

## **Europeana Migration – communication tips checklist**

PLANNING		
	Start planning your communications as early as possible - then plan some more	
	Revisit your plan to see if your approach is working – don't be afraid to do more of one thing and less of another.	
	Be clear on who is doing what and when.	
	Think about your budget from the start – do you have one?	
	☐ If yes, no matter how small, think about how you can best spend it.	
	☐ If not, don't worry, there are lots of things you can do for free:	
	use your website, your mailing lists, your newsletters, your Twitter and Facebook accounts; distribute the Europeana Migration postcards; tell t media what you are doing – use the Europeana Migration template pres release.	
	☐ Thinking about promotional material? Europeana can provide a promotional print budget of 200 Euros to produce our templates - see the ABC of Collection Days for info.	
	Think about how to use your existing resources, especially the Europeana Migration comms toolkit.	
	Think about your audience. You don't have to start from scratch – you know you	
	community best. Targeting specific groups such as schools or local migrant communities can work well.	
	□ Who do you want to attend your event?	
	☐ How do they like to be reached?	





		What do you want them to do? Consider creating a Facebook event,	
	_	to our migration collection day info and register your interest $\underline{\texttt{page}}$ , and or to your own dedicated event page.	
	•	u involve any of your partners or network or communities to help promote vent? Ask them.	
	Consider using ideas that have worked for others but don't be afraid to try something new.		
		ow what you are doing as early as possible.  Ask them if they have a story to tell.  Ask them if they want to attend your event.  Europeana is telling MEPs about Europeana Migration – if yours is interested we'll let you know. If you already know them – let us know!	
	Work through each element of your proposed activity.		
	Work as a team with Europeana - tell us what you have planned to promote your t and we will promote it on our channels, and with the European Year of Cultural		
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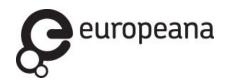




## **TELLING YOUR STORY**

Make the story you tell about Europeana Migration as much about your community/city/country as possible.		
Tell people that your event is part of the European Year of Cultural Heritage 2018, and they can be part of it too.		
Use the Europeana key messages to help you explain what the Europeana Migration project is all about.		
Find 'champions' in your organisation and/or in your community who have a nigration story to tell and share it to inform and inspire others. People are nterested in people -someone might not think their story is interesting enough – others will!		
Read the existing Europeana Migration 'champion' stories for inspiration – share them as examples to inspire others.		
Don't forget the objects in the story, they'll really help you – every object tells a story!		
Find someone outside your organisation to help tell your story for you		
□ Who are your supporters - ask them to help.		
□ Do you have a famous local migrant? Ask them. Even if they are not all anymore, you can still tell their story for them.	ve	





## **ONLINE AND SOCIAL MEDIA**

		Door your institution use social modic? If you then make it part of your		
	Does your institution use social media? If yes, then make it part of your			
		communications.		
		Find out who is responsible for social media (if it's not you) and talk to		
		them about how they can help promote. Are they available on the day?		
		☐ Use our template tweets and real life examples to help inspire you!		
		Use the European Year of Culture and Europeana Migration hashtags and		
		encourage others to - that way your event is part of a much bigger story that people are talking about all over Europe: #EuropeanaMigration #EuropeforCulture		
		Make sure all of your online channels part of your communications.		
Put the event on your website, in your electronic newsletters, on your Face your email footer				
	Always link back to <u>Europeana Migration</u> – let people see what the project is			
		about, where their stories will appear, and discover other people's stories.		
TELLI	NG YO	UR STORY TO THE MEDIA		
		Tell the media about your event beforehand to encourage people to come along		
	and tell their story. Start with the media you already know!			
		☐ Think local, regional and national.		
		☐ Think print, online and broadcast.		
☐ Does your organisation have a press office or a press officer?				





If yes, make sure they know all about the project a good time.	and ask for their help in
$\square$ If no, the tips below should help you.	
Think about your timing – make sure to let the press know them early (3-4 weeks before); AND □Tell them again closer to the time (a week before).	v in plenty of time. □Tell
Use the Europeana press release template - adapt and translate it.	
Prepare a couple of 'champion' stories in advance and sh	are with the media.
Prepare images that are high enough quality for the press to use.  Web images: 72ppi.  Print images: 300dpi.	
Have quotes ready – from your organisation but also from supporting your event. Europeana has provided a quote y	
Have facts and figures ready for journalists for when you t	talk to them.
Invite the media to your event so they can write about it at template invitation.  Be clear what you are inviting them to do.  E.g. Interview people who will share their story; take part share their own story; take photographs.	
Have people ready and prepared to share their story with or at the event. Make sure to ask them plenty of time in a	
are happy to do so.	

