



CASSANDRA

SOCIALLY ENGAGED STORYTELLING

Communication & Dissemination Plan



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Introduction

The general objective of the Cassandra project is to build capacity for storytellers as 'socially engaged performers': exploring how a storyteller can convey personal messages and deal with social challenges through performative and artistic strategies. It also seeks to raise the capacity of storytellers and storytelling organisations to work internationally, reach new audiences and confidently approach their role of platforming art for social good. Cassandra secured funding through Creative Europe with the Federation for European Storytelling as the primary partner.

Goals of the dissemination strategy

The dissemination strategy refers to activities and tools that create awareness of the project's partial and overall results and its progress and documentation. Communication and dissemination will crosscut all work packages to ensure a strong and transparent narrative that aims to strengthen the cooperation and the long-term impact and use of the outcomes of the project.

The general dissemination strategy aims at the following goals:

- Raise awareness about the potential of oral storytelling and its use in society.
- Share the project's objectives, the expected results and outcomes within the wider storytelling community and other sector stakeholders.
- Facilitate the involvement of target groups and stakeholders and stimulate a bi-directional communication contributing to different project activities.
- Make project results and outputs easily accessible to facilitate knowledge transfer among the main target groups.
- Ensure a medium and long-term project impact during and after its implementation among target groups and sector stakeholders.
- Enlarge the scope of the project and build synergies and collaborations with other EU-funded projects, networks and initiatives and maximise impact of the network

In order to formulate the objectives in a SMART way, we strive to reach the following numbers:

Website

- 100 unique monthly visits from every country, so 500 unique monthly visits in total
- 200 downloads of the project outputs.

Newsletters

- 4 newsletters during the project + one at the time of its closure (5 in total).
- 2000 receivers in total

Flyers

- 1 general flyer in English to present the project + 1 flyer at the end (results) in all partner languages

Facebook

- 2000 likes

Target groups

The Cassandra project has different target groups:

- Storyteller organisations in Europe
- Individual / independent storytellers
- Young storytellers
- Cultural policy makers at local, regional, national and European level
- Other relevant sectors and organisations where oral storytelling can play a role
- (formal) Educational institutions
- Artistic and cultural organisations and networks
- Community workers and organisations
- (new) Audiences

We will use different dissemination channels to reach these target groups:

- Website: General audiences, storytellers, policy makers, other stakeholders
- Newsletter: General audience, professionals, partner organisations
- Flyers: General audiences
- Social Media: young adults, storytellers, general audiences
- Press: professionals, policy makers, stakeholders, general audiences.

General principles for dissemination

In the Cassandra project we do not communicate for the sake of communication, but only when we have something to share with our target groups! We have noticed a tendency in European projects to share every move, however insignificant, with an audience. The danger of sharing too much lies in the fact that you will lose your audience's interest. After having received several messages that are of no interest, people will start filtering your messages and even blocking them.

For that reason, it is very important to keep the following two general principles in mind:

- We have determined five communication moments (see below). All partners are asked to stick to these moments
- Communication with target groups within the framework of the Cassandra project is about the content of the program only. This implies that the content is always the starting point for communication.

Five communication moments

- May 2024: presentation first results, report on the training week in Alden Biesen and launch first version website
- November 2024: presentations in Amsterdam
- January/February 2025: mid-term update
- June 2025: final presentations in Italy and : presentation of the results
- February 2026: project results and conclusion, training materials

In preparation of these communication moments we will deliver a full communication toolkit , including logos, visual identity, templates and content for press releases, a social media campaign, newsletters and extra attention on the website.

All activities will be described in detail below.

Press

As we do not have an enormous PR budget, we have to be smart to obtain press attention. Free publicity is therefore one of the main pillars under the dissemination strategy.

It is important to underline that the press will only pay attention to the project if we have something really important to share; if we offer real news. For that reason, we will avoid sending too many press releases and concentrate our communication with the press around the dates of the communication moments and the closure of the project.

During certain milestones in the project, the partnership will prepare and issue press releases to reach out to several kinds of media (online and written). We will use the full extent of the FEST network and the partners' stakeholder networks to ensure a wide and vast reach of international, national, regional and local level press and media.

FEST will produce a draft version of the press releases in English. All partners will then use this draft to write their own press release according to what is common in their local context.

Before October 2024 all partners will set up a list of their press contacts.

Direct approach of (at least some) press contacts is likely to result in more media attention for the project. So each partner will identify which media might be interested in the project and approach them directly, considering:

- Media dealing with interculturality
- Media dealing with social issues
- Local media (dissemination in the local context, also good for recruiting participants)
- Media read by policy makers (specialised media on social issues and policy making)

All partners are requested to document all the attention paid to the project and to put it in the google drive in the communication folder.

To support the press, we will prepare interviews with some of the participants in all partners' countries. These interviews can be shared with the press for publication in different media. The interviews will be press-ready by October 2024.

Social media

Social media will be intensively used to communicate activities and events. They provide a low threshold into (new) audiences and organisations to actively take part in the project activities as they reach a wide and diverse audience. Social media can engage them in discussions and informal sessions about oral storytelling, international work, audience development and engagement and trigger them to dive deeper into the project outcomes.

The variety of social media channels used by the partnership allows us to target specific audiences effectively reaching them by adapted messages according to their communication preferences.

Cassandra will encourage its partners to share the project posts in their national languages.

Within the domain of social media we focus on Facebook, Instagram, LinkedIn, YouTube and Soundcloud as they are amongst the biggest and most used social networks of this moment.

