



University of Salento
Communication & SMM
for IBTIKAR Project



COMMUNICATION and elements of SOCIAL MEDIA MANAGEMENT

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Introduction

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Tunis

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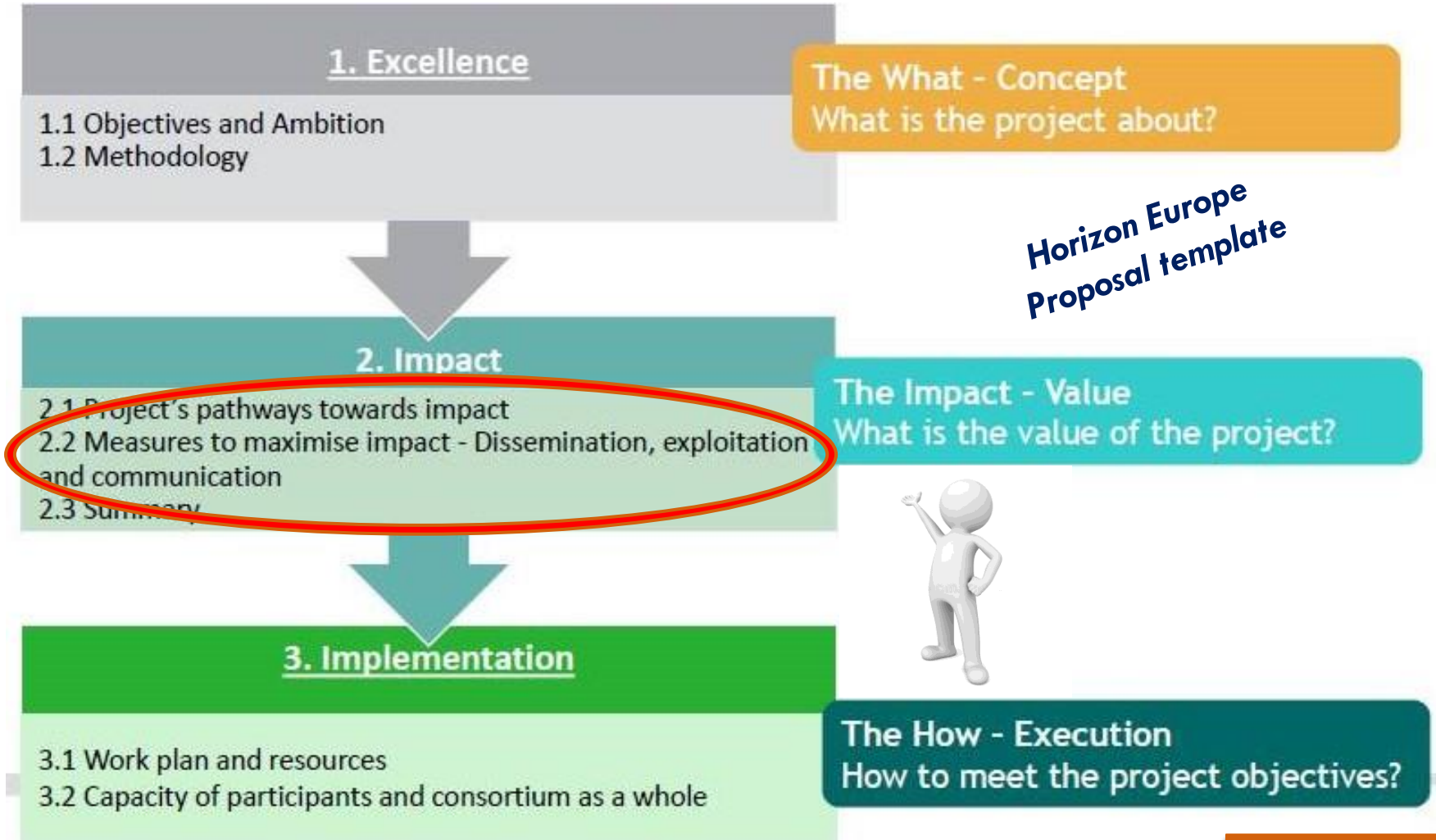


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What is Communication for a researcher?

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(Source APRE)

Measures to maximise the impact of the project

What's the difference?

Communication



Dissemination

Exploitation

Communication

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Communication



Communication measures should promote the project throughout the full lifespan of the project. The aim is to **inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.**

(Source APRE)

Dissemination

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Dissemination



The **public disclosure of the results by appropriate means**, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

(Source APRE)

Exploitation

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Exploitation



The **use of results** in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

(Source APRE)

Communication measures

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- **Adequate** to promote the project and its findings throughout the full lifespan
- Strategically planned with **clear objectives that will be used to reach out to target groups:**

- ✓ **main message**
- ✓ **tool(s)**
- ✓ **channel(s)**



- To promote the project **beyond the project's own community**
- To communicate the research in a way that it is **understood by non-specialist**, e.g. the media and the public (e.g. media and public)

The language

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The choice of language, as required for communication addressed to a non-specialized public, must have as two priority:

- **the comprehensibility of the message**
- **the immediacy**



The language

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Even if the topics dealt with are complex, the choice for communication workers is to translate **simple but not reductive** or trivial images into words, phrases, images.



