

<https://mylifeineurope.nkey.it/>



Let's talk about dissemination

Erasmus+ Strategic Partnerships for adult education
Cooperation for innovation and the exchange of good practice
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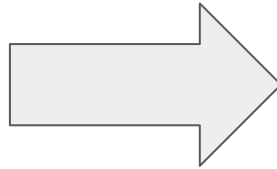


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Social Media take a lot of time. How to cope with it



Now we have a lot of
Facebook pages and
An Instagram account,
But our numbers are not
satisfactory.



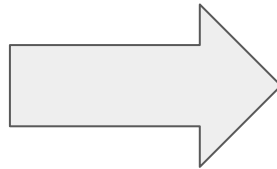
We will **close** the accounts
dedicated to the project and
we will communicate
through our social network

Our presence on Facebook and Instagram



As Nkey we have accounts on Facebook, Instagram and LinkedIn.

We use Facebook and Instagram to speak about the project.



We would like you to do the same. We hope that this will help you with the growth of your social account.

Our presence on Social Media

Which are your accounts?



How to speak about the project “My Life”?



Let's use some hashtags
#MyLifeProject
#MyLifeInEuropeProject
#MyLifeInEurope
#MyLifeTheGame
#ErasmusProject
#ErasmusProjects
#ErasmusPlus



Let's tag each other!
We are
@Nkey.informatica on FB
@nkey_srl on IG

Tell us your account, if you
have one



Let's translate our posts in
English.
A short version is enough.

Let's plan together

We could plan a set of posts with their titles and translation. This is a simple way to speak about the project and make people curious about it without explaining everything.



- Image: “My First Memory” card
- Text:
 - Translation in your language: “Il mio primo ricordo”
 - Short text about the game

IT: Questa è la prima carta di uno dei mazzi del gioco “My Life”. Si intitola “Il mio primo ricordo”. Per saperne di più visitate il sito del progetto “My Life in Europe”. <https://mylifeineurope.nkey.it/>

EN: This is the 1st card of the short deck of the game. It's called “My First memory”. Have you ever heard about the project “My Life in Europe”? Visit its website: <https://mylifeineurope.nkey.it/>

Let's tell everything



We need each partner to tell everything is done about the project.

If your Municipality supports the project, tell it. If your organization (University, Association and so on) supports the project, tell it.

If you organize an event, tell it.

Be sure you write a short text in English so that every partner can understand what you did.

Fill up the dissemination report, too.

What can we tell?



When we have to tell something, we can:

- Tell something happened (real event)
- Tell something we know (research)

If we organize an event, or if we talk about “My Life in Europe” during an event, speaking about it is easier than doing a research and present the results of it.

I'm thinking of My Life in Europe



We need each partner to think about the project.

If you attend a congress or a trade fair, you can take the opportunity and talk to the attendees about My Life in Europe.

If you read a news item that makes you think about the project, take the opportunity to make a short article to be published on the website, on a newspaper or on social networks.

Let people know you are thinking about the project. For example, you can include the link to the project website in your email signature.

Reminders



Don't forget to:

- publish on Epale
- Publish articles. We plan to publish 30 articles. We should try to publish at least a couple per month (each partner).
 - Examples: what Grazia said, Preparatory activities done before Bologna, and so on

Let's talk about it now!



Please share your opinion now and let's find a good way to communicate our activity in this project!