RIS Fellowships 2019
Communication Actions
& working with Hubs
RIS Fellowships

EIT FOOD PLATFORMS

WEBSITE/BLOG
Update RIS Fellowships’ page in the EIT Food website.

Write news for the blog with testimonials of 2018.

YOUTUBE
We will upload all the audiovisual material to EIT Food Youtube channel.

FACEBOOK
We will design different ads and interesting content for our target and use EIT Food facebook to post them.

LINKEDIN
We will use EIT Food Linkedin profile to achieve our goals and get more candidates and companies that are interested in the project.

TWITTER
We will adapt facebook posts to this platform in order to increase our scope.
OUR PLATFORMS

RIS Fellowships

OFFICIAL WEBSITE (UW)
Update the website with the new process, new RIS Countries, new internship opportunities... Add a blog section to improve the web positioning and to inform about all the progress and news.

We could change the domain to an easiest one:

- timo.wz.uw.edu.pl/risfellowship
- www.risfellowships.eu

PARTNERS WEBSITES
We also have to update or create a new page about the project in the web / blog of our company.

We will send you an english version.

SOCIAL CHANNELS
We will send you examples and material so you can use them in your social networks.

Each company is different so of course you can adapt the posts to your editorial philosophy.
What has a new, fresh, foreign approach brought to Grupo AN?

Rested eyes see things that are not seen by tired eyes, do not have the same prejudices and provide new solutions.

The work allowed the possibility to learn and work with new monitoring technologies and a first immersion in data analysis.
NEW MATERIALS

**RIS Fellowships**

**VIDEO**
We have a video that we will use to promote the project.
The video has been created by the University of Warsaw with the collaboration of GrupoAnn, Maspex, Pepsico, AZTI and Raben.

**EMAILING**
We will design two emailings: one for companies and another one for intermediaries.

**BROCHURE**
We will design a brochure for candidates so the hubs and collaborators (universities...) can use to promote the project and inform potential candidates.

**CONTACT LIST**
We will work on creating a contact list to reach potential candidates. We will give some guidelines to the hubs of each country so they can create their own lists.

**PLACEMENT**
We have to think about where to place these supports strategically in each country to reach the maximum of our target.

**MAS MEDIA KIT**
We will prepare a specific kit for the media that includes a press release, a promotional video, a brochure, a presentation... so the hubs can send to the media of each country.
As we don’t have the contact of potential candidates, we have to use intermediaries (people and centers that are in contact with students or doctoral students) so they can send information to potential candidates.

The email for intermediates will be similar to the one we send to companies.

We will adapt the text and attached documents to the new target.
SOCIAL MEDIA CAMPAIGN

We will launch a social media campaign in collaboration with a Professional Agency.

SEGMENTATION

We have two types of targets:
- Ris fellowships form 28 RIS Countries
- Ris talents from 28 RIS Countries

The segmentation is very important for this type of campaigns so we will work with the media agency and the hubs to define our audience as specifically as we can so we can achieve better results. Facebook allows even to segment the campaign to students of a specific university or people who follow a specific fanpage.
There are some forums, websites, blogs or social media profiles that can help us to reach our target and most of them are free.

**UNIVERSIA**
Universia, for example, is a fellowships search engine (Google for fellowships).

**FOLLOWERS**
98,756 Facebook
46,900 Twitter
2,694 Instagram
9,081 Linkedin

[https://becas.universia.net/](https://becas.universia.net/)
QUIERO SALIR THE MI PAÍS  
(I WAN’T TO GO OUT OF MAY COUNTRY)

Another example of an interesting platform for our project.

FOLLOWERS

486.917 Facebook  
11.100 Twitter  
22.200 Instagram

https://www.facebook.com/quierosalirdelpais/
To fit with this timing our idea is to **design** the emailing, the brochure, Social Media ads... during **MARCH**.

We would **start with the campaign for candidates** (sending emails, dispensing brochures, activating the social media campaign...) on **APRIL**.
The HUBS are an essential part of RIS Fellowship project. We need your help for the following issues:

**Intermediaries List**
People and centers that have contact with Ris Fellowships (MSc students and graduates) or RIS Talents (PhD students and post-docs). Try to find personal contacts not general emails (info@XXX.com).

**Media Contacts**
We will create a Media KIT with all the information about the project so we need you to elaborate another list with newspaper, magazines... (Also digital)

**Strategic Contacts**
Make a list with websites, forums, fanpages, influencers, bloggers... that could help in the promotion of the project. To start with, you can try writing the keywords you would use in Google if you were finding an internship.

**Brochure Placement**
It can be used as a digital leaflet or printed. We need you to think about the different locations that it could be placed.
You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

Lee Iacocca

Good communication is as stimulating as black coffee, and just as hard to sleep after.

Anne Morrow Lindbergh
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