1090 WONDER
Child-friendly destinations

D.C.1.1
TRANSNATIONAL COMMUNICATION PLAN

December, 2020

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1.0	08/12/2020	DURA Dubrovnik	Final document

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1. INTRODUCTION

The purpose of this document is to present a Transnational Communication Plan (TCP) for WONDER project and to ensure its proper implementation in order to maximize impact on different target groups, raise awareness of project's goals and actions.

This TCP clearly describes all the activities that have to be carried out by all project partners as well as methodologies and tools which will be used in order to increase project's impact and visibility, as communication will play a vital role in WONDER. It will identify key target groups and define main messages that will be transmitted.

WONDER TCP will involve both internal and external communication, as it will be crucial for all project partners to merge activities with WONDER and horizontal project associated to it. Successful internal communication will lead to more successful and complete external communication with exchange of knowledge and good practices. It will also have the impact on highlighting the overall importance of ADRION Programme on different levels.

A timeline for carrying out activities will be presented, as well as evaluation tools in order to successfully track results of the TCP.

This document will be presented to all project partners in order to include different perspectives from different areas facing possible different obstacles to reach a common goal. Actually, it is crucial for all partners to provide inputs to this communication plan and to be committed to communication activity.

2. BACKGROUND

WONDER project is implemented through Interreg ADRION Programme, a transnational program financed by the European Union. Its overall role is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to a child-friendly approach, aimed at improving the liveability of cities and the touristic offer (governance, environment and services) through the development of new and innovative participatory methods.

WONDER project has 10 partners and 3 associated partners that will contribute to the project. It involves 6 municipalities: 2 from Italy (Fano and Cervia), 1 from Slovenia (Velenje), 2 from Greece (West Achaia and Preveza) and 1 from Croatia (Novigrad), 1 Croatian Development Agency (Dubrovnik) and 1 Slovenian Development Centre (Novo Mesto), 1 Tourism Organization from Montenegro (Herceg Novi) and 1 NGO dealing with children issues (Observatory for Children and Youth rights – Albania). Associated partners are The Albanian Investment Development Agency, 1 civil society organization dealing with healthy urban living (Split-Croatia) and 1 Chamber of Commerce (Achaia – Greece).

Project partners overview

Partner No.	Partner ID	Partner name	Abbreviation	Total ERDF/IPAII budget	Total budget	Country	Legal Status
1	11813	Municipality of Fano	Fano	217 278.70	255 622.00	ITALIA	public
2	11814	Municipality of Velenje	MOV	149 882.88	176 332.80	SLOVENIJA	public
3	11815	Tourism Organisation of Herceg Novi	TOHN	96 808.20	113 892.00	ЦРНА ГОРА (CRNA GORA)	public
4	11816	Municipality of West Achaia	MWA	148 690.92	174 930.50	ΕΛΛΑΔΑ (ELLADA)	public
5	11817	Observatory for Children and Youth Rights	Observatory	96 649.25	113 705.00	ALBANIA	private
6	11818	City of Novigrad - Cittanova	Novigrad	131 180.67	154 330.20	HRVATSKA	public
7	11819	DEVELOPMENT CENTRE NOVO MESTO, Counseling and Development, Ltd.	DC NM	155 035.92	182 395.20	SLOVENIJA	public
8	11820	Municipality of Cervia	Cervia	164 502.20	193 532.00	ITALIA	public
9	11821	City of Dubrovnik development agency	DURA	162 751.45	191 472.30	HRVATSKA	public
10	11822	Municipality of Preveza	Preveza	119 669.80	140 788.00	ΕΛΛΑΔΑ (ELLADA)	public

Associated partners overview

Partner No.	Partner ID	Partner name	Associated to Partner ID	Country
11	11823	Healthy city	11821	HRVATSKA
12	11824	Albanian Investment Development Agency	11813	ALBANIA
13	11825	Chamber of Achaia	11816	ΕΛΛΑΔΑ (ELLADA)

The partnership was built on similar detected needs and potentials identified through questionnaires distributed to project partners during project preparations.

The partnership is composed of different profiles from different destinations (cities) where the development of an innovative participatory model requires involvement of stakeholders, children, private sector, media where building an

integrated partnership is fundamental. Project contributes not only to public administration but also to institutions in the field of development, private sector, civil society.

