DISSEMINATION STRATEGY

Marco La Rosa
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AUDIOVISUAL MATERIAL

EXCHANGE ABILITY

- An accessible video!
- Made by students of EhB (P3)
  - Mathias Ruelle
  - Lena Dewaegenaere
- Innovative approach
- Students4students

SOCIAL MEDIA

* Facebook Page of the project
  * Integration with the website
* Use of existing ESN facebook channels
  * More than 50.000 followers on facebook
  * 180.000 impressions/day of each post
* Promotion of the audiovisual material
  * Embed videos from youtube

ESN NETWORK

EXCHANGE ABILITY

* **367 ESN Sections in 35 Countries**

* **Communication Tools**
  - esn.org (45.000 unique visitors/month, integrated with)
  - ESN Magazine (3 issues/year, 3000 copies, online and printed version)
    - http://www.esn.org/magazine
    - An article in the next issue
  - ESN Newsletter (twice a month, 5600 subsriptions)
  - Mailing List

* **ESN Events**
  - Statutory meetings
  - Regional Platforms
  - Sections' events

* **External Representation of the International Board**

UNICA NETWORK

EXCHANGE ABILITY

* network of 43 universities
  * combined strength of over 120,000 staff and 1,500,000 students.
* Events, Conferences, Meetings of the network
* External Representation
* Good Positioning

REPRESENTATION

EXCHANGE ABILITY

* Participation in Conferences, Workshops, Meetings
  * EAIE Copenhagen
  * IFISO Meeting
  * ERACON
  * ACA Conference in Wien
  * ESN Regional Platforms
  * ESN Annual General Meeting
  * Others (e.g.:)
    * Workshop on disability, Warsaw
    * AEGEE Spring Agora

OTHER ORGANIZATIONS

EXCHANGE ABILITY

✳ ESN and UNICA cooperate with different organizations such as:
- ACA
- ESU
- AEGEE
- European Youth Forum (YFJ)
- IFISO
- Coimbra Group
- Etc…

✳ The Project will be promoted in different occasions by all the partners

EXCHANGEABILITY.EU

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INTRODUCTION

Why a website?
- Accessibility
  - W3CAG 2.0 compatibility
    - accessible website
- Dissemination tool
  - Information about the project
  - Information about site visits
  - Feeds and Aggregator
  - Blog for site visits
  - Media integration
    - Video
    - Social Media (e.g. Facebook)

EXCHANGE ABILITY

INTRODUCTION (2)

Why a website?
- Internal tool
  - Publish information of the site visits
    - Programme and Agenda
    - Maps or similar content
  - Store the information about the project
  - Write about our experience
  - Feedback forms
- Publications
  - Video(s)
  - Pictures
  - Report and Guidelines

THE WEBSITE

EXCHANGE ABILITY

* Easy-to-remember address
  * exchangeability.eu
* W3CAG 2.0
  * International guidelines for web accessibility
* Integrated with Social Media
  * Automatic publication of the news
  * Facebook
* Multimedia compatibility
  * Video(s), Pictures and Audio files

THE WEBSITE (2)

- Integration with the existent ESN websites
  - RSS Feeds
  - Permanent link on esn.org
- Integration with other websites
  - Aggregator
    - Share with us your news!
- Webforms (feedback form)

1...2...3... GO!

EXCHANGE ABILITY

* Website due on January, 31st

* exchangeability.eu is online!
  - Accessibility tests: passed
  - Functionality
    - Basic functionalities online
    - Advanced (accessible webforms) available in a few days
  - Content
    - About the project: online
    - Site Visits: Bratislava and partially Brussels

ACTION PLAN

* Publish all the relevant static content
  * About the Project
  * About the Consortium
* Publish material about Brussels
* Promotion through
  * ESN
    * Newsletter (6000 subscribers), Website (60000 unique visits/month), Facebook Page
  * Consortium
  * Dedicated Facebook Page

LET'S TAKE A LOOK!

www.exchangeability.eu