



## Frea Project

### Joint Action plan - Activity 1.5 *“Model of intervention - Toolbox”*

Model step  
Communication Tips & Tricks

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## 1. Model step

A standard model based on financial advice documents, enterprise creation quick referral guide, synthesis on funding opportunities, communication tips&tricks, project management templates, handbook for actors has been developed. The set of tools will form a complete “toolbox”.

In this document you will find a synthesis about:

- Communication management,
- main Digital Communication topics, specifically related to tourism sector (and workation);
- some useful tools for Communication activities.

## 2. COMMUNICATION TIPS & TRICKS

### COMMUNICATION MANAGEMENT

Communication Management is the systematic planning, implementation, and monitoring of all communication channels within a project or organization. Its purpose is to ensure that information is efficiently exchanged between team members, stakeholders, and clients, promoting clarity and understanding. Effective communication management involves identifying key stakeholders, defining communication methods and frequency, and establishing clear messages tailored to different audiences. This process helps prevent misunderstandings, align expectations, and keep everyone informed about project progress, changes, or issues. By fostering transparency and collaboration, communication management is essential for the success of any project or business initiative.

Communication plays a crucial role in the tourism industry, particularly in the context of digital marketing and in emerging niches such as Workation. For tourism businesses, effective communication helps build strong relationships with potential travellers, create brand awareness, and promote destinations or services. In the digital age, where travelers rely heavily on online platforms to gather information and make decisions, clear and engaging communication becomes essential. Through social media, websites, email marketing, and online advertising, tourism companies can reach a global audience, showcase their offerings, and provide personalized experiences. Digital marketing not only enhances visibility but also fosters customer trust and loyalty by delivering timely and relevant information tailored to the needs and preferences of different market segments.

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### DIGITAL COMMUNICATION

The digital environment can help you increase the visibility and impact of your communication. Different demographics communicate in different ways and on different channels – so choosing the best methods for reaching your audience is key. Since each channel has its own individual traits, we have provided an overview for each of the main channels to guide you towards creating better and more relevant content.

- Social media
  - Facebook
  - Instagram
  - Pinterest
  - X (former Twitter)
- Booking and review sites
  - Hotel booking sites
  - Flight booking sites
  - Review and price comparison sites
  - Budget travel sites

It may take time to get people to respond to your content and to engage with you via these channels. Don't let that discourage you. Do invest time to talk to people and build relationships. In the long term, this may help you to gain loyal customers.

### SOCIAL MEDIA

#### Facebook

Facebook is one of the most popular social media channels. While most of Facebook's audience is between 25 and 34 years old, you can use the tool to reach potential customers of all ages.

Consider using Facebook to tell people about your company and your services. List your services, display your menu, or include some photos to let people see what you have to offer. Facebook can also be useful for keeping your audience up to date on what's happening in your business. Post regularly about news and special offers.

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You could give people tips to help them use your products or run a contest and give away something small to the winners. These tips may be helpful when creating your Facebook page:

- enable specific features such as messaging, so that people can contact you privately,
- activate special content – such as your menu, or an online shop for selling your products,
- start posting updates and offers as soon as you publish the page – your page should be active before you promote it,
- promote your page by inviting your customers and contacts to connect with it.

Do bear in mind that building an audience will take time.

When you write the posts for your Facebook page, keep the following in mind:

- keep your posts short – around 80 to 160 characters,
- use images to illustrate your posts,
- try asking a simple question to start a discussion,
- give a clear call to action – tell your followers what you want them to do,
- offer some interesting information to catch people's interest,
- be positive.

