

COMMUNICATION ACTIVITIES

January 2017 - August 2017 report

Linkyou Project

Cooperation between Latin America and Europe to employability



Partner in charge of dissemination: P5
Secretary of Technological Binding and Productive Development
UNIVERSIDAD NACIONAL DEL LITORAL
 Santa Fe, Argentina

Executive summary

The main objective of this report is to provide information about the communication activities carried out between January and August 2017 in order to start the dissemination of Linkyou Project.

The Project started the implementation in accordance with the Communication Plan.

The Kick-Off Meeting was performed in March, in Lisbon, focused on the Project Overview and the financial rules.

During the report period, the visual identity of Linkyou Project was created, as well as the website, social networks and the institutional presentations.

Progresses were also made in the project internal dissemination. Partners disseminated the project in their own Webpages and in their social networks.

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1.Introduction

The following report was focused on the communication activities carried out between January 2017 and August 2017.

During the next chapters, we will present the main advances in Project Communication under Linkyou Project, including website and social networks development as well as communication activities made by all partners.

According to the communication plan, the predicted activities for this report period were the following:

Predicted			
Activity	Description Product	Responsibility	Evidences
Logo	Develop the image of the project	P12	Not applicable
Website		P12	Not applicable
Social Media	Creation and develop the actions to maintain the social media updated	P5	Social Account in Facebook, Twitter, Instagram and Youtube
Project Institutional Presentation		P5	Powerpoint / Video
Posts		All partners	Posts Online
Internal dissemination		All partners	Print screen of the institutional website
Rectory Meeting	To present the link ou project internally to the rector	All Latin American Universities	Pictures and News

2. Project website and social networks

2.1 Website

Project website was created in the following domain: <https://linkyou.fahsbender.pe> and it is available in two languages (English and Spanish).

The website's structure is composed by seven main sections (available in the main menu).

HOME / INICIO

<https://linkyou.fahsbender.pe/es/inicio/> (Spanish version)

<https://linkyou.fahsbender.pe/en/home/> (English version)

Header: Link You and European Commission logo. Main menu.

Page content: Project name and code (photo slider). Paragraph description with the objective of the project. Access box to main news. Paragraph descriptions of the three main activities of the project. Link access to Challenge Academy website (<https://challengeacademy.eu/home>).

Footer: Contact information; social media buttons; shortcuts to: Home, Challenge Academy Platform, Intranet, and Contact Form; Newsletter subscription; Language option. Partners and European Commission Logo.

WORK PROGRAM / PROGRAMA DE TRABAJO

Page content: Brief description of the six Work Packages (WP1. Preparation; WP2. Develop APP Challenge Academy; WP3. Instructor Workshops; WP4. Challenge Academy Community; WP5. Implement Knowledge Transfer Offices; WP6. MOOC).

OUTPUTS / RESULTADOS

Page content: List of the Project outputs.

PARTNERS / SOCIOS

Page content: List of partner entities with logo, contact information and "More info" buttons to each institutional website.

CHALLENGE ACADEMY (CA)

The page redirects to the CA platform: <https://challengeacademy.eu/home>

CA platform main menu: ABOUT (sub-menu: Platform, Profiles, Platform operation, Contacts, Privacy policy, Terms of service); CREATE AN ACCOUNT (Form); LOGIN.

EVENTS / EVENTOS

Page content: Information regarding Project events.

MEDIA & PRESS / NOTICIAS

Pages contents: Articles and press notes about partners working meetings (with photos) and other information.

2.2 Social networks

UNL (P5) created the following social networks of LinkYou project in 28.8.2017:

Facebook fan page: <https://www.facebook.com/LinkYouProject/>

Instagram account: <https://www.instagram.com/linkyouproject/>

Twitter account: https://twitter.com/LinkYou_Project

YouTube channel: LinkYou - Erasmus+ project: https://www.youtube.com/channel/UCuujjmYhLq2HytFY9EP_Mhw

Also, an e-mail account created so partners can send information to P5 (administrator):

linkyouprojectcommunication@gmail.com

Posts:

Project Presentation (photo-videos) on Facebook, Instagram and Twitter.

<https://www.facebook.com/pg/LinkYouProject/videos/>

Dissemination of working meetings: Facebook photo albums of the meetings. Interview video with members opinions uploaded on the YouTube channel.

https://www.youtube.com/channel/UCuujjmYhLq2HytFY9EP_Mhw/videos Shared on social media.

