Dissemination strategy

Summary

Main Objective

To ensure the dissemination of the project results at local, national and European level, promoting participation and raising awareness on the topic of digital transformation and digital reputation among young people.

Logo Description

The logo conceived by Lim for the "Digital Transformation and Digital Reputation" project, in comic style, offers a vivid representation of the theme. The comic consists of two adjacent panels. In the first cartoon, presented in black and white, a girl on the phone is portrayed who receives news that surprises her. This depicts the initial stage at which individuals may be exposed to digital information that could affect their online perception and reputation.

The second panel has a yellow background. Yellow is a bright and cheerful color often associated with youth communication, but in the digital context it can take on dangerous connotations and alarm the user. This box depicts a boy equipped with a magnifying glass and megaphone, symbols of the need to carefully analyze digital information and to communicate clearly and effectively in verifying news. In this sense, yellow also suggests enlightenment and clarity that come from accurate evaluation.

Between the two cartoons stand out two clouds of labels, highlighted thanks to the color red. The first cloud at the top declares "Fake!", highlighting the student's ability to unmask falsehood and distinguish the truth, while emphasizing the project's purpose of creating awareness on the issue of the impact of fake news on students. The second cloud exclaims "Attention!", marking the importance of being vigilant and aware of what you learn online.

The logo aims to visually represent the digital transformation process and online reputation management proposed by the project, reflecting the transition from initial inexperience with information, sometimes surprising, to verification and the ability to unveil fake news. Choosing a comic book style gives the logo an accessible and engaging tone that is suitable for a teenage audience.

Activities and Timing

1. Development of the communication strategy

- **Description:** Definition of communication activities and channels to be used (website, social media, public events, newsletters), with the aim of involving the target audience and stakeholders.

- **Responsibility:** Fondazione Gazzetta Amministrativa

- **Timing:** 01/01/2024 - 31/01/2024

- **Involved:**

  - **Fondazione Gazzetta Amministrativa:** drafting of the strategy

  - **All partners:** review and sharing of communication guidelines

2. Creation of the project website and population of social channels

- **Description:** Development of the project website for sharing updates, resources and relevant news, and populating contributions on the partners' social channels.

- **Responsibility:** LIM Srl

- **Timing:** Website active by 30/07/2024, posts on partners' social channels active from 01/11/2024

- **Involved:**

  - **LIM Srl:** technical creation of the site and management of social media

  - **All partners:** Provision of initial content and review of materials

3. Dissemination and audience engagement events

- **Description:** Organization of workshops, seminars and local presentations to disseminate the project and obtain feedback from the participants.

- **Responsibilities:** all partners

- **Timing:** Periodic events starting on 01/08/2024, with main events scheduled for 18-19/11/2024, 06-07/10/2025 and 02-03/09/2026

- **Involved:**

  - **Fondazione Gazzetta Amministrativa and SMS STAL:** organization of events

  - **SC RECDATE:** Support for communication materials and feedback monitoring

  - **External participants:** teachers, students, local stakeholders

4. Production of Promotional Material (brochures, videos, infographics)

- **Description:** Creation of digital and printed promotional materials to facilitate the dissemination of the project results, distributed online and at events.

- **Responsibilities:** LIM Srl and SC RECDATE

- **Timelines:** Promotional materials completed by 31/07/2024, semi-annual updates (end of January and July of each year)

- **Involved:**
  - **LIM Srl and SC RECDATE:** creation of materials
  - **All partners**: revision and adaptation of materials to different languages and contexts

5. Regular updates and publications on the progress of the project

- **Description:** Publication of quarterly newsletters and online reports on the project's progress, results and development phases.

- **Responsibility:** SC RECDATE

- **Timeline:** Quarterly publications starting from 01/01/2025

- **Involved:**
  - **SC RECDATE:** drafting and sending the newsletter
  - **Fondazione Gazzetta Amministrativa**: revision and approval of newsletter content

6. Dissemination of deliverables and sustainability

- **Description:** Organization of a final event for the presentation of the final results and dissemination of the final material in open access mode on the project website.

- **Responsibility:** Fondazione Gazzetta Amministrativa

Attachments

Format 1: Quarterly Newsletter

Target: Teachers, students, educational stakeholders and project partners

Objectives:

- Update recipients on project developments, task outcomes, and upcoming events.

- Maintain interest and continuously engage the target audience with relevant and inspiring information.

Contents:

- **Welcome Message:** A brief greeting from the project team with an introduction to recent updates.

- **WP Updates:** Summary of progress on work packages, with a focus on WP3 and WP5.

- **Thematic Insights:** Short articles on topics such as digital transformation, fake news and online reputation.

- **Upcoming Events:** Information on dissemination events, workshops or open meetings.

- **Call to Action (CTA):** Invitation to participate in events, visit the website or subscribe to the project's social channels.

Format 2: Awareness Workshop

Target: School principals, teachers, high school students, representatives of local administrations

Objectives:

- Raise awareness of the importance of digital reputation and the risks of fake news.

- Present the contents of the e-learning platform and invite participants to contribute feedback and ideas.

Contents:

- **Introduction to the Project:** Presentation of the objectives and issues addressed, with an introduction on digital reputation and fake news.

- **Demonstration of the E-learning Platform:** Explanation of the main features of the platform, with a preview of the training contents.

- **Interactive activity:** Practical exercises to explore the concept of digital reputation, analyzing case studies on fake news.

- **Q&A and Feedback Session:** Space for questions, opinions and suggestions from participants to improve the platform and educational content.

Format 3: Social Media Posts (3-Month Campaign)

Target: Young students, parents, teachers and the general public on social media (Facebook, Instagram, Twitter, LinkedIn)

Objectives:

- To increase the visibility of the project and the awareness of the public on the topics covered (fake news, digital reputation).

- Engage users through engaging visual content and clear messages, prompting them to visit the project website.

Contents:

- **Thematic Graphics and Infographics:** Simple and straightforward visualizations on the risks of disinformation and the importance of a good digital reputation.

- **Short Educational Videos and Reels:** 30-60 second clips with messages on how to protect your image online, with tips to avoid the spread of fake news.

- **Quizzes and Interactive Surveys:** Quick questions to engage users, such as "How well do you know fake news?" or "Are you ready to protect your digital reputation?".

- **CTA for More Information:** Direct links to the project website and the e-learning platform to learn more.

Format 4: Information brochure and practical guide

Target: Parents, educators, schools, educational and administrative institutions

Objectives:

- Provide detailed but concise information on the contents and objectives of the project.

- Provide practical guidance for managing digital reputation and avoiding fake news.

Contents:

- **Getting Started Section:** Overview of the project and the main objectives.

- **Digital Reputation Guide:** Tips to improve your online image, aimed at both students and parents and teachers.

- **Fake News and Disinformation:** Brief explanation of what fake news is and how to defend yourself, with practical examples.

- **Instructions for Accessing the E-learning Platform:** Step-by-step guide for accessing and using the platform's training content.

- **Contact & Upcoming Events:** Information on how to contact the project team and events open to the public.