on dark backgrounds. Do not use the logo over bright-coloured or busy backgrounds.

01 IDENTITY

DO NOT

Our master logo



Do not change the colour



Do not modify the logo



Do not deform the logo



Do not add special effects



Do not reverse the logo



Never create your own 4eu+ logo. If you do not have the correct logo, please do not make one yourselves; simply request the logo. Never manipulate the logo. Do not change the font, the colours, or the lines around it. Do not redraw it, distort it, or add anything to it.

01 IDENTITY

PREFERRED FONTS

Recommended styles

Neue Haas Unica Light
Neue Haas Unica Light Italic
Neue Haas Unica Regular
Neue Haas Unica Italic
Neue Haas Unica Bold
Neue Haas Unica Bold Italic
Neue Haas Unica Black
Neue Haas Unica Black Italic

Extended styles

Neue Haas Unica UltraLight
Neue Haas Unica UltraLight Italic
Neue Haas Unica Thin
Neue Haas Unica Thin Italic
Neue Haas Unica Medium
Neue Haas Unica Medium Italic
Neue Haas Unica Heavy
Neue Haas Unica Heavy Italic
Neue Haas Unica ExtraBlack
Neue Haas Unica ExtraBlack Italic

Neue Haas Unica is the preferred font for the external print and web communications. You may purchase the Whitney font directly from the Monotype website. Available in 147 languages and 9 weights, the Neue Haas Unica font is an ideal font for our brand.

01 IDENTITY

OFFICE FONTS

10

Helvetica Regular

Helvetica Italic

Helvetica Bold

Helvetica Bold Italic

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Constantia Regular

Constantia Italic

Constantia Bold

Constantia Bold Italic

You are not required to use the Neue Haas Unica font for all publications. If you prefer a different font, we recommend that you select clean, classic ones like Helvetica or Arial, particularly for office documents in PowerPoint or Word. For letter writing, Constantia is recommended.

01 IDENTITY

WEB FONTS

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic





Roboto is recommended as the free web font alternative to Neue Haas Unica. Commissioned by Google and optimized for web and mobile interfaces, Roboto has excellent legibility characteristics in its letterforms. Roboto is downloadable free of charge at fonts.google.com.

01 IDENTITY

PRIMARY COLOUR PALETTE

12








4eu colours	Pantone® equivalent	CMYK	RGB	HEX
 4eu+ Blue	Pantone Reflex Blue C	100/80/0/0	44/67/144	2C4390
 4eu+ Light Blue	Pantone 658 C or 25% Pantone Reflex Blue C	36/20/0/0	179/191/226	B3BFE2
 4eu+ Black	Pantone Process Black C	0/0/0/100	0/0/0	000000
 4eu+ Grey	50% Pantone Process Black C	0/0/0/50	157/157/157	9C9D9D

The 4eu+ Blue colour is based on the blue colour of the European flag. The neutral primary palette should make up to about 80% of the colour on a page.

01 IDENTITY

SECONDARY COLOUR PALETTE



4eu colours	Pantone® equivalent	CMYK	RGB	HEX
 4eu+ Red	Pantone 485 C	15/100/100/0	205/23/25	CD1719
 4eu+ Apricot	Pantone 124 C	8/45/100/0	232/153/0	E89900
 4eu+ Lime	Pantone 7745 C	48/11/100/0	155/181/32	9BB520
 4eu+ Cyan	Pantone 2995 C	95/8/8/0	0/155/211	009BD3
 4eu+ Plum	Pantone 682 C	48/86/27/0	154/64/119	9A4077

Our brighter secondary colours should be used sparingly to highlight important information and calls to action. They should make up no more than 20% of the colour on any given layout.

