Communication activities

1st Steering Committee | 25 June 2021

Antoine LE GALL (CERN)
I.FAST Communication & Outreach

Task 2.2 Communications and outreach (CERN, GSI)
D2.1 M6 (October): Communication Plan

- Communication Strategy and Plan
- I.FAST website.
- Social Media strategy
- Internal electronic bulletin (production)
- Accelerating News (input & support)
- Two Accelerator Communication and Outreach (ACO) workshops to engage the network of communication officers from the major institutes of the European accelerator community
Website – What’s new?

• Graphic identity and branding updated.
• Easy access to the project’s SharePoint
• Continuous updates following your requests.

Ifast-project.eu
Website – Next main updates (1/2)

Image and video gallery (Planned)

• Too few partners provided content.

• Needed to:
  • illustrate working packages’ activities.
  • produce content for website, brochures, videos, social media, etc.
Website – Next main updates (2/2)

“I.FAST in the media” gallery (planned)

• Needed to:
  • Collect and display all news related to the project.
  • Show the impact of I.FAST.

• Process:
  • Partners send us all news articles & Press Release they are aware of.
  • CERN creates a dedicated media alert to catch the remaining ones.
Press Release –
Quotes and mention of CERN

• You should notify CERN for any:
  • Article or press release mentioning CERN.
  • Article or press release containing quotes from CERN people.
  • Communication using CERN logo.
Website – Process for updates

1. **Email** and/or **meeting** to understand your request (edit, update or creation of page).
2. **Content** (text, quote, link, media).
3. **Test webpage** created, only visible to us.
4. **Iterations** on how to best display the information.
5. **Final upload** on the I.FAST website.
Social Media – Strategy in progress

• Objective:
  • Give coherence to our respective communication.

• Social media strategy in progress:
  • Guidelines (topics, hashtags, tags, “do’s & don’ts”).
  • Posts / media / cards templates.
  • Publication calendar (help us know your progress so we can plan in advance our communication).

• List of communication channels established.
  • Help us get in touch with your communication team.
Accelerating News – In progress

• Daniela Antonio is still in charge of the next issue.
• We invite you to get in touch with her and the other editors to share your results and accomplishments.
What’s next?

• Help us complete a **communication calendar** with key points in each work package
• Help us review **key messages** and ensure they represent the entire group of partners
• Identify **communication contacts** in your institutions for dissemination
• Contribute to the **image gallery** with images representing your institutions and WP
• Create an **introduction video** for each task (we will provide guidelines)
This project has received funding from the European Union’s Horizon 2020 Research and Innovation programme under GA No 101004730.