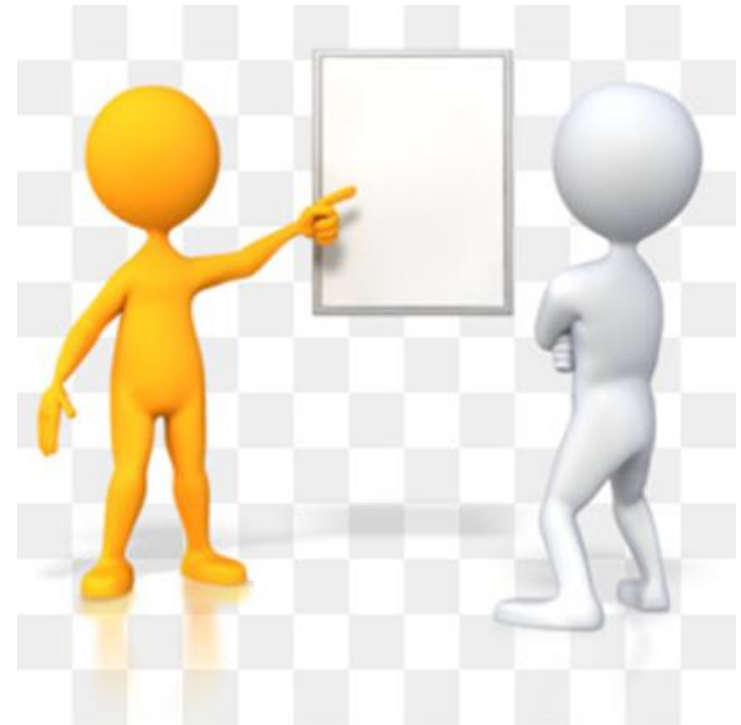
What we are going to do?

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- The importance of adopting a **multi-channel, multi-audience approach** to dissemination, in which all the partners are involved.
- The identification of the **target audiences** for dissemination and the awareness activities. These audiences have to be addressed through special focused activities at various stages of the project work.
- The **dissemination plan**.

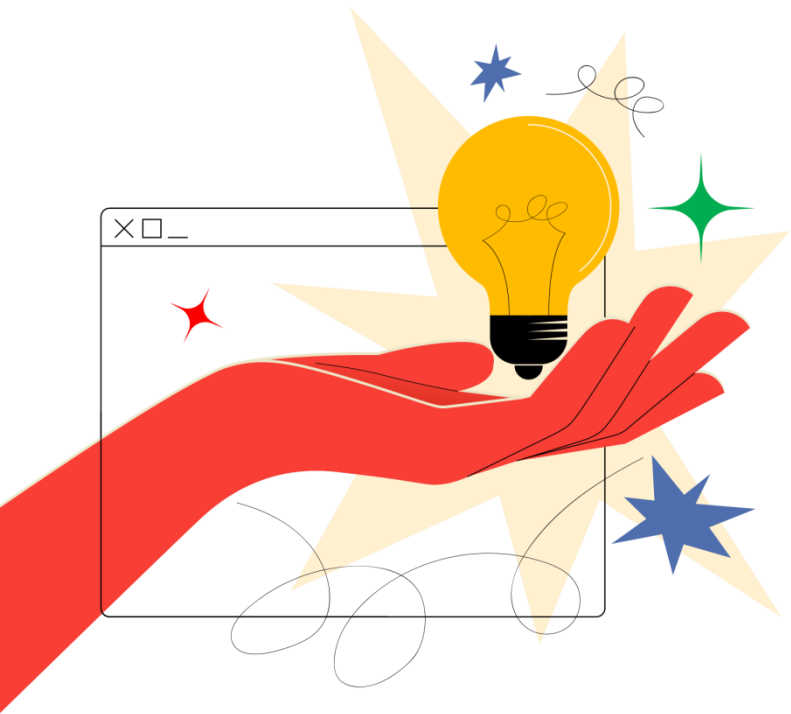


- *Establishment and maintenance of the **public website**, that can be considered the window to the activity and its theoretical and technological achievements.*
- ***Demonstration activities** and participation in related conferences, exhibitions and other related. Direct organization of **workshops and summer schools**. **Publications plan** in scientific journals and conference proceedings.*



- *Presentation of **the results to a non-scientific audience** by press releases and popular science journals and by participation in national and international fairs.*
- *Active policy in **social media, digital media and press release.***
- *Use of modern communication channels such as **Youtube, Facebook, Instagram, Twitter and blogs.***
- **Open Lab**





Thanks for the attention!

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