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Transformative Digital Pedagogies for Higher Education (TDP4HE)

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Dissemination and social media plan

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1. Introduction :

The dissemination plan provides a structured dissemination and communication plan and details the strategy on which this is based. Together this forms the foundation for the successful exploitation of the project results to our designated audiences and further afield. The plan contains a list of target groups that we should reach, channels of communication and types of activities.

2. Strategic goals:

The plan involves all project members and partners in proactive dissemination actions. The aim being:

- To promote and raise awareness of the project content and its developments.
- To facilitate knowledge transfer and valorise the project results.
- To attract interest from individuals, associations and organisations related to HE, potential new contributors and those individuals who may adopt and apply the results of the project.
- To successfully transfer the results to stakeholders including the Erasmus+ Programme to validate and sustain their support.

3. Dissemination and communication tools:

Project Website

The project website will be developed for launch in June 2023 in order to broadly disseminate the information about the project, events, news items, and communicate on the project to the wider community. This will also be the platform through which the project will engage to attract as many interested parties as possible in the project activities.

It is an essential step in ensuring the visibility of the project, its sustainability and support from stakeholders.

General content:

About us and contact pages

Goals and results

News

Partners

(Social media links, links to partners' sites)

Links to the modules:

E-toolkit

Self-assessment toolkit

Community of practice

Partners' websites / internal communication platforms

Project partners will be asked to publish about the project on their own sites and to link these to the Project website. For example, the EUt+ website and internal communication platform on Whaller and the UTT's website.

Social media package

Social networks will be used for awareness diffusion, as a marketing tool in order to promote on a regular basis the activities and outputs of the project, while also encouraging a wider discussion on the topics of the TDP4HE project. The creation of an online presence will include the project's Facebook page, LinkedIn and Twitter.

Production of materials for dissemination

Project presentations used for conferences and events that may be shared and reused by the partners.

Face-to-face

Spreading information about the project and its results through face-to-face interaction; networking, participation at events targeting the HE sector, academics and researchers, as well as presentations at our own universities, the wider EUt+ consortium and to interested partners.

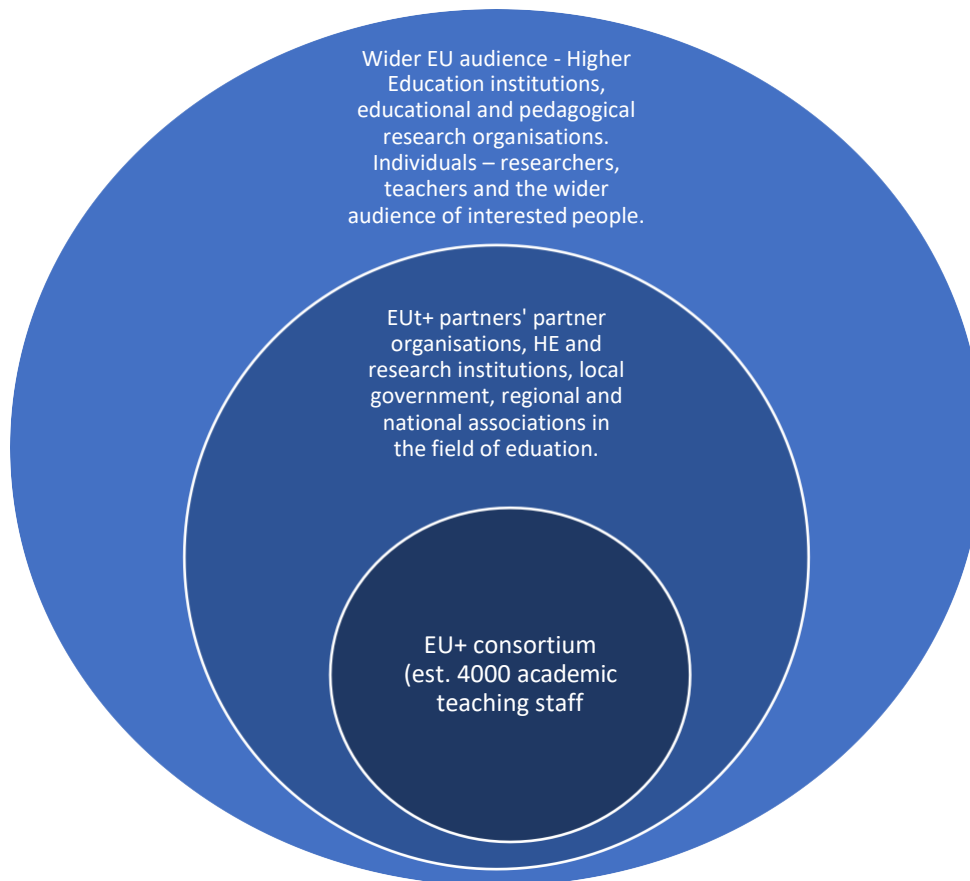
Publications

Publication of project results through the academic press.

