COMMUNICATION STRATEGY

VOCATIONAL TRAINING TO STOP DEFORESTATION
(V2SDF)

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Communication objectives

Communication objective 1: Elaborating a Communication Plan	
Objective Description	Designing and elaborating a Communication Strategy
Target Audience	Project Partners
Key Message	Project Identity
Communication Activities	Creation of Communication Plan Brainstorming with partners about the best and cost-efficient communication activities and channels to use
Channels	Direct e-mails and website
Communication performance indicators	Number of people who commented on the related plan

Communication objective 2: Creating a Project website	
Objective Description	A project website will be designed and updated at least once a year during the life of the project. After the end of the project this website will be kept public for at least 5 years within the Erasmus website of IES La Merced. It will contain the relevant information of the project and will explicitly state on the home page that it is funded by the EU and will display the EU funding logo visible on all pages.
Target Audience	The target group are VET teachers, education authorities, responsible and interested parties for environmental sustainability and the general public.
Key Message	A project rises up.
Communication Activities	2.1 Design, create website and upload website corresponding to project identity. 2.2 Add website link in every partner institutional website. 2.3 Add website link in all kinds of communication channel.
Channels	To reach the target groups all participating associations will put a link on their institutional website, the link to the website will

	also be included in all publications, invitations, in the signature of e-mails, in promotional material (except in case of insufficient space), on the solar cookers used, on the equipment purchased and in the publications on social networks.
Communication performance indicators	Number of visits on the website (The target is to reach 1000 visits on the website)

Communication objective 3: Designing the project's social network	
Objective Description	A new account will be set up on the social networks Facebook, Youtube and Instagram. The school in charge of the management of the social networks is CIFP Someso and there will be a protocol to manage the publications proposed by the partners. The language used will be English. The EU funding logo will be visible in all publications.
Target Audience	The target group are VET teachers, education authorities, responsible and interested parties for environmental sustainability, students, young people and the general public. To reach it the partners will replicate and like the publications from their own social networks, a link will be included in the publications, invitations, in the signature of the emails, in the promotional material (except in case of insufficient space), in the solar cookers used and on the website.
Key Message	Project Social Media Presence
Communication Activities	3.1 Set up Facebook, Instagram and YouTube 3.2 Publish project news and actions in social media 3.3 Analyse clicks and likes in social media publications
Channels	Facebook, Instagram and YouTube
Communication performance indicators	A total of at least 150 publications will be made on social networks throughout the development of the project. The control indicator will be the number of clicks and the expected value is 1000.

Communication objective 4: Publicising the project to society at large through media press	
Objective Description	Media Press releases will be sent to the media (radio, television, and press) of the participating countries on the occasion of the celebration in their locality of the events programmed in the project.
Target Audience	The target group are local civil society in general.
Key Message	Project Media Press Presence in different countries
Communication Activities	1. An explanation of the project will be sent to Media Press in each participating country 2. A SEPIE (Spanish Service for the Internationalisation of Education) radio program will be requested in Spain. 3. Project will be showed in Media Press in each participating country
Channels	Radio, television, press...
Communication performance indicators	The aim is to appear in the media of each participating country at least once. In all publications it will be explicitly mentioned that it is an EU-funded project.

Communication objective 5: Participate in conferences related to the objectives of the project.	
Objective Description	An abstract will be submitted for participation in at least one conference related to the topic of the project after the first half of the project. If accepted, a paper will be presented at this conference.
Target Audience	The target group is public related with solar cookers, responsible and interested parties for environmental sustainability, public related with education and environmental education.
Key Message	First results of the project
Communication Activities	5.1 Discussion about project topics for the abstract 5.2 Writing abstract
Channels	Coordination meetings, direct e-mails...

Communication performance indicators	The control indicator is the number of attendees at the conference and the expected value is 50. Both in the abstract and in the paper, it will be mentioned that the project is funded by EU. If a presentation is made, the logo "EU funded" will be included on all pages.

