

netWorked Youth Research for
Empowerment in the Digital society

WP 8 VALORISATION

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Grant Agreement

number: 727066





OBJECTIVES

OVERVIEW of THE STRATEGY



OVERVIEWS OF THE AVAILABLE TOOLS

MANAGEMENT OF THE TOOLS



WYRED PRODUCTS AND THE STATE WHERE WE ARE

GETTING INVOLVED

WALORISATION – WHERE WE ARE



WYRED VALORISATION PLAN

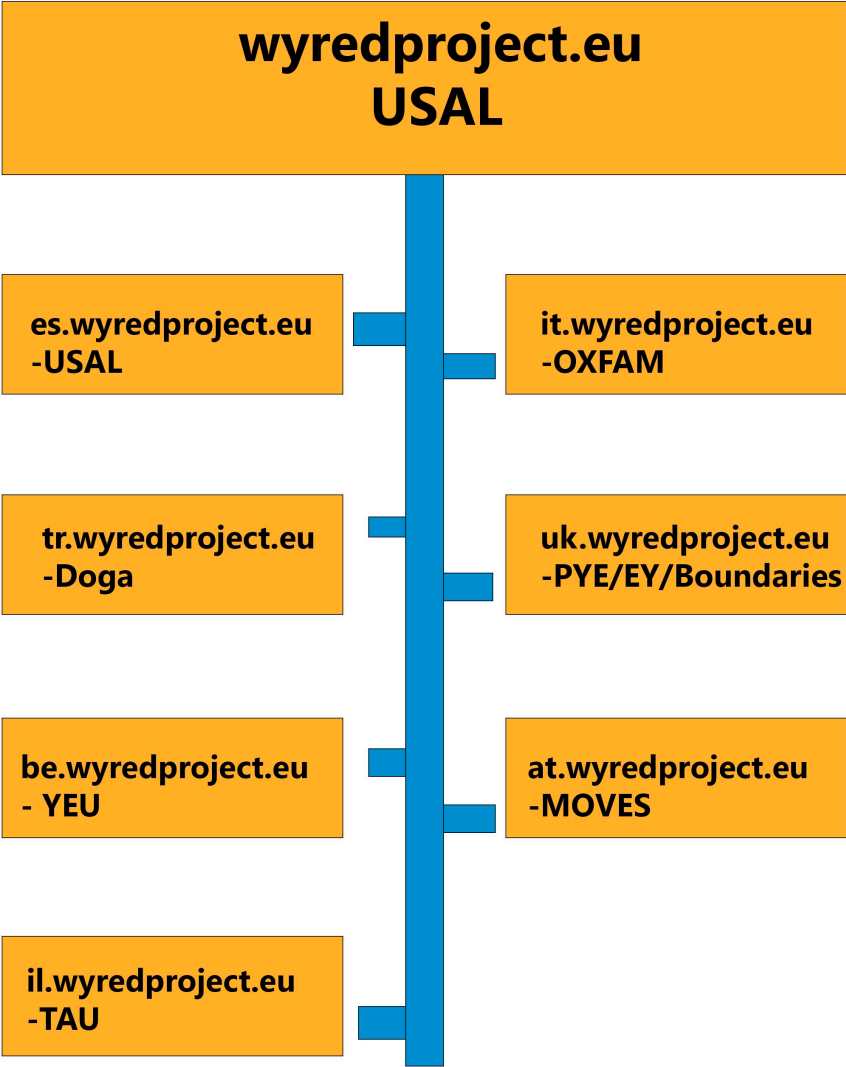


WYRED DISSEMINATION TOOLS



WYRED WEBSITE

WYREDPROJECT.EU





wyredproject.eu

USAL

News considered relevant for international audience translated in ENG from national blog and sent to USAL

Text drafting has to follow the template provided by USAL: title + 200 words + picture

Final text to be sent to USAL for the upload



National blogs
PARTNERS

News relevant for local, national and international context (in national languages)

News on national blogs follow the same format of the main blog to be uploaded by each partner on its blog

News considered relevant for publishing in the newsletter should be flagged (tick on box in wordpress)

The news to be picked up for the newsletter should be translated in ENG and published on the main blog



