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## **Deliverable D2.5**

# **Project Communications Strategy and Plan (2)**

### **Deliverable D2.5**

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### **Abstract**

This deliverable describes the communications strategy and plan for Month 24 to Month 36 of GN4-3.

## Table of Contents

|                                   |    |
|-----------------------------------|----|
| Executive Summary                 | 1  |
| 1 Introduction                    | 2  |
| 2 Project Communications Strategy | 3  |
| 3 Project Communications Plan     | 6  |
| 3.1 Strategic Considerations      | 6  |
| 3.1.1 Audiences                   | 6  |
| 3.1.2 Channels                    | 7  |
| 3.1.3 Messaging                   | 9  |
| 3.1.4 Stakeholder Engagement      | 10 |
| 3.2 Communications Plan           | 12 |
| 4 Key Performance Indicators      | 20 |
| 5 Conclusions                     | 21 |
| Glossary                          | 22 |

## Table of Figures

|  |    |
|--|----|
| Figure 3.1: Twin track approach to messaging | 10 |
|--|----|

## Table of Tables

|  |    |
|--|----|
| Table 3.1: Communication channels – audiences and approach | 8  |
| Table 3.2: Stakeholder impact analysis                     | 11 |
| Table 3.3: Communications plan                             | 19 |

## Executive Summary

This deliverable describes the communications strategy and plan for Month 24 to Month 36 of GN4-3.

Continuing from the strong progress made in GN4-3 Period 1, the document provides the strategic context on which the communications strategy and plan are built and details the key communication aspects that were considered in devising the communications plan.

Actions identified in the plan will be tracked on an ongoing basis and their success measured against the key performance indicators set for the Task (Work Package 2 Marketing, Communications and Events, Task 1 Communications and Design). Progress towards objectives will be monitored and reported on a regular basis.

## 1 Introduction

Informed by the goals set for GN4-3 and GN4-3N in the project's Description of Work (DoW), the marketing and communications strategy and plan continues to address the project's different stakeholders and their requirements, with integrated, consistent communications that target audiences through coordinated channels, with consistent messaging and impactful content.

Following the strategic direction set for GN4-3, this document sets out the communications strategy that Work Package 2 Marketing, Communications and Events, Task 1 Communications and Design has devised to progress and enhance the work it started in GN4-3 Period 1 and which followed on from predecessor projects (see Section 2).

The communications plan the Task has compiled is based on the communications strategy; key communication aspects as well as stakeholder impact were also considered in putting the plan together (see Section 3).

To track progress against the communications plan, key performance indicators (KPIs) have been agreed, which the Task will monitor on a regular basis (see Section 4).

The document concludes by summarising the key approaches required for the strategy and plan to succeed in meeting their objectives, and the areas where further growth and results are anticipated (see Section 5).

## 2 Project Communications Strategy

The GN4-3 Description of Work (DoW) includes the following overarching Framework Partnership Agreement (FPA) objective:

*The overall FPA objective for the GÉANT Partnership is to contribute to the effective European Research Area by making Europe the best-connected region in the world. GÉANT must offer European researchers the network, communications facilities and application access that ensure the digital continuum necessary to allow them to conduct world-class research in collaboration with their peers around the world.*

GN4-3 continues to pursue this objective, together with a number of supplementary objectives that span the duration of the project. Of these, the following are relevant to project communications:

- O3 *Support the GÉANT partners in their mission to offer the research and education community the best e-infrastructure environment possible to further their research and education activities.*
- O5 *Engage and contribute with services and expertise to other EC programmes where relevant and feasible.*
- O6 *Maintain and strengthen GÉANT's position and reputation in other world regions.*

Informed by the above, the marketing communications strategy aims to raise awareness of the project, its activities and ambitions, as well as the network and services, and highlight the impact these have on the research and education community. This should be done through clear messaging and positioning statements, the production and publication of engaging content to address key stakeholders, and communication delivery through integrated, measurable and collaborative channels.

WP2's communications, marketing and events service has continued to develop and evolve over the years and has proved itself to be an effective and valuable resource. It is also responsible for building and maintaining the GÉANT name and reputation.

Over successive GÉANT projects, the WP2 team has established effective communication channels with which to maximise the reach of the messages and content to a wide range of GÉANT stakeholder communities. Examples include the GÉANT website and services microsites, the CONNECT family of channels (website, newsletter and magazine), event participation (e.g. SuperComputing, ICT, ICRI, DI4R, etc.) and joint promotional campaigns with National Research and Education Networks (NRENs), and a social media approach that targets all stakeholders. Furthermore, the TNC event organised by GÉANT and partner NRENs routinely attracts over 700 attendees, with several thousand watching streamed content online.

