Europeana DSI 2– Access to Digital Resources of European Heritage

MILESTONE

MS5.1: Elections campaign communication plan

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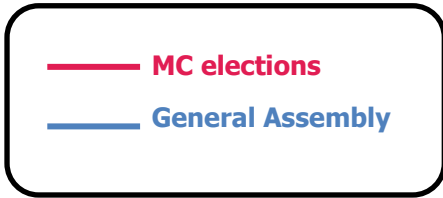Connecting Europe Facility

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

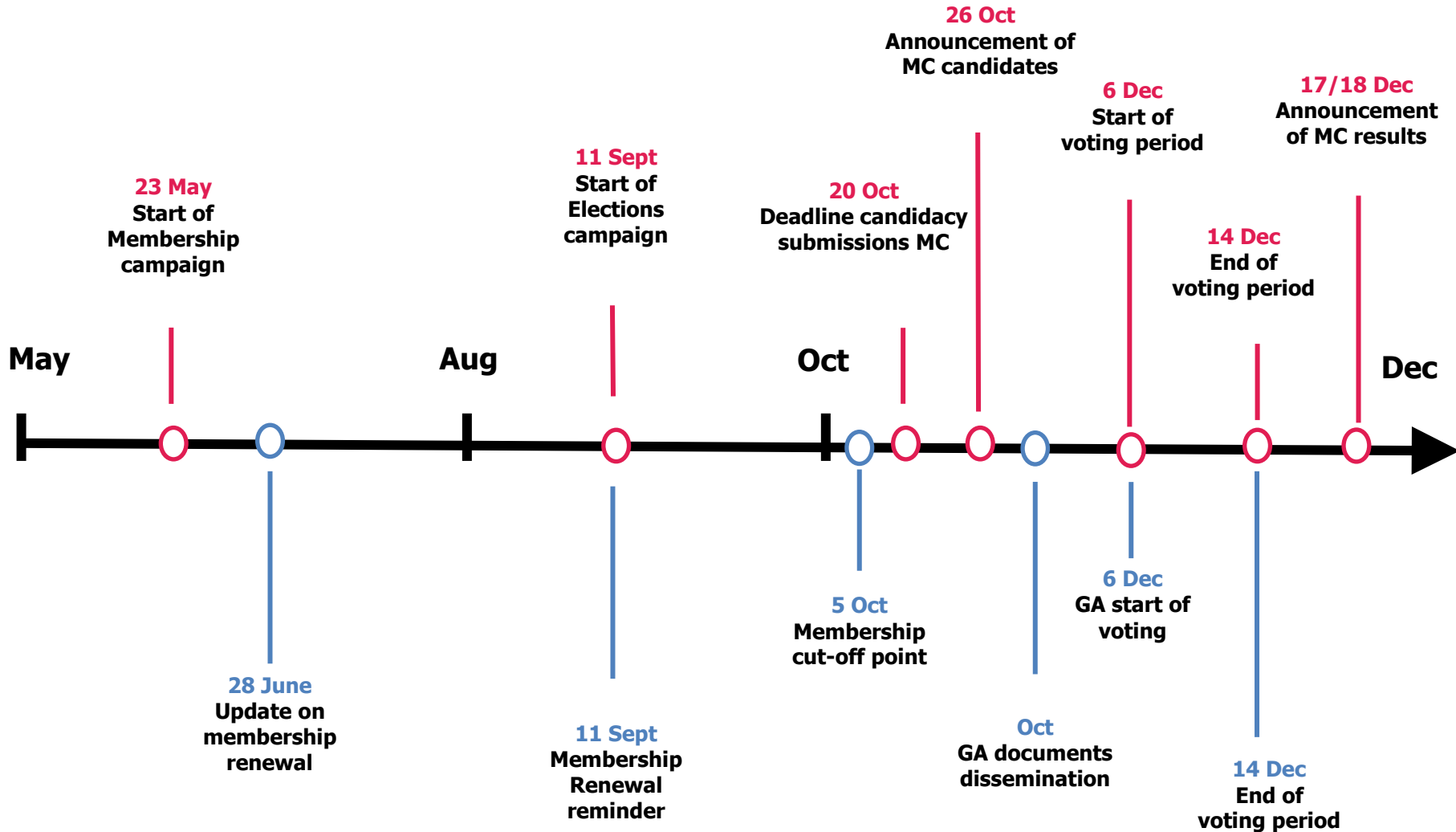| Revision No.	Date	Author	Organisation	Description
1	20.03.2017	Aubery Escande	Europeana Foundation	Initial Version
2	10.04.2017	Aubery Escande	Europeana Foundation	Final Version