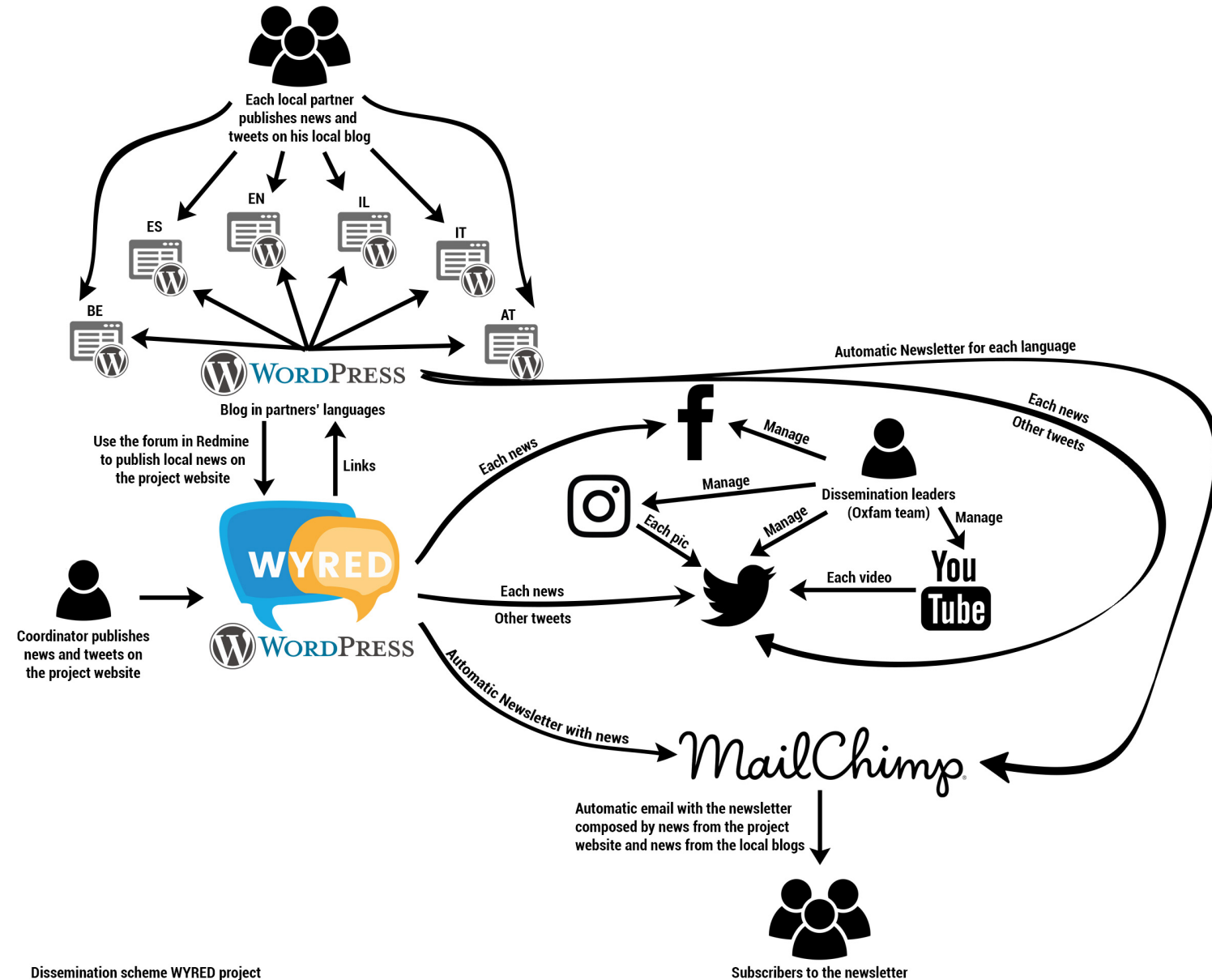
SOCIAL MEDIA STRATEGY

Built and based on social media survey submitted to consortium

Facebook, Twitter, YouTube, Instagram

Protection policy and authorization for publishing data of beneficiaries

WORKFLOW





SOCIAL MEDIA WORKFLOW

Website – Facebook – Twitter
automatically linked

YouTube and Instagram – manual
management

Oxfam Italia – managing partner

Instagram and YouTube – partners
provides materials to OXFAM



FACEBOOK

Engagement strategy still not clearly defined and consequently put in place

Gaining likes / using stakeholders list

Assessment of the relevant facebook groups on national and international level to join.

How to reach FB groups since the FB pages cannot sing in



TWITTER

News from the blogs are automatically published on WYRED twitter profile

News that are considered relevant for joining EU Horizon community need to select the optional hashtag while publishing the news on blog

To be studied how to join other twitter communities



INSTAGRAM & YOUTUBE

Oxfam Italia – managing partner

Instagram and YouTube – partners
provides materials to OXFAM

Target still to be defined

Contents still to be defined



NEWSLETTER

International and National Newsletters

News form blogs and 2 manually drafted boxes on cureent status of the project and upcoming activities

News on local blogs flagged and translated in ENG in order to be publish in the main blog.

Stakeholders list / Contact data based used for creating national and international mailing list for the newsletter

WYRED PRODUCTS

PRODUCT	ITEMS	STATUS	MEANS OF DISSEMINATION
PROJECT HANDBOOKS, TOOLKITS AND REPORTS		NOT READY	
WYRED PLATFORM	NEWS AND LINKS	NOT READY	WEB, SM, NSL, PARTNERS WEB AND SOCIAL WHEN POSSIBLE
WYRED MANIFESTO	DOCUMENT	READY	WEB, SM, NSL, PARTNERS WEB AND SOCIAL WHEN POSSIBLE
ARTEFACTS	ARTICLES DRAFTED BY YP (TEMPLATE TBD)	NOT READY	WEB, SM, NSL, PARTNERS WEB AND SOCIAL WHEN POSSIBLE
EVALUATION REPORTS AND RECOMMENDATIONS	PROMOTING POSITIVE FEEDBACKS	NOT READY	WEB, SM, NSL, PARTNERS WEB AND SOCIAL WHEN POSSIBLE
WYRED NETWORK	MORE DETAILED RESULTS ON SHQ; SC; DELPHI;		
YOUTH CAPITAL AND EXPERTISE			
PROJECT EVENTS AND ACTIVITIES	NEWS ON PROJECT ACTIVITIES (HIGHLIGHTS ON EX. SD, DELPHI		WEB, SM, NSL, PARTNERS WEB AND SOCIAL WHEN POSSIBLE

WYRED

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