Communication activities

- How to communicate on the results of your project?
Types of communication

• Online
  – Website
  – Social media:
    • Twitter
    • Facebook
    • LinkedIn
  – Newsletter
  – Webinars
  – Multipliers
  – Media partnerships

• Offline
  – Participation in relevant national events
  – Partnering for events with other similar initiatives
  – Workshops and trainings
  – Direct local outreach to associations, organisations or municipalities
How to communicate

- Understanding your audiences
- Create content for your audiences
- Using the right channels to attract and reach them
  - Using your own project website
  - Using your own project social media
  - Using your own newsletters
  - Using webinars/videos
  - Using multipliers:
    - Using the BUILD UP Skills identity
    - Using the BUILD UP Skills website & collaborative platform
    - Using the BUILD UP Skills newsletter and BU social media
Understanding your audiences

You have to identify who is interested in the information you are providing.

• WHO are your audiences and where do you find them?
  – All relevant stakeholders in the field of energy efficiency, renewable energy sources
  – Public and private organisations focused on training of construction workers
  – Public bodies that develop policies in the field of energy efficiency and renewable energy sources
  – Municipalities implementing rules, standards on EE and RES
  – Individual professionals trying to improve their skills and knowledge in the area of EE and RES

Reach out to your audiences where they are!
Creating content for your audiences

Structure your information in the way that is useful to your audiences.

- **What is important to them?**
  - How to solve their lack of skills and training
  - How to fulfill legal requirements in the areas of EE and RES

- **What would they like to know?**
  - How to best receive EE and RES training and additional skills (news and events)
  - New available qualifications online and/or offline (events)
  - Updates in the regulations in the area of EE and RES

- **Update, edit or rephrase your content accordingly**
Creating content for your audiences

Structure your information in the way that is useful to your audiences.
Using your project website to attract

Provide information and always link back to the website

- Create a straightforward URL to be easy to be found
- Promote the URL in your written and printed materials
- Introduce the project and what it is about (helps in Google search)
- Provide regular updates
  - From the project
  - From relevant stakeholders & other initiatives
- Use visuals and simple language
- Do not complicate the navigation
- Link to other relevant initiatives and content (e.g. other trainings or regulations)
- Use a simple contact form or other ways to reach you
Using your social media to engage

Engage directly with hard to reach audiences and stakeholders through new tools

- Decide whether to create the social media channel based on:
  - Where is your audience
  - You have dedicated person that will ensure regular posting & replies
- Be consistent: Similar visuals, post regularly (every day or every other day)
- Follow, share, retweet, like and comment on other relevant initiatives and their content
- Don’t overthink the content, pick interesting information for your audience e.g. « #DYK»
- Use a lot of visuals (use simple tools to create visuals e.g. canva.com)
- Use hashtags sparingly and consistently (e.g. #energyefficiency or #zeroenergy)
- Use heavily hashtags of events when attending
- Tag other initiatives/individuals relevant to EE or RES in images and text
- Create own hashtags for your own campaigns e.g. an important training or final deliverable
Using newsletters to disseminate

Disseminate and access more relevant stakeholder through targeted emailing

- Create a local newsletter
- Publish it on a regular basis (monthly or bi-monthly)
- Use it to promote your past and upcoming activities
- Exchange newsletter entries with relevant local /EU level partners
- Invite others to participate on content creation
- Publish it online for everyone to find & add register box next
- Use a simple tool (campaign monitor, mailchimp etc.)
Using webinars/video to provide training

Use digital tools to provide training directly

- Create an online webinar/video tutorial according to a training script
- You can provide it online in real time or record it and publish it for further viewing
- It should be instructive and visual
- Interested audiences can join through an online tool (e.g. gotomeeting)
- You can promote and disseminate project results in the webinar/video
Using multipliers to extend your reach

Increase your reach through other relevant networks

- Relevant local and international multipliers can help you extend your reach beyond your own network
- Create partnerships with other relevant projects or initiatives to exchange and share:
  - Content
  - Networks
  - Workload

Collaboration Facilitate exchange
Using the BUILD UP Skills website

Get more traction through multipliers such as the BUILD UP Skills website

- Create news and events about relevant deliverables and disseminate on all these levels:
  - News / events
  - Published on the website in their country profile
  - Entered into the newsletter
  - Social media promotion
- Engage with other national projects in the collaborative platform
- Update the information on your country profile
- Promote your project results on the BU /BUS websites
- Use the BU embedded pages functionality to keep your project profile after the project end

Using the BUILD UP Skills website
Using the BUILD UP Skills identity
Create the connection to the EU level BUILD UP Skills

- It offers better brand recognition & more leverage
- Link back, use the BUS logo, provide short information in English
- Ensure that all deliverables are up-to-date on the BUS website
- Submit news and events to the BUS Newsletter and BUS website
- If using social media, engage with BUS content on the BU social media (comment, retweet, share)
Media partnerships to promote project results

Foster partnerships with media to promote the most successful deliverables

- Engage with local and/or national media
- Provide them with a storyline on the project result you want to promote
- Angle: not a press release, but a story “how does this help” “how does this improve” people lives
- Engage with media on social media (Twitter is best, Facebook depends on the country)
- Establish long term relationship so that they automatically come to your social media for content
QUESTIONS?

PLEASE REACH US AT: WWW.BUILDUPSKILLS.EU
THANK YOU!

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