Daily actualization, sharing posts of partners' social media, referring to, e.g. entrepreneurship, innovation, employability, networking.

Focus on Rectory meeting; Workshops to students, alumni, teachers and company's representatives; Challenge Academy support rooms; and Challenge Academy platform.

3.Communication activities

This section gathers Information and support materials produced by the project for visibility and promotion purposes:

- ✓ The partners included the LinkYou project website in the institutional web pages and shared in their institutional website (and their social media) information's about the project.
- ✓ News about the face-to-face working meetings: Published on LinkYou website (Media & press section) and partner's websites. UNL (P5) sent by e-mail a press note of the second and third meetings in order to spread it on the institutions.

Below, you can find a summary of the main activities and publications made by each partners during this period.

3.1. Partner 1



Activity: Emailing from the rector to all ISCTE Community (approximately 9000 students, 400 teachers, 250 staff) to communicate the approbation of the project (August 3rd 2016).

Evidences: E-mail



Publication's summary:

Total of 3 publications, of which 1 was in website and 2 were social media post.

Type of publication	Location	Title of the publication	Date	Evidence	Description/other info
Website	Institutional website	ISCTE-IUL recebe financiamento para promover a empregabilidade	4/8/16	Link	Article with general information about the Project
Social Media	Flickr	Career Services and Alumni of ISCTE welcome the partners of Linkyou – cooperation between Latin America and Europe to employability - Partners meeting between 1st and 3rd of March	03/17	Link	Linkyou Kick-Off Meeting
Social Media	Twitter	Career Services and Alumni of ISCTE welcome the partners of Linkyou	2/3/17	Link	Linkyou Kick-Off Meeting

3.2. Partner 2



Activity: Presentation of the Project (April 2017). Participants: management team of the School of Education of the Austral University.

Evidence: Photos and travelling



Activity: Rectory meeting (May 2017).

Evidence: Photos



3.3. Partner 3



Publication's summary:

Total of 5 publications, of which, 3 were on the Website and 2 were social media posts.

Type of publication	Location	Title of the publication	Date	Evidence	Description/other info
Social media	Twitter (UCN)	Meeting of CBHE Erasmus+ KA2 projects	25/01/17	Link	Annual project meeting
Website	Católica del Norte press room	Católica del Norte en Encuentro de Representantes de Proyectos Erasmus +	25/01/17	Link	Annual project meeting
Social media	Twitter (UCN)	#Linkyou proyecto que posibilitará herramientas para la inserción laboral de nuestros egresados, coordinado por @ISCTEIUL	2/3/17	Link	Linkyou Kick-Off Meeting
Website	Católica del Norte press room	Reunión inicial del proyecto LINKYOU	6/3/17	Link	Linkyou Kick-Off Meeting
Website	Católica del Norte Homepage	N/A	N/A	Link	LinkYou logo on website home

3.4. Partner 4



Publication's summary:

Total of 1 publication, of which, 1 was on the Website.

Type of publication	Location	Title of the publication	Date	Evidence	Description/ other info
Website	ESAN Corporate website			Link	Information about Link You project shared on the corporate site.

3.5. Partner 5



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Activity: UNL's newsletter (sent to 2400 students, graduates, journalists, teachers and staff). Secretary of Technological Binding and Productive Development's newsletter (sent to researchers 530, students 3700, graduates 620, companies 4250, and entrepreneurs 3000).

Evidence: Newsletter



Activity: UNL's monthly newspaper (free distribution – 10.000 copies in printed version and digital circulation)

Publication's summary:

Total of 3 publication, of which, 2 were on the website and 1 was social media post

Type of publication	Location	Title of the publication	Date	Evidence	Description/ other info
Website	UNL (Website)	Proyecto Linkyou – Erasmus Mundus	N/A	Link	Article with general information about the Project
Website	UNL Press room (website)	La UNL en un consorcio con universidades europeas y latinoamericanas	22/3/17	Link	Article with general information about the Project
Social Media	UNL Facebook	Junto a 13 Universidades, empresas, emprendimientos y consultoras de(...)	24/7/17	Link	Article with general information about the Project

3.6. Partner 7



Publication's summary:

Total of 1 publications, of which 1 was on the Website

Type of publication	Location	Title of the publication	Date	Eviden ce	Description/ other info
Website	UDEP Hoy	Seleccionan a UDEP en proyectos de fortalecimiento de capacidades en el marco del Programa Erasmus+	24/8/16	Link	Article with general information about the Project

3.7. Partner 10



Summary

Total of **1** publications, of which **1** was on the Website.