The social media contact person for each organisation is:

FEST: Shona Cowie

STC: Maaïke Kemmink

Grupa Studnia O: Agnieszka Aysen Kaim

Fortellerfestivalen: Frances Gerono Huby

Sagobygden: Lotta Welmsö

Alden Biesen: Kevin Slechten

All these people are appointed administrator of the different pages.

We aim to post Cassandra info in all partners' Facebook pages around the dates of the communication moments (see below). Partners will follow the rule that posts should always concern the content of the project. Pictures of meetings without any context / reference to the content of the project should be avoided.

Next to the communication toolkit, we will also make social media guidelines on how to communicate, what tone of voice and which tags to use to ensure consistent and effective communication increasing the visibility of the project and its activities.

Promotional leaflets

Although the effect usually is rather limited, distributing flyers does add to the visibility of the project. Moreover, it is useful to have something at hand to offer to people who are interested in the project.

We will therefore develop a template for a flyer. All partners can insert the text in their own language on its backside. FEST will work together with Alden Biesen and will take care of design and correct use of EU visuals and disclaimers. We will make two different flyers: one to present the project aims and one to present the project results and outputs.

All partners are responsible for printing their own flyers and for its distribution.

Newsletter

We will send 5 newsletters. These newsletters will be sent on the communication moments and at the closure of the project. The proposed dates are:

- May 2024
- October 2024
- January 2025
- September 2025
- February 2026 (end of project)

Every partner can choose to send the general Cassandra project newsletter or to incorporate a Cassandra topic in their own newsletter. In the last case do remember to always include a link to the project's website.

For partners who choose to incorporate news about the Cassandra project in their own newsletter, drafts of articles (in English) will be made available in the shared drive. These banners, logo's and illustrating pictures will be provided by Alden Biesen. The same texts and pictures will also be used for the Cassandra newsletter.

Every partner should send the newsletter (or news about the Cassandra project in their own newsletter) to at least 150 addresses.

In order to increase the opening rate we will design the newsletter according to the latest strategies to encourage people to open it. If necessary to increase the click rate we will insert a contest or other call to action.

Website

The FEST website is the main channel in the dissemination strategy of the Cassandra project. On this website there will be a dedicated Cassandra landing page where all information, publications and news will be collected. This landing page will represent our main communication and dissemination channel for the sector, project progress and outcomes, aiming for visibility and outreach. People looking for information on oral storytelling, European competence development, audience building and all project activities and outcomes will be led to the project website.

All partners will have a general Cassandra page on their sites and communicate on their local project activities, events and outcomes but will refer to the general site for all main information.

The website will be updated continuously integrating tools, information, training materials and outcomes as they become available. Also all project events and activities will be promoted on this page.

A first version of the website will be launched in May 2024. This basic version contains information about the project and its partners and as much other information as is available. The project page will be maintained by FEST for the duration of the project + 5 years after its end.

The final version of the website will contain:

- information about the Cassandra project
- information about the partners
- reports on the different activities (the methodology and the report of the first phase of the project)
- a Cassandra video and photo wall (e.g. recordings of the performances, interviews etc.)
- guidelines, digital reports and good practice examples
- background information
- contact information.

All partners are responsible for maintaining the Cassandra page on their own website in their own national language. Partners will also deliver the translations, based upon the original English text. Partners are free to change the text and to adjust them to their local context. Partners are free to add pictures and videos to the video and photo wall. A description of how to do this and what information to add will be made available.

Direct approach

Besides the digital and printed communication tools suggested in this strategy, it is important to directly approach partners, stakeholders, professionals and policymakers on European, national and regional level. Partners are strongly advised to have information about the Cassandra project with them when attending such a meeting. The flyer serves this goal best, but partners may also consider making an A4 with extra information and contact details. The website should always be cited as the central source of information.

Cassandra will also support participation (as a speaker or workshop leader) in conferences, symposia, training etc, organised by other cultural networks or organisations.

During the Cassandra project several face-to-face events on European and national level will be organised by the partnership.

European level:

Each year the FEST-network in cooperation with one of its members, organises a general international conference in a European member state. This conference receives around 100 participants, most of them representing a storytelling organisation in Europe. The Cassandra progress and outcomes will be a subject of several workshops at this conference. The European showcase of the final products (performances by the young storytellers) will be in the frame of the Rome conference in June 2025.

National level:

Cassandra partners will organise national/regional storytelling festivals and other events in their country and will organise at least one awareness raising / training event that goes along with their local Cassandra performances. These workshops/training events will handle topics such as audience engagement, community and co-creation processes.

On-line FEST forums:

The FEST forums are online gatherings for professional storytellers and storytelling enthusiasts. Each session will be constructed around one of the topics from the project (audience development, engagement, co-creation, the socially engaged performer, the international stage...) We will present the project and project results and invite experts. We aim to reach 80 people with each on-line forum.

Available in the Google Drive dissemination folder

- Cassandra logo in different set-ups and formats for print and digital use
- A4 (landscape and vertical) with all logos and the disclaimer in .doc format
- Banners (horizontal and vertical) for digital and print
- Communication toolkit including logo and visual identity
- Social media guidelines
- Flyer templates
- Articles for the newsletters (the blogs/monthly articles)
- Texts for the website (to translate)
- Videos (raw footage and edited versions)
- Recordings of performances
- Pictures
- Draft versions of press releases
- EU visuals and disclaimers + user instructions



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