



THINK COMMUNICATION

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WHY COMMUNICATE?

- To make it easier to achieve the objectives of the project
- To showcase the results, to encourage transfer & replication
- To inform policy-makers at local, regional and EU level of best practices





YOUR COMMUNICATION PLAN

OBJECTIVES: What do you want to obtain?

COMMUNICATORS: Who do you want to speak?

TARGET AUDIENCE: Who do you want to reach?

MESSAGE: What do you want to say?

CHANNELS & TOOLS: What channels do you want to use & why?

EVALUATION: How do you evaluate your activities & why?

EVALUATION - KPIs

- Websites: visits, page views
- Newsletter: subscribers, views
- Social media: impressions, followers/fans/subscribers
- Publications: readers, subscribers
- Photos/videos/infographics: views, embeds/downloads, cost per view
- Events: attendees, cost per attendee, media reach
- Media relations: online views of media releases





COMMUNICATION
CHANNELS

**H2020 ENERGY
EFFICIENCY**





QUICK TIPS & TRICKS

About the following communication tools:

- Website
- Social media
- Media
- Events

WEBSITE

- Create a clear structure
- Use simple language
- Update it regularly (news, events..)
- Add links to your social media channels



SOCIAL MEDIA

- Think audience (Facebook, Twitter and LinkedIn are not the same)
- Focus on quality content
- Use hashtags and visuals
- Include links
- Twitter: tag us! @H2020EE



MEDIA

- Reach national and local stakeholders
- Invite press to your key events
- Make others talk about you



EVENTS

- Choose them strategically
- Focus on your content
- Communicate about them



HOW TO COMMUNICATE YOUR PROJECT



Think, Plan, Act strategically

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



Be creative

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



You can't reach everyone

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



Get into the media mindset

- Identify relevant media people
- Understand media language and needs



Think Issue, not project

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



Think global, act local

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



Make it relevant to daily life

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



Build your brand

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



THANK YOU!