Type of publication	Location	Title of the publication	Date	Evidence	Description/ other info
Website	Lipomize Website	N/A	N/A	Link / screenshot	Linkyou logo on the webpage

3.8. Partner 11



Publication's summary:

Total of **5** publications, of which **2** were on the website and **3** were social media posts.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/ other info
Webpage	Wolverhampton webpage (about – news)	University shares entrepreneurship expertise in Latin America	29/6/17	Link	Article with general information about the Project. Views: 42.
Webpage	Wolverhampton webpage (staff news)	University shares entrepreneurship expertise in Latin America	3/7/17	Link	Article with general information about the Project.
Social Media	Twitter (Wolverhampton)	We're linking up with graduates to encourage entrepreneurship in Colombia, Peru and Argentina	5/7/17	Link	Article with general information about the Project. 318 impressions.
Social Media	MailChimp	University shares entrepreneurship expertise in Latin America	08/17	Link	Article with general information about the Project. People reached: 2500 University staff.
Social Media	Linkedin	We're linking up with Latin America on a project to encourage entrepreneurship in Colombia, Peru and Argentina: https://lnkd.in/dhgDN-k	3/17	Link	Article with general information about the Project. 15561 impressions.

3.9. Partner 12



Activity: Development of the project website (English and Spanish version).

Evidence: <https://linkyou.fahsbender.pe/en/home/>



Activity: Production of statistics that shows the behavior of the project website.

Evidence: Statistics



Activity: Graphic design of the Best Practices Report and design of roll up options, for the diffusion of the Project.

Evidence: Outputs produced

Publication's summary:

Total of 3 publications, of which 1 was on the webpage, 1 was social media post and 1 post on Google Group.

Type of publication	Name of media	Title of the publication	Date	Evidence	Description/ other info
Webpage	Fahsbender website	Proyecto América Latina-Europa "LinkYou"		Link	Article with general information about the Project
Other	Organization's Google Group	"Proyecto América Latina-Europa "LinkYou", cofundado por Erasmus+ y la Unión Europea, con organizaciones de"	21/6/17	Link	1 st Partners meeting
Social Media	Facebook	Proyecto América Latina-Europa "LinkYou", cofundado por Erasmus+ y la Unión Europea, con organizaciones (...)	21/6/17	Link	Article with general information about the Project

4. Implementation analysis

Predicted				Executed
Activity	Description Product	Responsibility	Evidences	Executed
Logo	Develop the image of the project	P12	Not applicable	✓
Website		P12	Not applicable	✓
Social Media	Creation and develop the actions to maintain the social media updated	P5	Social Account in Facebook, Twitter, Instagram and Youtube	✓
Project Institutional Presentation		P5	Powerpoint/Video	✓
Posts		All partners	Posts Online	✓
Internal dissemination		All partners	Print screen of the institutional website	✓
Rectory Meeting	To present the link ou project internally to the rector	All Latin American Universities	Pictures and News	✓

5. Conclusions and next steps

Based on the assumptions mentioned above, we can state the following conclusions:

Target groups achieved	
Academics (professors)	400
Students	1500
Alumni	620
Staff from HEIs (including researchers)	3280
Staff from companies / Entrepreneurs	7250

Media publications	
Website news	12
Social media posts	9
Other	1
Total	22

Conclusions

The consortium ensured that the visibility, exploitation and publicity obligations described in the grant agreement were respected:

- ✓ The project website was created and is maintained and respects the requested spaces, information and EU logo.
- ✓ Partners are aware of the use of the relevant logo (EU logo) and they are responsible for informing that the project is made “with the support of the Erasmus+ Programme of the European Union”. The graphic logos are available for partners downloading on DropBox folder.
- ✓ The dissemination already started, throw social media and Institutional webpages, as stated above.

Next steps:

Every six months, the person in charge of communication of each institution have to report their activities by uploading it on “Communication” folder of DropBox. The Half-Yearly Report should content the activity’s description and information of date, place, participants, and other attachments such as attendance sheet, photos, videos and print screen.

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<https://linkyou.fahsbender.pe>