

Communication Strategy 2024/2028

Milestone



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Introduction

This Communication Strategy arises from the need to have a strategic planning instrument that specifies the basic framework with which to carry out internal and external dissemination activities that make known the results and actions generated by STARS EU –made up of nine complementary universities– in society, in addition to ensuring that they reach the appropriate audience and have a positive impact in the different areas of the European Union (EU).

It is conceived as a comprehensive document that plays a critical role in the success of the project, which is why it is committed to the implementation of a holistic strategy that involves a wide variety of actors and communication channels. Through a solid and ongoing dissemination program, we seek to share knowledge, foster collaboration and promote good practices to achieve a significant impact on higher education in Europe, as well as contribute to its continuous improvement.

This plan, quadrennial in nature, clearly specifies the basic (short and medium-term) objectives to be met, the messages that need to be created, the possible actions to be developed and the types of priority audiences, as well as an orderly planning of resources, both materials and humans, to try to optimize them. With all this, what is intended is to set the correct course for STARS EU, but with a more operational than generalist vision, essential to position it in society and the field of knowledge, innovation and European higher education.

1. STARS EU

STARS EU is an alliance formed by nine complementary universities whose mission is to create a European University based on innovative, flexible, diverse and challenge-based educational and research systems. A university empowered to train a new generation of students capable of facing a future led by monitored and digitalized labor markets, and a changing and turbulent reality.

An uncertain future that can be faced with the transformation of existing educational programs, the incorporation of European values, the use of innovative pedagogical approaches, the use of infrastructure, human capital and the development of interregional collaboration synergies that accelerate the green and digital transition. A commitment to a more equal and sustainable society and world.

In order to advance and innovate, STARS EU focuses its efforts and talent on priority areas such as the circular economy, energy transition, digital transformation, creative arts and industries, healthy aging, living spaces or entrepreneurship and innovation. The organization of these Thematic Interest Groups (TIGs) plays a determining role in the creation of knowledge, creation of innovative products and public and private services. A process that will include researchers, professors, students, local business people and local governments, as well as opinion leaders.

The nine universities that make up STARS EU are willing to learn from each other to enhance the quality of education and research, and to help strengthen Europe, with the conviction that it is possible to make progress towards the set objectives. Only in this way can we influence the current world and address the challenges that 21st-century society is facing. By sharing their knowledge and ideas, the alliance empowers individuals to learn, grow, and expand their world.

The member universities are connected and maintain their commitment to working with local and regional partners to contribute to a real positive change. It is a shared desire, equally, to build universities without barriers: academic centers without walls that look to the outside world and can generate a greater social impact in education and research.

E ***DU*** ***CATION WITHOUT BARRIERS.*** ***UNIVERSITIES WITHOUT WALLS***

STARS EU partners

Hanze University of Applied Sciences (The Netherlands)

University of La Laguna (Spain)

Polytechnic Institute of Bragança (Portugal)

Bremen University of Applied Sciences (Germany)

Silesian University in Opava (Czechia)

University West (Sweden)

Cracow University of Technology (Poland)

University of Franche-Comté (France)

Aleksandër Moisiu University of Durrës (Albania)

The alliance shares knowledge and ideas to prepare individuals to learn, grow, and expand their world. To achieve this, it has academic personnel from various disciplines and universities, organized into seven Thematic Interest Groups, which could be expanded in the near future to delve into research contributing to the improvement of society.

“We offer world-class education and research, collaboration on a local and international scale and accelerate regional transformation”

STARS EU Thematic Interest Groups (TIGs)

Arts and Creative Industries, led by Polytechnic Institute of Bragança

Digital Transformation, co-led by Hanze University of Applied Sciences

Entrepreneurship and Innovation, led by Silesian University in Opava and co-led by Hanze University of Applied Sciences

Energy Transition, led by la University of La Laguna and co-led by Cracow University of Technology

Healthy Ageing, led by Hanze University of Applied Sciences and co-led by University of La Laguna

Circular Economy, led by Polytechnic Institute of Bragança and co-led by Cracow University of Technology

Living Spaces, led by Bremen University of Applied Sciences and co-led by Bremen University of Applied Sciences

STARS EU seeks to promote, by all means, the exchange of ideas and individuals who contribute their dedication and talent, both in the field of research and in the teaching domain. It is a fact that innovation is becoming increasingly necessary in all areas, and in the university setting, it is a challenge that must be faced through collaboration, the great driver of this change.

The nine universities that make up this new alliance, which is now embarking on its journey, are firmly committed to:

- International exchange
- Challenge-based education
- Microcredentials (validation of learning outcomes through short training periods)
- Strategies that promote education without barriers

2. Scope of action

STARS EU becomes part of a commitment to the transnational, innovative and unique educational offer that the European Union (EU) launched in 2017 under the umbrella of the Erasmus + call. Currently, there are 50 existing alliances of European universities, around which more than 430 higher education institutions from 35 countries are brought together. All EU member states participate in these alliances, along with Iceland, Norway, Albania, Montenegro, North Macedonia, Serbia, Bosnia, Herzegovina and Turkey.

The new collaborations between European universities bring together a new generation of citizens who will have the great advantage of studying and integrating into the labor market in multiple nations on the continent, using various languages and participating in different sectors and academic disciplines. These alliances enable students to obtain a degree by combining their studies in different European countries, thereby strengthening the international competitiveness of higher education institutions in Europe.

A more competitive, innovative, flexible and multicultural context that opens new doors and interesting opportunities and possibilities - both to academic centers and to the students themselves and to society in general - and which by mid-2024 could add 10 more alliances, which would mean the integration of 500 universities into the new and ambitious European Education Area.



***STARS EU JOINS THE 50
UNIVERSITY ALLIANCES OF THE
EUROPEAN EDUCATION AREA***

3. Analysis of the situation

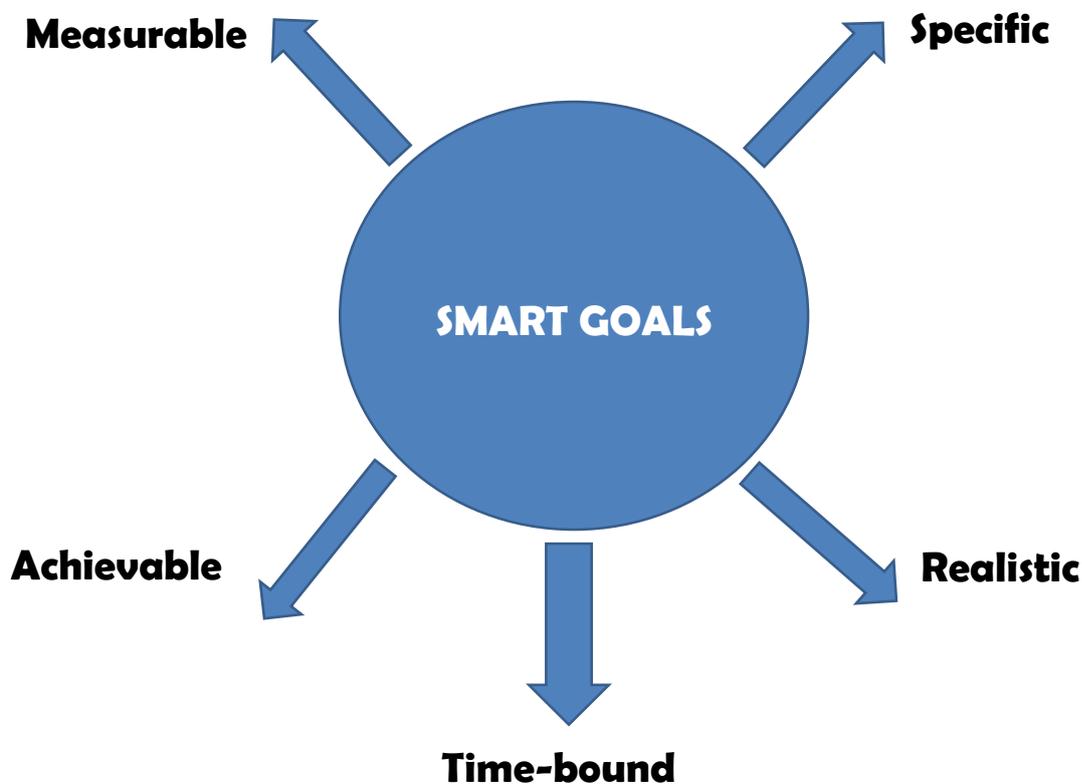
STARS EU begins its journey as a new alliance of universities in a European context in which 50 associations of this type currently coexist. These are some of the advantages and disadvantages in this area:

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none"> -Flexibility and adaptability in production processes -Modern approach to education, research and management -Motivated academic team: initial enthusiasm and desire to undertake -Different professional profiles: multidisciplinary team 	<ul style="list-style-type: none"> -Ignorance of the existence of the association on the part of the public and society -Difficulty getting media coverage -Possible lack of coordination in internal and external communication processes -Different ways of working that can slow down actions and projects -Administrative processes in development
	Opportunities	Threats
External	<ul style="list-style-type: none"> -Attraction of academic and research talent -Modern and fresh image projection that is attractive and different -Project acquisition -Incorporation of new and interesting initiatives 	<ul style="list-style-type: none"> -Competition from other established university alliances -Development and expansion in a turbulent and changing context -Inadaptation to a new way of operating

4. Goals

The communication objectives set out in this document are intended to be, above all, practical, and to be in line with the general lines of the actions to be undertaken. It is important to keep in mind that they must have sufficient relevance to obtain the initial generic goal set by STARS EU: the achievement of a new university that is committed to the renewal of educational models that prepare new generations to face the future.

For this reason, and in order to be able to evaluate the significance and impact of the dissemination actions that are promoted, these objectives must be specific, measurable, realistic and achievable, in this case, in a short-medium period (four years), and correspond with concrete, visible and useful actions.



4.1 Strategic and specific objectives

1. Strategic objectives

Achieve visibility for STARS
EU

Specific objectives

1. Create brand awareness. Make part of the target audience aware of the existence of the association.
2. Encourage active participation in SM.
3. Reach media coverage. Mentions in important media.
4. Improve search engine position: define relevant keywords.
5. Organize and participate in notable events.

2. Strategic objectives

Coordinate, synchronize
and enhance internal
communication

Specific objectives

1. Take advantage of existing communication channels to attract the attention of staff.
2. Designate the roles and tasks of the people who make up the communication structure.
3. Define the methods, tools and processes that promote fluid and effective communication between internal audiences.
4. Strengthen communication between associated centers.
5. Promote new and effective resources that adapt to the demands of internal audiences.
6. Adapt communication channels and messages.

3. Strategic objectives

Promote external communication

Specific objectives

1. Share knowledge. Communicate and disseminate advances, research and projects to the academic community, public and other relevant target groups.
2. Organize a communication structure that responds to the challenges proposed by STARS EU. Use of STAR offices as bidirectional channels for the flow of information.
3. Maintain a fluid and productive relationship with the media, both in strengthening the brand and in mitigating possible crisis situations.

4. Strategic objectives

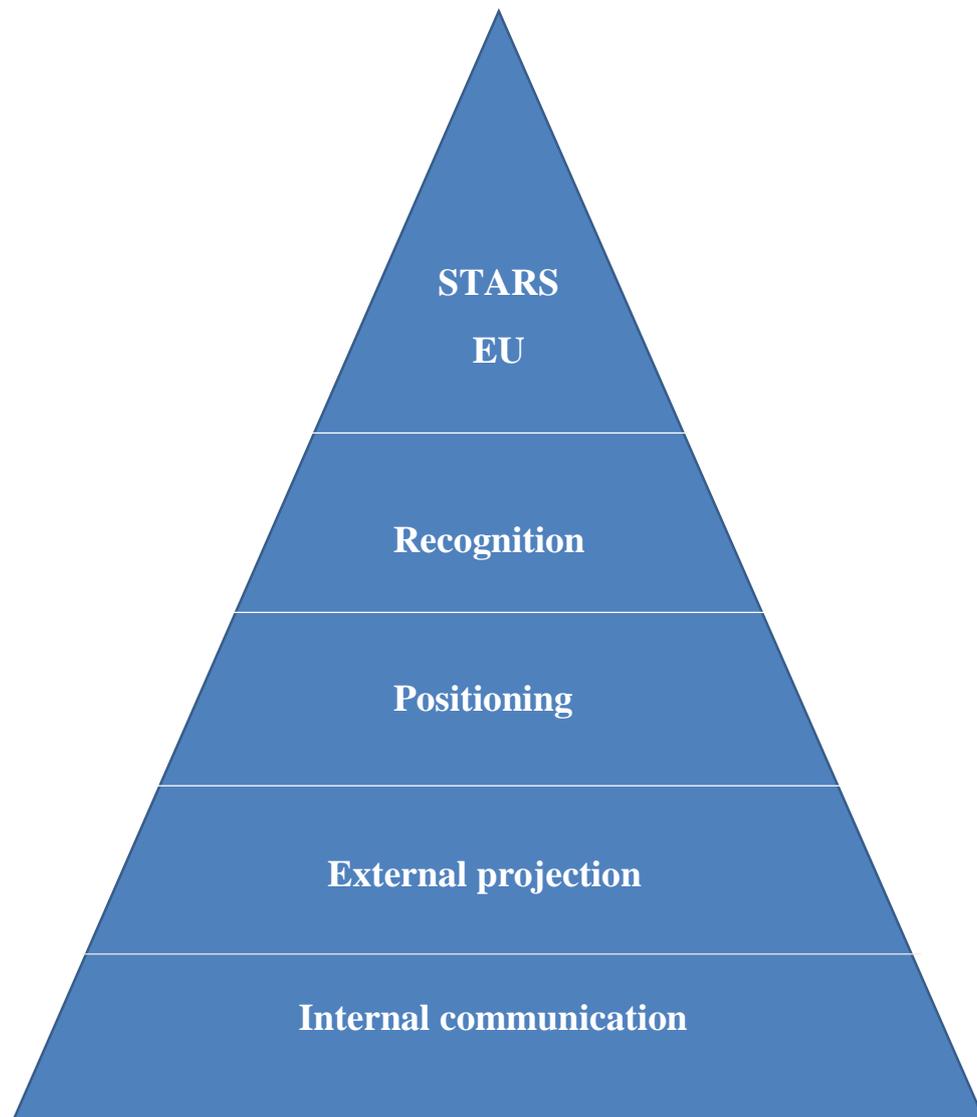
Foster the spirit of STARS EU

Specific objectives

1. Share European values. Project the mission, values and STARS EU essence.
2. Promote collaboration between universities, researchers and other interested parties in the field of higher education. Provide feedback.
3. Involve regional and local actors, companies and institutions.
4. Influence the formulation of educational policies in Europe through the dissemination of recommendations based on research (ongoing projects).

