

Audiovisual Hub: promotion strategy plan



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Responsible partner for strategy: Stimmuli for Social Change

GreenEduLARP: Green Actions in School using Educational Live-Action RolePlaying (EduLARP)

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Task 5. Pre- and post-project promotion strategy for the GreenEduLARP audio-visual hub

Introduction

A dedicated promotion strategy of the AV hub is important to ensure that more teachers, students and green stakeholders can be further engaged with the produced materials. We recommend a series of targeted actions and ideas, emphasizing the importance of effective budgeting and governance.

These **recommendations** include **concrete steps** tailored for national and regional engagement.

By implementing this strategy, the EduLARP audio-visual hub can remain a vibrant, impactful resource for sustainability education, ensuring long-term engagement and growth beyond the initial project's lifespan.



Objective

This strategic plan aims to ensure that the GEL AV hub will reach the users and beneficiaries effectively, enhancing engagement by presenting the **benefits of GreenEduLARP**.

To ensure the continued impact and growth of the GreenEduLARP AV hub as a leading resource for sustainability education, even after the formal end of the project.

Target groups

The primary target group consists of Educators and Policy Makers, who would be interested to learn more on the process and impact of the eduLARP methodology for a greener future.

Secondly, this strategy targets Students, Parents and guardians, but also the general public with an interest in sustainability and innovative education methods.



Implementation plan

- Establish a detailed content plan for the first months.
- Introduce different types of content and upload videos regularly.
- Organize content into playlists for easier navigation.
- Ensure all videos have compelling keyword-rich titles and descriptions.
- Use effectively the materials from the channel within social media campaigns.
- Use analytics and feedback to assess the success of ongoing efforts and make necessary adjustments.
- make paid or other advertisements to boost the audience.

Post-project plan

Content management

- Enhance contributions from educators and students to keep the content relevant and diverse.
- Add extra content from what was expected based on the proposal.
- Establish a plan for engagement for the first six months post-project.
- Create evaluation surveys to gather input from users.

Community engagement

- YouTube has an active community through the comments section. Maintain active comments where users can share experiences, ask questions and even collaborate.
- Identify possible ambassadors who can promote the hub within their communities and networks.



Networks

- The videos produced in native languages with English subtitles, will be highly disseminated and uploaded to partners' websites and social media and to EU relevant networks generating multipliers.

Continuous promotion

- Aim to extend the hub's reach to more countries and educational systems, leveraging international partnerships.
- Maintain active and engaging social media profiles with periodic boosted posts.

Funding

- By utilizing "YouTube", we can keep the hub for an extended period, without the need to reach out for external funding.