WP2 will nurture its relationships and collaborate with other groups to make use of additional channels, such as the Global PR Network's In the Field blog, the Science Node weekly newsletter, stakeholder joint collaborations, EC websites, featured opportunities and social media, and, of course, the partners' own dissemination of information across all their channels. WP2 will continue to use tools to monitor/measure the impact of the communications to ensure they are relevant, targeted and cost-effective.

WP1 Project Management has a central role to coordinate the project's activities, and to ensure communication of progress, results and, importantly, of tools and information in order for participants and partners to be able to fully contribute to and benefit from the outputs and success of GN4-3. This includes an internal communications programme, aided by WP2 and the other Work Packages, as required, the core of which include the weekly newsletter, the annual project Symposium working conference and the intranet for sharing progress and updates.

WP2 works closely with the other Work Packages, in particular with WP3 User and Stakeholder Engagement, to develop and implement communications plans that will enable dissemination and promotion, as well as allow dialogue with and feedback from the stakeholder groups. For example, the growing reach of GÉANT's social media channels, alongside the web presences, supports "likes", retweets, sharing and incoming enquiries by individuals across all stakeholder groups. Event participation provides opportunities to engage with stakeholder groups and to obtain their comments and input for consideration. A mixture of conventional and digital marketing materials is deployed, and news stories and channels are carefully developed to ensure each stakeholder group is catered for in the most appropriate manner.

WP3 actively engages with the user communities to build solutions comprising services and expertise to match user needs and supports "co-creation", forming user groups to gather feedback on user experience of current services and working to gain insight into users' future requirements – all of which provide intelligence for the Work Packages that helps define new features or service ideas. Through attending and hosting user meetings, WP2 manages communications to help the project assess service development in response to the evolving needs of the e-community.

To continue the progress achieved in GN4-3 Period 1, Task 1 has identified a number of objectives and actions for M24 – M36. These will be accomplished by building on the "twin track" approach employed to date, an approach that separates "features" (functional) and "benefits" (impactful) to address different stakeholders with the most appropriate and compelling content and deliver this through targeted channels.

The Task will continue to work closely with the other Work Packages, with project partners and participants, and with other stakeholders to ensure the widest reach.

As an integral part of its work, each Work Package of GN4-3 and GN4-3N will disseminate its results to relevant audiences, in coordination with the support WPs (WP1, WP2, WP3). This will include:

- Presentations.
- Training and knowledge-sharing at meetings and conferences.
- Issuing news stories, use studies and service documentation.
- E-infrastructure integration projects and suppliers through operational collaborations with, for example, international networking organisations.

As the new fibre footprint is made available by the GN4-3N project and passed on to the GN4-3 project for operations and support, the dissemination effort will be adapted to include the new opportunities offered to the countries with newly established 100 Gbps fibre connectivity.

A core role of WP2 Marketing, Communications and Events is to disseminate and promote the results and outputs of the project across the stakeholder communities through external and internal communications strategies and actions, helping to increase the success and adoption of services. To ensure partner involvement, this work is carried out in collaboration with WP3 User and Stakeholder Engagement.

The project communications strategy informs the communications plan, which is detailed in the next section.

## 3 Project Communications Plan

Focusing on a set of objectives (see Section 3.2) that have been informed by the strategy outlined in Section 2, the communications plan defines the information dissemination required to meet these objectives by answering the following questions:

- What type of information needs to be disseminated?
- Which communication channels should be used?
- Who does it need to be delivered to?
- When should it be delivered?

The success of actions is measured against key performance indicators (KPIs).

This section discusses the key communication aspects that have been taken into account to produce the communications plan, as well as presenting the plan itself.

### 3.1 Strategic Considerations

In putting together the marketing communications plan, Task 1 has followed the devised strategy by considering key communication aspects. These are the audiences that need to be addressed, which channels are appropriate for addressing the different audiences, what messaging approach will deliver the best results, how content is conveyed most effectively and how stakeholder engagement can be ensured. Each of these is discussed below.

#### 3.1.1 Audiences

The GÉANT project has a diverse range of audiences (many of whom are stakeholders, see Section 3.1.4.1), including:

- a. Work Package Leaders (WPLs), Task Leaders (TLs), Coordinators and project participants.
- b. Project partners (European NRENs) and their connected campuses.
- c. E-infrastructure partners and other organisations in the European Open Science Cloud (EOSC) ecosystem.
- d. Research communities.
- e. The European Commission.
- f. National governments.
- g. Global partners – non-European NRENs, RRENs.