Statement of originality:

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Voting/Elections 2017 Timeline

— MC elections

— General Assembly

23 May
Start of Membership campaign

28 June
Update on membership renewal

11 Sept
Start of Elections campaign

11 Sept
Membership Renewal reminder

20 Oct
Deadline candidacy submissions MC

5 Oct
Membership cut-off point

26 Oct
Announcement of MC candidates

Oct
GA documents dissemination

6 Dec
Start of voting period

6 Dec
GA start of voting

14 Dec
End of voting period

14 Dec
End of voting period

17/18 Dec
Announcement of MC results

May   **Aug**   **Oct**   **Dec**

- **23 May:** Membership renewal explanation through a Blog championed by Joke (see Previous launch blog) - Registration deadline Oct. 5
- **23 May:** 1st Mailchimp campaign relaying the Blog info with access to existing network members information so that members can correct or approve through a form. The form should also allow members to renew their membership or resign
- **May 31**: Network newsletter with a strong push for Membership renewal
- **June 28:** Network newsletter with a strong push for Membership renewal and update on current status
- **11 September: elections campaign kick-off: call for candidates + Membership renewal reminder**
- 11 September - 20 October: MC candidates come forward by filling out this form (update required)
- 5 October: deadline for registering as Association Member to be able to vote
  - Last reminder sent to the Network Association members
- **20 October: deadline for submission of MC candidacies**
- **26 October: public announcement of MC candidates**
- **26 October:** candidates' campaigns with the #EuropeanaElects hashtag
- **December (6 TBC): launch of voting and elections during the meeting of the General Assembly at the AGM**
- 1 week + voting period in December (14-15/12 - TBC w. WG)
- **December 17/18: public announcement of results**

Timing	Audience	Channel	Actions + Message focus	Responsible	Deadline
May	Association	Pro	Edit Europeana Pro Association pages for consistency purposes	Tamara	May 23
	Association	Pro - Blog 1 (refer to Blog 2015 for ref.)	Edit Blog	Zuzana / Joke w. Aubéry	May 23

	Association	Form + Message	Mailchimp campaign	Tamara w Zuzana & Aubéry	May 23
	MC	Twitter + appropriate lists	Relay message	Councillors	May 23 - May31
	Association	Network newsletter	Mailchimp	Zuzana w Tamara & Aubéry	May 31
June	Association	Network newsletter	Mailchimp	Zuzana w Tamara & Aubéry	June 28
August	Association	Network newsletter	Mailchimp	Zuzana w Tamara & Aubéry	August 30
September	Association	Blog 2 (ref to 2016 construct and requirements)	Aubéry/Zuzana - Candidates come forward + Candidate Form + Membership renewal reminder	Blog: Aubéry/Joke Form: Tamara/Zuzana	Sept 11
	Mailchimp campaign - Association	Mailchimp	Relay Blog 2 through network campaign (Mailchimp) - Candidates come forward + Candidate Form + Membership renewal reminder	Zuzana/Tamara	Sept. 11
	Broader network	Social Media (LinkedIn, Twitter)	Relay blog 2 and newsletter (AGM and Elections) + Membership renewal reminder	Zuzana, Tamara, Gina, Nobu, Aubéry + MC	Sept. 12

