

# DISSEMINATION PLAN

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S.W.O.T. analysis (of the educational center/organization with regards to communication)

## **WEAKNESSES:**

- The UDC is a higher education institution and we want to communicate with a target audience in the secondary education sector. Belonging to different levels of education will make dissemination more complex.
- One weakness to keep in mind is to start from scratch without a minimum number of followers on social networks.

## **THREATS:**

- Social taboo when it comes to using the Smartphone as a problem in education. Because of it, at the time of spreading our messages, we must be conscious of it and analyzing our language properly to be able to reach more people.
- The market for social networks to disseminate is in constant change, and the target audience is increasingly demanding with the communication that is made.

## **STRENGTHS:**

- Staff trained in social networks, web and graphic design.
- We have access to high-level scientific conferences in which a large number of professors participate.
- We can use the UDC broadcasting channels that have a large number of followers.
- Staff trained in the creation of AI teaching units.
- We count with the collaboration of the Robobo product when working on the project, but also to spread our networks.

## **OPPORTUNITIES:**

- Great advances in the educational community on AI issues, so we will have a large niche of labels and interested communication.
- The creation of an AI curriculum for pre-university education is incipient, and we can become a reference in Europe.

	<ul style="list-style-type: none"> <li>○ We have a team that belongs to the different areas of Europe, which will help when it comes to diffusion.</li> <li>○ By carrying out events and participation activities between countries we can reach a large number of people.</li> </ul>
<p>2 </p> <p style="text-align: center;">Objectives</p>	<ol style="list-style-type: none"> <li>1. <b>Objective 1:</b> To provide dissemination and visibility to the project, influencing the social inclusion of this initiative, both to reduce gender differences and to reduce differences in economic status between countries, achieving a more equitable access to higher education. In order to know the impact, figures and metrics will be made from the data of the web page and social networks, analyzing their evolution in a quantifiable way.</li> <li>2. <b>Objective 2:</b> To disseminate how we improve the knowledge in AI activities of students and schools involved in the project.</li> <li>3. <b>Objective 3:</b> To show the great possibilities of creating an educational curriculum for AI using the Smartphone as a base element.</li> <li>4. <b>Objective 4:</b> To become a benchmark of good practices in the education community.</li> <li>5. <b>Objective 5:</b> To show the UDC and the Ferrol Campus as a reference at the forefront of educational innovation.</li> </ol>
<p>3 </p> <p style="text-align: center;">Target groups and stakeholders</p>	<ol style="list-style-type: none"> <li>1. The institutions with which we work: <ul style="list-style-type: none"> <li>○ IES David Bujan</li> <li>○ CPI A Xunqueira</li> <li>○ 2IIS A-Ruiz</li> <li>○ Vi eso ji ístmica Panevezio profesinio rengimo centras</li> <li>○ Solsticio center Velenje</li> <li>○ Joensuu yhteiskoulun lukio</li> </ul> </li> <li>2. Robotics and technology <b>teachers</b> at European level (European Schools).</li> <li>3. <b>Pre-university students:</b> In this project, we try to reduce the gap between secondary and tertiary education.</li> </ol>

	<p>4. <b>Women</b>, increasing their interest in technical disciplines, which will increase their chances of entering the job market.</p> <p>5. <b>Official education institutions</b>, which will be the ultimate recipients of the results of the project, being able to give it continuity in the future.</p>
<p>4 </p> <p>Levels of dissemination (local, regional, national, international)</p>	<p><b><u>1.Dissemination at local and regional level:</u></b></p> <p>From the beginning of the project, and after each "training activity", we will make press, television and radio releases to inform about the progress and reach a larger target audience. There will also be a great diffusion in all the social networks that we created for the project.</p> <p><b><u>2.Dissemination at the national level:</u></b></p> <p>Also, at the national level, we will contact the traditional media to disseminate the project. This will be supported with the diffusion in social networks and the contact with educational magazines so that its diffusion advances.</p> <p><b><u>3.International Dissemination:</u></b></p> <p>Dissemination through social networks (Twitter, Facebook, Instagram and Youtube). The project website (aiplus.udc.es) and the official EU websites (eTwinning, E+PRP) will also be disseminated as widely as possible.</p>
<p>5 </p> <p>Messages</p>	<p>The main message to be transmitted is that <b>AI education at pre-university level is essential for European society to move forward into the future</b> in parallel with other societies worldwide.</p> <p>Specific messages to highlight :</p> <ul style="list-style-type: none"> <li>- AI can <b>reduce the gender gap</b> in technical qualifications if it is approached in an interdisciplinary and dynamic way.</li> <li>- AI can help <b>reduce school dropout</b> by being a new discipline with a digital approach of interest to teens.</li> <li>- The use of the <b>Smartphone</b> as a key element to introduce AI at this level <b>equalizes the opportunities of countries</b></li> </ul>

