



COMMUNICATION
**COOK
 BOOK**



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1

CLOSER INTRODUCTION



CREATE A
SPACE OF
DIALOGUE



BUILDING MORE
INCLUSIVE
SOCIETY

CLOSER – Re-thinking Social Inclusion is a project implemented by the partnership composed of non-governmental organizations from France, Georgia, Italy, Slovakia and Spain.

This project wants to create a space of dialogue for improving and sharing strategies and developing social inclusion practices.

The project aims to raise quality of youth work and strengthen capacities of youth workers in social inclusion, as well as to contribute to building a more inclusive society and raising awareness of social inclusion in young people and broad public.

2

COMMUNICATION COOKBOOK



In your hands you are holding a short and simple communication cookbook. Here you can find a few tips and tricks that might help you cook up a communication campaign both on- and offline.

At the beginning you will find your shopping list or things you need to know before you start your promotion. You need to have your audience clear, the channels set up, and a clear message that you want to let out into the world. From then on, with a few simple ingredients and a pinch of enthusiasm you can prepare your very own communication campaign.



INGREDIENTS
TO COMBINE ON
SOCIAL NETWORKS



TIPS AND TRICKS
ON HOW TO
COMMUNICATE

The booklet is divided into two stages for your on- and off-line campaign. The activities you do offline with your target audience are the content for your promotion on the Internet: websites, social networks, YouTube channels, blogs, etc.

First part of this cookbook contains three steps for online campaign and includes some ingredients that you then combine on your social networks. The second stage includes a few tips and tricks on how to communicate with your local/national press.

Have in mind that all of these suggestions can be intertwined and adapted to your cause, event, organization, message, etc.

You can freely combine ingredients and steps to give it your personal kick. Now, implement your ideas and good luck!

STEP 1 SHOPPING LIST

THINGS TO KNOW UPFRONT

The shopping is something you do before entering the kitchen, and in your campaign you also need to have some things set very clear before you start cooking. There are three things you should know at the very beginning:

1

AUDIENCE

WHO ARE THEY AND WHERE TO FIND THEM?



WHO

social workers, youth organizations, NGOs, local authorities, educators...



WHERE

find their social networks, websites, blogs...

2

CHANNELS

HOW TO GET MEDIA COVERAGE?

Use your own social network channels, but also you can use the channels used by your audience: e.g. publish posts on their Facebook pages; tag them in your posts

3

MESSAGE

WHAT DO I WANT TO SAY, WHY AND WHAT TONE I WANT TO USE?

Now that you have found your audience, decided on the channels you are going to use and the message you want to say it is time to start with the ingredients. Just follow the steps.

STEP 2 INGREDIENTS

TO MIX

1

START WITH THIS

LOGO

*Put your logo
here!*

TAGLINE

*Design
your tagline!*

HASHTAG

*Don't forget
your hashtag!*

2

NEXT TO USE



Facebook
page



Twitter
account



Website



Instagram
profile



LinkedIn
profile

3

CREATE

- a database with emails of local and national media
- an emailing list you can reuse for promoting all of your activities

- a database with emails of local authorities, associations and institutions relevant to your cause

- a database of professors, volunteers and people linked to social inclusion and youth on a local level

STEP 3

PREPARATION

THINGS TO KNOW UPFRONT

For a successful social network promotion you will have to combine all of your primary and secondary ingredients.

1

SOCIAL NETWORKS

To make things easier for yourself you can create a calendar with all your activities. You then follow your plan of publication and it will be much easier to control your campaign.

HERE ARE A FEW SIMPLE SUGGESTIONS

Create a Facebook event – make sure your logo and tagline are visible

Publishing photo regarding the event
- crew working on organization;
posters; flyers;
material to be used;
place where the event will take place;

If there are any speakers and/or organizations that will be speaking/leading workshops present them on your social networks - links to their websites/FBpages, their photos, and a SHORT description of their work

If any previous work was done that will be presented at the event (e.g. film, game, book...) give a short trailer/teaser of it - photos, short video...

Post photos of the organizational team - people are interested in the "behind-the-scenes" operations and crew members

If you have tickets to your event - organize a simple giveaway, with a question or engage audience into sending you photos...

