

## Goal

By providing and disseminating a written account on major CHARM-EU events where colleagues from a particular partner university have actively participated, the contributions of academics and staff members from these universities are showcased and other interested colleagues are motivated to get to know CHARM-EU and the opportunities it offers for partner university staff members. By highlighting their active involvement, the commitment of colleagues already participating in CHARM-EU is also strengthened.



## Target group

- Academic and support staff of partner universities already involved with CHARM-EU
- Academic and support staff of partner universities not yet involved with CHARM-EU

## Format & type of content

A written, local language news piece published on the website of a partner university and including photos of the event (potentially also available in English).

- [Example in Hungarian](#) on the first CHARM-EU Inclusion Conference, 2022
- [Example in English](#) on the first CHARM-EU Inclusion Conference, 2022



## Channels & tools used

- CHARM-EU partner universities' main as well as faculty, institute etc. websites, social media channels and newsletters

## Impact and efficiency

- Number of webpage visits
- Number of interactions following social media publication of the news items
- Raised awareness of and engagement towards CHARM-EU



## Necessary resources

- Human resources: preparation (incl. editing, formatting, translation, creation of visuals) as well as publishing of the news pieces; coordination with website editors; potential further coordination with institutional social media managers and/or faculty communication officers



## DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials used in the article as well as in its social media dissemination (e.g. ensure equal representation and include ALT-TEXT for images)



Post-event communication on the CHARM-EU Inclusion Conference 2022 on the ELTE website and ELTE Instagram channel