## Instagram

Instagram is a highly visual channel based on photos and videos. This app is targeted at people using mobile devices (smartphones) to communicate online. Instagram generally caters to a younger demographic, making it suitable for promoting tangible products or services to people aged between 18 and 24. With a business account, you can include your opening hours, business address, and phone number. You could use the platform to share images and short videos that showcase your events, products, and services. You could also post content to help or inspire your customers – telling the story about your business or one of your employees, for instance. Think about these tips when posting on Instagram:

- use relevant hashtags to reach your target audience,
- include mentions to encourage collaboration,
- try showing your audience some parts of your business that are normally hidden from public view,
- use teaser photos to build curiosity around your new offerings,
- be creative – unusual images will help catch people's attention,

## Pinterest

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Pinterest is a photo-sharing social network that people use to upload, share and ‘pin’ images. The majority of Pinterest users are women and people in a higher tax bracket, meaning they are generally affluent and have disposable income.

Pinterest is very popular with artists, photographers, graphic designers and craftspeople. Some people simply use it to explore and organise their ideas – what they would like to purchase or learn about and where they would like to visit. You can use Pinterest for Business to create a visual display of your company and its services, organised into different pinboards. Bear the following in mind when posting on Pinterest:

- build content-rich pinboards focused on your expertise,
- use keywords in your content to ensure it is easily found in searches,
- mention your followers in your Pinterest comments or pin descriptions,
- include your business name in your descriptions to ensure it gets shared,
- add captions and a call to action (such as a link to your website) to each photo.

## X (former Twitter)

As a popular channel suited to direct engagement, you can use X to connect with people who regularly use your services. The platform tends to be used by adults aged 25 to 34. You can use X to:

- tell people about events, news, or special offers,
- simply remind your audience that you are there,
- share photos – for example of your refurbished hotel rooms or the dishes on your menu.

X is also a useful tool for customer service – in fact, customers are increasingly turning to the platform for support. As X is conversational and used in real-time, customers can easily ask questions, tell you what they like and dislike, or reach out when they need help.

Bear these tips in mind when posting on X:

- keep your posts short,
- add images or videos to your posts,
- follow other people to ensure you get followed back,
- favourite and repost other users’ posts,
- connect with others using ‘mentions’ and replies,
- use hashtags to help others discover your posts.

## Travel booking and review sites

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Travel booking and review sites are used by today's travellers to search for information or to book hotels, tours, transportation, and activities – along with any discounts available.

### BOOKING & REVIEW SITES

#### HOTEL BOOKING SITES

People use sites like lastminute.com and Booking.com to search for hotels and to compare the following before making a reservation:

- price,
- quality,
- rating,
- location,
- amenities,
- availability.

But these sites are not just about hotels – they can also help travelers discover local services including city tours and restaurants. For hotel owners, these sites can help to fill empty rooms during the low season. They can also be used to promote special offers and last-minute deals. Whether you are a hotel owner or service provider, you may wish to research the affiliate programmes provided by various hotel booking sites to help you reach travellers coming to your city.

#### FLIGHT BOOKING SITES

While sites such as Expedia and Skyscanner primarily help travellers find the flights they need, they are increasingly looking to help travellers organise their entire visit. As well as flights, hotels, and car hire, they are helping users manage their itineraries.

These sites also guide users to attractions and services – and in some cases propose activities – in the city they are visiting. As such, they can help you to reach travellers before and during their stay.

### REVIEW AND PRICE COMPARISON SITES



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Travellers use price comparison sites to search for the prices of flights, hotels, and car hire across thousands of booking sites. These sites also give customers ideas about where they could go and what activities they could do in the given place. All age groups use these sites to find the best prices and to learn what others have to say about a particular hotel, restaurant, activity, or any other travel-related service, including the location itself. People are turning to such sites for advice before looking for rooms or services. A rating by an affiliate programme and reviews from users can give your potential customers confidence in what your company offers.

### BUDGET TRAVEL SITES

Budget travel sites such as Ice Lolly (dedicated to UK) and Holiday Pirates are particularly popular with a younger demographic because of the constant discount rate they offer. That said, prices are highly affordable for people of any age with a limited budget. These sites tend to focus on a range of aspects of a traveller's holiday – from hotels and flights to cars, tours, and activities. You may wish to research the sites that will allow you to highlight your best offers and fill your bookings during the low season.