- h. Industry – potential and existing suppliers, sponsors, etc.
- i. The public.

These audiences have different interests, different requirements for information and levels of engagement, and will often get their information from different communication channels.

### 3.1.2 Channels

Reaching the project audiences requires a range of communication channels that cater for different types of content and consumption. For example, a detailed description of eduroam and how to set it up for an institution will require a very different approach to raising awareness of an eduroam campaign.

The project therefore uses different channels for different purposes. Channels employed include:

- Web presences:
  1. GEANT.org
  2. CONNECT.geant.org
  3. IMPACT.geant.org
  4. NETWORK.geant.org
- Weekly newsletters
  5. GÉANT Project Office news from the Project Management Office (PMO) for project participants
  6. CONNECT weekly newsletter subscribed to by a wide range of audiences
- Magazine
  7. CONNECT magazine
- Other
  8. Social media to raise awareness, engage with audiences, and drive traffic to web presences
  9. Internal meetings (e.g. Special Interest Group on Marketing Communications (SIG-Marcomms))
  10. External events (such as TNC).

Throughout GN4-3 Period 1 significant progress was made in improving the project's communication channels, not just ensuring they were optimised for mobile devices and with a stronger focus on design, but also delivering several new websites for specific audiences, and tailoring content for the increasing use of social media. This approach in turn is supporting outreach teams and promoting service uptake. In GN4-3 Period 2 the approach is to further streamline, optimise and better integrate these channels for greater impact and efficiency.

Table 3.1 below summarises the audiences and approach for each channel.

| #   | Channel            | Audiences                 | Approach  |
|-----|--------------------|---------------------------|---|
| 1.  | GEANT.org          | a, b, c, d, e, f, g, h, i | As the default entry point for all GÉANT audiences, this site aims to provide a high-level overview of all activities – for a potentially diverse group of audiences.   |
| 2.  | CONNECT.geant.org  | a, b, c, d, e, f, g, h    | As the home of all timely content – news and articles about all topics and event notifications – for use by the project and its partners, this channel caters for a diverse audience.   |
| 3.  | IMPACT.geant.org   | b, c, d, e, f, g, i       | This site is intended primarily for audiences who know little about GÉANT or its services, and as such content is written in non-technical language to highlight the societal impact of the project.  |
| 4.  | NETWORK.geant.org  | a, b, c, d, e, f, g, h, i | This site is for a potentially diverse group of audiences and aims to showcase the pan-European network and to provide a platform on which to disseminate and promote the GN4-3N project activities and achievements.   |
| 5.  | PMO newsletter     | a, e                      | This is targeted at all project participants and the EC Project Officer.  |
| 6.  | CONNECT newsletter | a, b, c, d, e, f, g, h, i | By incorporating content from the CONNECT.geant.org site it can be assumed that the newsletter audience is the same as the website. However, the audience can be analysed closely by the subscriber details.  |
| 7.  | CONNECT magazine   | a, b, c, d, e, f, g, h, i | The magazine is compiled and written so as to appeal to all audiences, with a tone and language that addresses different groups individually.   |
| 8.  | Social media       | a, b, c, d, e, f, g, h, i | By its very nature social media potentially covers all audiences. However, we are able to target particular audiences where appropriate.  |
| 9.  | Internal meetings  | a, b, e                   | Project-internal meetings include the Project Management Convention and Symposium, but also Special Interest Group / Task Force (SIG/TF) meetings, etc.   |
| 10. | External events    | a, b, c, d, e, f, g, h, i | External events will vary in their audience focus and need to be addressed individually. For example, TNC is focused on European and non-European NRENs, RRENs, EC, and industry. However, ICT will focus on research communities, EC, national governments, industry and to a smaller extent the public. |

Table 3.1: Communication channels – audiences and approach

### 3.1.3 Messaging

A consistent and integrated approach to messaging helps to ensure the project and its activities are positioned correctly and seen as supporting wider initiatives, as well as building trust with stakeholders. The Task will continue to work with the Project Management Office (PMO) and with Work Package Leaders to develop project-wide messaging.

#### 3.1.3.1 Key Areas

Throughout GN4-3 Period 1 the Task has grouped the project's wide range of activities into a number of key areas (networking, trust and identity, cloud services, community, and research engagement) to simplify project messaging and provide context to individual activities.