The project has foreseen an integrated top-down/bottom up approach so that the tourism sector will need to work together with local authorities, civil society and business sector to integrate new participatory methods and new services taking into consideration sustainable tourism development.

Project WONDER will enhance economic, social and territorial cohesion and the living conditions in ADRION region.

2.1.   WONDER objectives

The main overall objective of WONDER is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region thanks to child-friendly approach, aimed at improving the livability of cities and the touristic offer (governance, environment and service) through the development of new participatory methods.

This means that tourism sector needs to work jointly with local authorities, civil society and business sector to integrate new services for children. At the same time the attention must be paid to protection and enhancement of natural resources and cultural heritage within the framework of sustainable tourism development. A child-friendly destination needs to be safe, healthy, inclusive and not polluted and at the same time it needs to require the sustainable valorization and preservation of natural and cultural heritage while at the same time contributes to the competitiveness and attractiveness of the ADRION destinations involved.

Specific project objectives include:

1) Definition of new solutions and approaches for improving the child-friendliness of the touristic destinations in the ADRION area

2) Establishment of a Transnational Network of Child-Friendly Tourism Destinations

These objectives will raise awareness on children's needs and rights and it will increase knowledge through the organization of local events for stakeholders, public bodies and citizens on the benefits child friendly cities can bring. Also, one of the objectives is to change behavior of policy makers, local authorities and the private sector for increasing investments and policies in this sector by sharing project results, enlarging the network in the ADRION region and disseminating the new WONDER brand.

3. COMMUNICATION STRATEGY

Communication strategy will plan to achieve communication objectives in terms of both internal and external communications. It will define communication methodologies, target groups, strategic tools and practical actions that will be implemented.

This TCP aims to raise awareness on all target groups of the WONDER project.

The strategy will use different communication methods to convey messages and have a wider reach. It will also differ in communication style given the media used ranging from specialized reporting and announcements through press conferences, actions through transnational, regional and local dissemination events or easy communication via social media, understandable to a wide audience.

3.1. Communication objectives

Communication objectives of this TCP will help us guide each partner in contributing to a successful communication and integration of the project's goals.

The first communication objective for all partners is to agree upon and follow unified messages and ways of communication; it should not happen that different project partners allow discrepancies in communication of same goals.

The second communication objective refers to coordination of information; no partner should be lacking necessary crucial information for any kind of communication activity.

The third communication objective is to convey clear messages that are easily understandable to a wider audience and easily identified by different target groups; it should follow project's visuals and messages.

The fourth communication objective is for all partners to provide credible and objective information, not hiding it behind promotional sweet talks pointing out only positive results; this TCP should also be a strong tool for pointing out problems and what can be learned from addressing them.

The fifth communication objective should be to suggest proper behavior strongly supported by results in order to be persuasive and entice taking proper actions due to their benefits and advantages.

The sixth communication objective is for the information to be easily accessible through communication tools that will be used, which should also provide clear visibility of the project.

The final communication objective is to try enticing interaction between target audiences and project partners.

Specific communication objectives will be to:

- Raise awareness on children's needs and rights, both as children and citizens

- Increase knowledge on the benefits that child friendly cities can bring both in terms of livable cities and in terms of tourism destinations for children

- Change behavior of policy makers, local authorities and the private sector for increasing investments and policies in this sector by sharing project results, enlarging the ADRION region and disseminating the new wonder brand

- Take actions and include target audiences

- Measure and communicate results

3.2. Main messages

Key message to be communicated:

- WONDER will contribute to increasing attractiveness and competitiveness of destinations thanks to child-friendly approach

- Actions and strategies of WONDER will help destinations to become more child-friendly in terms of safety, health, inclusion, pollution and preservation of heritage

- WONDER will result in creation of Transnational Network of Child friendly destinations with long term benefits

- WONDER will enhance economic, social and territorial cohesion and living conditions in ADRION region

Other messages to be communicated:

- Creation of new tourist offers addressed to children and families through innovative participatory methods

- Actions of WONDER will include protection of natural resources and cultural heritage

3.3. Target audience

This TCP will target six main groups:

- General Public

- Tourism sector (private and public)
- Public Sector (Local authorities)
- Specialized civil society organizations and NGOs
- Educational institutions
- Media

General Public

- Locals (residents)
- Visitors (tourists)

Tourism Sector:

- Private stakeholders that create products and services within the destination (tourist agencies, DMC…)
- Public sector – local authorities responsible for creation of the tourist policy (Administrative department for Tourism, Tourist Board and office)

Public Sector

- Local authority in general as it can provide data, identify alternative solutions in space and make them possible through the policy/law/general urban plan changes, implementation of strategic documents, scenarios and pilot actions.