### TRIPADVISOR LISTINGS

If you are an official representative of your property, service, or business, you can set up and manage a free TripAdvisor listing. If your business is already listed, you can claim the page. TripAdvisor provides tools that allow you to optimise your listing, manage your reviews, and track performance.

Some actions that you can take with this tool include:

- uploading and editing photos and videos,
- updating your property's key details and amenities,
- responding to reviews.

### SOCIAL MEDIA CONTENT MANAGEMENT

There are a number of different tools available for managing your social media channels and scheduling posts. These can help you reach your audience more efficiently. Each tool has its own features and capabilities – with some quite easy to use and others more complex.

### Facebook content management tools

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Facebook provides content management tools for businesses wanting to use the platform to promote their services. Ideally, your business will already have a Facebook page. You will also need to ensure you are an editor or administrator for that page.

Facebook allows you to 'schedule' your posts so they will be automatically published at the date and time you choose. You should not schedule your post for an exact hour – always pick random minutes, such as 1:02 PM or 9:56 AM, so it appears spontaneous. After scheduling a post, you should also check that it appears in the scheduled post list.

### Other content management tools

Some social media platforms, including X, do not natively include tools for scheduling posts. Nevertheless, there are products such as Hootsuite and Buffer that allow you to schedule posts across your various social media accounts.

## SOCIAL MEDIA LISTENING AND ADVERTISING TOOLS

Listening to what your audience has to say is as critical as reaching out to them. There are a number of tools available for gathering insights into your customers.

### Facebook Insights

With Facebook Insights you can:

- understand how people are engaging with your page,
- view metrics about your page's performance,
- learn which posts have the most engagement,
- see when your audience is on Facebook,
- understand the demographics of your audience.

### X Analytics

X's tools allow you to monitor your own actions on X, as well as the actions of all the people who:

- follow you,
- engage with your posts,
- interact with you in any other way.

The tools allow you to see how your posts are resonating with your audience and whether your audience is growing.

Specifically, you can see:

- statistics on posts, mentions and followers,

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- influencers in your network,
- X activity – metrics on engagement with your posts,
- your followers' interests, demographics, and growth over time with X Premium.

## Other listening tools

There are other online listening tools available which can help you to monitor your customers, their needs, desires, and behaviour across your various social media accounts.

## Advertising tools

Online and social media advertising tools provide a new way to reach people. For a fee, they allow you to promote your business and services to relevant people in search results and on social media.

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### EXAMPLES

You can use social media for more than just promoting your content and events. Start by clearly defining what you want each of your channels to do on each day – to engage with customers, raise awareness and visibility, or something else. Keep that goal in mind with every post you publish.

	M	T	W	Th	F
Facebook	Meme	News / Features on services / Job posts	Ideas / Did you know?	Polls / Quizzes	Next week's offers
Instagram	Your products and services		Behind the scenes		Next week's offers
Pinterest	Start following interesting boards		Feed our inspiration board		Next week's offers
Twitter	Meme	News / Features on services / Job posts	Ideas / Did you know?	Polls / Quizzes	Next week's offers

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You could use these concrete examples of posting on social media as inspiration:

	M	T	W	Th	F
Facebook	<p>This week we are featuring our short tour of Nice's Old Town. Check out our photos here on our Instagram page: <a href="#">[link]</a></p>	<p>Even Stormtroopers need some inspiration from time to time. Check out the best sights in Nice here: <a href="#">[link]</a></p> <p><a href="#">#[hashtag]</a></p>	<p>Nice has so many great places to explore over the summer. Be sure to check out our Pinboard of Nice's top10 places to visit: <a href="#">[link]</a></p>	<p>Here are the results of our Twitter poll on Nice's best places to visit: <a href="#">[link]</a></p> <p>Do you agree? What is your favorite?</p>	<p>Check out our latest special prices for a perfect tour of Nice's hidden gems this summer here: <a href="#">[link]</a></p>
Twitter	<p>Be sure to check out today's <a href="#">#[hashtag]</a> here: <a href="#">[link]</a></p>	<p>May the 4th be with you <a href="#">#[hashtag]</a></p>	<p>Be sure to check out our Nice Pinboard: <a href="#">[link]</a></p>	<p>What is your favorite Nice attraction? Answer the poll</p>	<p>20% off your first tour to enjoy your stay in <a href="#">#Nice</a></p>

### POSTING CHECKLIST

Keep the following tips in mind as you create relevant content.