	<p><b>with different economic levels</b>, since this type of device is present in all of them.</p>
<p>6 </p> <p>Strategy: tone and language, channels and tools</p>	<p><b>1. <u>Tone and language</u></b></p> <p>The message will be <b>adapted to the target audience</b> of this project, its <b>language</b> will be exposed in a <b>clear way and avoiding unnecessary technicalities</b>. The <b>language</b> will be <b>English</b>. In social networks, many <b>labels belonging to the theme</b> of the publication will be used, but the following ones will always be introduced:</p> <p><b>#ErasmusPlus</b> or <b>#ErasmusPlusEs</b> and the own label created for the project: <b>#Aiplus_EU</b>.</p> <p><b>2. <u>Channels and tools:</u></b></p> <p>The diffusion channels will be the <b>networks</b> (Twitter, Instagram, Facebook y Youtube) and the <b>web page</b> created for the project (aiplus.udc.es).</p> <p>The results will be included in the Erasmus+ results platform itself (<b>E+PRP</b>), and the <b>eTwinning y School Education Gateway</b> platforms will also be used for internal communication and course publishing.</p> <p>Each <b>social network</b> will be created and <b>faced in a different way</b>:</p> <ol style="list-style-type: none"> <li><b>1. <u>Twitter (@aiplus_eu)</u></b> <ul style="list-style-type: none"> <li>- Interaction with interested users.</li> <li>- Re-tweet and publication tagging other users of interest and belonging to the project (e.g. the UDC).</li> <li>- Use Twitter threads depending on the publication.</li> <li>- Inform about the videos uploaded to Youtube and the news of the project.</li> </ul> </li> <li><b>2. <u>Facebook (@aiplus.eu)</u></b> <ul style="list-style-type: none"> <li>- Through Facebook we redirect public to the web page or to the results page.</li> <li>- To create direct or stories of the activities that we do in the "training activities".</li> <li>- To disseminate Youtube videos.</li> </ul> </li> <li><b>3. <u>Instagram (@aiplus_eu)</u></b> <ul style="list-style-type: none"> <li>- Direct and stories.</li> </ul> </li> </ol>

- Have a link in the biography, where we can redirect users to different channels (our website, that of schools, other project networks or relevant news). For this we will use the tool "linktree" ([www.linktree.ee](http://www.linktree.ee)).

#### 4. Youtube (@aiplus\_eu)

- Publication of some tutorials.
- Some videos of previews etc
- Videos of various visits that are made.

The Twitter, Instagram and Facebook networks will have at least **one publication a week. When "training activities" or "transnational meetings" are carried out, the diffusion will be much greater.**

In the case of Youtube, each time you have audiovisual material will be uploaded and reported on other social networks.

We will start using these three social networks, but depending on the progress of the project we will see the interest or need to add some more.

The **tools** to be used will be:

- Infographics.
- Linktree ([www.linktree.ee](http://www.linktree.ee)).
- Google Analytics.
- Wordpress.
- Canva.
- Genially.

- Short phrases from famous or innovative citations within the AI, depending on the publication.

- Photographs and their editing through programs such as Gimp, Adobe Photoshop, StoryArt, Snapseed ...

- Videos and animations with effects, created in various programs: iMovie, InShot, Adobe Premiere, Boomerang ...

- Carry out the measurement of network usage, in addition to the statistical tools of each network, we will take Metricool into account. In case of having to program publications, we will use it to have everything under control in the same tool.



#### 1. **Before the start of the project:**

- Draw up the dissemination plan.
- Create the domain for the web page that will be prepared after the start of the

project. The website will be: <http://aplus.udc.es>.

- Creation of a logo and a corporate identity for our project.
- Subscription to SEPIE Newsletter.
- Creation of an "Internal Dissemination Plan" for all schools participating in the project.
- Support a good communication of work will be used Microsoft Teams, this platform will have folders for all project partners and a calendar of reminders of each activity or progress of the project. Besides that, we'll have a chat so we can get in touch.
- Review the users available for our social networks, register them and start filling in the profile.
- Create the project page in eTwinning.
- Start to create our website.