STARS EU must nourish and consolidate its tools and methods in the best possible way, as well as distribute the assignment of tasks and designate those responsible for coordinating internal communication tasks to develop a valid, effective and truly capable external communication policy. to transmit the mission and values of the association to today's society.

Without strengthening internal communication, it is not possible to deploy an effective external communication strategy that positions STARS EU as one of the university alliances that supports educational systems supported by innovation, flexible, diverse and in line with equality policies, educational equity and sustainable development.



5. Message

Both the institutional message and the style when communicating are strategic tools that directly impact the perception, connection and relationships that STARS EU establishes with its target audience. For this reason, the effective management of both will contribute to the institution achieving, in the long term, success and recognition by its audiences.

Without ceasing to be foreign to the spirit and values of the institution, which must always be present, the message emanated and the communication style of STARS EU must meet a series of requirements that favor the achievement of a professional, serious and solid image, that captures the public's attention.

-A clear and coherent message conveys the identity, values and objectives of the organization, and helps build and maintain a positive reputation by effectively communicating the mission and vision of the institution.

-A well-structured message oriented to the target audience to facilitate emotional connection: people become more involved when they understand and identify with the purpose of the institution.

-An effective message is crucial in managing crisis situations to control the situation and minimize the negative impact on the brand's reputation.

-A transparent, clear and honest message fosters credibility, shows the responsibility of the organization and transmits trust (Art.17, in accordance to EU rules) which can be referred in the annex included at the end of this document.

Official slogan



***Reach for the Stars.
Transforming regions.
Empowering people.***

5.1 Relevance of focus

The relevance of an institution's message can significantly be depending on the focus given to it. The institutional message is the cornerstone of an organization's communication and, depending on how it is designed and presented, it can have different impacts and repercussions.

STARS EU's approach must be an innovative approach, highlighting sustainable and ethical practices, establishing goals and objectives, and being able to communicate the long-term vision of the organization. A well-articulated strategic message that guides the actions of the institution and aligns all members towards a common purpose.

It must be considered that the institutional message is the public face of the organization. If strategic communication is supported with a clear and convincing message, it will attract the public, talent and other stakeholders.

A coherent and attractive brand message will help differentiate the institution and build an emotional connection with different audiences, but also with the STARS EU community. Emphasizing the importance of their contribution gives them a clear purpose, fosters a sense of belonging, and increases their motivation.

T ***HE STARS EU MESSAGE MUST DEFINE YOUR
IDENTITY, VALUES AND PERSONALITY. ONLY
IN THIS WAY CAN IT BECOME A CATALYST
FOR THE SUCCESS AND SUSTAINABILITY OF THE
ORGANIZATION IN THE LONG TERM***

5.2 Communication style

Creativity and innovation in the way of communicating can become competitive advantages over other alliances. STARS EU must opt for its own, defined and cohesive style that reflects the personality of the organization. The use of a consistent and authentic style contributes to the construction of a solid identity, something that is perceived by the public and contributes to the positioning and strengthening of the brand.

It is important to keep in mind that naturalness in the style of communicating reinforces the perception of transparency and strengthens the trust of audiences. Therefore, it is very important to consider what information (stories) to tell and how to tell it. Depending on who we are addressing, adapting the style is essential when it comes to attracting the interest of a potential audience. Publishing a post about a research project for an audience specialized in the area is not the same as publishing it for a generic audience that, in all likelihood, does not master or know the technicalities used in that scientific jargon.

For this reason, messages must be tested and refined as necessary to adapt to different types of target audiences and ensure that they reach, are attractive, effective and understandable. The way information is presented can affect public receptiveness.

STARS EU MESSAGE

Professionalism

Adaptability

Emotional connection

Transparency

Authenticity

6. Target audiences

The identification of the target audience is a fundamental step that directly influences the success and effectiveness of the initiatives that STARS EU launches, mainly due to:

- The relevance of the message, which must be adapted to the type of audience it is addressed to. A connection must be generated with the target audience to be more effective.
- The strategies used and the campaigns, which must be personalized, according to the specific segment they are aimed at (students, teachers, society).
- The contemplation of the needs, demands and preferences of the target audience, very useful in the innovative actions undertaken.
- The need to know exactly who you want to reach so that the brand is positioned consistently and can consolidate a positive image.
- The choice of communication channels, the chosen format or the style, affect the reception of the message by the audience.
- Knowledge of the characteristics and behavior of the target audience allows us to develop more effective loyalty strategies.

Target audiences

- **Universities and research centers**
- **Faculty and academic staff**
- **Student body**
- **Those responsible for educational policies**
- **Media and public**
- **Regional stakeholder (government, businesses, etc.)**
- **Alumni (former students)**

7. Communication strategy

As mentioned in section 4 (Goals), the communication strategy of STARS EU is based on clear (SMART) objectives for the institution in terms of growth, academic excellence, values that are aimed to the target audience, already specified.

The communication plan of STARS EU plays a critical role in the success of the project, so this is necessary the implementation of a comprehensive strategy that involves various stakeholders and communication channels. Through a robust dissemination strategy, the aim is to share knowledge, foster collaboration, and promote best practices to achieve a significant impact on higher education in Europe and contribute to its continuous improvement.

This is a coordinated and cohesive strategy under common guiding principles, where own resources (specified in section 9) and joint efforts will be optimized to achieve the necessary effectiveness and efficiency for implementing actions linked to the established initial objectives.

The STARS EU strategy emphasizes both digital communication – the development of social media platforms and generic and specific digital contents – and the dissemination of information and advertising in traditional media (offline communication). Both serve as two fundamental pillars complemented by Public Relations (PR) actions: events, meetings, and activities aimed at both a general and specialized audience.



7.1 External communication

STARS EU is aware that an effective external communication plan is a strategic tool that influences how the institution is perceived, strengthens relationships, and contributes to the achievement of short-term and long-term goals. All of this occurs in a competitive and dynamic environment where it is essential to adapt and redirect actions if they do not lead to the expected results.

The following are proposed actions (many of them included in section 8) to be implemented in the coming years.

Communication office and Public Relations

-Proposal of periodic publications on research by Thematic Interest Groups (TIGs).

-Publish research reports, academic articles and good practice guides based on the project results.

-Collaboration with educational influencers. Collaborate with prominent educators, subject matter experts, and influential educational personalities to increase the institution's visibility.

-Work hand in hand with media specialized in education and European affairs to promote the project.

-Prepare press releases and offer interviews with project leaders.

-Establish agreed spaces (reports) in local media with which to publicize the most notable and curious (peculiar) aspects, as well as the different progress of the project.

-Determine the creation and establishment of institutional campaigns with which to inform about the different phases and progress of the project

(campaigns in outdoor advertising through the installation of posters, banners or brochures), as well as in different digital spaces and offline and online media.

-Develop a press kit tailored to different target audiences, reflecting the spirit, vision, and challenges of the alliance.

-Create a schedule for regular meetings with media outlets and specialized journalists to encourage collaboration and foster feedback.

