

Strategy Paper
on
Promotion and Dissemination of Youth Projects

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Abstract

This strategy paper explains how to increase the impact of your transnational youth project with the help of multipliers and specific communication strategies. A team of Lead and Regional Ambassadors operating on various regional levels can take your project to new heights. In order to maximise the impact of this approach, you need to observe a set of guidelines presented in this paper.

1. A Team of Multipliers or Ambassadors

Set up a team of multipliers or Ambassadors to boost the outreach and impact of your project.

a. Make an online call asking for applications

Rationale: An online call ensures that all candidates will be highly motivated and enables you to ensure a balance in terms of skills, geographic locations, interests and networks.

Strategic elements:

- Make a well-produced video clip to advertise the opportunity (length: max. 30 seconds)
- Set up an online form for candidates to register

You may wish to include questions on the languages spoken and other key skills your multipliers will need in order to promote your project in the best possible ways.

b. Select the most promising candidates

Involve your project team in the selection of Ambassadors

- Make sure your Ambassadors belong to the age groups of the people you would like to involve in your project. Focus on candidates with key skills that are important for your project. Ambassadors should for example be able to speak the local language of the region or country where they reside. You will need Ambassadors with different types of strengths: while some Ambassadors may have large online communities, others may be better at motivating people face-to-face. You may also wish to include candidates who are interesting personalities because of their life experiences.

NOTE: the objectives of your project may also motivate you to choose candidates on the basis of other criteria, such as remote living places, access to particular communities or social inclusion.

- Make sure you have a 50-50% gender balance.

Depending on the outreach you aim to achieve, you may wish to have two levels of Ambassadors:

- **LEAD AMBASSADORS:** best suited candidates with large social media presences and communities as well as key communication skills.
- **REGIONAL AMBASSADORS:** people who are active on a more local or regional level and who may not yet have a lot of experience in the areas of your project, but who would be highly motivated to participate in order to gain experience.

Example: you can choose 50 Lead Ambassadors who each will be in charge of 10 Regional Ambassadors, providing you with a network of over 500 committed multipliers. In case you are organising surveys or contests online, you can give each Ambassador the task to find around 10 participants, providing you with a participant base of 5000 people.

In case you are organising your project for a second time, multipliers with whom you have worked in previous projects can become Lead Ambassadors. This gives additional responsibility to former Ambassadors and values their experience.

2. Engagement guidelines and partnership agreements for Ambassadors

Ambassadors shall be provided with guidelines containing a set of compulsory and optional activities. Based on these guidelines, Ambassadors will be asked to set up their individual work plans. Work plans will be part of the partnership agreements signed between every Lead Ambassador and the organisers.

NOTE: in case your project provides funding to compensate Ambassadors for their mission, you can attribute specific amounts of funding to specific promotional tasks.

Webinars and Live online presentations

You can offer webinars or live online presentations to your prospective Ambassadors in order to answer their questions and provide them with further details on your project. You could set a specific time every week during which you will be online in order to answer their questions.

The 'Promotion Menu'

Guidelines for Ambassadors will include a list of promotional activities. Some of these activities will be compulsory in order to be an official Ambassador, while others can be considered supplementary efforts.

Compulsory activities for Lead Ambassadors

Engagement of 10 Regional Ambassadors

- Reaching out to their communities via email, social media and phone
- Organisation of one or more presentation events for prospective regional Ambassadors
- Set-up of a team of 10 Regional Ambassadors
- Signing of cooperation agreements with each Regional Ambassador
- Organisation of a monthly online exchange with these Regional Ambassadors
- Review of monthly reports to be provided by Regional Ambassadors and follow up to the organisers

Compulsory activities for All Ambassadors

Promotional video

Ambassadors need to record a short video presenting the project and themselves and share this video on their social media channels, using the hashtags included in the guidelines.

Social Media

Each Ambassador needs to promote the project via at least one social media channel: Facebook, Instagram, Twitter, LinkedIn, etc.

This entails publishing one relevant post at least once every other week.

Ambassadors need to tag the project page in their posts.

Ambassadors should be provided with a compilation of best practice, including:

- A series of standard hashtags and tags to be used in the posts;
- Ideal timeframes for posts;
- Suggested language, sounding fresh and crispy;
- A list of core messages;
- Instructions for live streaming via social media;
- Clues on how to create engaging posts, avoiding long texts and using photos, image or videos as much as possible.

Email Invitations

Ambassadors need to forward the invitation to their mailing lists (at least 300 contacts). Ambassadors need to forward invitations *together with a personalised message* to at least 20 relevant personal contacts.

Presentation Event

Every Ambassador needs to organise at least one presentation event in front of 20 or more persons.

Media

Presentations on TV and radio stations are particularly effective. Every Ambassador should strive to give at least one such presentation.

Participants

Each Ambassador will need to show that he or she has reached one core objective of the project, such as for example motivating 10 people to participate in an action.

Word-of-mouth promotion within the personal circle of friends, family and acquaintances can be helpful in this respect.

NOTE: for your project to increase its social impact, at least 30% of the people motivated to participate should be people living on the fringes of society, who could be considered as NEETS (not in employment, education, or training) or who face another type of social exclusion or disadvantage.

Non-compulsory activities

Presentation events

Ambassadors can organise more than one presentation event in front of 20 or more persons, especially in schools, at universities, for NGOs, in local youth clubs and at transnational or European conferences. (strongly encouraged)

NOTE: in order to increase the outreach and impact of your project, make sure to organise local presentations in remote areas such as on the countryside.