#### 1. Before writing

##### Thinking ahead

- What do you want to say?
- What is the purpose of your post? What angle will you take?
- Which audience are you writing for?
- How does your story relate to your audience's needs?

#### 2. Readable

##### Can they read your content?

- keep sentences simple, taking out unnecessary words and repetition
- keep your content short

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### 3. Understandable

*Can they understand what you are saying?*

- choose the right content type – video, photos, infographic, interactive text, etc.
- avoid using expressions and acronyms that others will not understand

### 4. Actionable & shareable

*Will they want to take action?*

- include a call to action
- have a place for comments/interaction
- give your audience a reason to share! make sure your content is shareable
- have links to related content

### 5. After writing

*Take one last look...*

- go through your post again
- make sure there are no errors

## GLOSSARY

- click through rate (CTR) - the number of times a visitor clicks through divided by the total number of impressions a piece of content receives
- conversion - a positive action taken on a website by a visitor from social media demonstrating that the visitor is 'converting' into a customer
- cost per click (CPC) - the cost for one interaction with your advert
- cost per view (CPV) - the cost for one view of or interaction with your video advert
- cost per mille (CPM) - the cost for 1,000 impressions, or views, of your advert
- engagement rate - the percentage of people who saw your social media post and actively engaged with it (clicked, liked, shared, replied, commented, etc.)
- impressions - the number of times an advert is displayed
- pay per click (PPC) - an online advertising model where you pay for each visitor that clicks on your advert
- reach - the maximum size of the potential audience a given social media post could reach

### 3. TOURISTIC DIGITAL MARKETING

Digitalisation is gradually extending to various areas of activity also for Italian tourism businesses: from the online management of reservations to the amplification of the travel experience with Virtual Reality to the use of digital tools for the promotion of their business, the results are more than interesting.

Every company that offers tours, activities, and experiences at the destination must be able to choose a specific digital strategic path, consistent with its distinctive characteristics, which can strengthen the experience gained in the market and which knows how to set both the objectives and the tools to achieve them.

The marketing of tours and experiences for Italian companies still has strong roots in offline distribution channels and Digital Marketing activities play an important role in innovation, support, and amplification of already active marketing strategies.

To better understand how to set up a correct Digital Marketing strategy, let's take a look at some tools and the logic behind them, so you can implement your tourism business.



A SYNTHESIS OF THE TOOLS

Activity	Finality	Tools
<p><b>External context Analysis</b>  <a href="#">Web data search (Monitoring)</a></p>	<p>Set up automatic searches with Google Alerts and Talkwalker Alerts.</p> <p>Get useful information on search trends with Google Trends.</p> <p>Set up automatic searches from online sources using news aggregators (e.g. Newscron and Squid, etc.).</p> <p>Consult web search data (e.g. audiweb etc.).</p>	<ul style="list-style-type: none"> <li>- Google Alerts <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Talkwalker Alerts <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li>   <li>- Google Trends <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li>   <li>- Newscron (news online) <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Feedly <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Feedspot <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Postpickr (source function) <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li>   <li>- Think with Google</li> <li>- Audiweb</li> </ul>
<p><b>External context Analysis</b>  <a href="#">Social listening</a></p>	<p>Use more advanced platforms specialized in “social media intelligence” to do accurate quantitative and qualitative analysis, including the identification of influencers.</p>	<ul style="list-style-type: none"> <li>- Talkwalker <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Brandwatch <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Blogmeter <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Extreme <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- PicoWeb (Data Stampa) <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Mention <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Brandmentions <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Kpi6 <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Datalytics <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Socialradar <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> </ul>