-Build relationships with opinion leaders who can influence the perception of the alliance and contribute to strengthening the brand image (Annexe 2).

-Have a team of spokespersons, professors, and researchers from the alliance to disseminate research and participate in media interventions.

-Organize timely and well-planned promotional campaigns: launch, etc.

-Project development.

-Testimonials and success stories: Compile testimonials from students, professors and staff highlighting positive experiences in the institution. Use success stories to illustrate the positive impact of the provided education.

Events and meetings

-Organize seminars and conferences in various European cities to present findings, research and good practices of the project.

-Invite experts and representatives from universities and governments to discuss the implementation of results.

-Community engagement programs. Establish programs that involve the community, such as talks, workshops, and cultural events. Collaborate with local organizations to strengthen connections and presence in the community.

-Hold meetings between the students of each university to involve students and publicize the STARS EU *on site*.

-Organize an annual networking event among researchers from different projects and give it external visibility.

-Monitoring and feedback: Implement mechanisms to collect feedback from students, professors and staff. Use data analysis and surveys to assess the effectiveness of communication initiatives and adjust the strategy as needed.

Social networks and online communication

-Project online platform. Development of a website that includes news, downloadable resources such as podcasts, reports, videos and microvideos. Create and maintain an informative and user-friendly institutional website, an active website that is fed with content periodically, coordinated in a centralized manner and in accordance with a defined and unified style.

-Encourage the participation of the academic community through online discussions and forums.

-Development of key messages. Create messages targeted at different audiences that reflect the institution's mission, vision, and values, in line with the original main slogan: *Reach for the Stars. Transforming regions. Empowering people.* (Annex 2). Highlight unique aspects and competitive strengths that differentiate the institution.

-Communication platforms. Utilize social media to promote events, academic achievements, and community participation. Establish a regular electronic newsletter to keep stakeholders informed.

-Media Relations. Develop strong relationships with local and educational media. Prepare press releases for important events, academic achievements, and institutional announcements.

-Maintain an active presence on social networks to share news, research and events related to the project.

- Maintain a message tailored to each social media platform, addressing both the academic community and the public and society. Online sessions.
- Create tutorials tailored to different audiences (academic, general) to explain the functioning and education opportunities offered by the alliance.
- Organize awareness campaigns on social media to showcase the research projects of the alliance: one-on-one stories.

7.2 Internal communication

Strengthening internal communication in a new organization such as STARS EU is crucial to foster collaboration, efficiency, and a sense of belonging. It is also essential for achieving effective external communication and greater social projection and recognition. Below are some proposed actions to be implemented:

- Develop a strategy to enhance the use of STARS offices as centralized hubs and channels for the flow of information.
- Form and coordinate work teams to promote a sense of belonging and brand awareness among administrative staff, faculty, and students.
- Create accessible promotional materials for students and professors.
- Promote forums among researchers and students to raise awareness of the alliance.
- Establish a centralized platform. Implement a digital platform or intranet where employees can easily access relevant information, documents, internal policies, and news from the alliance.

- Implement an internal newsletter. Create a periodic internal bulletin highlighting the achievements of STARS EU, important updates, and news.
- Organize regular meetings to report on progress, share goals, and address concerns, either in-person or online.
- Discussion groups and forums. Create online spaces where employees can participate in discussions, ask questions, and share ideas, thus fostering interaction and collaboration.
- Effective communication training. Provide training in communication skills.
- Conduct periodic surveys to assess the effectiveness of internal communication and gather improvement suggestions.
- Organize social events, informal meetings, or celebrations to strengthen relationships among employees and create a more relaxed atmosphere.
- Use bulletin boards, both in the office and on the digital platform, to display key information, important reminders, and notable achievements of the alliance.
- Enhance the use of online collaborative tools such as Google Workspace, Microsoft Teams, or Slack to facilitate instant communication and information exchange.

8. Actions shcedule

The dissemination and communication activities (in general) outlined in the following schedule have been planned to be carried out from the first quarter of 2024 until the end of 2028, subject to subsequent adaptations or changes as needed, and in accordance with the development of the Communication and Dissemination Plan stipulated by STARS EU for the period 2024/2028.

2024/2025

Main actions	First quarter January/March	Second quarter April/June	Third quarter July/September	Fourth quarter October/December
1. Define the internal communication. Establish processes and internal working methods. Assignment of tasks and definition of roles at each of the universities				
2. Update and review the website and assign responsibilities to each member				
3. Determine the guidelines for the creation and dissemination of content: topics, frequency, audiences, channels...				
4. Study the way to promote the use of STARS offices to ensure coordination of internal and external communication				
5. Creation and design of a launch campaign for the alliance: internal and external communication				
6. Create brand awareness. Make part of the target audience aware of the existence of the association				
7. Evaluate the usability of the website and the social media strategy				
8. Create specific actions to engage the university community				

2025/2026

Main actions	First quarter January/March	Second quarter April/June	Third quarter July/August	Fourth quarter September/December
1. Strengthen and consolidate external communication: organize meetings with media and specialized journalists				
2. Plan and design a versatile annual campaign (internal and external) to reinforce the brand image				
3. Promote expert meetings with students to showcase the advantages of the alliance. Podcast and videos				
4. Compile a dossier with all relevant information published in 2024				
5. Create a slogan for the students that can be disseminated in microvideo or similar formats				
6. Launch an internal newsletter with content tailored to professors, administrative staff and students				
7. Define action plans to attract potential sponsors or partners				
8. Make a list of contents (articles and reports) for publication in mainstream media and specialized media				
9. Plan meetings between experts and students to showcase the benefits of the alliance				
10. Identify and schedule research topics of greatest interest within the different Thematic Interest Groups (TIGs) to develop publishable information in mainstream and specialized media				

2026/2027

Main actions	First quarter January/March	Second quarter April/June	Third quarter July/August	Fourth quarter September/December
1. Compile a dossier with all relevant information published in 2025. Evaluate the strategy based on the results obtained				
2. Review the current communication plan. Redefine its content and schedule to adapt to the demands and needs that may arise				
3. Compile testimonials. Use success stories to illustrate the positive impact from alliance management				
4. Devise an internal communication campaign to celebrate the second anniversary of the alliance. Objective: to assess the academic community				
5. Collaboration with educational influencers, as prominent educators, subject matter experts, and influential educational personalities to increase the institution's visibility				
6. Monitoring and feedback. Implement mechanisms to collect impressions from students, professors and staff				
7. Create promotional materials, such as folders, notebooks, flyers, or displays to enhance the presence at events and fairs				
8. Launch a campaign in mainstream media to celebrate two years of existence of the alliance				
9. Protagonists of STARS EU: Create news-style profiles for the researchers of the most prominent or important projects				

2027/2028

Main actions	First quarter January/March	Second quarter April/June	Third quarter July/August	Fourth quarter September/December
1. Compile a dossier with all relevant information published in 2026. Evaluate the strategy based on the results obtained				
2. Share with the academic community the achievements obtained in ongoing research. Organize an event with experts				
3. Develop and launch a questionnaire to assess the level of knowledge and satisfaction with the alliance				
4. Organize and launch a quadrennial closure campaign with an impact on the academic community and society: press conference announcement and dissemination specific actions				
5. Create a promotional video featuring influencers and academic experts sharing their opinions on the journey of the alliance				
6. Compile a quadrennial report of activities: impact analysis				
7. Evaluation report of the implemented strategy over these four years. Mistakes and successes				
8. Advancement of a new stage. Announcing the new challenges that STARS EU will face in the next four years				
9. Create a compilation video covering the first four years of the alliance				
10. Compilation of a media report summarizing the highlights of these four years. Press releases				

It is important to note that in addition to the communication and dissemination activities planned for the period 2024/2028, specified in this section, the corresponding working meetings will be held and planned chronologically to coordinate and boost internal and external communication actions, as well as the scheduled public activities and dissemination campaigns, to achieve the outlined objectives, ensuring:

Brand awareness

Social media engagement

Lead generation

Website traffic

Media coverage

Positioning

Recognition

Participation in relevant events

Creation of positive feedback

Influence on educational policies

Become a reference project

9. Resources

A continuous monitoring of dissemination activities will be carried out to assess their effectiveness and adjust as necessary. Data on event participation, online interaction, material downloads, and stakeholder feedback will be collected to measure the impact of the dissemination plan.