Specialized civil society organizations and NGO's

- Through their scope of work they will inform and educate their members about the project objectives and results

Educational institutions

- Educational institutions will be provided with all necessary info on project and will have direct impact on the general public by providing project info and results

Media

- Media will be used as a key factor to disseminate information to general public through publishing press releases and participating at press conferences and specialized media/publications will be used to reach specific target groups with purchase of promotional pages

4. COMMUNICATION TOOLS

WONDER will use different communication tools in order to reach a wider audience and in order to communicate specific messages to different target groups.

Designing of the catchy promotional materials is very important for a project involving children and tourism.

4.1. Visual identity - logo

Logo of WONDER project

The logo is the most important element of the visual identity. All project activities, all the material and events created/organised have to be branded with the project logo. The logo must consist of the following elements:

- The Programme logo;
- The project acronym;
- A visual element posed under the acronym with the colour of the Priority Axis to which the project belongs to.

Logo size and placement

Whenever possible, the logo should not be used in any smaller size of 12mm in height. On publications, the project logo has to be placed in a prominent position on the front (or in exceptional cases authorised by the Programme on the back cover).

Logo font

Trebuchet MS was chosen as the primary programme font because of its wide availability.

4.2. Poster

Poster

At the beginning of project implementation, each project partner has to place at least one poster of minimum size A3 at a location readily visible to the public, like the entrance area of a building in order to properly inform the public.

The poster has to comply with the regulatory requirements of the ADRION Programme and the Priority Axis 2 Environment. Required information on the poster consists of:

1) Project acronym
2) Title of the project
3) A short description of the project
4) Project budget
5) EU funding
6) Project duration
7) Name of institution
8) Contact person

9) Email address

The language of the poster is English. The poster cannot be replaced by interactive kiosk, TV, roll-up or banner since they are not considered to be displaying the information in the correct manner as required by the EU Regulation.

WONDER - Child friendly destinations

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

This project aims at increasing the liveability, attractiveness and competitiveness of the Adriatic and Ionian destinations thanks to a "child friendly" approach. A new sustainable and identifiable touristic offer addressed to children and families through an innovative partecipatory approach is the main project objective.

www.adrioninterreg.eu

Project budget in EUR	1.697.000,00
ERDF and IPA II funding in EUR	1.442.450,00
Project duration	01.02.2020 - 31.03.2022

Name of institution: Municipality of Fano
Contact: EU project management Unit
E-mail address: progettazioneuropea@comune.fano.pu.it

4.3. Flyer

Flyers will be used for the promotional purposes to be distributed during local events, posted around the city and delivered to cities' info points. These communication materials will be based on the pre-prepared products and requirements already provided by the Programme and it will be based on the visual identity of WONDER Network as defined in the WONDER toolkit. The overall amount to be printed is 5.000 flyers, which means that each partner will have 500 pieces.

4.4. Press conferences

Press conferences will be used to ensure proper visibility of the project, its actions and results. There will be 1 press conference in each project partner area - partners should agree on timings and topics for press conferences and if needed, participate or occur as speakers. There will be 10 press conferences in total.

Each partner will organize 1 press conference for the promotion of the project in the local, regional or national context. Even partners coming from the same country will have to organize different press conferences as there are going to cover different areas of the country. Partners who will organize and be the hosts of the transnational meeting or working group will organize a press conference at that occasion so that international partners can also take part in it. The first press conference is foreseen to be organized during the KoM in Fano.

4.5. Social media

Social media campaigning will help us reach an online community with a wide audience of the general public as well as targeted groups of specific interests. Upon creation of social media profiles on Facebook, Instagram and Twitter, all partners will be added as administrators and all partners will make an effort to reach as many users as possible.

