Communicating your project in Digital Excellence & Science Infrastructure
Communicating your project

**PROJECT COMMUNICATION CHANNELS**
- Newsletters
- Videos
- Brochures & leaflets
  - Twitter, LinkedIn, Facebook
- Website

**EC COMMUNICATION CHANNELS**
- Websites
- Blogs
- News items
- Twitter
- FET newsletter

**Launch**
- Website
- Social media
- Press releases
- Your logo

**Results**
- Scientific publications
- Awards
- Demos

**Events**
- Social media
- Conference / Exhibition
- Interviews
- Digital4Science
- Videos

**Lifetime**
- Update website
- Brochures & leaflets
- Active social media accounts
- Videos
- Awards

**Project reviews**
- Press releases
- Social media

Disseminating EC news
TIPS FOR PROJECT COMMUNICATION

• Inform your Project Officer about all your communication activities

• Highlight the project’s impact and contribution to society

• Consider publishing content in different languages to reach local communities

• Liaise with other projects in the same field to reach bigger audience

• Remember that the EC communication channels help to increase the visibility of your project

• Ensure the dissemination of EC news for duplicate effect

• EC news focus on projects, funding opportunities, and EC & project events
### EC communication tools – feed us with content

<table>
<thead>
<tr>
<th>Your communication channels</th>
<th>Not to forget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>Background info consortium/news section</td>
</tr>
<tr>
<td>Twitter, LinkedIn, Facebook</td>
<td>“New EU funded #FET_eu/#FETFlagships/#eInfra project”</td>
</tr>
<tr>
<td>Press releases</td>
<td>Impact of the project, mention the EU funding</td>
</tr>
<tr>
<td>Scientific publications</td>
<td>Open access, acknowledge the EU funding</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Share your news items with your PO, subscribe to FET newsletter</td>
</tr>
<tr>
<td>Blogs</td>
<td>Share with your PO</td>
</tr>
<tr>
<td>Videos, TV and radio interviews</td>
<td>Mention the EU project/funding</td>
</tr>
<tr>
<td>Brochures, leaflets</td>
<td>Use the EU logo, mention the EU funding</td>
</tr>
<tr>
<td>Digital4Science platform</td>
<td>Launch discussions, post events and study results</td>
</tr>
</tbody>
</table>

- **Twitter accounts**
  - @fet_eu
  - @eInfraEU
  - @FETFlagships
  - @ICTscienceEU
- **Digital Single Market** & **Horizon2020** websites
  - News articles
  - Press releases
  - Blogs
- **Digital4Science platform**
- Cordis success stories
- Videos