



GUIDELINES FOR FET PROJECTS COMMUNICATION

1) Define your objectives:

First of all, reflect on what purposes you are seeking to achieve, and make sure that your communication strategy responds to these objectives. For example:

- Ensure the visibility of the project (project's announcement, achievements, impact, etc.)
- Promote a high level of interaction (input from researchers, stakeholders, citizens, etc.)

Remember: better one or two achievable goals than a complicated strategy that does not deliver.

2) Target your audience:

Before you start to communicate, identify who are the people to whom you are addressing your messages, which will depend on your previously established objectives. For example:

- Other researchers/ Research institutions working on related areas
- Members of the European Parliament and National Officers involved in the legislative process of this specific policy area
- Relevant members of the industry of this area that may play a role in the stage of moving from theoretical research towards tangible innovation
- EU citizens using new technologies/ Young people in area-related studies

Remember: **keep your Project Officer updated!** He or she is a key member of your audience.

3) Find the right message:

Think about what you want to say about your project, and say it simply. For example:

- Before the project: try to explain what the project is about and your main purpose in two sentences. Find the most important idea behind your work, make it easy to understand, and shorten it (e.g. make it *tweetable*). This could be the base of good headings!
- During the project: your message will change and develop over the course of the project. You may want to highlight the research results and main achievements on regular basis. Maybe it would be a good idea to include a word about the human face of the project (e.g. personal experiences and opinions of the members of your team).
- After the project: it is especially important to explain what the project's overall contribution to society is and its potential future uses (e.g. how could it improve people's lives?).

4) Plan concrete communication actions:

Once you know what your communication objectives are, what you want to say, and whom to, you will be able to decide how you are going to communicate. It is recommended that, from the beginning, you assign key actions to concrete members of your team, ensuring good coordination and, therefore, the quality and continuity of the communication process. Possible communication actions:

- To be present in the Medias:

- Through the publication of press releases
- Giving interviews

You can plan a number of press releases and interviews to be published each year in target Medias (e.g. specialised magazines and journals, science section of generalist Medias, scientific radio and TV programs, etc.).

- To appear in scientific journals:

- Through the publication of research articles
- Being referenced in published papers (get in touch with other researchers)

Are you in contact with your institution's communication team? They can help you spread your research results internally and in the media.

- To have a high level of activity on social media:

- Through the creation and maintenance of a Twitter account, for example

You can schedule a number of tweets each week, and target relevant new followers (e.g. prepare a list of people to contact after every event you organise or attend). Remember to follow [@FET_eu](#) and give your twitter handle to your Project Officer!

- To find new funders/ partners in the area:

- Through the organisation of events, conferences and workshops
- By taking part in networking sessions and events organised by others

- To attract people to the website:

- Through the publication of multimedia content
- Your project website is your window to the world, keep it updated!

Developing a clear and simple communication routine can help you save time and, more importantly, assure that the **right messages arrive to the right people**, thus bringing an added value to your work. Do not let bad communication make your work invisible!