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<p><b>External context Analysis</b></p>	<p>Export the data emerging from your social listening into an excel and csv file → import them into free open source software for the analysis and visualization of social networks (they are aggregated and shown in graphical representations.</p> <p>Some paid social listening platforms include a similar feature.</p>	<ul style="list-style-type: none"> <li>- Gephi <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- NodeXL <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Social Network Visualizer <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Extreme <span style="font-size: 0.8em;">💰</span></li> <li>- Talkwalker Conversation Cluster <span style="font-size: 0.8em;">💰</span></li> <li>- Blogmeter Suite <span style="font-size: 0.8em;">💰</span></li> </ul>

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<p><b>External context Analysis</b> Competitors websites analysys</p>	<p>Choose one or two of the tools listed on the right to get data on the quality of your site and those of your competitors.</p>	<ul style="list-style-type: none"> <li>- Website Comparison</li> <li>- Metric Spot <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- SimilarWeb <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Neil Patel <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Seo Web Page Analyzer <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Seo Site CheckUp <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> </ul>
<p><b>External context Analysis</b> Competitors social analysys</p>	<p>Use Fanpage Karma Duel for Facebook competitor analysis, Ninjalytics for Instagram and TikTok, Socialbakers for Facebook and Instagram, Klear for Facebook and X (both competition and influencer identification), Agorapulse for X and Facebook (including campaigns) and Followerwonk for X.</p>	<ul style="list-style-type: none"> <li>- Fanpage Karma Duel <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Ninjalytics <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Socialbakers free tools <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Klear free tools <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Agorapulse free tools <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Followerwonk <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> </ul>
<p><b>External context Analysis</b> Target groups definition</p>	<p>Use the studies of market research institutes. Use Google Analytics to define information about the audience who follows your site. Check data available online from various sources such as Think with Google and Audiweb. Create a model of your ideal audiences (personas) with the free Socialbakers Persona mapping tool.</p>	<ul style="list-style-type: none"> <li>- Research Institutes (eg. GFK) <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Social Listening Platforms <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Google Analytics <span style="border: 1px solid black; padding: 0 2px;">FREE</span> <span style="border: 1px solid black; border-radius: 50%; padding: 0 2px;">\$</span></li> <li>- Think with Google <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Audiweb <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> <li>- Socialbakers people mapping tool <span style="border: 1px solid black; padding: 0 2px;">FREE</span></li> </ul>









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<p><b>Communication activities</b></p> <p>Public relations</p>	<p><b>Activate digital PR actions:</b></p> <ul style="list-style-type: none"> <li>- identifies online communities dedicated to the topic, work, and school-work alternation (blogs, forums, LinkedIn groups, Facebook groups, YouTube channels, etc.);</li> <li>- monitor the contents of these communities (posts, reviews, comments, questions, etc.);</li> <li>- identify active and influential authors and understand their way of interacting;</li> <li>- participate in discussions for give the correct information;</li> <li>- dialogues with the active and influential authors identified;</li> <li>- map the online presence of your stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>- Use social listening tools (see social listening section).</li> <li>- Alternatively, search "by hand" in each community search field and also on Google (to locate blogs and forums).</li> <li>- Use some previously mentioned sources such asstudenti.it (see sources section).</li> </ul>
<p><b>Communication activities</b></p> <p>Press Office</p>	<p><b>Search and filter content, information, and news online.</b></p> <ul style="list-style-type: none"> <li>- Use the free Alerts systems available on the internet and the web monitoring and social listening platforms;</li> <li>- identify Telegram channels for news and content on topics of interest to you;</li> <li>- identify Reddit communities (subreddits) on topics of interest to you.</li> </ul> <p>Use online services useful for identifying hoaxes and fake news.</p>	<p>Tools for searching and filtering content, information, and news online:</p> <p>(see Data search section - web monitoring and social listening) E.g. Google Alerts, Feedly, commercial platforms, etc.)</p> <ul style="list-style-type: none"> <li>- Telegram <input type="checkbox"/> FREE</li> <li>- Reddit <input type="checkbox"/> FREE</li> <li>- Bufale.net <input type="checkbox"/> FREE</li> <li>- Snopes.com <input type="checkbox"/> FREE</li> <li>- Factcheck.org <input type="checkbox"/> FREE</li> </ul>

