



### **PANDEM-2 Consortium Communications Policy**

This document summarises the communications policy to be agreed by all partners in the PANDEM-2 consortium. Throughout the project we expect to attract considerable media attention given the focus of the work. It is important that all communications output from the project from any partner is clear, consistent and in line with the messaging set out in the messaging document.

We are committed to the dissemination of timely, accurate and quality information to external stakeholders.

Any partner can prepare a press release, conference presentation or other dissemination activity, but must inform the consortium in advance by submitting their proposal to the Coordinator, Carr Communications and Pintail Ltd. The proposal should indicate the scope of the dissemination planned, any project results to be included, the intended venue, the other partners involved/authoring (if any) and any other relevant information. This is necessary as we must keep record of all these details and ensure the Project Officer at EC/REA is kept informed of ongoing work. In some instances, this will be disseminated via the PANDEM-2 social media channels and the website.

We recognise that active communication with different stakeholders and the general public is an integral part of the success of PANDEM-2. In order to reach its overall goals for communication, the following guiding principles should always be adhered to:

#### **Media and External Communications**

- a) All PANDEM-2 communication must be consistent in style and message to ensure we are consistently sharing one message and must include the appropriate PANDEM-2 branding
- b) If you have formal engagements with external stakeholders via media engagements and press releases you must inform the Project Coordinator, Carr Communications and Pintail Ltd., preferably in advance
- c) All partners shall proactively develop contacts with its target stakeholder groups including national media outlets and ensure timely and appropriate communication
- d) All external communication must be clear and concise using simple language

#### **Social Media**

- a) The PANDEM-2 social media channels will be managed by Carr Communications. Any interactions by partners via social media also needs to be consistent with the messaging of PANDEM-2
- b) We need to have mutual trust and effective collaboration throughout the consortium. The goal is to ensure the voice of PANDEM-2 is identical on all platforms. All partners and personal profiles of partners must not post any PANDEM-2 related content unless it is consistent with the PANDEM-2 messaging



- c) Please refrain from posting items on social media that could reflect negatively on PANDEM-2 reputation
- d) Please respect copyright, discrimination and fair use laws

PANDEM-2 Social Channels:

Twitter: <http://twitter.com/PANDEM2H2020>

LinkedIn: <https://www.linkedin.com/company/pandem-2>

If you have questions in relation to promotional activities, dissemination or messaging of the PANDEM-2 project, please do contact any of the Carr Communications team:

5.1.2e : 5.1.2e [@carrcommunications.ie](mailto:5.1.2e@carrcommunications.ie)  
5.1.2e : 5.1.2e [@carrcommunications.ie](mailto:5.1.2e@carrcommunications.ie)  
5.1.2e : 5.1.2e [@carrcommunications.ie](mailto:5.1.2e@carrcommunications.ie)