Webinars and Online Presentations

Ambassadors can offer Webinars or online presentations during which they explain important aspects of the project or participation processes while offering online participants the opportunity to ask questions.

Posters & Flyers

Ambassadors can print flyers and posters for up to a certain budget and be reimbursed. For reimbursement to become effective, pictures need to be sent showing the posters and flyers in the public sphere.

Social Media

Ambassadors can promote the project via more than one social media channel. They can create content which can be used by other Ambassadors as well.

Ambassadors are encouraged to contact the owners of social media profile with a broad range of followers, asking for the possibility to share content related to the project.

Translations

If a translation of the invitation or information material does not yet exist in the language of the respective Ambassador, he or she can help to translate the official invitation document.

Email Invitations

Ambassadors can forward invitations or information emails, together with a personalised message, to 50 or more relevant contacts.

- A general email address of the organisers should be put in CC.

Special Recognition

A special title can be introduced for Ambassadors who managed to generate a particularly important impact, such as motivating a higher number of people to participate.

Promotional videos

Ambassadors can create additional promotional videos to be used on social media.

Identification of potential key associate partners

Ambassadors can help the organisers find key associate partners able to help with particular aspects of the project.

3. Organise an introduction meeting for Ambassadors

- a. An introduction meeting will give Ambassadors the feeling that they will be working in a team. The possibility to create bonds between Ambassadors will increase their motivation to work on the project, report to each other and cooperate.
- b. Ambassadors will be able to familiarise themselves in greater detail with the guidelines while further developing their individual work plans and signing a cooperation agreement with the leading partner.
- c. Ambassadors will also be able to revise the promotion and dissemination strategy.
- d. Crash-courses can be offered by experts related to important promotional aspects of the project.
- e. A joint promotion video can be made with the help of all to-be Ambassadors.
- f. Following the meeting, Ambassadors should be invited to joint working groups on a co-working platform.

4. Online and Social Media Communication by all partners

a) Strategic Clues

- Issue an email newsletter once a month.
- When trying to engage people to a greater extent, write personalised messages instead of group emails.
- Inform your participants and followers as soon as possible on all important modalities, opportunities, terms and conditions regarding your action, both via social media and email.
- Post regularly on social media (avoid long breaks), but make sure only to post relevant content related to your actions and considered special by your followers.

NOTE: when using paid advertising on social media, make sure to include your core countries and regions, while also analysing which regions provide you with the largest communities of followers. You may want to concentrate partially on those regions which yield the highest amounts of likes & shares.

- In your social media posts, try to use images and videos as much as possible, be concise, clear, and youthful. It is also helpful to develop a particular style which is used in the large majority of your posts.
- Identify important media partners who can support you with dissemination activities, including (e-)newspapers, youtubers, radio & tv channels, websites and others.

b) Co-management system for common social media accounts

Lead Ambassadors can become social media coordinators. For each social media channel, 7 Lead Ambassadors can be responsible for preparing and scheduling posts on each of the different days of the week. These Lead Ambassadors would thus each be responsible for 1 post on 1 specific day of the week.

In order to find content for the posts, Lead Ambassadors can ask the Regional Ambassadors for whom they are responsible to provide them with relevant content at least once a month.

In case the content post is in a language other than English, Lead Ambassadors need to provide the English translation next to the original text.

Before scheduling a post, Ambassadors should:

- have a look at the posts of the last 2 weeks in order to verify the new post will not overlap with any of the previous ones;
- have a look at scheduled posts to verify the new post does not overlap with any of those;

Lead Ambassadors should schedule their post at least 2 days in advance in order to give organisers the chance to revise them.

The organisers' social media team should be reachable on a continuous basis in case Ambassadors have an urgent post they would like to post on the same day.

In case a Lead Ambassador cannot create a post in a particular week or lapse of time, he or she should contact the organisers so that another person can take over during that period.

5. Peer to peer chain outreach mechanism

Project partners can organise an outreach contest by preparing a flyer with the following instructions:

- a) put in touch two of your friends who do not yet know each other and who you think could benefit from each other's expertise and/or experience;
- b) invite these friends to send an email to one of your email addresses, ideally a specific one such as *outreach@yourproject.com*, describing one important take-away from their discussion or simply a message to the organisers, while indicating their emails as well as the email of the person who introduced them to the project;
- c) by doing so, the three of you will qualify for the outreach contest and stand the chance to win a travel during which you can meet each other;
- d) this process can be repeated indefinitely, and multiple participation is possible.

6. Recognition & Compensation

Ambassadors can be compensated in a variety of ways. In any case, transnational meetings to which newly recruited Ambassadors are invited are an essential way to foster their commitment, as they give Ambassadors the feeling to belong to a team, a community for which they are responsible, and which contributes to their identity.

Ambassadors can receive diplomas at the end of the project signed by key decision-makers involved in your project.

The minimum time available for Ambassadors to accomplish the above-mentioned tasks should be 3 months.

Official Ambassadors should be featured on the website with their picture, a short CV as well as links to relevant online profiles and professional pages.

Financial remuneration should be linked to specific outputs and agreed upon in advance in joint cooperation agreements.

7. Example

Imagine Europe - Your Vision of Europe in 2050

www.imagineeurope.eu/ambassadors

Videos: <http://www.imagineeurope.eu/gallery>

Ambassador Maša Đorđević

<http://www.imagineeurope.eu/video/masadordevic>

Ambassador Shayan Attar

<http://www.imagineeurope.eu/video/shayanattar>

Ambassador Hassna Debboun

<http://www.imagineeurope.eu/video/hassna-debboun>

In case you need help with any of the above-mentioned strategies,
please contact all@ourcommonfuture.org.



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