01 IDENTITY CO-BRANDING

Example 1



Example 2



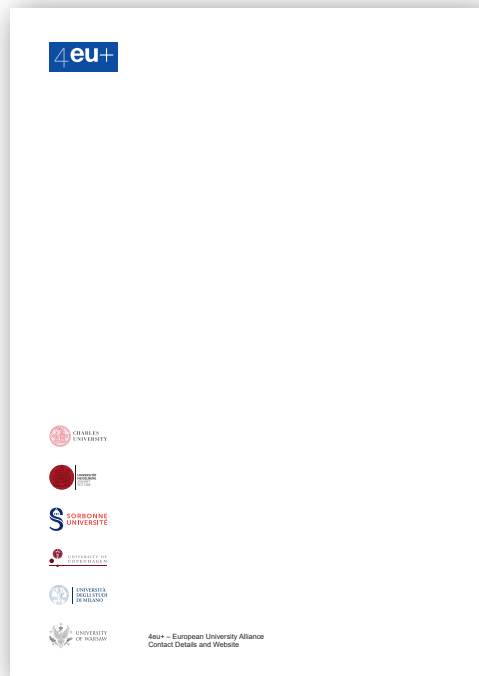
Where the 4eu+ logo is to appear with partner organisation logos, the minimal protection zone and minimal size guidelines should be followed. When used next to partner organisation logos, the 4eu+ logo should be separated by a thin black line or a large white space.

02 STATIONERY LETTERHEAD

15

MS Word / InDesign / PDF 

Office template



PDF or print



Letterheaded stationery size is A4 (210 × 297 mm). The Office template contains the 4eu+ logo, contact and the logos of partner institutions.

03 BUSINESS COMMUNICATIONS

BROCHURES

16

InDesign / PDF 



The examples of brochure covers show the versatility of typographic communication.

03 BUSINESS COMMUNICATIONS

POWERPOINT

17

PowerPoint 

4eu+

New European University Alliance

Prof. John Doe, Rector
University, Europe

4eu+ Meeting, Europe, 25 November 2019



4eu+

Sed elit dui, pellentesque

Suspendisse sagittis ultrices augue. Integer **rutrum**, orci vestibulum ullamcorper ultricies, lacus **quam** ultricies odio, vitae placerat pede sem sit amet enim. Integer vulputate sem aq nibh rutrum **consequat**. Cras elementum.

Et harum quidem rerum:

- Nullam faucibus
- Etiam dui sem
- Aliquam erat volutpat
- Nemo enim ipsam

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit. Morbi scelerisque luctus velit.

Prof. John Doe, New European University Alliance


4eu+

Lorem ipsum dolor sit amet

Aenean vel massa
QUIS MAURIS VEHICULA LACINIA
Nullam eget nislion

Nemo enim
IPSAM VOLUPTATEM QUIA
Voluptas sit

Aspernatur aut odit
AUT FUGIT LABORIOSAM
Sed qua consequuntur



4eu+

Morbi leo mi, nonummy egeyton tristisque

Fusce tellus odio, dapibus id fermentum quis, suscipit id erat. Mauris suscipit, ligula sit amet pharetra semper, nibh ante cursus purus. Sed convallis magna eu sem. Proin pede metus, vulputate necil.

Aliquam	250,000
Donec	310,000
Congue	50,000
Rommodo	260,000
Uccumsan	0
Lacinia	6,000
Vivamus titor	876,000

Prof. John Doe, New European University Alliance

4eu+

Prof. Quisque Porta, PhD.



Suspendisse sagittis ultrices augue. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.

Prof. John Doe, New European University Alliance

4eu+

Aenean Fermentum Risus Idum Tortorius

DUIS RISUS

- Sed convallis magna eu sem. Pellentesque ipsum
- Duis ante orci, molestie vitae vehicula venenatis
- Curabitur vitae diam non enim vestibulum
- Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos

Prof. John Doe, New European University Alliance

4eu+

Etiam Dui Sem, Fermentum Vitae, Sagittis Id, Malesuada

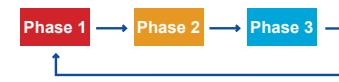
- Nullam faucibus
- Etiam dui sem
- Aliquam erat volutpat
- Nemo enim ipsam
- Vivamus

Integer rutrum, orci vestibulum ullamcorper ultricies, lacus quam ultricies odio, vitae placerat pede sem sit amet enim.