STEP 3

PREPARATION

THINGS TO KNOW UPFRONT

Link posts to your website

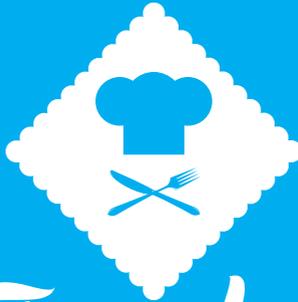
If you are presenting something related to new technology make your posts are up-to-date with the latest innovations (share articles related to your "cause")

Use materials from the developed in closer as compendium, examples of activities

Secret tricks:



- ***Don't forget to use your hashtag with all the posts!***
- ***One rule of promotion and communication at social network is: be present!***
- ***Publish at least one post per day on your social networks!***
- ***Place watermark (logo) on your photos!***
- ***Make all the posts public!***
- ***Tag people/pages/associations in posts and photos!***



Top chef tips

WRITING PRESS RELEASE

STEP 1

INGREDIENTS

LOGO

Put your logo here!

TAGLINE

Design your tagline!

HASHTAG

Don't forget your hashtag!

STEP 2

PREPARATION

PRE-FESTUM

To get a media coverage you also have to inform the media about your actions. Press release is essentially news written by you informing the media asking them to inform the public. As in any news text your press release has to answer five key news questions also known as the WH questions:

WHO? WHAT? WHEN? WHERE? WHY?

POST-FESTUM

It is important to write the press release immediately after the event (the same day if possible) otherwise the news that you want to share will get old. This press release also has to answer all five WH questions.



Pro
tips

Keep it short
(one page,
one and a half
max)

When emailing
press release,
attach it in .doc
or .docx format,
never .pdf

Attach your photos
from the event with
your watermark
**(no more than 5
photos)**

If possible
**attach your
own video**

In the header
and/or footer of
the document
put your logo(s)

**Include in your
mail** your contact
information in case
someone calls you
for a statement or
needs a follow up

For TV and
Radio **ask for
links** and ask
for permission
to share

For online
magazines **find
links** and share
on your SN

If possible **keep
in mind on-going
events** as they
might “eat” your
news

Keep your sentences **clear**. Don't use “big, complicated” words.
Double-check the information (date, time, place) and spelling. Write
the **title** for the text (here you can use official hashtag).

STEP 4 CALENDAR

As we suggested before: to make things easier – have a calendar! There you can have a detail plan on when to publish your information, when to send invitations to your audience, list of all the channels you are using. This will help you have things in order and it will serve you as a track record for your future campaigns and then you can make changes and adaptations that work best for you and your cause. Here are some more suggestions that you can use:

OFFLINE

POSSIBILITIES

Distribution of **flyers**/ program books

Distribution of **posters**

Delivering **invitations**

For some events you can also make a **street presentation**

Take a **picture / video** of each offline action - share it on your social networks

PROMOTIONAL

MATERIAL

VISUAL IDENTITY

Use the same visual identity as for your online communication - logo, hashtag and if possible tagline

MATERIALS

Can be: flyers, programme books, posters, T-shirts, badges, pens, USBs, folders, notebooks, phone apps (online)

PRINT

Make sure that all of your printed material and products are photographed and posted in your social networks.

CONCLUSION

BON APPÉTIT!

Congratulations! Your communicational campaign is now complete. But, keep in mind one thing: the communication with your audience can continue, and better yet, it should continue if you are planning to continue your activities. All the elements that you have successfully cooked up in your campaign can be intertwined, and applicable in more than one form and on more than one platform, so as in every good kitchen the key is in playing around, researching, discovering and with a touch of creativity creating an original and effective communication campaign!

3

PUTTING THINGS INTO PRACTICE

DINNER IS SERVED

What to use next? How do we start? Do we create everything or do we reuse what we have?

Communication cookbook provides you with various samples and examples on what to use and how to apply it into your local or national communication project. In the next sections you will find some reflections about your identity and the tools that you can use or reuse for your project.

We do not forget social media, and how to link this dimension with your live events. Keep in mind that communication is always when the people are, are just like good food!!



SELECT YOUR
FAVORITE
INGREDIENTS



MIX WITH
CREATIVITY

A

LOGO YOUR IDENTITY

Your logo is what defines you. The main symbol of your identity. Here you can combine the Closer logo with the logo of your institution, or prioritize one depending on your objectives and needs.