Communication tool-kit

Creation of a project logo and branding coherence in communication activities will assist in creating awareness.

4. Target groups for dissemination and communication



4.1 List of target groups

Here we list the categories targeted, also seen as potential partners for dissemination of results and communication about the project:

- EUT+ alliance
- Partner institutions academics
- Other EUT+ consortiums
- National HE Education and pedagogical research institutions
- National and regional government contacts in HE departments
- Platform for Erasmus+ Project Results <https://erasmus-plus.ec.europa.eu/projects>



EUT+ alliance

Academics

The engagement of academics is critical to the success of the project. This includes staff at EUT+ partner universities, institutions within the partners' academic community and the wider European community. The dissemination and communication plan aims to facilitate knowledge transfer and the long-term durability of the results of the project by engaging university academics and staff within each of the partner institutes, sharing experiences of transformative digital pedagogies, new technologies and techniques.

The engagement of university staff will begin with presentations of the project at the partner universities, (a potential audience of more than 4000 academics). Two hybrid events will be dedicated to presenting the self-assessment framework (December 2023, June 2024) and two others to presenting the Virtual space of OER and OEP (June 2024, May 2025).

5. Dissemination and communication activities plan:

We outline here the activities and estimated timings to reach our target groups –

TYPE OF ACTIVITY	MECHANISMS	TARGET	OBJECTIVES	TIMELINE
Dissemination of materials i.e., project summary, presentations used for conferences and events.	Email, project website	Project partners, external partners,	Information and knowledge diffusion. Results presentation	December 2023 – August 2025
Publication on-line.	Project website and partners' websites (EUT+ website and Whaller). Social media – Project Facebook page.	Project partners, third parties' portals, including the professional and specialised platforms, EUT+, etc.	Communication on the project and knowledge diffusion.	December 2024 – August 2025
Face to Face communication to promote and inform about the project.	Participation at local, national, European education sector networking conferences. (Including EUT+ Physical Weeks).	All partners to identify opportunities (national).	Develop communities of potential users and experts, wider HE ecosystem.	Continuous
On-line event participation	Project subject related conferences, other EU projects in HE.	All partners to identify potential opportunities.	Create contact with potential users, expert contributors. Diffuse	Continuous

			information about the project.	
Development of 4 project dedicated hybrid events around two main themes in the evolution of the project.	Event 1: Presenting TDP4HE self-assessment framework: Hybrid event (Riga): Dec 2023 Event 2: Presenting TDP4HE self-assessment framework: Hybrid event and Presenting the Virtual space of OER and OEP: Hybrid event. (Dublin) June 2024 Event 3: Presenting the Virtual space of OER and OEP: Hybrid event. (Cyprus) May 2025	Communication through digital platforms, mainly social media, will be the main channels that will facilitate sharing information about the events. Recordings of events will support dissemination of information on the project website.	Awareness creation. Engagement of users. Methodology presentation/validation.	October 2023 – July 2025
Dissemination of research findings and other output through publication on-line.	Academic research press and on the project website.	All Project partners.	Knowledge diffusion to the relevant scientific community. Results presentation.	July 2024 - 2025

6. Monitoring of results

A documentation and monitoring system is put in place not just to prove the dissemination activities to the European Commission, but also to provide an opportunity for reflection and feedback on those activities from our partners / stakeholders and participants. This will help the project team to evaluate their success and to effectively target future activities.

Dissemination activities and results will be recorded and monitored on the project partners shared platform (Google Drive) and a template has been established for that purpose.

7. Communication guidelines

Common branding

The project will establish a common branding to be used for presentations, publications, on-line posts, and dissemination activities. This will be applied to the Project website and social media platform(s). It will adhere to the guidelines of the EU outlined below.

EU branding

The project is funded by the EU under the Erasmus+ Programme. Therefore all forms of dissemination and communication will follow the guides published [here](#):