In particular, the areas of networking, trust and identity, and cloud services are central to Open Science and messaging will continue to support the high-level GÉANT objectives and positioning of the project within the Open Science landscape.

The community area covers such initiatives as TNC, the Task Forces and Special Interest Groups that foster innovation, and the Learning and Development work. The Task will continue to work closely with the GÉANT Community Programme to ensure communications efforts are aligned and supportive.

The research engagement area highlights the positive impact of GÉANT and the NRENs on research, education and the e-infrastructure communities – supporting the outreach efforts of Work Package 3 User and Stakeholder Engagement.

#### 3.1.3.2 Twin Track Approach

Throughout GN4-3 Period 1 the Task has followed the “twin track” approach to messaging, which addresses communications through two main streams, impactful and functional. All the project’s audiences, channels and content are included in these two groups.

- **Impactful:** a storytelling approach that addresses the “WHY?” with engaging content highlighting the benefits. This may take the form of success stories, articles, videos, graphics, animations, social media campaigns, posters and others, delivered through channels such as *CONNECT* magazine, the *CONNECT* website or the *IMPACT* website. For example, governments and funding bodies can read interviews or articles in *CONNECT* magazine, or success stories on the *IMPACT* website, which show the importance of the GÉANT community working with a particular research community, or how eduroam is supporting students across the world.
- **Functional:** an informational approach that addresses the “WHAT?”, highlighting the facts, features and necessary information. For example, service implementers in NRENs receive information on a particular service through internal meetings or via the WP3 Partner Relations and Engagement Task, or published on the GEANT.org website in appropriate sections. The information will focus on the features and technology of the service.

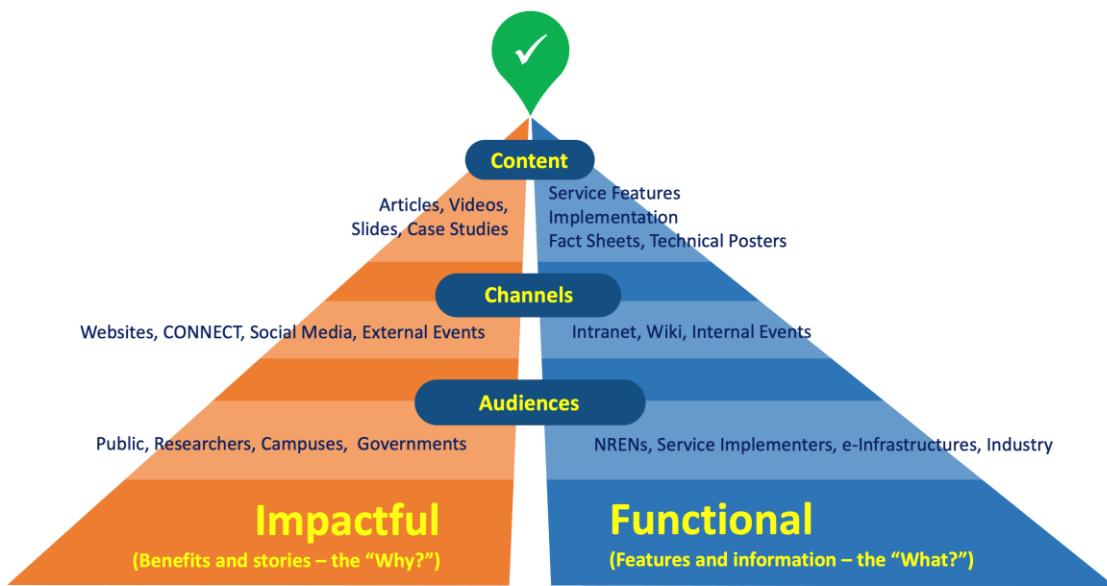


Figure 3.1: Twin track approach to messaging

### 3.1.4 Stakeholder Engagement

The Task will engage with all stakeholders, including Work Package Leaders and their Task Leaders, project partners and participants, the European Commission, and other partners.

Ongoing engagement with stakeholders, through both established and new channels, will be essential to the achievement of objectives. The level of detail will also be modified in accordance with the reader.