Communication objective 6: Sharing the didactic materials developed in project.	
Objective Description	The didactic materials developed in the project will be published in English and French and disseminated on the Internet accessible in pdf format and in their entirety. The EU co- financing will be explicitly mentioned on the front page and the EU logo will be displayed on the cover of the publication.
Target Audience	Trainers, teachers and students.
Key Message	Didactic materials to built solar cookers in Burundi
Communication Activities	6.1 Write didactic materials developed in the project 6.2 Publication of Didactic materials developed in the project
Channels	These contents will be made public on the project website and will be publicised through social media and dissemination and multiplication events.
Communication performance indicators	The monitoring indicator is the number of downloads and/or views and the expected value is 500. Also 200 hard copies will be disseminated to the participants of the multiplier events in Burundi and to the Burundian VET schools.

Communication objective 7: Creating video tutorials	
Objective Description	The video tutorials generated as didactic material will be published online on the project's Youtube channel. The EU funding will be explicitly mentioned at the beginning of each video and the EU funding logo will be displayed in the last image of the video.
Target Audience	The target group are: Trainers, teachers and students
Key Message	How is possible to built a solar cooker?

Communication Activities	7.1 Discussion about how doing video tutorial 7.2 Recording video tutorial 7.3 Editing video tutorial 7.4 Diffusion of video tutorial
Channels	Coordination Meeting, YouTube Channel, Dissemination and Multiplication Events, social media and website.
Communication performance indicators	The monitoring indicator is the number of downloads and/or views and the expected value is 500.

Communication objective 8: Giving an account of the project to local authorities	
Objective Description	In each of the face-to-face coordination meetings there will be an Inaugural Event to which local authorities (educational and others), representatives of institutions and local associations related to education or environmental sustainability will be invited to participate, in order to make them aware of and involved in the project.
Target Audience	authorities, representatives of educational institutions and local social agents.
Key Message	The project is part of local government.
Communication Activities	8.1 E-mailing local authorities, representatives of educational institutions and local social agents informing about project's coordination meeting 8.2 A press release of the opening event will be sent to the media. EU funding will be explicitly mentioned at the event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channels	Formal invitation by direct e-mail.
Communication performance indicators	The monitoring indicator is the number of participating authorities and representatives of institutions and associations and the expected number is 60.

Communication objective 9: Making known to local authorities about training-teaching-learning workshops

Objective Description	In each of the face-to-face training-teaching-learning workshops there will be an Inaugural Event.
Target Audience	authorities, representatives of local educational institutions, teachers and management teams of VET schools
Key Message	Face-to-face training-teaching-learning workshops are being done in Burundi.
Communication Activities	9.1 E-mailing local authorities, representatives of local educational institutions, teachers and management teams of VET schools 9.2 A press release of the opening event will be sent to the media. EU funding will be explicitly mentioned at the event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channels	Formal invitation by direct e-mail.
Communication performance indicators	The monitoring indicator is the number of representatives of participating educational institutions and the expected number is 30.

Communication objective 10: Conducting final dissemination events.	
Objective Description	Final dissemination events Castilla y León (Spain), A Coruña (Spain), Izmit (Turkey), Bujumbura (Burundi) and Gitega (Burundi). This is a dissemination day to be held in the two months before the end of the project, where the results obtained will be presented.
Target Audience	educational (and other) authorities, companies, teachers, management teams and vocational training students, and other institutions related to the project theme.
Key Message	The project was done.
Communication Activities	10.1 Event organization and realization 10.2 A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channels	Formal invitation by direct e-mail, social media, website...

Communication performance indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 190.

Communication objective 11: Conducting multiplier events in Burundi.	
Objective Description	Gitega, Karuzi and Rutana multiplier events. These events will serve to maximise the impact of the project as Burundian teachers participating in the project will present to other teachers and VET school management teams in the country the process and results of the project. In addition, the teaching materials will be disseminated and an introductory workshop on solar cookers will be held.
Target Audience	Teachers and VET school management teams and local authorities.
Key Message	It is possible to make solar cookers
Communication Activities	11.1 Event organization and realization 11.2 A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channels	Direct e- mails, social media, website...
Communication performance indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 120.

Communication objective 12: Conducting Online dissemination events in UE.	
Objective Description	Online dissemination events in Spanish, English, French and Turkish. These are online dissemination events where the results of the project will be presented.
Target Audience	These events are addressed to educational community and general public with an interest in environmental sustainability and international cooperation.
Key Message	What goals were reached by the project?

Communication Activities	12.1 On-line Event organization 12.2 On-line Event realization 12.3 A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channels	YouTube Channels
Communication performance indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 80.