Prof. John Doe, New European University Alliance

4eu+

Nullam rhoncus aliquam metus*



* Temporibus autem quibusdam


Prof. John Doe, New European University Alliance

4eu+

Thank you!

Prof. John Doe, Rector
University, Europe

john@university.eu
@profdoe



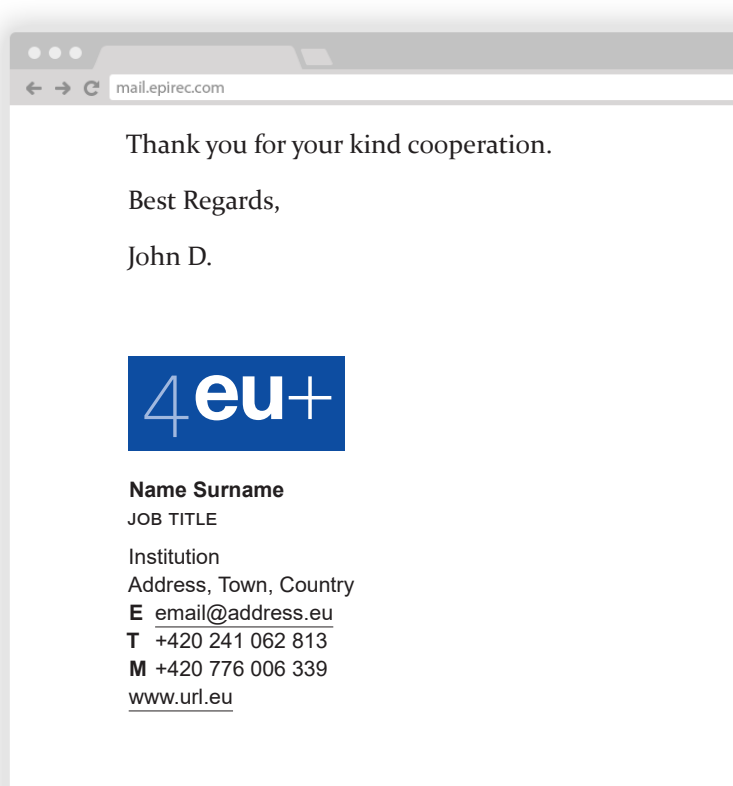
The PowerPoint template contains basic styles, colours and elements to develop your presentations. The template has 16:9 aspect ratio (Full HD).

03 BUSINESS COMMUNICATIONS

EMAIL FOOTERS

18

PNG, HTML



Staff are expected to use a footer in emails they send. How you add the footer to your email will depend upon the email client (software) that you use.



Studio Designiq – Letenské náměstí 3, 170 00 Praha 7, Czech Republic
Phone +420 272 049 101 – E-mail: studio@designiq.cz – www.designiq.eu



4EU+ Communication policy

approved by 4EU+ Communications Group and

4EU+ Management Committee on 19/04/2021

Introduction

Policy statement:

Effective communication is seen as fundamental in the development of the 4EU+ Alliance and key in building its visibility and recognition among the communities of 4EU+ member universities and external stakeholders, including the EU institutions, national and governmental institutions, universities, other European University alliances and actors on the European and international higher education scene. 4EU+ Alliance is committed to an open and inclusive approach to communication and aims to provide a framework through which the Alliance can highlight its strengths, capitalise on its achievements and establish itself as a role model for the transformation of Higher Education in Europe and beyond.

The following document is aimed at:

- defining and ensuring a common understanding of the Alliance's communication and dissemination goals,
- defining the target groups of the Alliance's communication activities (e.g. researchers, students, staff, external stakeholders)
- reiterating 4EU+ communication principles,
- establishing clear processes for sharing information on the Alliance, its activities and achievements efficiently and effectively.

The document is not intended to:

- address concerns and challenges related to the governance and work flows between different bodies and structures of the 4EU+ Alliance as a whole,

- deal with intricacies related to the knowledge management and organisational information processes within the 4EU+ context.