The social media campaign will have #kidsonvacation and #WONDERdestination hashtags on Facebook, Instagram and Twitter. These platforms will be used to post

stories of their both good and bad experiences and issues they faced on holiday with kids, pictures of their holiday etc. This will be used as the direct collection of inputs from the civil society and it will be one of the first steps in promotion of the project. This data will be analyzed by partners communication managers in order to improve the services of the WONDER tourist destination.

4.6. Website

The main purpose of the website created on ADRION web platform is to provide easy access to information for the general public. The website will promote the project and its goals, contributing to better overall visibility. It will also promote results achieved in certain regions during the duration of the project, which will be information that every project partner should provide.

After the creation of the official WONDER brand and network, a WONDER cities website will be created and launched at the end of the project (it will be different form the project website provided by the programme but linked with it).

The WONDER cities website will provide descriptions of the cities involved in the network and their local agendas in order to highlight the characteristics that make them child friendly destinations. It will also contain specific sections dedicated to events and attractions for children. One section will be also dedicated to families and children's opinions – some experiences and testimonials about their holidays in WONDER city and also these families and children would, if they want, provide with some suggestions how to improve the destination or experience in the destination.

The website will be designed as a "Software Smart City Platform" and WONDER platform will guarantee constant interconnections with the contents of the QNeST and TRANSFER project website/platform.

Also, each partner should put basic project information on their respective websites.

4.7. Videos

Videos contain of:

- **Project promotional video**
  This is one overall video of the project's actions, stakeholders, events and project results to be shown during the last month of the project for the promotional purposes. It would be good to contain "the best moments" of the project and its development including children's involvement moments and working groups. This video needs to be subtitled in English.
  Quantity: 1

- WONDER promotional video
  One promotional video will be recorded at the beginning of the project. It will contain children's interviews about their ideal holidays and also the images and videos of the cities that are WONDER destinations. This video will be subtitled in all partners' languages, it will be displayed at the final international event in Cervia and of course, it will be displayed on social media and the project website.
  Quanty: 1 with 6 alterations of the partners' languages

4.8 Communication kit

Communication toolkit will contain all graphic materials and visual identity both of the ADRION programme of the WONDER network that partners can use for communication and dissemination purposes. Toolkit will be delivered in English and translated to partner languages.

4.9 Banner

One banner will be created to use it as the online promotional tool on different web sites and online channels. It will be part of the partners' websites and also on the websites for the promotions of the tourist destinations within WONDER project. This banner will be based on the pre-prepared products and requirements from the ADRION programme.

4.10 Specialized magazines

Each partner will identify magazines and newspapers, different journals that promote tourist destinations and children attractions or any other topics that are in line with the project and its target groups.

After the identification of the specific media, each partner will buy advertising space and communicate the project's pilot actions on local level. 2 advertisements per partner is required.

5. ACTIVITIES

Activity title/number	Deliverable title/number	Deliverable description	Target	Role of the PPs
Activity C.1 Start-up activities including communication strategy and website	C.1.1 Transnational communication plan	The transnational plan will present communication methodology, target groups to be address, stakeholders to involve, useful tools and practical actions to be implemented	1	DURA
Activity C.1 Start-up activities including communication strategy and website	C.1.2 Local communication plans	Guidelines and actions identified in the transnational plan will be elaborated by every partner, which will elaborate a local communication plan, which will be adapted to each local/regional context, to the specific target groups and stakeholders, and in which the local actions that will be implemented by each partner will be defined	10	ALL PPs
Activity C.1 Start-up activities including communication strategy and website	C.1.3 Press conferences	Each partner will organize 1 press conference for the promotion of the project in the local, regional or national context. Partners in which a transnational meeting and/or working group is foreseen will organize the press conference in that occasion, so that also international partners can take part to it.	10	ALL PPs