## **2. During the project:**

- Publish in social networks.
- Add publications on our website.
- Carry out periodic activities and also press releases and diffusion in television and radio.
- Set up the eTwinning page for the exchange of information between teachers and students from the schools involved.
- Participate in acts, events and dissemination days organized by SEPIE and ERASMUS +.
- Attend lectures and congresses on education and AI topics.
- Update the Results platform of Erasmus+ Projects (E+PRP)
- Link the E+PRP (Project card) project file on the project website.
- Evaluate the dissemination of social networks and the website through Metricool, statistics and Google Analytics. We will create some quarterly dossiers to see how the diffusion is going.

## **3. In the final report phase:**

- Upload the final results of the project to E+PRP.
- Evaluate the diffusion achieved in global through the whole project with Google Analytics and in social networks through statistics and Metricool.

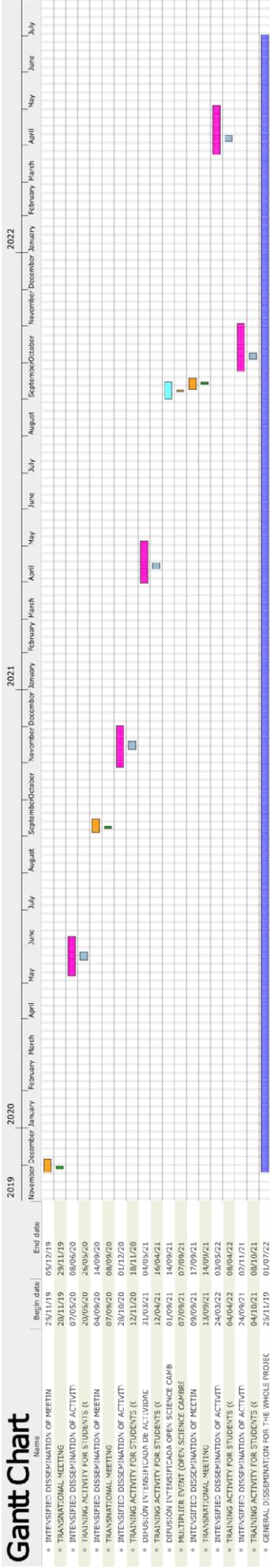
	<p><b>4. <u>Once the project has been completed:</u></b></p> <ul style="list-style-type: none"> <li>- We continue with the dissemination activities.</li> <li>- We develop ideas for cooperation in the future.</li> <li>- We evaluate achievements and impact.</li> <li>- We contact the relevant media.</li> <li>- Cooperation with the SEPIE and the EC providing useful information for its dissemination and use.</li> </ul> <p>Throughout the project, when photographs and videos are taken, the signature of consent of minors and adults will be taken into account.</p>
<p>8  Officer</p>	<p>Those responsible for the dissemination project will be: Tamara Baamonde and Francisco Bellas.</p>
<p>9  Chronogram</p>	<p>We show the schedule in a general way that will advance depending on the project, the needs, and also the possible talks, conferences, etc., that arise.</p> <p>The schedule is shown at the end of the document (page 9).</p>
<p>10 </p> <p>Indicators of control and monitoring / Evaluation</p>	<p><b><u>Tracking:</u></b></p> <p>The monitoring of our plan will be <b>constant</b>. The social networks, their content and labels will be evaluated by looking at the <b>number of followers and actions</b> taken in each one. In this way, we will see which publications and networks are more effective.</p> <p><b>Review and stay informed</b> of the <b>networks and websites of schools</b> involved in the project.</p> <p>In the case of the <b>web page</b>, each publication we make will be reviewed with <b>Google Analytics</b>, and we will analyze what its diffusion is.</p> <p><b><u>Evaluation:</u></b></p> <p>In order to see the <b>evolution of the web page and social networks</b>, quarterly dossiers will be carried out with statistics and data, adding in them the measures taken to continue improving.</p> <p>Tools to evaluate:</p>



- **Google Analytics:** It will be used for the website.
- **Tools for valuing social networks:** We will use the own statistics of each social network and we will also take into account those of Metricool.

- OTHER:**
-  **Budget**
  -  **Free access to materials**
  -  **Transferability of results**

# Gantt Chart



## CAPTION:

- Intensified dissemination of activity
- Meeting Activity
- Intensified dissemination of meeting
- Training activity
- General Dissemination