

Sharing Your Story – Communication in EU Programmes

Léargas Communications Team

26 May 2021



Agenda

- 10.30** Introductions
- 10.35** Comms essentials & the EU Message
- 10.45** Preparation, Press & Publicity
- 11.55** Storytelling on video
- 11.10** Group discussion – tips and tools
- 11.25** Feedback and close

Charis Hughes Léargas



Communications Essentials

- **Target audiences**

Who needs to know? Who is interested? Who is influential?

- **Effective methods**

What and who does our audience listen to, read, watch? What social networks do they use? Where do they gather?

- **Key messages**

What is important about what we're doing? What is interesting or unique?

A Common Key Message



**Funded by
the European Union**

Why Does It Matter?



Philip Ryan  

April 06 2021 01:10 PM



Fianna Fail's Paul McAuliffe pictured after he was elected in Dublin North West constituency during the 2020 General Election count in the RDS. Picture Credit: Frank McGrath 10/2/20

Fianna Fáil backbench TD Paul McAuliffe also suggested Fine Gael's reluctance to add more countries to the list may be down to the “demographics of their constituencies”.

“There's not many people in my constituency who are going on holidays in the South of France or who have kids studying in Erasmus programmes in Central Europe maybe that's the case in Fine Gael constituencies but this type of talk is alienating most people living under lockdown for the best part of a year,” he told Independent.ie

EU Funding: “Money With a Message”

- EU programmes support opportunities for all kind of people
- People in your community are actively taking part
- Taking part means making connections with people, ideas and possibilities in other countries
- Our organisation supports EU programme values like inclusion, active participation and environmental sustainability

Sharing the Message: Logos and Branding

- Use EU logos on project materials
- Léargas provide Erasmus+ flags and ESC materials
- Visit https://ec.europa.eu/programmes/erasmus-plus/promotional_en for Erasmus+ factsheets, poster and pull up templates, logos and more
- Visit https://europa.eu/youth/solidarity/organisations/communication_en for ESC posters, postcards, social post templates and more
- Integrate the brand identities into the work you do

♥ Léargas liked



Killorglin CC @KillorglinCC · May 20

Final @EUErasmusPlus mobility of the year to #Portugal for #OwnYourLearning2point0 #OYL2point0 with @Leargas @KerryETB



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♥ 10









Sharing the Message: Provide Context

- Give succinct information on programme and on Léargas
<https://www.brandox.com/leargas-public/>

“Erasmus+ is the European Union's flagship education and training programme in the (Adult Education/School Education/Vocational Education and Training/Youth) sector. (Our organisation) takes part in the (Mobility/Partnerships/Youth Dialogue) part of Erasmus+.

Léargas is the National Agency that manages Erasmus+ in Ireland on behalf of the European Commission. For more information about the Erasmus+ programme and projects visit www.leargas.ie.”

Beautiful relationship



Gillian Byrne, the head of the beauty therapy department, Blackrock Further Education Institute, with her students, celebrating Léargas and its flagship European exchange programme, Erasmus+. Since 2014, Erasmus+ has invested over €75m in programmes funding 65,000 placements for learners and educators from for schools, youth groups, colleges of further education, and community organisations in Ireland.

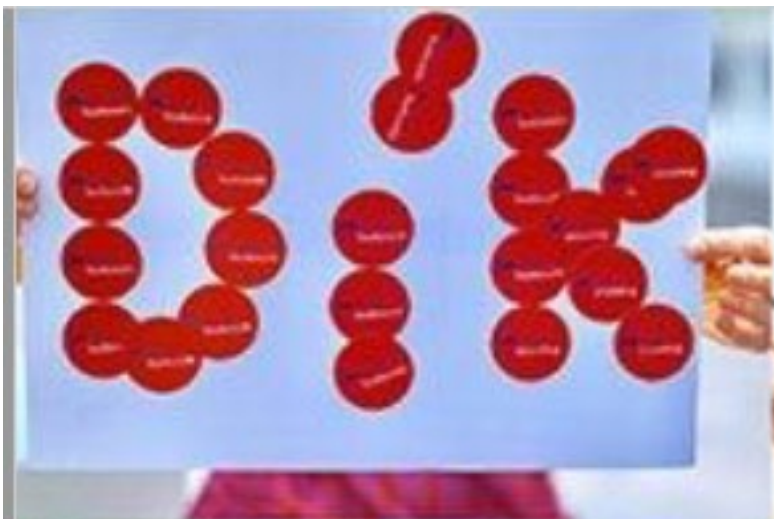
Picture: Marc O'Sullivan

Sharing the Message: Partners

- Don't forget your partners!
 - Integrate elements of partner cultures: languages, customs, food
 - Emphasise exchange of information: what you get **and** what you give

“We learned this activity from our partner Youth group in Iceland”

“Our ESL course has been designed in collaboration with our partners in Hungary”



Top Resource: ESC Communication Strategy

- https://europa.eu/youth/sites/default/files/europeansolidaritycorps_communication_strategy.pdf

Brand tag line	THE POWER OF TOGETHER
Potential applicants Direct beneficiaries Stakeholders/multipliers Decision makers	Bringing European solidarity together. The European Solidarity Corps is a one-stop shop for volunteering, connecting people and organisations active in solidarity activities.
Reasons to believe	<ul style="list-style-type: none">+ The European Solidarity Corps connects young people and organisations active in solidarity activities.+ Diverse choice of solidarity projects (different fields, in country or abroad, various durations, etc.).+ 100 % focus on volunteering activities (occupational strand is stopped).

Niamh McClelland Léargas



Preparation, Press and Publicity: Promoting Your European Project

- How to Establish Your Story
- How to Communicate Your Story
- How to Adapt Your Story for the Media

How to Establish Your Story

Five easy questions to crystallise your story

- **Who** is involved?
- **What** is happening?
- **When** is it happening?
- **Where** is it happening?
- **Why** is it happening?

How to Communicate Your Story

Three simple steps to communicate your story

- Craft an elevator pitch/soundbite
- Establish your USP
- Adapt it for each platform



How to Adapt Your Story for the Press

Four handy ways to prepare your story for the press

- Consider the purpose
- Consider the timing
- Consider the perspective
- Consider the human interest

How to Get Your Story 'Out There'

Five easy ways to get your story in the spotlight

- Familiarise yourself with local and national journalists
- Do your research
- Craft a press release
- Grab an opportunity
- Never underestimate the value of your experience

How to Incorporate Social Media (even more!)

Top tips for using social media to your advantage

- Set up Twitter alerts
- Follow journalists who cover topics in line with your project
- Tag them if your project posts align with their editorial direction
- Put the personal experience at the centre your social posts