Communication Plan

COMMUNICATION PLAN ACTIVITY 1.1	
Timeline (Estimated start date – estimated end date)	01/01/2024 to 31/03/2024
Activity	Communicating Plan Design
Channel	Direct e-mail and website
Objective SMART	Elaborating a Communication Plan
Target Audiences	Project partners
Key Performance Indicators	Number of people who discussed about related plan (at least 3 partners)
Owner	CIFP Someso

COMMUNICATION PLAN ACTIVITY 2.1	
Timeline (Estimated start date – estimated end date)	01/12/2023 to 30/06/2024
Activity	Design, create website and upload website corresponding to project identity.
Channel	Direct e-mail, website and meetings.
Objective SMART	Creating a Project website
Target Audiences	Project partners and VET teachers, education authorities, responsible and interested parties for environmental sustainability and the general public.
Key Performance Indicators	Website uploaded
Owner	IES La Merced

COMMUNICATION PLAN ACTIVITY 2.2

Timeline (Estimated start date – estimated end date)	01/07/2024 to 31/07/2024
Activity	Add website link in every partner institutional website.
Channel	Partners institutions websites.
Objective SMART	Creating a Project website
Target Audiences	Project partners
Key Performance Indicators	Creation of website link in every partner institutional website
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 2.3	
Timeline (Estimated start date – estimated end date)	01/07/2024 to 30/11/2026
Activity	Add website link in all kinds of communication channel.
Channel	All publications, invitations, in the signature of e-mails, in promotional material (except in case of insufficient space), on the solar cookers used, on the equipment purchased and in the publications on social networks.
Objective SMART	Creating a Project website
Target Audiences	The target group are VET teachers, education authorities, responsible and interested parties for environmental sustainability and the general public.
Key Performance Indicators	Number of visits on the website (The target is to reach 1000 visits on the website)
Owner	CIFP Someso, IES La Merced...

COMMUNICATION PLAN ACTIVITY 3.1	
Timeline (Estimated start date – estimated end date)	01/01/2024 - 31/01/2024
Activity	Set up Facebook, Instagram and YouTube
Channel	Social Media (Facebook, Instagram and YouTube)
Objective SMART	Designing the project's social network
Target Audiences	The target group are VET teachers, education authorities, responsible and interested parties for environmental sustainability, students, young people and the general public. To reach it the partners will replicate and like the publications from their own social networks, a link will be included in the publications, invitations, in the signature of the emails, in the promotional material (except in case of insufficient space), in the solar cookers used and on the website.
Key Performance Indicators	Facebook, Instagram and YouTube is done.
Owner	CIFP Someso

COMMUNICATION PLAN ACTIVITY 3.2	
Timeline (Estimated start date – estimated end date)	01/01/2024 - 31/12/2026
Activity	Publish project news and actions in social media
Channel	Social Media (Facebook, Instagram and YouTube)
Objective SMART	Designing the project's social network
Target Audiences	The target group are VET teachers, education authorities,

	responsible and interested parties for environmental sustainability, students, young people and the general public. To reach it the partners will replicate and like the publications from their own social networks, a link will be included in the publications, invitations, in the signature of the emails, in the promotional material (except in case of insufficient space), in the solar cookers used and on the website.
Key Performance Indicators	A total of at least 150 publications will be made on social networks throughout the development of the project.
Owner	CIFP Someso

COMMUNICATION PLAN ACTIVITY 3.3	
Timeline (Estimated start date – estimated end date)	01/05/2024 – 31/05/2024 01/09/2024 – 30/09/2024 01/01/2025 – 31/01/2025 01/05/2025 – 31/05/2025 01/09/2025 – 30/09/2025 01/01/2026 – 31/01/2026 01/07/2026 – 31/07/2026 01/12/2026 – 31/12/2026
Activity	Analyse clicks and likes in social media publications
Channel	Social Media (Facebook, Instagram and YouTube)
Objective SMART	Designing the project's social network
Target Audiences	The target group are VET teachers, education authorities, responsible and interested parties for environmental sustainability, students, young people and the general public. To reach it the partners will replicate and like the publications from their own social networks, a link will be included in the publications, invitations, in the signature of the emails, in the promotional material (except in case of insufficient space), in the solar cookers used and on the website.
Key Performance Indicators	The control indicator will be the number of clicks and the

	expected value is 1000.
Owner	CIFP Someso

COMMUNICATION PLAN ACTIVITY 4.1	
Timeline (Estimated start date – estimated end date)	01/01/2024 - 31/01/2026
Activity	An explanation of the project will be sent to Media Press in each participating country
Channel	Radio, television, press...
Objective SMART	Publicising the project to society at large through media press
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	Each participating country will send to Media Press an explanation of the project at least once.
Owner	All partner institutions

