Communicating together for a WIN-WIN!

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Types of communication tools

- News alerts/articles (RTD)
- Press releases (Commission/SPP)
- Thematic website
- Publications
- Success stories
- Horizon magazine articles
- Infographics
- Graphic Design, visuals
- Videos
- Futuris (Euronews) episodes
- Social media
- Media monitoring
- Events
- Communication by projects
SUCCESS STORIES
Communication through 'success stories'

What is a success story?
- Articles on FP7 and Horizon 2020 projects
- Proposed by POs/CRIG members
- Prepared by journalists

Main criteria is IMPACT
- Tangible results/promising outcomes linked to the main priorities
- Three angles to consider:
  - **Societal Challenges**
  - **Commission Priorities**
  - **Commissioner Moedas 3Os**

INFOCENTRE link [HERE](#)
Use of success stories

- Websites & social media, media campaigns, publications
- Requests from Cabinets/DG (visits, briefings), briefings
- REPs, Delegations
- Corporate communication campaigns
- World Days
- Uncovering Gems
HORIZON MAGAZINE
Horizon magazine

- 2 main categories of articles: projects + research policy
- 2 main audiences: wide audience + stakeholders
- 1 criteria for appearing in Horizon magazine: THE STORY
- Measurable audience
- Advanced promotion strategy
VIDEOS
Communication with videos

Why use videos?

• Many people prefer to listen and watch – captures a different audience.
• Very effective on social media.
• Effective way to attract attention to a website with more information.

Videos are expensive and therefore all requests cannot be fulfilled.
Think about GIFs as alternative.
SOCIAL MEDIA
How times change!

Social Media
Focus on

• Put yourself in reader's shoes
• Policy first - why this research?
• Attractive visuals / infographics
• Short videos / GIFs
Our social media accounts

@EUScienceInnov 74,4K
@EU_H2020 101K

@Moedas 59,8K
@HorizonMagEU 7K

EUScienceInnov 54K
Moedas 12K

horizon.magazine.eu 38K
Think strategic

- Thematic months
- World Days (World Environment Day 5 June)
- Traction from major events – COP24, MI3 & Clean Energy Ministerial, Green Week
- **DG COMM** and the Social Media Network as multipliers
Working together for a WIN-WIN

#news

If you have some breaking news from one of your projects don’t tell a journalist, tell us

WE CAN USE IT!!

Come and talk to us about how we can promote your work anytime – we are here to help!
Thanks for your attention!