



Proposed Communication and Dissemination Strategy for MedRIN

Mediterranean Regional Information Network (MedRIN), 20th March 2019

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A communication strategy ...

Identifies:

- › clear and measurable communications between members and audience
- › Effectiveness of communication tools
- › relevant audiences
- › available channels
- › a plan of activities and a timetable
- › communication risks and mitigation
- › resources – financial and people



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<https://gofcgoldvh1.umd.edu/regional-networks/mediterranean-regional-network-medrin>



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Existing Networks & Collaborations – International

Eratosthenes Research Centre



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Promotional Material --- some ideas..

- > **Bags**
- > **Badges**
- > **Power banks**
- > **Notebooks**
- > **Travel Cups**
- > **Sticky notes**
- > **What else?**



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CHANNELS for promotion

Website	Social media	Advertising/ Marketing	Open days/fairs Conferences / events	Rich media
<ul style="list-style-type: none"> CUT website ERC main website Gofc-GOLD website 	<p>Twitter, Facebook, LinkedIn</p> <p>Action suggested: Put in use the social media of members</p>	<ul style="list-style-type: none"> Branding? (Logo, Visual ID) Digital/ Print Advertising E-Newsletters Leaflets, postcards and flyers, pins, bags, pens Video 	<ul style="list-style-type: none"> Conferences Open days Seminars / dedicated workshops Info days <p>Action suggested: Create a list of events where MedRIN is possible to be communicated</p>	<ul style="list-style-type: none"> Videos Audio Testimonials Media appearances

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Measuring Effectiveness in relation to Communication Output

Communication Output

Type of Measurement



Marketing material distributed during meetings/ events / conferences	Email campaigns - including Newsletters	Social Media	Press Releases	MedRIN website at Gofc-Gold	Rich media
<p>Number of communication material in relation with the number of the attendees</p> <p>Leaflets, postcards and flyers, pins, bags, pens</p>	<p>Number of emailing campaigns, new subscribers for the newsletter</p>	<p>Members per month, Followers, number of threads and discussions</p>	<p>Number of press releases, number of PR material in different languages</p>	<p>Number of hits, number of unique users, number of visitors per month, average duration</p>	<p>Number of videos/ audios / interviews / Media appearances in the different countries</p>

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What we have done already – Communications



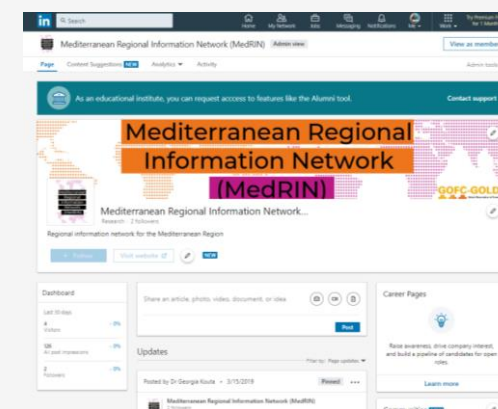
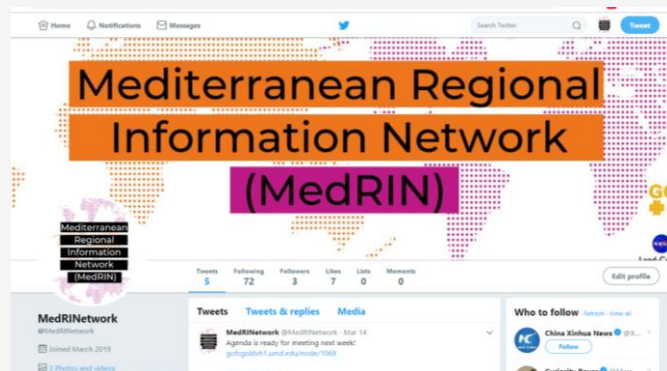
Webpage updated on Gofc-Gold website



<https://gofcgoldvh1.umd.edu/regional-networks/mediterranean-regional-network-medrin>



Social Media active and going!



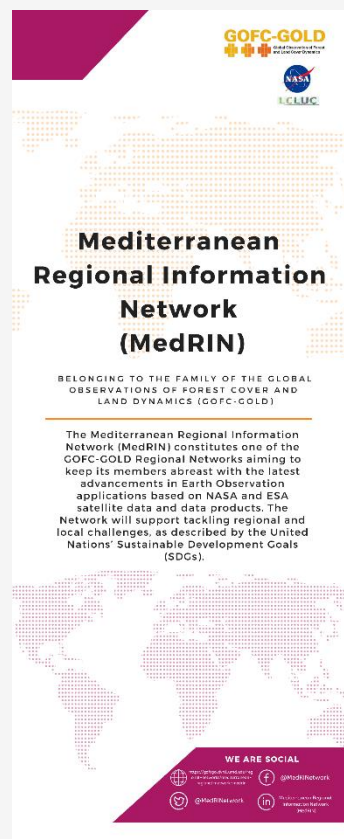
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Communications



Banner ready



Form of Interest for new members/observers

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Thank you 😊

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