COMMUNICATION PLAN ACTIVITY 4.2	
Timeline (Estimated start date – estimated end date)	01/01/2025 - 30/06/2025
Activity	A SEPIE (Spanish Service for the Internationalisation of Education) radio program will be requested in Spain.
Channel	Radio
Objective SMART	Publicising the project to society at large through media press
Target Audiences	Education community

Key Performance Indicators	Participation in SEPIE radio program
Owner	IES La Merced, CIFP Someso, CIFP TI Leon

COMMUNICATION PLAN ACTIVITY 4.3	
Timeline (Estimated start date – estimated end date)	01/01/2024 - 31/01/2026
Activity	Project will be showed in Media Press in each participating country
Channel	Radio, television, press...
Objective SMART	Publicising the project to society at large through media press
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	The indicator is to appear in the media of each participating country at least once
Owner	All partner institutions

COMMUNICATION PLAN ACTIVITY 5.1	
Timeline (Estimated start date – estimated end date)	01/10/2024 – 31/12/2024 01/10/2025 - 31/12/2025
Activity	Discussion about project topics for the abstract
Channel	Cordination meetings, direct e-mails...
Objective SMART	Participate in conferences related to the objectives of the project.
Target Audiences	Public related with solar cookers,

	Responsible and interested parties for environmental sustainability, Public related with education and environmental education.
Key Performance Indicators	Item discussed in minutes of coordination meetings, at least twice.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 5.2	
Timeline (Estimated start date – estimated end date)	01/01/2025 – 31/03/2025 01/01/2026 - 31/03/2026
Activity	Writing abstract
Channel	Abstracts in conferences
Objective SMART	Participate in conferences related to the objectives of the project.
Target Audiences	Public related with solar cookers, Responsible and interested parties for environmental sustainability, Public related with education and environmental education.
Key Performance Indicators	At least two abstracts will be send to international conferences
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 6.1	
Timeline	01/12/2023 - 01/02/2026

(Estimated start date – estimated end date)	
Activity	Writing didactic materials developed in the project
Channel	Project website, social media and multiplication events.
Objective SMART	Sharing the didactic materials developed in project.
Target Audiences	Trainers, teachers and students.
Key Performance Indicators	At least 75% of didactic materials developed in the project will be upload to project webside.
Owner	CIFP TI Leon, PAEEJ, CEM Gitaba, NIRUDI

COMMUNICATION PLAN ACTIVITY 6.2	
Timeline (Estimated start date – estimated end date)	01/03/2026 - 30/11/2026
Activity	Publication of Didactic materials developed in the project
Channel	Project website, social media and multiplication events.
Objective SMART	Sharing the didactic materials developed in project.
Target Audiences	Trainers, teachers and students.
Key Performance Indicators	The monitoring indicator is the number of downloads and/or views andthe expected value is 500.Also 200 hard copies will be disseminated to the participants of the multiplier events in Burundi and to the Burundian VET schools.
Owner	CIFP TI Leon, PAEEJ, CEM Gitaba, NIRUDI

COMMUNICATION PLAN ACTIVITY 7.1	
Timeline (Estimated start date –	01/10/2024 - 28/02/2025

estimated end date)	
Activity	Discussion about how doing video tutorial
Channel	Coordination meetings and direct e-mail.
Objective SMART	Creating video tutorials
Target Audiences	All partner institutions
Key Performance Indicators	Item discussed in minutes of coordination meetings, at least in three coordinating meetings.
Owner	All partner institutions

COMMUNICATION PLAN ACTIVITY 7.2	
Timeline (Estimated start date – estimated end date)	01/03/2025 - 01/03/2026
Activity	Recording video tutorial
Channel	Direct e-mail and cloud-based storage service that enables users to store and access files online as teams or google drive...
Objective SMART	Creating video tutorials
Target Audiences	All partner institutions
Key Performance Indicators	Item discussed in minutes of coordination meetings, at least in three coordinating meetings.
Owner	NIRUDI