The plan will be periodically reviewed and updated throughout the project duration to adapt to changing needs and ensure the maximization of results and best practices dissemination in higher education across Europe.

STARS EU relies on the internal and external communication resources of the nine member universities, as well as those of the alliance itself, to carry out its dissemination and communication policy during the 2024/2028 period, as detail below:

STARS EU

Own resources

Website: <http://www.starseu.org>

Social media

X (https://twitter.com/STARS_EU_)

Facebook (<https://www.facebook.com/STARSEuropeanUniversity/>)

Instagram (<https://www.instagram.com/starseu/>)

LinkedIn (<https://www.linkedin.com/in/stars-eu-european-university-69359a2a2/>)

YouTube (<https://www.youtube.com/@starseu>)

Bluesky (<https://bsky.app/profile/starseu.bsky.social>)

Hanze University of Applied Sciences (The Netherlands)

Own resources

-Communication staff: 15 (1 STARS EU)

-Newsletter: MyHanze (to post updates)

-Internal mass mail: not available for project use

-Corporate magazines: PL Hanze (to Hanze staff)

-Website www.hanze.nl

-Social media:

<https://www.facebook.com/Hanzehogeschool/> (28k followers)

<https://twitter.com/hanze/> (12.6k followers)

<https://www.instagram.com/hanzehogeschool/> (10.2k followers)

External resources

-Support companies: Canon

-Audiovisual production companies: not available

-Photographers: (depending on the job)

-Designers: Canon

-Advertising companies: Dizain

University of La Laguna (Spain)

Own resources

Communication staff: 4

Newsletter: 1 (weekly)

Internal mass mail: 3 (professors/researchers, administrative staff and students).

Website: www.ull.es; internal system of screens

Social media

Facebook: <https://www.facebook.com/universidaddelalaguna> 43.603 followers

X: <https://twitter.com/ULL> 53.364 followers

Instagram: <https://www.instagram.com/universidaddelalaguna/?hl=es> 15.226 followers

YouTube: <https://www.youtube.com/user/canalull> 5.150 followers

LinkedIn: <https://www.linkedin.com/school/universidad-de-la-laguna/> 66.000 followers

TikTok: @universidaddelalaguna 768 followers

External resources

Support companies

Photographers: Emeterio Suárez Guerra

Designers: University of La Laguna General Foundation (FGULL) staff

Advertising companies: JFT Comunicaciones

Polytechnic Institute of Bragança (Portugal)

Own resources

Communication staff: 5

Internal mass e-mail: ipbnews@ipb.pt

Social Media: <https://www.facebook.com/ipbraganca/> (25.000 followers)
<https://www.instagram.com/institutopolitecnicobraganca/> (12500 followers)

Bremen University of Applied Sciences (Germany)

Own resources

Communication staff: 2

Internal mass mail: 1

Direct access to HSB website (Typo3)

Small/simple layout/graphics tasks (Adobe Creative Cloud, Canva)

Documentational photography (Sony alpha 7III)

Social media

Instagram: <https://www.instagram.com/hsb.hochschulebremen/> 7.248 followers

LinkedIn: <https://www.linkedin.com/school/hsbremen> 28.656 followers

Facebook. <https://www.facebook.com/HSB.HochschuleBremen> 8.800 followers

YouTube:

<https://www.youtube.com/channel/UCD1Qd3zJGBaTVHO06UgXmgA> 483 subscribers

X: <https://twitter.com/HSBremen> 1.546 followers

Silesian University in Opava (Czechia)

Own resources

Communication staff: 7

Newsletter: 1(weekly)

Internal mass mail: 1

Magazines: Magazine of Silesian University

Website: <https://www.slu.cz/slu/cz/>

Social media

Facebook: Slezská Univerzita v Opavě 6.4K followers

Instagram: slezka_univerzita 2.5 K followers

Instagram: silesian_university 433 followers

LinkedIn: Slezská Univerzita v Opavě 9.7 K followers

External resources

University department for audiovisual-works (students)

University West (Sweden)

Own resources

Communication staff: 4

Newsletter: Swedish platform IdRelay and University West

Internal mass mail: not for communication activities.

Digital magazine: www.vastpunkt.hv.se; HV Talks Journals

Website: www.hv.se.

Social media

LinkedIn. 26.000 followers

External resources

MyNewsdesk (digital press/media room).

Cracow University of Technology (Poland)

Own resources

Communication Staff: Not specified

Newsletter: 1 (weekly)

Internal mass mail: No

Magazines: Nasza Politechnika (<http://nasza.pk.edu.pl/>)

Website: <https://www.pk.edu.pl/>

Social Media

Facebook: Politechnika.Krakowska (34 K followers)

Instagram: politechnika_krakowska (8.6 K followers)

LinkedIn: politechnika-krakowska-im.-tadeusza-kościuszki (43 K followers)

TikTok: politechnika_krakowska (1.5 K followers)

External resources

Not specified

University of Franche-Comté (France)

Own resources

Communication staff: 4

Newsletter: No

Internal mass mail: mass mailing lists for students and staff

Digital magazine: *En Direct*

Website: <https://www.univ-fcomte.fr/>; <https://actu.univ-fcomte.fr/>

Podcast: <https://smartlink.ausha.co/lepodcastdeluniversite>

Social media

LinkedIn: <https://es.linkedin.com/school/universite-de-franche-comte/>

Facebook: <https://www.facebook.com/checkpoint/828281030927956/>

Instagram: https://www.instagram.com/fc_univ/

X: https://twitter.com/fc_univ

External resources

Several, depending on projects (graphics, designers, videos)

Aleksandër Moisiu University of Durrës (Albania)

Own resources

Communication staff: 5

Newsletter: 1 (Monthly)

Magazines: 2 (Albania)

Website: uamd.edu.al

Social media

Facebook: Universiteti Aleksander Moisiu

Instagram: uamdofficial

LinkedIn: Aleksander Moisiu University

External resources

Support companies: 2

Audiovisual production companies: (DIMI TV Laboratory)

Photographers: (no needed)

Designers: 1

10. Evaluators and indicators

Conducting a comprehensive follow-up on the reach of each dissemination and communication action will help determine if the objectives and initial expectations outlined in the STARS EU Communication Strategy 2024/2028 have been met.