#### 3.1.4.1 Stakeholder Impact Analysis

Table 3.2 lists the stakeholders of the GÉANT project and their interests, with the aim to determine the impact they have on marketing communications. This integrated approach to understanding the stakeholders is useful to ensure effective communications.

| Stakeholders                    | Interests  | Estimated Impact | Estimated Priority |
|---------------------------------|--|------------------|--------------------|
| WPLs/TLs                        | WPLs and TLs have a responsibility to disseminate their work and to engage with their audiences. The Task will work closely with them to ensure their communications needs are fully met and support the project’s overall objectives.                       | Medium           | 2                  |
| Project participants (partners) | The way in which this stakeholder group consumes content is notable, as participants are often not involved in the project in a full-time capacity, and so the Task needs to compete for their attention and ensure the content is easy for them to consume. | Medium           | 2                  |

| Stakeholders        | Interests  | Estimated Impact | Estimated Priority |
|---------------------|--|------------------|--------------------|
| EC                  | The EC requires the project to communicate its work and benefits to a wide range of audiences and needs to be kept up to date with developments and success stories. Therefore, the Task will work with the Project Officer to support their outreach efforts. | High             | 1                  |
| Other collaborators | The project needs to collaborate with a range of partners, and to support their outreach efforts, e.g. e-infrastructure partners and global partners. The Task will work with the relevant WPL/TL to ensure these collaborations continue to progress.         | Medium           | 2                  |

Table 3.2: Stakeholder impact analysis

## 3.2 Communications Plan

Taking into consideration all the factors discussed in Section 3.1, the communications plan details each objective, the actions to be taken to achieve it, the audiences targeted by the actions, the channels used to reach the audiences and how often the actions are to be executed.

| Objective  | Additional Information   | Action   | Target Audiences  | Channels  | Frequency       |
|--|--|--|---|---|-----------------|
| Position and promote the GÉANT network and services to European and global stakeholders. | GÉANT and the NRENs are key enablers of Open Science. The project's overall messaging should therefore seek to establish, reinforce and continually support this position. The Task will work with the PMO and other stakeholders as needed to develop and disseminate this messaging through all relevant channels. | <p>Use the GÉANT Project's 20<sup>th</sup> anniversary year to highlight and showcase the positive contribution made to European research and education, the digital divide, and a stronger more collaborative Europe.</p> <p>Design and deliver a comprehensive "20 years of GÉANT" campaign involving project partners.</p> <p>Develop and integrate messaging to highlight the vital role of GÉANT and the NRENs in EOSC.</p> | <ul style="list-style-type: none"> <li>• a</li> <li>• b</li> <li>• c</li> <li>• d</li> <li>• e</li> <li>• f</li> <li>• g</li> <li>• h</li> <li>• i</li> </ul> | Feature articles and interviews with EC representatives published in <i>CONNECT</i> magazine and website. | Quarterly       |
|  |  | Promote the GN4-3N infrastructure rollout with articles, graphics, videos/animations and interviews with GN4-3N key staff. Collaborate with  | <ul style="list-style-type: none"> <li>• b</li> <li>• c</li> <li>• d</li> <li>• e</li> <li>• f</li> <li>• h</li> </ul>  | CONNECT channels  | Daily / Monthly |
|  |  | Social media   |   | As needed   |                 |
|  |  | Workshops  |   | As needed   |                 |
|  |  | Conferences  |   | As needed   |                 |

| Objective                               | Additional Information  | Action   | Target Audiences                       | Channels   | Frequency  |
|---|---|--|--|--|--|
|   |   | NRENs at key points – e.g. equipment installation, new fibre routes coming online, etc., to highlight the positive impact of the network.<br>Collaborate with commercial suppliers to establish opportunities for joint promotion. |  | Events<br>External media (press)   | Quarterly<br>Quarterly   |
|   |   | Develop the NETWORK.geant.org website which is dedicated to showcasing the GN4-3N progress, highlighting the network rollout, traffic flows, etc.  | • b<br>• c<br>• d<br>• e<br>• f<br>• h | NETWORK.geant.org website  | N/A  |
|   |   | Work with WP2 Task 2 Service Marketing to implement individual services marketing plans. Support Task 2 by editing and publishing articles, providing social media support, creating logos, animations and other design work.      | • a<br>• b<br>• c<br>• d<br>• g        | CONNECT channels<br>Social media<br>Workshops<br>Conferences<br>Events<br>Service microsites (e.g. eduroam.org, eduGAIN.geant.org, etc.) | Monthly<br>Daily<br>As needed<br>As needed<br>As needed<br>Quarterly |
| Collaborate with other e-infrastructure | GÉANT has a comprehensive range of channels. However, leveraging the reach of other | Contribute articles and success stories to the EC for  | • c<br>• d<br>• e                      | EC channels<br>Social media  | Quarterly<br>Quarterly   |