COMMUNICATION PLAN ACTIVITY 7.3	
Timeline (Estimated start date – estimated end date)	01/04/2026 - 30/09/2026

Activity	Editing video tutorial
Channel	Direct e-mail and cloud-based storage service that enables users to store and access files online as teams or google drive...
Objective SMART	Creating video tutorials
Target Audiences	All partner institutions
Key Performance Indicators	At least 5 video tutorials.
Owner	NIRUDI

COMMUNICATION PLAN ACTIVITY 7.4	
Timeline (Estimated start date – estimated end date)	01/10/2026 -30/11/2026
Activity	Diffusion of video tutorial
Channel	YouTube Channel, Dissemination and Multiplication Events, social media and website.
Objective SMART	Creating video tutorials
Target Audiences	The target group are: Trainers, teachers and students
Key Performance Indicators	The monitoring indicator is the number of downloads and/or views and the expected value is 500.
Owner	NIRUDI

COMMUNICATION PLAN ACTIVITY 8.1	
Timeline (Estimated start date – estimated end date)	01/05/2024 – 31/05/2024 01/12/2024 – 31/12/2024 01/05/2025 – 31/05/2025 01/10/2025 - 31/12/2025

Activity	E-mailing local authorities, representatives of local educational institutions, teachers and management teams of VET schools
Channel	Formal invitation by direct e-mail.
Objective SMART	Giving an account of the project to local authorities
Target Audiences	Authorities, representatives of educational institutions and local social agents.
Key Performance Indicators	The monitoring indicator is the number of participating authorities and representatives of institutions and associations and the expected number is 60.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 8.2	
Timeline (Estimated start date – estimated end date)	01/05/2024 – 31/05/2024 01/12/2024 – 31/12/2024 01/05/2025 – 31/05/2025 01/10/2025 - 31/12/2025
Activity	A press release of the opening event will be sent to the media. EU funding will be explicitly mentioned at the event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channel	Direct e-mail to press media.
Objective SMART	Giving an account of the project to local authorities
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	At least 2 events will be published by press media.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 9.1	
Timeline (Estimated start date – estimated end date)	01/06/2025 - 31/08/2025

Activity	E-mailing local authorities, representatives of local educational institutions, teachers and management teams of VET schools
Channel	Formal invitation by direct e-mail.
Objective SMART	Making known to local authorities about training-teaching-learning workshops
Target Audiences	authorities, representatives of educational institutions and local social agents.
Key Performance Indicators	The monitoring indicator is the number of participating authorities and representatives of institutions and associations and the expected number is 60.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 9.2	
Timeline (Estimated start date – estimated end date)	01/06/2025 - 31/08/2025
Activity	A press release of the opening event will be sent to the media. EU funding will be explicitly mentioned at the event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channel	Direct e-mail to press media.
Objective SMART	Making known to local authorities about training-teaching-learning workshops
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	At least 2 events will be published by press media.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 10.1

Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	Event organization and realization
Channel	Formal invitation by direct e-mail, social media, website...
Objective SMART	Conducting final dissemination events.
Target Audiences	educational (and other) authorities, companies, teachers, management teams and vocational training students, and other institutions related to the project theme.
Key Performance Indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 190.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 10.2	
Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channel	Direct e-mail to press media.
Objective SMART	Conducting final dissemination events.
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	At least 2 events will be published by press media.

Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 11.1	
Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	Event organization and realization
Channel	Direct e- mails, social media, website...
Objective SMART	Conducting multiplier events in Burundi.
Target Audiences	Teachers and VET school management teams and local authorities.
Key Performance Indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 120.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 11.2	
Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.
Channel	Direct e-mail to press media.
Objective SMART	Conducting multiplier events in Burundi.

Target Audiences	The target group are local civil society in general.
Key Performance Indicators	At least 1 event will be published by press media.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 12.1	
Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	On-line Event organization and realization
Channel	YouTube Channels
Objective SMART	Conducting Online dissemination events in UE.
Target Audiences	These events are addressed to educational community and general public with an interest in environmental sustainability and international cooperation.
Key Performance Indicators	The monitoring indicator is the number of attendees and the expected figure for the total number of events is 80.
Owner	All partner institutions.