4EU+ communication goals and principles

1) 4EU+ communication goals and target groups

Key communication goals for the 4EU+ Alliance include:

- raising awareness about the 4EU+ Alliance and the benefits of 4EU+ cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, its activities and ways to become involved
- boosting the Alliance's visibility and position in the European and the wider international higher education landscape
- showcasing the added value of 4EU+ cooperation by sharing information on the achievements of the 4EU+ Alliance, including its joint projects, initiatives and good practices resulting from inter-institutional exchange, according to different target groups
- stimulating trust building and a sense of community among academic and non-academic staff and students of the 4EU+ Alliance

4EU+ target groups

The following listing order does not imply a ranking or level of importance of any of the target groups

Internal 4EU+ community

- academic and administrative leadership
- students and doctoral candidates (young researchers)
- academic staff - lecturers, educational experts
- academic staff - researchers
- administrative staff

External audience

- prospective students, doctoral candidates and staff of 4EU+ member universities
- alumni of 4EU+ member universities
- other European University alliances
- European Commission and other EU institutions active in the European Education Area
- ministries and national agencies in charge of Higher Education
- 4EU+ Associated Partners
- Higher Education institutions in Europe and around the world

- broad public

2) Principles of 4EU+ communication

4EU+ communication is guided by the following principles:

- Open communication approach - sharing relevant 4EU+ information across university structures, ensuring it reaches the right recipients (incl. passing information on to those who might not have received it in the first place and translating relevant information to local languages), making sure the students and staff of 4EU+ member universities know where to look for and find information
- Pro-active approach - stimulating interest in the Alliance and its activities among the members of each 4EU+ member university's community, engaging them in 4EU+ communication by acquainting them with 4EU+ communication channels and tools and providing them with an easy way to: (a) inform the people responsible for managing 4EU+ communication channels about the planned meetings, events and activities, (b) share their ideas and content (including pictures, stories and testimonials) via the Sharepoint online form created for this purpose
- Co-creation approach - engaging staff and students of 4EU+ member universities in the collaborative development of 4EU+ content, being receptive to their feedback, remarks and suggestions
- Relevance approach - creating and securing interest in the Alliance among the 4EU+ community by focusing on concrete, relevant and "need-to-know" more than "nice to know" information when communicating internally

Communication governance and decision-making

The organisational structure, responsibilities and decision-making processes of 4EU+ Communications Group, as well as the Group's relationship with other 4EU+ bodies and communications offices at 4EU+ member universities, are defined in the Terms of reference (Annex).

4EU+ content policy

It is essential that any visual form of communication, documentation or information concerning 4EU+ and produced on behalf of 4EU+ respects the corporate image of the Alliance and the 4EU+ branding guidelines. 4EU+ Communications Group provides advice and guidance to staff and students on

the appropriate use of 4EU+ branding and monitors communications produced within the Alliance to ensure they comply with the branding guidelines.

The authorisation to use the 4EU+ logo on is given by 4EU+ local offices.

Key terms:

‘4EU+ opportunities’

defined as opportunities (funding schemes, job or internship offers, etc.) available exclusively for 4EU+ students and staff.

In a similar fashion, ‘4EU+ news’ are defined as information concerning recent, ongoing and upcoming 4EU+ activities, achievements of the 4EU+ Alliance, outcomes of its projects and initiatives, as well as information on 4EU+ opportunities available. If a news item is specifically linked to one 4EU+ member university (e.g. if it concerns a particular event that took place at one 4EU+ member university), the local communications office of this university decides whether the information can be classified as 4EU+ news.

4EU+ communication channels

The main 4EU+ communication channels include:

Channel	Short description/address	4EU+ institution responsible for the management
4EU+ website	www.4euplus.eu	Charles University (Kristyna Kolinova, 4EU+ local office)
4EU+ newsletter	frequency depending on the content available	University of Warsaw (Marta Brelieh-Wasowska, 4EU+ local office)
4EU+ social media	Twitter https://twitter.com/4EUplusAlliance Facebook https://www.facebook.com/4EUplusAlliance/ LinkedIn https://www.linkedin.com/company/4euplus Instagram https://www.instagram.com/4euplus_alliance/	University of Warsaw (Katarzyna Jäger and Daiwa Maksimowicz, UW Press Office / Marta Brelieh-Wasowska, 4EU+ local office)

The persons responsible for the different 4EU+ communication channels work in close cooperation, ensuring that the content published on each of the platforms is aligned. They are also responsible for the quality of content published.