| Objective  | Additional Information                               | Action  | Target Audiences                                     | Channels             | Frequency   |
|--|--|---|--|----------------------|---|
| providers, users, NRENs in Europe and worldwide, commercial partners and other stakeholders to maximise dissemination reach. | stakeholders is important to maximise dissemination. | publishing through their channels.  | • f<br>• i   |                      |   |
|  |  | Contribute to In the Field Stories and promote this initiative throughout GÉANT channels.   | • b<br>• c<br>• d<br>• f<br>• g                      | In the Field website | Monthly   |
|  |  | Plan and execute regular social media campaigns in collaboration with NREN partners, e.g. Cyber Security Month; road2TNC; 20 years of GÉANT; etc.       | • b<br>• c<br>• d<br>• e<br>• f<br>• g<br>• h<br>• i | Social media         | Quarterly   |
|  |  | Invite contributed articles from NRENs and other partners for publishing in CONNECT channels.   | • All  | CONNECT channels     | <ul style="list-style-type: none"> <li>• Weekly (for online and newsletter)</li> <li>• Three times per year (for magazine)</li> </ul> |
|  |  | Undertake joint press releases with suppliers where appropriate. Collaborate on joint announcements with user communities, NRENs and RRENs as required. | • b<br>• c<br>• d<br>• e<br>• f<br>• g<br>• h<br>• i | CONNECT channels     | Quarterly   |
|  |  |   |  | Media (press)        | Quarterly   |
|  |  |   |  | Events               | Quarterly   |

| Objective   | Additional Information  | Action  | Target Audiences                              | Channels   | Frequency                                |
|---|---|---|---|--|--|
| Demonstrate the capabilities, value and impact of the GÉANT and R&E networks. | The Task should do this through all relevant channels, but in particular utilising two websites to demonstrate the impact of the GÉANT and R&E networks: <ul style="list-style-type: none"><li>• IMPACT.geant.org (GÉANT owned) highlights how the project enables large research projects and supports research communities.</li><li>• The In the Field Stories website, which can be contributed to by all NRENs.</li></ul> | Develop four new case studies for the IMPACT site. These can focus on user communities or individual projects, or on NRENs/RRENs or e-infrastructure partners to highlight the value of the GÉANT community.                            | • b<br>• c<br>• d<br>• e<br>• f<br>• g<br>• i | IMPACT.geant.org   | Quarterly                                |
|   |   | Promote the featured articles and the site itself, create supporting materials (such as gifs, short video interviews with representatives) for use on social media channels, in collaboration with the featured projects/organisations. | • b<br>• c<br>• d<br>• e<br>• f<br>• g<br>• i | <i>CONNECT</i> magazine<br><i>CONNECT</i> website<br><i>CONNECT</i> newsletter<br>Social media | Quarterly<br>Monthly<br>Weekly<br>Ad hoc |
|   |   | Contribute to In the Field Stories and promote this initiative throughout GÉANT channels.   | • b<br>• c<br>• d<br>• f<br>• g               | In the Field website   | Monthly                                  |
|   |   | Provide full communications, branding and design support to WP2 Task 3 Events for external events at which the project has a presence: TNC, ICT, ICRI, SuperComputing, EOSC   | • All (variable according to event)           | External events  | As needed for event                      |

| Objective   | Additional Information | Action  | Target Audiences                    | Channels   | Frequency           |
|---|------------------------|---|-------------------------------------|--|---------------------|
|   |                        | Stakeholder Forum and others as needed.   |                                     |  |                     |
|   |                        | Create regular news, articles and blog posts about the GÉANT and R&E networks.  | • All (variable according to topic) | CONNECT channels; GÉANT.org and social media channels  | Ad hoc              |
| Promote the GN4-3 and GN4-3N projects, and their activities, and foster inclusion amongst project participants. |                        | Produce project achievements sheets, ongoing web pages and banners for the GÉANT website.                                       | • All                               | GÉANT website  | M24–M36             |
|   |                        | Publish news items, articles and interviews to highlight the project's capabilities and value and promote through all channels. | • All                               | GÉANT channels; GÉANT website; EC and partner websites | Monthly             |
|   |                        | Support project Symposium and Convention with messaging, promotion and workshops for WPLs and TIs.                              | • a<br>• b<br>• e                   | PMC and Symposium; intranet, PMO weekly, banners       | As needed for event |
|   |                        | Support the PMO with its weekly newsletter.   | • a<br>• b<br>• e                   | PMO weekly   | Weekly              |
|   |                        | Produce branding guidelines and presentation templates for all partners and participants to use, to ensure consistent branding  | • a<br>• b                          | N/A  | Ongoing             |