GET ALL
YOUR
INFORMATION

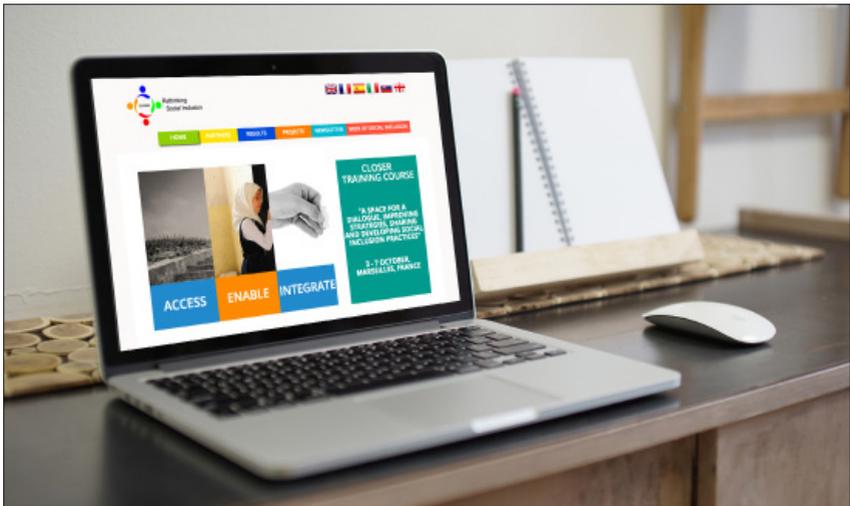


ENJOY YOUR
LAUNCH TO
THE WORLD

B

WEB YOU IN THE WORLD

The website is your presentation card, where everything is at hand, updated and attractive. Furthermore, a website is a repository where you can show the record and the forecast of your activities.





COOK
YOUR EVENT
INFO



ENJOY
THE RESULT

C

POSTER A QUICK LOOK

Poster is a vintage communication tool. So, poster is a must. Do not neglect posters as old fashioned elements. They are powerful sources of transmission of information in public and private spaces.





MIX
YOUR INFO,
PICTURES,
VIDEOS

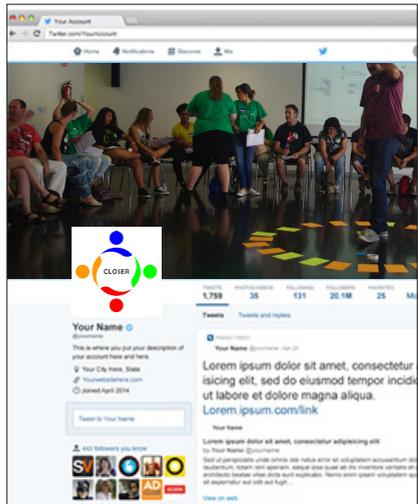
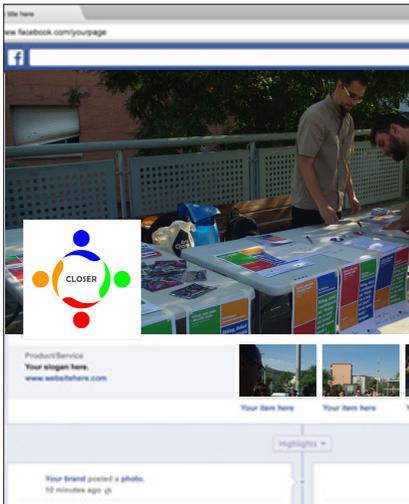


BON
APPÉTIT!

D

SOCIAL MEDIA EXPANDED NETWORKS

Communicating is not only posting or publishing pictures. It is about having a strategy, showing solid content in different channels and opening dialogue with other people. Social media is the key for gaining impact.





E

EVENTS

LIFE ALIVE

Raising awareness is about discussing, collaborating, cooperating and being together around a table, or a panel, or a microphone. Events are the test of the strenght of your project and your ideas.



4

ANNEXES SOME ELEMENTS

Here you can find

- The logo: CLOSER, Rethinking Social Inclusion
- A model of brochure
- A model of poster
- A model of badge
- A model of blank page

All this elements were used for the Week for Social Inclusion held in Barcelona in June 2017.

Please, adapt, readapt, adopt, hack, mix, remix or reject any of the different possibilities we offer. The main point is that they have to fit with your communication strategy and objectives.



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