Any exceptions from these rules should be approved by the 4EU+ Communications Group.



CHARLES
UNIVERSITY



UNIVERSITÄT
HEIDELBERG
ZUKUNFT
SEIT 1386



SORBONNE
UNIVERSITÉ



UNIVERSITY OF
COPENHAGEN



UNIVERSITÀ
DEGLI STUDI
DI MILANO



UNIVERSITY
OF WARSAW

4EU+ Alliance social media strategy

**Final version approved by
the 4EU+ Communications
Group**

June 2021



Target groups

The main target groups for the 4EU+ Alliance are divided into internal 4EU+ community and external audience. The following listing order does not imply a ranking or level of importance of any of the target groups:

Internal 4EU+ community

- academic and administrative leadership,
- students and doctoral candidates (young researchers),
- academic staff - lecturers, educational experts,
- academic staff – researchers,
- administrative staff
of the six 4EU+ member universities.

External audience

- prospective students, doctoral candidates and staff of 4EU+ universities,
- alumni of 4EU+ member universities,
- other European University alliances,
- European Commission and other EU institutions active in the European Education Area,
- ministries and national agencies in charge of Higher Education,
- 4EU+ Associated Partners,
- Higher Education institutions and associations in Europe and around the world,
- broad public.

In terms of target groups, it is worth mentioning that staff and students of our 4EU+ member universities have **different preferences when it comes to the use of social media**, a fact which may be related to cultural differences or institutional communication policies (some 4EU+ member universities have a stronger presence Twitter, some clearly prefer the use of LinkedIn or Facebook). Consequently, 4EU+ content, in adapted forms and formats, is often repeated on different social media channels to make sure all target audiences are reached. Nevertheless, the primary target groups for each social media channel are defined as follows:

- Twitter: other European University alliances, European Commission and other EU institutions active in the European Education Area, ministries and national agencies in charge of Higher Education, Higher Education institutions and



associations in Europe and around the world, academic and administrative leadership, academic staff,

- LinkedIn: academic and administrative staff, doctoral candidates and alumni of 4EU+ universities, prospective staff members,
- Facebook: students, doctoral candidates and staff of 4EU+ member universities,
- Instagram: students and doctoral candidates of 4EU+ member universities; other European University alliances.

General goals in 4EU+ communication

Key communication goals for the 4EU+ Alliance include:

- raising awareness about the 4EU+ Alliance and the benefits of 4EU+ cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, its activities and ways to become involved,
- boost the Alliance's visibility in the European and the wider international higher education landscape,
- showcasing the added value of 4EU+ cooperation by sharing information on the achievements of the 4EU+ Alliance, including its joint projects, initiatives and good practices resulting from inter-institutional exchange, according to different target groups,
- stimulating trust building and a sense of community among academic and non-academic staff and students of the 4EU+ Alliance.



It is agreed that the **short-term goal of 4EU+ communications**, including social media communications, should be to **focus on students and staff of 4EU+ member universities** and to provide with as much relevant, concrete information on:

- what 4EU+ does and what kind of opportunities it provides,
- how they can get involved.

Staff and students should be able to see that **4EU+ Alliance is not an abstract construct or a formality**. For this, internal communication campaigns about 4EU+ conducted by each

university using their channels, also providing reference to 4EU+ website and social media channels, are indispensable.

4EU+ social media channels

4EU+ Alliance is present on the main social media:

[Twitter \(@4EUplusAlliance\)](#)

[Facebook \(@4EUplusAlliance\)](#)

[Instagram \(@4euplus_alliance\)](#)

[LinkedIn \(@4EUplusAlliance\)](#)

dedicated YouTube playlists (YouTube channels of 4EU+ universities)

The above-mentioned channels are managed by staff members of the University of Warsaw (Katarzyna Jäger and Daiwa Maksimowicz, UW Press Office / Marta Brelih-Wasowska, 4EU+ local office / Office for International Research and Liaison).

