Communication Plan for XXXX PROJECT - 2016 - 2017

Action	Frequency / Number	Means of communication - online, print, broadcast	Expected results (qualitative and quantitative)	Responsible partner for the action	Timeplan (before x event or date)
Inaugural Event	1	An open discussion with election candidates	at least 50 participants	XX	15 days before the elections on May 2016, ideally, the first 10 days of May
Press conference or public events	-2 public events will take place (open discussions, round tables or a press conference for the presentation of the project. Members of the civil society, youth org representatives, media and politicians will be invited.		- Invitation and briefing of at least 10 journalists and 35 persons from the target group of the project.	XXX/ CYC	1 press conference for the presentation of the platform (scheduled for 2017, depending the technical evolution of the platform)
Press releases	- 4 press releases. (1 with the release of the policy monitor +XXX tool, 1 before the press conference, 1 before the international Conference & 1 with the official release of the platform).	- PIO (Press & Information Office - wire service) - Contact and distribution of the 4 press releases to at least 15 media, local or national, print and	- At least 4 publications or media mentions for each press release (in Italy). Total potential reach audience: 50.000 people - At least 2 publications of the press release outside of the	XX As soon as the platform is ready, CB will publish the press release in English	1 press release should be sent before the elections, as soon as the candidate watch + policy monitor are ready The press release will be sent to all the media in

		digital.	UK. Total potential reach audience: 50.000 persons.		France.
<mark>Interviews</mark> <mark>MEDIA Partnership</mark> The partnership shall take place as soon as the platform is ready.	- Publication of at least 2 articles or / and interviews in the press. - At least 3 radio or TV interviews (online / web radio included) XZ has its own radio show (twice per month, every Thursday between 18.00 - 19.00)	- Contact with 10 print or electronic local or national coverage media outlets in France. - Contact with 5 national or local TV channels and (web) radio stations.	- 2 publications and at least 2 republication of the articles or interviews Total potential reach audience: 100.000 persons.	XX + XXX	At least one TV interview before the elections and one interview published in the online or print press. One radio interview shall take place before the elections on May (MW)
Use of social media accounts (facebook, twitter) **Usage** Publication: publishing 2-3 post per day on Facebook and Twitter. On twitter, try to react on trending topics (TT) and publish with specific hash tags. Hashtag for Twitter / Facebook: finding and using a repetitive hash tag that will promote the platform and/or identify the topics (for ex. #VWC,	- From the 3rd month of the project there will be a constant stream of posts.	- Facebook & Twitter	-At least 500 likes on the FB page and 300 followers on Twitter - At least 500 likes to FB posts / tweets and at least 50 shares and retweets (in total (FB & Twitter) until the end of the project)	YY / XXX	Intense use of FB & Twitter accounts one month before the elections.

#elections etc both in Greek and in English)					
Communication support: Printed material (posters, leaflet etc) 1 small flyer or postcards (CB suggests to have 3 postcards with strong images and slogans redirecting to the website and facebook) – when the website is launched Stand up banner Roll up – if it is needed	● 15/03/16 Leaflet			XYX, XX	PowerPoint template layout - APRIL 1 detailed leaflet or flyer – MID MARCH Facebook/twitter avatars, covers - APRIL Online banners (for partner websites) - APRIL
DVD		Promotion through Youtube & Vimeo.	- At least 50 views until the end of the project.	XX	
Newsletters	- 3 newsletters for the project		- Total views / number of recipients of the newsletter: at least 1.000 (for all the project duration)	Content: XX, YY, XCX Technical responsibility: YY	The first newsletter will be sent before the elections on May 2016 in order to inform target groups of the project about Policy Monitor + Candidate Watch

Conferences / seminars / open discussions / workshops **Indicative list of international events for participation:** **A.** CeDEM 2017, Austria **B**.edemocracy2016.eu (an international conference on e-democracy, no dates have been announced for 2017) **C.** International conference on ….	**A.** Presentation of the project at 2 conferences or public discussions or workshops **B**. 1 International Conference **C**. 4 Multiplier events **D**. 4 Focus groups: At least 8 workshops (for presentation of the project) to targeted group of citizens (students, pupils, professors, representatives of the civil society		A. Information of at least 150 participants B. Participation of at least 100 people at the international conference C+D: Participation and information of at least 100 persons from the target groups of the project.	XX, YYY, XX	
On line promotion / landing page	- A landing page will be created: http://www.vouliwatch.org.cy - Exchange of bannes with other Organizations Online marketing: in order to recruit more fans, CB recommends to dedicate 100 to 150€ of online advertising budget on Facebook (10 euros during 15 days). Use a precise targeting (young people, interested in politics, living in Italy etc.)		At least 300 unique visitors / per month for the last 2 months of the project		

Networking	Collaboration and networking with relevant NGO's or/and public and/or educational/academic community for the promotion of the project, with a special focus on organizations that are "youth" oriented Close collaboration with "sister" platform in X country	Personal contacts from the network of MW and CYC collaborators.		xx, XYZ	Before the elections there will be a formal call (ex email) to youth related NGO's, in order to inform them for the Policy monitor + and Candidate watch features.