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<p><b>Communication activities</b></p> <p>Press Office</p>	<p>Receive press reviews and traditional media monitoring.</p> <p>- Use professional media monitoring services</p>	<p>Professional media monitoring services:</p> <p>- Datastampa </p>
	<p>Create your Media &amp; opinion leader list</p> <p>Use the platforms to map your stakeholders who interact with you and to understand which social channels they use the most.</p> <p>Use applications to segment contacts and email messages into homogeneous categories.</p>	<p>- Nimble </p> <p>- Streak  </p>
	<p><b>Create your own shared news archive</b></p> <p>Archive and share with collaborators, clients, and stakeholders, the content, information, and online news that you have found.</p>	<p>- Online platforms and apps for storing and sharing news and content online:</p> <p>- Pocket  </p> <p>- Evernote  </p> <p>- Trello  </p> <p>- Wakelet </p>
	<p><b>Create press releases</b></p> <p>Use platforms to create multimedia content.</p>	<p>- Canva  </p> <p>- Crello  </p> <p>- Designbold  </p> <p>- Powtoon  </p> <p>- Rawshorts </p>

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	<p><b>Create video and audio press releases</b></p> <p>Use new platforms for creating video news.</p>	<ul style="list-style-type: none"> <li>- Useful tools for creating press release videos:</li> <li>- Vimeo crea video  </li> <li>- Prezi Video  </li> <li>- Powtoon  </li> <li>- Rawshorts </li> <li>- Toonly </li> <li>- Doonly</li> <li>- Animoto</li> </ul>
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<p><b>Communication activities</b></p> <p>Press office</p>	<p><b>Disseminate press releases and news on social media</b></p> <ul style="list-style-type: none"> <li>- Focus on the channels used by your stakeholders that you have previously identified;</li> <li>- create a Telegram channel to spread your news and press releases (also use it as an aggregator of content from your other channels);</li> <li>- make online documents available in PDF and ebook versions on Telegram;</li> <li>- ask journalists questions with Telegram's poll function, to stimulate their interest in a particular topic;</li> <li>- use advanced Telegram features to understand how many users are reading your news;</li> </ul>	<ul style="list-style-type: none"> <li>- X, LinkedIn, etc.</li> <li>- Telegram </li> </ul>
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<p><b>Communication activities</b></p> <p>Press Office</p>	<p>- use advanced X features to highlight your news.</p>	<p>- Bot di Telegram <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Lists on X <span style="border: 1px solid black; padding: 2px;">FREE</span> (allow users to group accounts by interests, categories, or other criteria.).</p>
	<p><b>Disseminate your news and press releases on innovative media</b></p> <p>- Create a podcast channel, publish and broadcast audio interviews, audio news, etc. Also, use Telegram voicemails as podcasts.</p> <p>- Share and disseminate video and audio press releases on video platforms and on your social channels (1 minute per video on Telegram).</p> <p>- Create an app on Amazon and Google voice assistants and make your news within reach!</p>	<p>- Anchor <span style="border: 1px solid black; padding: 2px;">FREE</span></p> <p>- Spreaker <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Telegram</p> <p>- Vimeo <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- YouTube <span style="border: 1px solid black; padding: 2px;">FREE</span></p> <p>- Telegram video <span style="border: 1px solid black; padding: 2px;">FREE</span></p> <p>- Amazon Alexa <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Google Home <span style="border: 1px solid black; padding: 2px;">\$</span></p>
	<p><b>Create Press kit online</b></p> <p>- Set up an online multimedia press kit and platforms for sharing content;</p> <p>- Use visual social media.</p>	<p>- Pocket <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Evernote <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Trello <span style="border: 1px solid black; padding: 2px;">FREE</span> <span style="border: 1px solid black; padding: 2px;">\$</span></p> <p>- Wakelet <span style="border: 1px solid black; padding: 2px;">FREE</span></p> <p>- Pinterest <span style="border: 1px solid black; padding: 2px;">FREE</span></p> <p>- Instagram <span style="border: 1px solid black; padding: 2px;">FREE</span></p>