COMMUNICATION PLAN ACTIVITY 12.2	
Timeline (Estimated start date – estimated end date)	01/09/2026 - 30/11/2026
Activity	A press release will be sent to the media for further dissemination of the project. The EU funding will be explicitly mentioned at each event (and in the press release as well) and promotional material with the EU funding logo will be distributed to the participants.

Channel	Direct e-mail to press media.
Objective SMART	Conducting Online dissemination events in UE.
Target Audiences	The target group are local civil society in general.
Key Performance Indicators	Event will be published by press media.
Owner	All partner institutions.

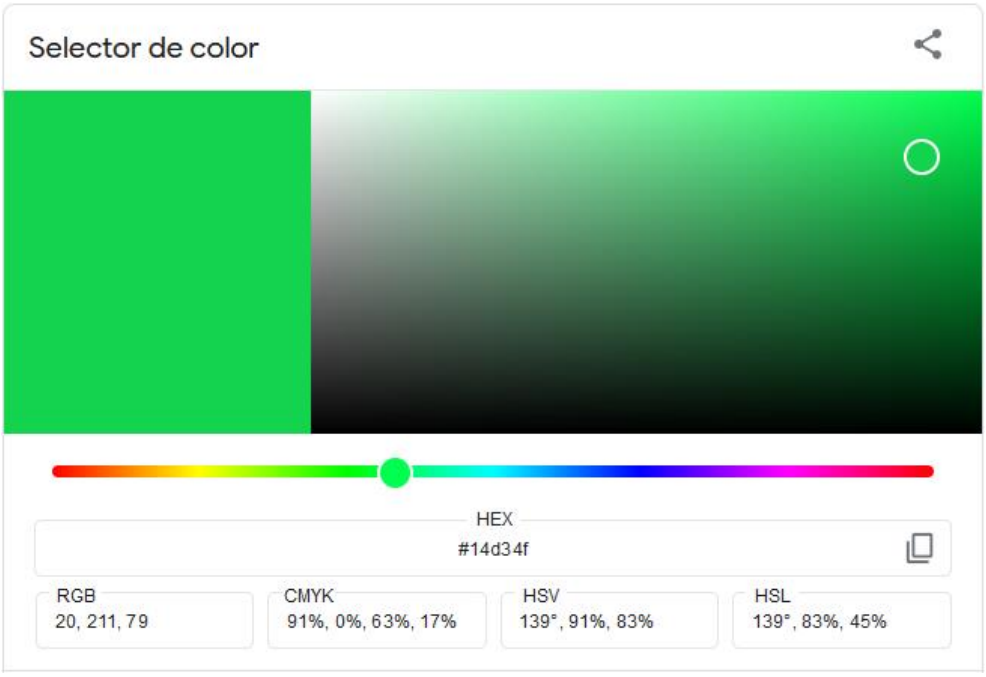
Visual Identity

WEB PAGE
www.v2sdf.ue

LOGO

COLOUR PALETTE

Green



FONTS
Arial

ILLUSTRATION AND IMAGES
Use images portraying people with disabilities, people of different genders, ethnicities, age and cultures.

Use images representing women and persons with disabilities in active roles and persons from ethnic minorities working in highly qualified jobs.

HASHTAGS

#V2SDF
#VETToStopDeforestation
#SEPIE

PARTNERS

@cifpsomeso
@ies.lamerced.va
@edu.xunta
@sepie_gob

Publication Guidance

POST INSTAGRAM

1. All publications will be written at least in English, although it could be translate to other language of the project.

2. All publications will have between 4 and 10 pictures. Everybody has to sign image rights agreement. Size pictures should be 1:1 (1080px x 1080px); for horizontal pictures 1,91:1 (1200px x 628px) and for vertical pictures 4:5 (1080 px x 1350 px)

If we want to use CANVA, (is free)

3. Text will have to include:
   a. A title
   b. Who did activity showed
   c. Where did activity showed
   d. Goal of the activity
   e. Positive item by doing activity

4. Text won't have more than 3 paragraphs.

5. The word count should be between 40 and 200.

6. Inside text should be some draw or e-moticone.

7. The language will be respect iguality and inclusion principles.

8. When we will want to do reference to organism, centre, school... we should use @name of this organism, centre, school...

9. At the end of post, we will write # defined in the communication plans and others related to.

10. Text and pictures should be sended to e-mail address **SM_V2SDF@GMAIL.COM**