HOW TO COMMUNICATE YOUR PROJECT

**Think, Plan, Act strategically**
- What do you want to achieve?
- Communicate from day one

**Be creative**
- Vamp up the visual, reduce the writing
- Use social media

**You can’t reach everyone**
- Define your target audience
- Use consortium resources, expertise and ideas

**Get into the media mindset**
- Identify relevant media people
- Understand media language and needs

**Think Issue, not project**
- What issue is the project addressing?
- Link communication to hot topics in society

**Think global, act local**
- Local and regional media are effective targets
- Use the project’s local connections

**Make it relevant to daily life**
- Show the impact on society
- Avoid technical language and jargon

**Build your brand**
- Become a trusted source and voice
- Contribute where and when you can