The evaluation methods to be used to measure the reach of this plan focus on the analysis and monitoring of impacts in both offline and online media, websites, social media, attendance at activities, and the impact of the campaigns launched. Additionally, results will be assessed through surveys or questionnaires directed at specific user groups. These are the indicators to be considered:

—————→ **Dissemination actions**

Official notices: number of contracts, tendering and published public competitions
Number of advertising placements

—————→ **Publications made in the media**

Media offline and online: number and occupied space (1/2 page, 1/4 page, etc.)
Press releases: total number and thematic areas

—————→ **Public activities**

Congress, meetings, workshops, conferences, forums and seminars: Number of attendees

—————→ **Website**

Number of visits

—————→ **Social media**

Number of followers and subscribers

—————→ **Advertising and promotional campaigns**

Signage and brochures: total number

—————→ **Opinion surveys**

Questionnaires to assess the level of knowledge and satisfaction with the alliance

11. Budget

STARS EU has a quadrennial budget, derived from European funds allocated to the alliance, which will finance actions focused on communication and dissemination. However, this established fixed amount could potentially increase with the acquisition of additional funds, if applicable, from the universities themselves, as well as local and regional institutions and potential sponsors interested in various areas of the project (Section 8).

STARS EU Budget 2024/2028

UNIVERSITIES	HUAS	IPB	HSB	ULL	SUO	UW	CUT	UFC	UAMD	Total
Consumables	4.000	6.000	4.000	4.000	5.700	2.000	2.000	3.000	4.000	<u>34.700</u>
Services for meetings & seminars	14.400	12.000	12.000	16.000	10.800	16.000	12.000	6.000	12.000	<u>111.200</u>
PR, dissemination & communication	12.000	8.000	8.000	10.000	4.800	6.000	3.000	9.000	20.000	<u>80.800</u>
Total	<u>30.400</u>	<u>26.000</u>	<u>24.000</u>	<u>30.000</u>	<u>21.300</u>	<u>24.000</u>	<u>17.000</u>	<u>18.000</u>	<u>36.000</u>	<u>226.700</u>

*It is important to highlight that, as reflected in the European Union recommendations on the communication and dissemination policy of a project, approximately 30% of the established budget should be allocated to content production, and the remaining 70% to distribution and dissemination through relevant channels and media.

ANNEXES

ANNEX 1

EU CORPORATE IDENTITY

EU CORPORATE IDENTITY

ARTICLE 17- COMMUNICATION, DISSEMINATION AND VISIBILITY

17.1 Communication, dissemination and promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

17.2 Visibility. European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

The emblem EU must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not

appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

17.3 Quality of information: disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

17.4 Specific communication, dissemination and visibility rules (Annex 5)

ANNEX 5: SPECIFIC RULES

INTELLECTUAL PROPERTY RIGHTS (IPR): BACKGROUND AND RESULTS

ACCESS RIGHTS AND RIGHTS OF USE (ARTICLE 16)

Rights of use of the granting authority on results for information, communication, publicity and dissemination purposes the granting authority also has the right to exploit non-sensitive results of the action for information, communication, dissemination and publicity purposes, using any of the following modes:

-Use for its own purposes (making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services).

-Distribution to the public in hard copies, in electronic or digital format, on the internet including social networks, as a downloadable or non-downloadable file

-Editing or redrafting (including shortening, summarizing, changing, correcting, cutting, inserting elements (e.g. meta-data, legends or other graphic, visual, audio

or text elements extracting parts (e.g. audio or video files), dividing into parts or use in a compilation.

-Translation (including inserting subtitles/dubbing) in all official languages of EU.

-Storage in paper, electronic or other form.

-Archiving in line with applicable document-management rules

-The right to authorize third parties to act on its behalf or sub-license to third parties, including if there is licensed background, any of the rights or modes of exploitation set out in this provision.

-Processing, analyzing, aggregating the results and producing derivative works.

-Disseminating the results in widely accessible databases or indexes (such as through ‘open access’ or ‘open data’ portals or similar repositories, whether free of charge or not.

The beneficiaries must ensure these rights of use for the whole duration they are protected by industrial or intellectual property rights. If results are subject to moral rights or third party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (by obtaining the necessary licences and authorisations from the rights holders concerned).

Access rights for the granting authority, EU institutions, bodies, offices or agencies and national authorities to results for policy purposes. The beneficiaries must grant access to their results — on a royalty-free basis — to the granting authority, other EU institutions, bodies, offices or agencies, for developing, implementing and monitoring EU policies or programmes.

Such access rights are limited to non-commercial and non-competitive use. The access rights also extend to national authorities of EU Member States or associated countries, for developing, implementing and monitoring their policies or programmes in this area. In this case, access is subject to a bilateral agreement to define specific conditions ensuring that the access will be used only for the intended purpose and appropriate confidentiality obligations are in place.

Moreover, the requesting national authority or EU institution, body, office or agency (including the granting authority) must inform all other national authorities of such a request.

Access rights for third parties to ensure continuity and interoperability Where the call conditions impose continuity or interoperability obligations, the beneficiaries must make the materials, documents and information and results produced in the framework of the action available to the public (freely accessible on the Internet under open licenses or open source licenses).

COMMUNICATION, DISSEMINATION AND VISIBILITY (ARTICLE 17)

Additional communication and dissemination activities

The beneficiaries must engage in the following additional communication and dissemination activities:

- Present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the beneficiaries' websites or social media accounts.
- Actions involving public events, display signs and posters mentioning the action and the European flag and funding statement
- Upload the public project results to the Erasmus+ Project Results platform, available through the Funding & Tenders Portal.

SPECIFIC RULES FOR CARRYING OUT THE ACTION (ARTICLE 18)

EU restrictive measures

The beneficiaries must ensure that the EU grant does not benefit any affiliated entities, associated partners, subcontractors or recipients of financial support to third parties that are subject to restrictive measures adopted under Article 29 of the Treaty on the European Union or Article 215 of the Treaty on the Functioning of the EU (TFEU).

ANNEX 2

BRAND GUIDELINES

BRAND GUIDELINES

Introducing the Brand Guidelines for the STARS EU Alliance

One of the most important points of the communication and dissemination task is to unify the identity and to impact storytelling—the Brand Guidelines for the STARS EU Alliance. These guidelines are the compass guiding our diverse entities within the alliance toward a cohesive and impactful brand presence. Created to empower, these guidelines illuminate the collective brilliance of our alliance members, weaving a tapestry of shared values, vision, and purpose. They stand as a testament to our commitment to coherence, consistency, and unified storytelling. Through these guidelines, we invite each member of the STARS EU Alliance to contribute their unique brilliance while aligning with our shared narrative. Together, we embark on a journey where diversity harmonizes into a symphony of collaboration and innovation, painting a vibrant portrait of our collective spirit and commitment to shaping a brighter future.

The STARS EU Alliance holds its complete identifying denomination as the "STARS EU Alliance," commonly referred to by the acronym "STARS EU." Both repetitions of the name, whether in its comprehensive form or its abbreviated version, are accurately recognized and interchangeable to ensure linguistic diversity. The precise usage of the program's name, be it the full title or the shorter version, is mandatory across all official documentation and promotional materials. This consistency serves as a pivotal factor in cultivating a robust and recognizable brand identity for the alliance.