| Objective  | Additional Information  | Action  | Target Audiences   | Channels         | Frequency |
|--|---|---|--|------------------|-----------|
|  |   | and practice by project participants.   |  |                  |           |
| Streamline and improve effectiveness of communication channels | <p>The project's communication channels have been developed and streamlined in GN4-3 Period 1 and include the main website (GEANT.org), the successful CONNECT family of channels (website, newsletter and magazine), a website that highlights the project's positive impact (IMPACT.geant.org), and several service websites (clouds.geant.org, eduGAIN.geant.org, eduroam.org, inacademia.org, etc.), and a range of social media channels that continue to grow in reach and influence.</p> <p>In GN4-3 Period 2 the Task will further simplify the communication channels and improve their integration with one another, so that their impact is greater and contributors are more comfortable with which channel to use.</p> | <p>Conduct a user survey to ensure the channels are optimised for different stakeholders.</p> <p>Further develop the successful CONNECT family of channels (magazine, website, newsletter) to provide clear roles for each:</p> <ul style="list-style-type: none"> <li>Reposition the magazine to be more concise and more focused in subject matter. Format should include feature articles, high-level interviews and success stories, supported by community contributions.</li> <li>The website will be reorganised and its appearance enhanced to improve navigation and provide clearer routes to subject matter.</li> <li>The newsletter will be updated to reflect the website and a recruitment campaign actioned to grow newsletter subscribers.</li> </ul> | <ul style="list-style-type: none"> <li>• EC</li> <li>• NRENs</li> <li>• National governments</li> <li>• Research communities</li> <li>• End users</li> <li>• Public</li> </ul> | CONNECT channels | M24–M30   |

| Objective   | Additional Information   | Action   | Target Audiences                       | Channels              | Frequency            |
|---|--|--|--|-----------------------|----------------------|
|   |  | Review and redesign the GÉANT.org website to be simpler and more engaging, and support the integration of other sites such as IMPACT, CONNECT, etc.  | • All                                  | GÉANT.org             | M25–M27              |
|   |  | Conduct a regular review process to ensure all GÉANT websites, social media channels and newsletters are aligned and working together to provide a seamless user experience.                         | • All                                  | All channels          | Quarterly            |
|   |  | Provide continued design support to WP2 T2 to improve the branding of service microsites and ensure a more consistent feel that emphasises where they sit under the GÉANT umbrella.                  | • a<br>• b<br>• c<br>• d<br>• e<br>• g | Services microsites   | Quarterly            |
| Help to build a stronger profile for Trust & Identity – highlighting the range of services available and leveraging the brand awareness of core | GÉANT holds a leadership position in Trust & Identity, with eduroam and eduGAIN acting as core services to the GÉANT offering, and services such as eduTEAMS and InAcademia being added. | Support WP2 T2 Services Marketing by producing a range of materials (graphics, animations, literature, digital engagement campaigns, booth posters, etc.), including short animations that encourage | • a<br>• b<br>• c<br>• d<br>• e        | CONNECT channels      | As needed for WP2 T2 |
|   |  |  |  | Social media channels | As needed for WP2 T2 |
|   |  |  |  | IMPACT website        | As needed for WP2 T2 |

| Objective                             | Additional Information | Action  | Target Audiences | Channels            | Frequency            |
|---------------------------------------|------------------------|---|------------------|---------------------|----------------------|
| services such as eduroam and eduGAIN. |                        | click-through and a more in-depth video that targets a more technical audience. |                  | Services microsites | As needed for WP2 T2 |
|                                       |                        |   |                  | Events              | As needed for WP2 T2 |

Table 3.3: Communications plan

The identified actions will be tracked on an ongoing basis and their success measured against the KPIs set for the Task (see Section 4). Progress will be reported in quarterly management reports and any issues identified for monthly red, amber, green (RAG) status reports.

## 4 Key Performance Indicators

The success of the communications plan is measured against key performance indicators (KPIs).

The following KPIs have been set to support the monitoring of its effectiveness. These are largely carried over from Period 1 but have been adapted as follows:

- Increase distribution of *CONNECT* printed magazine by 5% year on year.  
In GN4-3 Period 1, distribution (including copies sent to NRENs, other organisations and distributed at events) was initially measured for each issue and reported within the quarterly management reports, providing an overall annual figure. However, in light of COVID-19, *CONNECT* 34 and *CONNECT* 35 (M18 and M22 respectively) were not printed, instead being published online only due to cancellation of TNC20 and continued remote working by GÉANT audiences.