Activity C.1 Start-up activities including communication strategy and website	C.1.4 Stakeholders list	Every partner will draw up a list of possible stakeholders which could be interested in participating both to project activities and events and/or to project's results as future partners or collaborators of WONDER network.	13	ALL PPs
Activity C.2 Public Event(s)	C.2.1 Local promotional events	During the whole project lifetime, every partner at local level will organize events for the promotion of project activities, in particular, events will be organized for the promotion of local WONDER Agendas (at least 2 local events per partner).	20	ALL PPs
Activity C.2 Public Event(s)	C.2.2 Participation to clustering initiatives	In addition to events directly organized by partners, they will also participate to local and/or national initiatives on topics of interest. Each partner will participate to at least 1 clustering event or initiative. At the end of each single participation to clustering initiatives, participating PPs will release a repor describing how they were involved.	10	ALL PPs
Activity C.2 Public Event(s)	C.2.3 Final event in Cervia	Together with the final project meeting, a final transnational promotional event will be organized in Cervia (Italy).	1	Municipality of Cervia
Activity C.3 Promotional material	C.3.1 Posters and flyers	DURA will coordinate the PPs in printing phase and for the use of posters and flyers for promotional purposes, to distribute during local events, post around the city and deliver to cities info points. 500 pieces in total per partner are foreseen.	5000	DURA and FANO
Activity C.3 Promotional material	C.3.2 Banner	FANO will create the online banner to use for the promotion on different websites and online channels, both on partners' websites and also on websites for the promotion of tourist destinations or still children addressed websites.	1	DURA and FANO

Activity		Description		
Activity C.3 Promotional material	C.3.3 Purchase of promotional pages on specialized magazines	Partners will identify magazines and journals promoting tourist destinations, children attractions, or any kind of magazine on topics coherent with the project and with a target of readers who might be interested in project activities. On these magazines partners will buy advertising spaces in which they will promote pilot actions at local lever and/or the WONDER brand and network. 2 advertisings per partner.	20	ALL PPs
Activity C.3 Promotional material	C.3.4 WONDER Communication Toolkit	Partners will be provided with a Communication Toolkit, which will be distributed within the broader WONDER Toolkit in A.T2.1. Communication Toolkit will contain all the graphic materials and visual identity both of the ADRION programme and of the WONDER network, that partners can use for communication and dissemination purposes. It will be deliveed in English and translated in the partners' languages.	7	ALL PPs
Activity C.4 Digital activities including social media and multimedia	C.4.1 Social media campaign	The social media campaign #kidsonvacation #WONDERdestination will be launched on the main social channels including Facebook, Instagram and Twitter. People will post stories of their bad or good experiences, problems they faced on holiday with kids, pictures of children on holiday, etc	1	DURA

Activity C.4 Digital activities including social media and multimedia	C.4.2 WONDER destinations website	After the creation of the official WONDER brand and network, a WONDER cities website will be created and launched at the end of the project (it will be different from the project website provided by the programme but linked with it). The WONDER cities website will contain descriptions of the cities involved in the network and their local agendas in order to highlight the characteristics that make them define child friendly cities	1	DURA
Activity C.4 Digital activities including social media and multimedia	C.4.3 Project promotional video	One video will collect and record project's roadmap, steps and events and it will be used for dissemination on social media and will be showed during the last months' events for promoting the project and its results. It will contain the "best moments" of the project, its development and its results, including children's involvement moments and working groups. The project promotional video will contain displayed sentences in english to explain the moments showed.	1	ALL PPs
Activity C.4 Digital activities including social media and multimedia	C.4.4 WONDER promotional video	Another video will be used as commercial for the promotion of the network and WONDER brand. The spot will collect children's interviews on their ideal holiday and, alongside their answers, images and videos of WONDER destinations will be showed. This video will be subtitled in all partners 6 different languages.	1	ALL PPs

5.1. Events

In addition to communication tools described above, the project will be promoted through events that will target specialized public, interest groups and media through local promotional events.

Every partner will organize events for promotion of project activities that will include direct involvement of children through schools that will be invited. Other promotional events on local levels, in order to promote Pilot actions, will include local authorities, policy makers, entrepreneurs, interest groups and others.

Quantity: 2 local events per partner

Participation to clustering events

Beside the events that will be organized by partners, everyone will also participate to local and/or national initiatives. These initiatives will cover the topics of prohect interest – tourism or children fairs, festivals, workshops, presentations etc.

