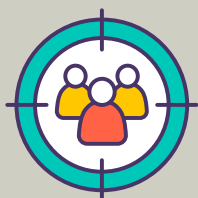


Goal

CHARM-EU promotional materials are essential in building the CHARM-EU brand, raise awareness and create visibility, disseminate general information and encourage engagement with the Alliance.



Target group



- Current and prospective CHARM-EU students & staff
- Students, academic and support staff of partner universities
- Other European University Alliances
- External stakeholders
- General audience

Format & type of content

CHARM-EU promotional materials are used in a variety of contexts and as such, are available in a diversity of formats including printed as well as digital materials. Examples are roll-ups, flags, posters, banners, flyers and leaflets, PPT template, merchandise, etc.



Channels & tools used



- Physical events and activities
- CHARM-EU & partner universities' webpages and newsletters
- CHARM-EU social media channels

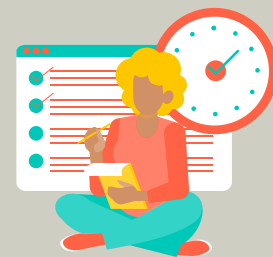
Impact and efficiency

- Number of webpage visits, views/impressions and interactions with social media posts
- Number of followers on CHARM-EU social media channels; subscribers to CHARM-EU newsletter
- Raised visibility and recognisability of the CHARM-EU brand



Necessary resources

- Human resources: graphic design, web development, social media community management
- Material & technical resources: printing, merchandise companies



DEI aspects

- Follow inclusive communication guidelines both in the text and visual materials in both printed and digital versions (e.g. ensure equal representation and include ALT-TEXT for images, gender-neutral language, diversity of representation regarding gender and other lived experiences on posters etc.)