Therefore, the KPI relating to *CONNECT* magazine will instead focus on readership of the digital editions. The revised KPI will be:

Increase readership of *CONNECT* digital magazine to 500 downloads/views per issue by M36.

- Increase total visits to GÉANT community portal (rebranded as *CONNECT.geant.org* from M9) by 10% year on year for the duration of GN4-3.  
Visits will be tracked on a monthly basis and reported in the quarterly management reports, providing an overall annual figure for the calendar year.

- 50% of social media posts to generate  $\geq 2.0\%$  engagement rate.  
Whilst this engagement rate was initially set and measured for Twitter alone, this has been expanded to include Twitter, Facebook and LinkedIn. In addition, as it has proved impractical to monitor only 50% of social media posts, the engagement rate KPI will apply to all posts.

Engagement rate will therefore be measured as an average across Twitter, Facebook and LinkedIn for all posts.

In addition, a digital engagement report is produced on a monthly basis and used to analyse and influence activity on social media channels.

## 5 Conclusions

WP2 Task 1 Communications and Design has a broad remit, and it is anticipated that the objectives and associated actions identified in this deliverable will bring clarity and purpose to this, thus providing the best possible support to the project's objectives.

Certain approaches are required to ensure success:

- Close collaboration with all Work Packages, but particularly with WP3 User and Stakeholder Engagement, and with Task 2 Services Marketing and Task 3 Events within WP2 itself.
- Creation of engaging and appropriate content for diverse stakeholders, that can also be easily shared with and by project partners. The established “twin track” approach that has proved effective in GN4-3 Period 1 will continue to be followed, as will the approach of recognising the need for a diverse range of content to suit the digital landscape, and subsequent evolving behaviours of audiences.

Having delivered the new CONNECT family (magazine, website and newsletter), it is anticipated that the project's communications can take another step forward with a clearer mix of channels that offers project partners not only a strong platform for wider dissemination, but also a source of relevant community content that supports their own outreach activities. The IMPACT.geant.org site has grown substantially in GN4-3 Period 1 and is anticipated to grow further to help to reach non-technical audiences, while the creation of a raft of new content for these channels and social media is expected to continue to grow the project's reach.

Progress towards these objectives will be monitored on a monthly basis, reported on at the Project Management Board meetings, and adjustments made where necessary to ensure completion.

## Glossary

|                     |   |
|---------------------|---|
| <b>DI4R</b>         | Digital Infrastructures for Research  |
| <b>DoW</b>          | Description of Work   |
| <b>EC</b>           | European Commission   |
| <b>EOSC</b>         | European Open Science Cloud   |
| <b>EDI</b>          | European Data Infrastructure  |
| <b>EuroHPC</b>      | European High-Performance Computing   |
| <b>FPA</b>          | Framework Partnership Agreement   |
| <b>GDPR</b>         | General Data Protection Regulation  |
| <b>Horizon 2020</b> | EU Research and Innovation programme  |
| <b>ICRI</b>         | International Conference on Research Infrastructures                                    |
| <b>ICT</b>          | Information and Communications Technology   |
| <b>KPI</b>          | Key Performance Indicator   |
| <b>M</b>            | Project month   |
| <b>NREN</b>         | National Research and Education Network   |
| <b>PMB</b>          | Project Management Board  |
| <b>PMC</b>          | Project Management Convention   |
| <b>PMO</b>          | Project Management Office   |
| <b>PR</b>           | Public Relations  |
| <b>RAG</b>          | Red, Amber, Green – traffic-light colours used in project management to indicate status |
| <b>RREN</b>         | Regional Research and Education Network   |
| <b>SIG</b>          | Special Interest Group  |
| <b>SIG-Marcomms</b> | Special Interest Group on Marketing Communications                                      |
| <b>T&amp;I</b>      | Trust & Identity  |
| <b>TF</b>           | Task Force  |
| <b>TL</b>           | Task Leader   |
| <b>TNC</b>          | The Networking Conference   |
| <b>WP</b>           | Work Package  |
| <b>WP1</b>          | GN4-3 Work Package 1 Project Management   |
| <b>WP2</b>          | GN4-3 Work Package 2 Marketing, Communications and Events                               |
| <b>WP3</b>          | GN4-3 Work Package 3 User and Stakeholder Engagement                                    |
| <b>WPL</b>          | Work Package Leader   |