	Association campaign (Not Mailchimp)	Outlook or Zoho	**Convening notice for the meeting of the General Assembly** during the AGM, incl. a provisional agenda	Zuzana	XXX amount of time before Elections date **- OUTLOOK not mailchimp**
	Association	Newsletter	Candidates forward Come forward **until Oct 20** + Candidate Form + Membership renewal reminder	Aubéry Zuzana Tamara	Sept. 28
	Public	Twitter	Come forward + Candidate Form + Membership renewal reminder	Nobu	Sept. 28
	3rd Special campaign - Association	Mailchimp	Come forward **until Oct 20** + Candidate Form + **deadline for Membership renewal**	Zuzana / Tamara	Oct. 5 **- MAILCHIMP, not ZOHO**
	Public + Network	Twitter & LinkedIn	Reminder - Candidates forward Come forward + Candidate Form + **deadline for Membership renewal**	Aubéry + Gina + Tamara + Zuzana + Joke + MC + Nobu + etc.	Oct. 5
	Candidates	Email Message to Candidates	Your candidacy has been received in good order and approved - these are the next steps	Zuzana	Before public announcement of candidates
	Office	Hitchcock Session	Informing the Office of the upcoming voting & elections + AGM	Aubéry/Zuzana/Gina /Tamara	TBC

From Oct 26	Association	Pro	Space on Pro for candidates	Zuzana / Tamara	Oct 26
	Association	Blog 3	Joke - We've got XX candidates [link to their profiles], voting will start at the AGM + AGM page	Aubéry / Joke	Oct 26
	Association	Newsletter	1. Candidates details 2. Campaign + #EuropeanaElects 3. Provide access to General Assembly required documentation: BP, budget, Candidates list etc.	Aubéry Zuzana Tamara	Oct 26
	Public	Twitter	Candidates announcement - Relay Blog	Nobu	Oct 26
	Public	Candidates Twitter	Encourage them to make noise about elections/ vote for me etc & use #EuropeanaElects	Candidates	Oct 26
	Public	MC Twitter	Encourage councillors to relay the Blog	MCers / Zuzana	Oct 26

			#EuropeanaElects		
	Association	Email Message to Candidates	Launch campaigns with #EuropeanaElects	Zuzana Tamara	Oct 26
	Association AND Pro AGM page	Outlook	Provide access to General Assembly required documentation: BP, budget, Candidates list, etc..	Aubéry / Ylva / Gina	Early November - OUTLOOK or Mailchimp Last year's message
During AGM - 7-8/12 for now	Association	Newsletter Elections special	Documents access + vote	Aubéry / Tamara	Date TBC - 6/12 For now
	Public	Twitter	• Reminders to cast your vote (one week - 2015 model) • Encourage Network members to Tweet when they've voted (2015 model)	Europeana MCers New candidates	**Voting opens** 6/12 For now Date TBC**, 14-15/12: Voting closes**
	Candidates	Video	AGM video purpose for projection + Social media	Aubéry	AGM and beyond, and Pro

			follow-up until results are made public		
Right after/during AGM	Association	Pro + Mailchimp	Proceedings of the meeting of the General Assembly (formal requirement)	Zuzana	ASAP after the GA slot, but at least before the end of the voting period
Post - AGM Results	Association	Candidates Email	These are the results; • you have been elected; these are the next steps • you have not been elected; thank you for running and we hope you'll continue to follow Europeana	Joke (through Zuzana) on behalf of the voting committee	Very important that this goes out at least one day before the public announcement of the results!
	Association	Pro	Update MC Pro pages with new Councillors	Tamara Zuzana	Ready to be published on the day of the announcement
	Association	Blog 5	Joke: thank you, here are the newly elected members of your Council, congratulations . The new MB will be announced in 2017	Aubéry / Zuzana / Joke	Dec (17-18/12 TBC)

	Association	Pro Hero Image	Blog relay	Tamara	Dec (17-18/12 TBC)
	Association	Newsletter	Blog relay	Aubéry /Zuzana / Tamara	Dec (17-18/12 TBC)
	Network + Public	Twitter + LinkedIn	Blog relay	MCers, New MCers, Zuzana, Gina, Aubéry, Harry, Jill, etc.	Dec (17-18/12 TBC)