This will be the occasion for networking and possibly in the future for clustering with other stakeholders and initiatives. Each partner will participate in at least 1 clustering event or initiative. Upon completion of attendance of the event or initiative, each partner will submit a report describing how they were involved, what were the activities done (presentation, networking, etc.) and what were the target groups reached in the mentioned occasion. Project activities and results will be shared with similar projects implemented in the ADRION program.

These events and/or initiatives will be named and described in local communication plans that each partner needs to deliver.

6. INTERNAL COMMUNICATION

Good internal communication will be a base for external communication and coordination of all tools and activities presented in this TCP. It will be of great importance for reciprocal learning i.e. sharing different experiences and knowledge between all partners.

Moreover, it will be crucial for learning from obstacles or pitfalls others faced and finding the best ways to overcome them. It will also be an amazing tool to share all the good and successful ideas.

A good collaboration system needs to be defined - regular email correspondence with all partners involved should be usual, WhatsApp chat groups can be created for quick questions/actions/reminders and Skype or Zoom conference calls should be used whenever needed for discussing hot issues that need immediate attention or action.

Each project partner will have a key role in increasing impact and visibility of the project meaning that everyone should contribute and the communication should be a two way street. Workflow and reporting systems have to be defined and they should be founded on information about the project's objectives, processes and results, EU communication obligations and specificities of each partner. All communication should be timely and information should be easily accessible.

All project partners are expected to handle email communication in a respectful and timely manner with a maximum of 5 days between replies.

7. EXTERNAL COMMUNICATION

External communication will be mostly related to social media, as mentioned in the section 4.5. It is concluded that communication should be carried out via 3 most important social networks: Facebook, Instagram and Twitter. This section will review each of these networks in order to make the communication more effective and successful.

Each project partner is expected to regularly post and/or contribute information for social media posts. It is important to grow organic traffic by publishing project

topic related content and engaging target audiences in a meaningful conversation regarding child-friendly destinations.

The main language for publishing posts is English. Project partners may also use translations to their language but always below the original text in English.

Content management rules:

- Each project partner is to appoint 1 person who will be responsible for social media and who will be added as an editor
- Each project partner will be responsible for posting or delivering content for posting at least 2 times per month
- Each project partner is expected to follow project topic related questions in their destination and deliver news related to the project in any form
- Project partners are encouraged to deliver as much as photo materials with rights to use on social networks

Hashtags - general rules

- The following hashtags **have to be used** with each post on all social media accounts by all partners:

#kidsonvacation #WONDERdestination

- Partners may also add the following hashtags when posting to social media:

#WONDERproject #childfriendly #childfriendlydestinations #InterregADRION

- Each project partner can also add hashtags pertaining to their destination.

Facebook

A public Facebook page will be created under the name Wonder Project. It will have a profile picture in size 170x170 pixels, which will be the project's logo. It will also have a cover photo in size 820x312 pixels which will at first be the project's logo but later can be substituted by banner or other visuals which will be

created. It will have a shorter and longer description of the project and all necessary information.

Facebook posts should be well structured, informative and entice engagement. This network allows upload of lots of photos and allows a lot of text. If adding translations to your posts, Facebook is the main network to focus. Facebook stories can also be used as an innovative and fun way of conveying messages and engaging the audience.

Tips for Facebook content management:

• try to be active on a weekly basis

• subscribe to many accounts dealing with your project's issues or geographical area, the more you follow, the more you are followed

• be active on the pages you subscribed to by linking, sharing and commenting posts

• encourage other colleagues from the organisation to join the conversation

• mention (and tag) people and pages in your posts

• always illustrate your post with media content

• use Facebook manager to schedule and manage posts

• try to respond to all messages and comments, even the negative ones

Best days/times to post on Facebook:

- The best times to post are Wednesday at 11 am and 1 pm
- The overall best day is Wednesday
- The most consistent engagement on weekdays is from 9 am–3 pm.
- The worst day is Sunday, with the least amount of engagement.
- The lowest engagement is during early mornings and evenings before 7 am and after 5 pm each day

Instagram

A public Instagram profile will be created under the name Wonder Project. It will have a profile picture in size 110x110 pixels, which will be the project's logo. It will have a clear description sentence fitting in 150 characters.

Instagram posts are more about photos than text, so good photos will be the essence of this profile. The accompanying text should be shorter, with a link to source or more information via website, internet article or Facebook post. It is highly encouraged to use as many hashtags when posting to Instagram. Instagram stories can also be used as an innovative and fun way of conveying messages and engaging the audience.