The development and management of 4EU+ social media channels forms part of Task 7.1. of Work Package 7: Dissemination and Sustainability of the Erasmus+ “European Universities” project, however the content published in 4EU+ social media concern the Alliance as a whole, including the TRAIN4EU+ (H2020 Science with and for Society “top-up”) project, and is not limited to the activities in the framework of the EUP project.

Social media as instruments in meeting 4EU+ communication goals

Scroll down to next page

General goals	Social media instruments
<p>Goal: raising awareness about the 4EU+ Alliance and the benefits of 4EU+ cooperation among students, staff and the wider communities of 4EU+ member universities by providing timely and easily accessible information on the Alliance, its activities and ways to become involved</p> <p>Observations: Despite numerous 4EU+ info meetings, presentations at different university events, our students and staff may still not fully know what 4EU+ is; 4EU+ may still be an abstract concept for many</p>	<p>Social media channels (especially Instagram and Facebook) can be used to:</p> <ul style="list-style-type: none"> - provide visually attractive ways to introduce more “get to know” content on 4EU+ member universities, cities, countries, as well as on what 4EU+ is about (through photos, quizzes, stories, visual boards and infographics, short videos); - present concrete, relevant opportunities offered by the Alliance to staff and students of 4EU+ universities (grants, language courses, training, summer schools, etc.), accompanied by relatable testimonials (written or recorded in a form of video or a podcast) of students and staff already involved in 4EU+, demonstrating 4EU+ is not abstract - identify 4EU+ social media ambassadors/influencers with a built presence on social media, who can support the social media outreach activities of 4EU+ <p>Important work of local communication offices: It should be made clear that 4EU+ activities and opportunities are not only for international students and staff of the Alliance’s member universities; 4EU+ website and 4EU+ social media channels should be linked up on the local 4EU+ pages of the Alliance’s member universities; translations of articles/posts into local languages should be provided where necessary.</p> <p>Introducing the 4EU+ social media planner available online for community/social media managers of 4EU+ universities will facilitate the post sharing via the accounts of 4EU+ member universities; in case of specific content relevant to only some faculties/departments, community/social media managers at 4EU+ universities should be responsible for channelling the information and posts to the right audience.</p>

<p>stimulating trust building and a sense of community among academic and non-academic staff and students of the 4EU+ Alliance</p>	<p>The feeling of belonging to one 4EU+ community among students and staff of 4EU+ universities can be strengthened via dedicated actions primarily on Instagram and Facebook:</p> <ul style="list-style-type: none"> - special # campaigns, such as the #4euplus4me campaign on personal benefits of participating in 4EU+ projects and activities (the use of hashtags serves to facilitate the co-creation and the tracking of SoMe activity on the topic), - call-to-action activities reported on social media, for example: co-creating a 4EU+ cookbook, charity and social responsibility actions reported on social media such as 4EU+ blood donation day or joint student activity on Earth Day - joint events transmitted via social media (Facebook event/Instagram live): e.g. 4EU+ academic choirs joint concert/student festival online - stories on cultural and institutional events taking place at different 4EU+ universities (academic year openings, graduation days, anniversaries, open day events).
<p>acting as a model of good practice for other alliances and higher education institutions to further increase the quality, international competitiveness and attractiveness of European higher education</p> <p>boosting the Alliance's visibility in the European and the wider international higher education landscape; achieving a leading position among European University alliances</p>	<p>Social media can boost the Alliance's visibility and support its role as a model of good practice by:</p> <ul style="list-style-type: none"> - increasing the outreach of 4EU+ public dissemination events by sharing the recordings of events on YouTube; - promoting 4EU+ achievements (including publications, reports, articles and policy documents) via dedicated posts on LinkedIn and Twitter - encouraging employee participation in promoting 4EU+ achievements on LinkedIn and Twitter - engaging in a policy dialogue related to European University alliances via Twitter posts and conversations - building brand recognition via a consistent visual style on social media.