



UNIVERSEH · WP8
Transversal communication plan
internal & external communication



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Transversal communication plan?!

- The cross-cutting transversal communication and dissemination plan is the result of an **analysis of tools** and **good practices** established during **UNIVERSEH 1.0**.
- A reflection towards a **refined communication** and **dissemination strategy**.
- The transversal communication plan can be seen as a **tool**, as a “**meta communication**” **plan**, that will guide the alliance’s communication.
- The plan is related to the **alliance’s six strategic objectives** – themselves related to the work packages.
- A set of **basic principles** for internal and external communication and dissemination completes the plan.



QUICK TIPS

Communication is a work in progress; even if the communication plan and basic principles are set for the entire duration of the project, they will evolve over time due to communication requests from work packages, communication tools and assessment.

Target groups ?!



QUICK TIPS

A target group is a public to whom you want to communicate your messages. The better we know our audience, the more effective the message can be. UNIVERSEH is cross-functional project and involves many different audiences.

- *Internal audience*
- *External audience*





1

Objective

Communication Objective

**Promoting high
quality
international
education for all
linked to the
various space
sector dimensions**

Target Audience

Students

Key Message

UNIVERSEH offers a
high-quality
innovative education
open to all and
meeting the space
sector's current
needs

Communication Activity

Web or news articles
Social media posts
Newsletter
Videos
Publications
Events
Press release

Channel

Website
Social media
E-mailing
Events
News distribution
services



2

Objective

Communication Objective

Ensure visibility of initiatives regarding the “space crew” that promote multilingualism, student and staff international mobility

Target Audience

University community (students and staff)

Key Message

UNIVERSEH allows students and staff members to grow and thrive in an interdisciplinary, multicultural and multilingual environment

Communication Activity

Web or news articles
Social media posts
Newsletter
Videos
Publications
Events

Channel

Website
Social media
E-mailing
Events



3

Objective

Communication Objective

**Promoting
inclusion, diversity
and sustainability**

Target Audience

University
community
(students
and staff)

Key Message

UNIVERSEH
welcomes everyone
and lifts barriers to
education due to
gender, disability,
socio-economic and
geographic factors

Communication Activity

Web or news articles
Social media posts
Newsletter
Videos
Publications
Events

Channel

Website
Social media
E-mailing
Events

4

Objective

Communication Objective

**Ensure visibility of
innovation and
entrepreneurship
initiatives in the
space sector**

Target Audience

University
community
(students
and staff)
Stakeholders

Key Message

UNIVERSEH
promotes
innovation to
prepare students
for their work life

Communication Activity

Web or news articles
Social media posts
Newsletter
Videos
Publications
Events

Channel

Website
Social media
E-mailing
Events



5

Objective

Communication Objective

**Promote the
working process
for a “one entity”
for the Alliance**

Target Audience

University
community
(students
and staff)
Stakeholders
HEIs

Key Message

UNIVERSEH is a
European University
that grows and
endures with and
thanks to its
community

Communication Activity

Web or news articles
Social media posts
Newsletter
Videos
Publications
Events
Press release

Channel

Website
Social media
E-mailing
Events
News distribution
services

6 *Objective*

Communication Objective	Target Audience	Key Message	Communication Activity	Channel
Promoting a University that is challenge-based and open to the world	Stakeholders General public	UNIVERSEH focuses on current society issues, global challenges and involves the society	Web or news articles Social media posts Newsletter Videos Publications Events Press release	Website Social media E-mailing Events News distribution services

Internal communication channels

- 1 Internal shared calendar**
Upcoming internal events & administrative details
- 2 Internal newsletter**
Published 4 times a year
- 3 Emailing**
Emailing campaign to reach internal audience
- 4 Local coverage**
Each partner shares on its own internal channels
- 5 Meetings**
SteerCo - Hubs - General meeting

External communication channels

- 1 Website**
Central hub for external audience
- 2 Social Media**
Official social media managed by WP8
- 3 Emailing**
Emailing campaign to reach external audience
- 4 Local coverage**
Each partner shares on its own external channels
- 5 News Distribution Services**
Such as press department from universities

Social Media Official accounts Managed by WP8



Social media address different audiences and pursue different objectives.

When posting content on social media, the defined target audience must be respected. As a result, the content may not appear on all social media platforms.

Facebook

- **audience:** external audiences - across the board.
- **objective:** promote UNIVERSEH, inform, educate, entertain and inspire the community to be part of UNIVERSEH.

Instagram

- **audience:** external audiences – students and young people.
- **objective:** fun platform to connect with young people, telling stories and playground to communicate differently.

LinkedIn

- **audience:** external audiences – Stakeholders, students, alumni, European Alliances.
- **objective:** increase visibility of UNIVERSEH and inspire the relevant stakeholders, connect people.

YouTube

- **audience:** external audiences – across the board.
- **objective:** marketing tool with quality videos to showcase UNIVERSEH activities.

Social Media & Website Participative approach



QUICK TIPS

The participative approach in communication through “shared responsibilities” amongst the WP8 team allow a quick and effective communication on UNIVERSEH official channels.

If you want to share a local event or news from your university:



If a WP wants to share an event or news on social media:





Found out more about the Cross-cutting communication plan and the basic principles of internal and external communication by checking the full deliverables.



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