



**NEW MEDIA
EDITORIAL PLAN**

EYESS



Index

1. General Objective, page 1
2. Target, page 2
3. Intervention strategy, page 2
4. Organizational structure and work team, page 4



1. GENERAL OBJECTIVE

Objectives, strategy and media channels described in the communication plan are the basis of the social-web editorial choices proposed below. The priority of spreading the experience of Mondiali Antirazzisti makes this new media editorial plan a crucial step for the success of EYESS project.

The ambition is to overcome the borders of the countries involved in the project, to strengthen the network of stakeholders involved in the events, and finally to lead and coordinate the partnership in the communication activity of local events.

In this regard, the Working Group making up the editorial board (see par. 3) will be devoted to the following activities:

- Management of a common and shared editorial action among diverse partners under the guidance of one central editorial team (provided by Ares 2.0). Ares 2.0 will also tutor partners in any communication activity
- Informing and gaining the attention of those local stakeholders able to play an active role to replicate the experience of Mondiali Antirazzisti in project partner countries
- Stimulating interest among stakeholders placed in countries outside the geographical boundaries of the project. It will be ensured both by communicating EYESS events and providing information on its tools and methods
- Stimulating a more conscious and proactive attention about the serious phenomenon of racism among the general public, especially young students. This audience will understand the importance of becoming an actor of change also through the events contributing to the contrast of each discriminatory behaviour



2. TARGET

Following the above mentioned objectives, 3 targets have been identified:

- Non-profit operators, schools, institutions and other subjects of the political-social governance of the country and local areas where the events will be carried out
- Citizens, young students and foreigners from the countries involved in the project
- Main non-profit operators and institutions of a selected group of countries outside the EYESS perimeter

3. INTERVENTION STRATEGY

To achieve the objectives described in the first part of this document, the new media editorial strategy is going to be based on 13 key elements:

- The new media action will be focused on three social channels (Facebook, Instagram and YouTube) and on a website. This will avoid the risk to disperse resources, which often represents the basis of failures of similar activities. The activity will be carried out in order to achieve satisfactory thresholds in terms of visualization and interaction with the audience
- A mapping activity will be developed about project's stakeholders and their social presence. Similarly, it will be accompanied with a reconstruction of the main events coherent with EYESS topics and objectives
- Benchmarking will be implemented to assess the features of pages with topics similar to those of our project
- Hashtags and tags will be optimized, using the information collected in the mapping activity
- The progress of the social-web action will be constantly monitored through an analysis of the main statistics
- Social networks will be supervised and animated cautiously. The editorial line will be differentiated and adapted to the target: institutional tone for policy makers, schools and non-profit organizations; catchy and engaging tones for citizens, young students and foreigners



- Social network activity will be structured on two levels: 1) posts aimed to describe the project activities and EYESS contents; 2) posts and / or sharing of information and news on the two project topics: discrimination (in its different varieties) and sports for inclusion. In this regard, each editor will be responsible for a macro topic, for the development of its contents, and for the enhancement through links with pages, influencers, events and coherent tags
- An organizational model will be developed to monitor all partner countries. We will introduce a system of local editorial boards coordinated by a central editorial board. The latter will be organized with 1 social media manager, 2 editors, 1 advertiser and a technical support team for the design and ICT activities
- A formal management system will connect each partner editorial office to others and to the central editorial office through remote meetings. In this occasions, every three months all the managers of the social editorial offices will be updated about the new calendar of posts (number, time, thematic combination) and any change in the strategy (based on the monitoring results)
- An advertiser will be provided to all editorial offices to work alongside local editors to enhance posts considered of particular interest and relevance for the effectiveness of the campaign
- The role of the social media manager will be strengthened to ensure an intense and constant management and support activity to local editorial offices
- The project website will be leveraged to create a user-friendly and highly informative space, where all training materials and products created by EYESS partners will be available in order to support the creation of new experiences of anti-racist sporting events. The website should become the online space where the public gained through social activity will be addressed to ensure a second channel of information and awareness on EYESS issues



- The editorial plan includes a programming of social network activity of each local editorial staff from September 2019 to December 2020. 2 weekly posts are planned, one on project information and the second on related topics. The number will increase up to 5 posts per week in the month of the event (3 devoted to the history of the event, promoting to the public and enhancing the moments of realization of the same event, and 2 on related topics). In this phase, the advertiser's action will be intensified also through a greater budget commitment for the purchase of adv services

4. ORGANIZATIONAL STRUCTURE AND WORK TEAM



EYESS

By **mondiali
antirazzisti**

Co-funded by the
Erasmus+ Programme
of the European Union