Branding Requirements

Ensuring the important presence of the STARS EU brand across diverse communication tools within the Alliance is essential. Whether it's brochures, presentations, flyers, posters, websites, videos, articles in scientific journals, Leaflets, brochures, infographics, training materials, reports or books, the STARS EU funding source must be prominently acknowledged in all material funded by STARS EU.

To comply with these guidelines, a signature block acknowledging STARS EU as the funding source should be included. This block should be consistently applied across all communication materials, adhering to specific elements to ensure clarity and recognition of STARS EU's contribution.

The EU emblem

To align with the branding requirements of the STARS EU funding, it's essential to prominently feature the EU emblem and the accompanying text "Co-Funded by the European Union" in all communication materials supported by STARS EU funding.

This inclusion ensures compliance with EU regulations and signifies the EU's contribution to the project or initiative. The EU emblem and the specified text should be displayed visibly and legibly, in accordance with the guidelines provided by STARS EU, across various communication tools such as brochures, flyers, websites, videos, articles in scientific journals, and books. This acknowledgment reinforces the partnership and support provided by the European Union to the funded activities.

EU and programme rules

EU programs often have specific guidelines and rules concerning branding to ensure consistency, visibility, and appropriate acknowledgment of the EU's involvement in funded projects.

Articles 115-117 of Regulation (EU) No 1303/2013 along with Annex XII, and articles 4 and 5 of Commission Implementing Regulation (EU) No 821/2014 offer comprehensive guidance for the communication and branding of programmes and projects. These instructions are designed to ensure prominent visibility and a consistent visual identity for European Union Cohesion Policy projects.

THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027

6

Association of the EU emblem with the funding statement

Horizontal option



Positive version
(CMYK or digital impression process)



Negative version



Source: European Commission. (2021, May). Rules Governing the Use of the EU Emblem [PDF]. Retrieved from https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

Brand Kit

The STARS EU brand kit stands as a comprehensive roadmap, encapsulating the essence and visual identity of our alliance. It serves as a guiding light, outlining the precise elements that compose our shared brand identity. Visual branding will remain the cornerstone of all of the communication and dissemination activities. STARS EU logo is visually clear, colourful and expands such as the strategy of the STARS EU alliance and its multi-level engagement.

COLOURS

	CMYK	Pantone	RGB
 BLAUW	C100 M80 Y0 K0	294	R20 G65 B145
 ROOD	C15 M100 Y100 K0	485	R200 G25 B25
 ORANJE	C0 M60 Y100 K0	144	R235 G125 B0

FONTS

STARS EU

Strategic alliance for regional transition

Fira Sans – Bold

Fira Sans - Italics

The logo is like visual signature

The logo is a crucial part of how to communicate within the STARS EU Alliance.

The logo of STARS EU is in all the materials and events created/organized by the Alliance.



The Project logo includes:

Project Logo
(STARS EU)

European Union
emblem (EU flag)

Type of Funding programme (Co-funded by European Union)



**Co-funded by
the European Union**

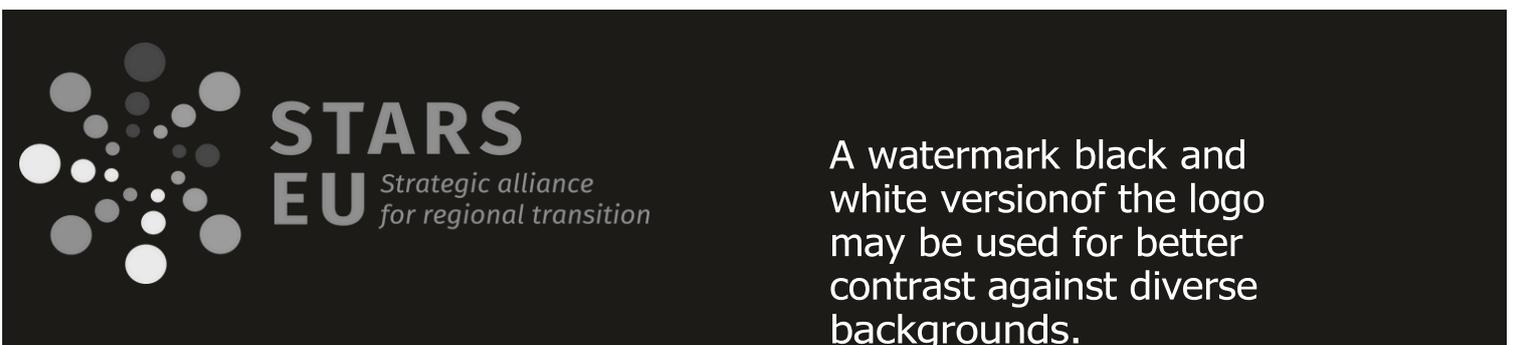
The logo for standard projects funded by STARS EU embodies the essence of collaborative innovation and shared aspirations. It symbolizes the journey of these projects, reflecting their connection to the broader alliance. If any of the aforementioned elements are supported by STARS EU funding, it's essential to attribute STARS EU as the funding source accompanied by EU Emblem. This attribution should be included through a signature block, considering the following elements:

-Action Website

- Dissemination materials: leaflets, brochures, flyers, infographics and training materials
- Action posters, roll-ups
- Multimedia content (Videos, animations, multimedia presentations)
- Information materials for external events: pens, notepads, USB sticks, bookmarks, t-shirts, bags, etc.



Example:
How to incorporate the logo in promotional materials



ANNEX 3

STARS EU OPEN ACCESS AND OPEN DATA DISSEMINATION POLICY

STARS EU OPEN ACCESS AND OPEN DATA DISSEMINATION POLICY

The last two decades have increased awareness of the need for open access to science in all its forms, from scholarly publishing to scientific data. Science is considered a significant part of the world's immaterial heritage and should be available to all mankind. In line with this idea, the European Union, the European Commission, and their institutions, such as the European Research Council (ERC), have put different guidelines and standards in place. The [FAIR principles](#) for data sharing and the Plan S are two examples of these guidelines. Also, European institutions have supported recent changes in how scientific production is assessed internationally.

In line with all the above, it is necessary to set a series of actions and recommendations to ensure the accomplishment of these goals, which are outlined henceforth.

Introduction

STARS EU is committed to fostering the free exchange of knowledge and promoting open access to scholarly research to academics and stakeholders alike, thereby boosting the transfer of this research to society and the concomitant regional development. In alignment with the European Union's recommendations on open access, this policy outlines our commitment to making research outputs freely available to the public, contributing to the advancement of knowledge on a global scale.

Definitions

2.1 Open Access (OA): Open Access refers to unrestricted online access to scholarly research outputs, including articles, data, and other forms of academic content, with minimal or no financial, legal, or technical barriers.

2.2 Research Outputs: Research outputs encompass a range of scholarly products, including but not limited to articles, conference papers, books, book chapters, datasets, and any other intellectual contributions resulting from research activities.

Scope

This policy applies to all researchers, faculty, staff, and students affiliated with STARS EU partner universities who produce research outputs and to the universities' research administration and library services.

Principles

4.1. Accessibility: [STARS EU](#) alliance is committed to making research outputs accessible to the global community. Researchers are encouraged to publish their work in open-access journals, repositories, or other platforms that promote the free dissemination of knowledge.

4.2. Licensing: Authors are encouraged to choose licensing options that allow maximum dissemination and reuse of their research outputs. The use of Creative Commons licenses is highly recommended to provide clarity on the terms of use and distribution.