Tips for Instagram content management:

• try to be active on a weekly basis

• post photos of accurate sizes: landscape 1080 x 566 pixels, portrait 1080 x 1350 pixels, square 1080 x 1080 pixels

• follow as many accounts dealing with your project's issues or geographical area, the more you follow, the more you are followed

• follow local and national journalists and press pages

• be active on the pages you followed by linking, re-posting and commenting posts

• mention (and tag) people and pages in your posts

• try to respond to all messages and comments, even the negative ones

Best times to post on Instagram:

- Sunday: 10:00 a.m. to 2:00 p.m.
- Monday: 11:00 a.m. to 5:00 p.m.
- Tuesday: 5:00 a.m., 9:00 a.m. to 6:00 p.m.
- Wednesday: 5:00 a.m.,11:00 a.m. and 3:00 p.m.
- Thursday: 5:00 a.m., 11:00 a.m. and 3:00 to 4:00 p.m.
- Friday: 5:00 a.m., 9:00 a.m. to 4:00 p.m.
- Saturday: 11:00 a.m.

Twitter

A public Twitter profile will be created under the name Wonder Project. It will have a profile picture in size 400x400 pixels, which will be the project's logo. It will also have a header image in size 1500x500 pixels which will at first be the project's logo but later can be substituted by banner or other visuals which will be created. It will have a short description of the project and contact information.

Twitter posts should be short and informative as the idea behind this network is quick information flow. This network allows a small amount of text, only 280 characters per tweet. This is a very active community with a lot of professionals, policy makers and journalists.

Tips for Twitter content management:

• Include media content (pictures/video)

• Follow other accounts dealing with our project's or similar issues

• Follow partner regions, policy-makers and local and regional press accounts

• Encourage your colleagues to join the conversation and use WONDER hashtags and in their tweets

• Retweet interesting topics related to the project

Best days/times to post on Twitter:

- Best times: Wednesday and Friday at 9 a.m.
- Best days: Wednesday and Friday
- Worst day: Saturday

WONDER

8. TIMELINE OF ACTIVITIES

Project partners are obliged to follow the respective timeline:

DELIVERABLE	QUANTITY	2020		2021												2022												DEADLINE
		11	12	1	2	3	4	5	6	7	8	9	#	#	#	1	2	3	4	5	6	7	8	9	10	11	12	
Transnational Communication Plan	1	x	x																									31.12.2020.
Local Communication Plan	1	x	x																									31.12.2020.
Poster	5000	x	x	x	x	x																						31.03.2021.
Flyer	5000	x	x	x	x	x																						31.03.2021.
Banners	2	x	x	x	x	x																						31.03.2021.
Purchase of promotional pages on specialized magazines	2				x	x	x	x	x	x	x	x	x	x	x	x	x											30.03.2022.
Communication Toolkit	1				x	x	x	x	x	x	x	x	x	x	x	x	x											30.03.2022.
Facebook	1	x	x	x	x	x	x	x	x	x	x	x																30.09.2021.
Instagram	1	x	x	x	x	x	x	x	x	x	x	x																30.09.2021.
Twitter	1	x	x	x	x	x	x	x	x	x	x	x																30.09.2021.
Press conferences																													
Website																													
Video																													
Workshops																													
Events																													

9. EVALUATION

Performance of all communication tools and activities and their success will be monitored through specific indicators:

INDICATOR	TARGET VALUE		
	YEAR 1	YEAR 2	FINAL
Transnational Communication Plan	1	0	1
Local Communication Plan	10	0	10
Poster	0	250	2500
Flyer	0	250	2500
Banner	1	0	1
Purchase of promotional pages on specialized magazines	0	20	20
WONDER Communication Toolkit	0	7	7
Facebook posts	48	48	100
Facebook page fans	80	100	200
Instagram posts	48	48	100
Instagram followers	50	70	150
Tweets	48	48	100
Twitter followers	50	50	100
Press conferences	0	10	10
Website	0	1	1
Project promotional video	0	1	1
WONDER promotional video	0	7	7
Workshops	1	1	2
Local promotional events	0	20	20

NOTES