earlall ACADEMY

EUROPEAN ASSOCIATION OF REGIONAL & LOCAL AUTHORITIES FOR LIFELONG LEARNING

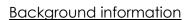## <u>**Webinar 7: Communication and Dissemination**</u>

Communication and Dissemination

<u>Background information</u>

This EARLALL academy provides tips and tricks for communication and dissemination, mainly targeted for use in European projects, but also for organisations' other activities.

<u>Learning Outcomes:</u>

- Understand how to write for effective communication
- Learn about communication strategies, visual branding and communication actions
- Receive inspiration from communication best practices
- Learn about indicators for monitoring and evaluation of communication practices

<u>Key Points</u>

1. **Effective communication**

- Use clear language. Always explain abbreviations.

- Use short sentences and active verbs

- Use clear layout: headings, subheadings and bullet points

- Add visual aids – either in the form of emojis, photos or graphics.

Link to further sources of information to get the audience engaged and to shorten your posts.

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2. **Communication and Dissemination for European Projects and Beyond**

- Consider making your material accessible, in terms of contrast colours, subtitles etc.
- Consider greening your media, for example by not printing at events and using QR codes for agendas
- It is not necessary to create a project social media account, you can also create a hashtag instead
- Dissemination and communication efforts should be shared with the whole consortium, very important to brainstorm and collaborate
- Canva is a very helpful tool. You can build newsletters, videos, visuals, presentations and print directly.

Curious to find out more?

Resources:

- [Deepl](): Deepl Translator for free

- [Grammarly:]() Free AI Writing Assistance

- [How to Use Canva: A Beginner's Guide]()

- [Genially](), the platform for interactive animated content

- [Unsplash:]() Beautiful, free images and photos that you can download and use for any project

[ChatGPT]() is a free-to-use AI system

Your questions, answered

Q: for someone starting out with little communication experience, what tools/resources should you start with?

A: the easiest way is to focus on coherence across your brand/project. This means being clear on the colours, logo and font, and using the same on PPT or Word. Also, creating a social media visual that can be re-used multiple times can have a big effect with little effort.

Q: When using LinkedIn, how formal should you be? Is 'Mr/Mrs' suitable?

A: LinkedIn is a professional network, so you address people as you would in a professional setting, perhaps sharing their role and "tagging" them in the post.