4.3. Repository Infrastructure: STARS EU will establish and maintain an institutional open data repository, either as a stand-alone site or as a collection of such repositories in each of the partners, to archive and disseminate research outputs produced by its members. These repositories will adhere to international standards and interoperability protocols.

4.4. Compliance with EU Recommendations: STARS EU will closely monitor and align its open access policies with the European Union's recommendations and guidelines on open access to research results, including implementing the [Plan S](#) principles when applicable.

Implementation

5.1. Awareness and Training: STARS EU will provide training and support to researchers, faculty, and staff of all the alliance partners to raise awareness about open access principles and best practices for compliance with this policy.

5.2. Monitoring and Reporting: The Alliance will establish mechanisms to monitor and report on the implementation of this policy, including compliance rates, repository usage, and other relevant metrics.

5.3. Incentives: We will explore and implement incentives to encourage researchers to publish in open-access journals and deposit their research outputs in institutional repositories.

Review and Revision

This open-access policy will be subject to periodic review by the STARS EU Communication Group to ensure its continued alignment with the evolving scholarly communication landscape and compliance with EU recommendations. By adopting this open-access policy, STARS EU reaffirms its commitment to transparency, collaboration, and the free exchange of knowledge, contributing to advancing research and innovation in Europe and beyond.

ANNEX 4

SOCIAL MEDIA GUIDELINES

SOCIAL MEDIA GUIDELINES

In the last two decades, social media platforms have become very useful resources for the dissemination of information by organizations. Their popularity is such that it is now inconceivable to propose a communication strategy without having them as support for the more traditional tasks.

Tools that can potentially reach thousands of users without too much difficulty carry their dangers: a wrong message will be widely disseminated and may work against the interests of the organization. Therefore, it is necessary to handle these platforms with caution.

This concern is even more pertinent for a knowledge alliance such as STARS EU, which involves both higher education and research and collaboration with regional development. All of them matters of great relevance that involve agents of different kinds.

The alliance is made up of nine universities, each of which has teams of communication professionals already familiar with these tools. For this reason, we do not propose here a detailed manual but rather these guidelines that try to clarify the editorial style of the different profiles that STARS EU may have throughout its history, and to unify criteria.

Official profiles

STARS EU already has profiles on some of the main social networks:

- X (https://twitter.com/STARS_EU)
- Facebook (<https://www.facebook.com/STARSEuropeanUniversity/>)
- Instagram (<https://www.instagram.com/starseu/>)

- LinkedIn (<https://www.linkedin.com/in/stars-eu-european-university-69359a2a2/>)
- YouTube (<https://www.youtube.com/@starseu>)
- Bluesky (<https://bsky.app/profile/starseu.bsky.social>)

Each one has its specific target and, therefore, will require that the tone used in each one consider their uniqueness. In the future, the relevance of remaining on all these platforms or joining others will be studied. In any case, in this first phase of the alliance the objective is to gain visibility and we believe that the current profiles are adequate to achieve this.

Correction

Communication on social networks must always be correct, but even more so if it is an educational organization. Therefore, people who create content for the alliance's social profiles must take special care that the writing is clear, avoiding very long or very complicated sentences, and that they do not contain spelling and grammatical errors. Being an international organization, special attention must be paid to the spellings of local names.

Tone

The tone of messages from official channels will preferably be formal. Sometimes, you may choose a more informal tone to adapt to the type of content (for example, announcing an event related to students, encouraging participation in an event, reminder of celebrations) and to adapt the tone to that of each network: LinkedIn is geared toward professionals and requires a more formal tone than Instagram, which has more young users. When in doubt, opt for moderation, as it is better to be boring than being a hooligan.

Language

Publications on the alliance's official social profiles will be written and spoken in English. In cases where there are statements made by people in other languages, they will be subtitled in English.

Hashtags and mentions

It is advisable to use the hashtag #STARSEU in your posts. For specific activities, the possibility of creating a special hashtag can be evaluated if it is anticipated that there will be a significant number of publications about it. Otherwise, it is preferable not to generate labels that will ultimately not be tracked or practical.

Whenever other institutions or people are mentioned in the messages, it is advisable to cite their profiles on the corresponding platform. In those cases in which this username is not clear on its own for your understanding, it is advisable to write the full name correctly and then add the username in parentheses.

Content

The publications will be eminently informative, to account for the different activities organized by the alliance: courses, undergraduate and postgraduate training programs, seminars, conferences, registration deadlines for activities, meetings and other content.

It is recommended that publications include a link to the institutional website (www.starseu.org) as long as this content is included in the News or Events section. The objective is to generate traffic to that website, which is the repository of all the alliance's information. It is also desirable that all publications be accompanied by an image, preferably a photograph, a video or, in the case of activities, the corresponding poster or graphic design.

Regarding the frequency of publications, we understand that in the first months there will not be an activity in STARS EU comparable to that of each of the universities that make up the alliance and, therefore, there will not be much content. Even so, it is desirable that official profiles make a minimum of three publications per week, on different days. Likewise, the profiles of the nine universities should commit to generating at least one monthly publication on STARS for their audiences.

Answers

As happens in all university social networks, publications are likely to generate debates and opinions that can sometimes be unbearable for the community manager. The recommendation for STARS EU is to only respond to those users who ask a specific question (if necessary, through the private messages of each platform, leaving a record in the public feed that an answer will be given).

If a publication generates controversy or negative comments among a considerable number of users, it is recommended to make a new publication explaining the issue better, instead of responding to all users individually. In no case, should responses from users that contain insults or derogatory expressions against groups or ideologies (hate speech of various kinds) be allowed. In those cases, when the platform allows it, it will be better to delete the comment or block that response, leaving a public record of why this drastic measure has been taken. In cases of a user who repeats these practices, it is recommended to eliminate or silence him if the platform allows it.

Follow

The official STARS EU social profiles will follow the profiles that the nine universities integrated into the alliance may have on the different platforms and these, in turn, must do the same with the official STARS EU profiles. To make the news feed of each platform manageable, it is advisable to be very selective with the accounts you follow: European institutions, relevant national institutions, important research centers and, eventually, individuals who for various reasons (institutional position, academic reputation, cultural relevance), may be of interest to the objectives of the alliance.

Redistribution of content in other languages

Given that the alliance is made up of nine universities from as many countries, it is likely that their respective social profiles, created in their official languages, will generate content about STARS EU. It is convenient to share, RT (or any other procedure to redistribute content available on the platform in question). If possible, you can add an introductory text in English explaining what is going to be played.

Likewise, the social profiles of the nine universities that are members of the alliance must act in reciprocity and disseminate the official publications of the alliance profiles. The objective is to multiply the specific weight of STARS EU content and generate an authentic information network between partners to try to amplify the alliance's audience.

Encourage following among local users

In order to further amplify the presence on STARS EU networks, it would be advisable for the communication managers of the nine associated universities to make an extra effort with their local users to ask them to adhere to the content of STARS EU and, to the extent If possible, disseminate them.

Having prescribers with a good reputation is very useful for the dissemination of our content, so we should be able to count on our professors, researchers, student associations and other relevant entities and people from our institutions as allies in this dissemination mission. Therefore, a task of the Communication Offices and the STARS EU Offices of the universities is to ensure that these local prescribers follow us and disseminate us.



STARS

EU *Strategic alliance
for regional transition*



**Co-funded by
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