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	<p><b>Organize 4.0 press conferences</b></p> <ul style="list-style-type: none"> <li>- Broadcast live and make available on demand.</li> <li>- Launch a press conference chat via X, identifying reference hashtags for the topics and questions from journalists. Manage communication flows from a single control room (with Hootsuite).</li> </ul>	<ul style="list-style-type: none"> <li>- Instagram IGTV <span>FREE</span></li> <li>- Facebook Live <span>FREE</span></li> <li>- Live (X) <span>FREE</span></li> <li>- Spreaker (live) <span>FREE</span> <span>\$</span></li> <li>- Alexa e Google Home <span>\$</span></li> <li>- X ↪Hootsuite <span>FREE</span> <span>\$</span></li> </ul>
	<p><b>Organize interviews</b></p> <p>Use podcast apps, Instagram stories, and TikTok videos (if aimed at a young or creative target).</p>	<ul style="list-style-type: none"> <li>- Anchor <span>FREE</span></li> <li>- Spreaker</li> <li>- Instagram</li> <li>- Tiktok</li> </ul>
	<p><b>Create meetings and editorial boards online</b></p> <p>Organize study meetings and meetings with the editor of a newspaper, editorialists, commentators, and reporters to discuss a current topic, using apps for remote working.</p>	<ul style="list-style-type: none"> <li>- Free Conference Call <span>FREE</span></li> <li>- Jitsi.org <span>FREE</span></li> <li>- Google hangout <span>FREE</span></li> <li>- Whereby <span>FREE</span> <span>\$</span></li> <li>- Webex <span>FREE</span> <span>\$</span></li> <li>- Zoom <span>FREE</span> <span>\$</span></li> </ul>









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<p><b>Communication activities</b></p> <p>Events</p>	<p><b>Create an event hashtag</b></p> <p>Check manually or with specific platforms that optimize the work if the hashtag is already used by others.</p>	<p>Commercial social listening platforms (see social listening section) </p> <p>Or specific for hashtags:</p> <ul style="list-style-type: none"> <li>- Hashtagify.me </li> <li>- Ritetag.com </li> </ul>
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	<p><b>Create a culture of digital fair play within your organization</b></p> <p>The success of the event is linked to everyone's motivation to share it.</p> <p>Not doing so is a defeat for everyone, as the event is an organizational microcosm that expresses the values of the organization.</p>	<ul style="list-style-type: none"> <li>- Prepare a sharing policy for your entire organization</li> <li>- Provide an information sheet with hashtags, users to mention, etc</li> <li>- You can also use and share Trello  </li> </ul>
	<p><b>Collect the social usernames of all stakeholders involved in the event</b></p> <p>Use your Media &amp; opinion leader list 4.0 and feed it with new information (see Press Office section).</p>	<p>Nimble </p>

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	<p><b>Give immediate visibility to your event on your site or on a landing page</b></p>	<ul style="list-style-type: none"> <li>- Institutional website as the primary source of event news;</li> <li>- dedicated mini-site or event landing page .</li> </ul>
	<p><b>Create an online system to publicize your event and promote it</b></p> <ul style="list-style-type: none"> <li>- Create a presence on a platform to collect registrations (first choice) and if necessary also on Facebook;</li> </ul>	<ul style="list-style-type: none"> <li>- Eventbrite  </li> <li>- Eventboost  </li> <li>- Facebook Event </li> </ul>















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<p><b>Communication activities</b></p> <p>Events</p>	<p>- create an online container with all the event information (a presence parallel to the site and the platform to collect registrations). You can open a public Trello board (private if you want to limit it to your team involved in the organization);</p> <p>- you can also use public content curation platforms (where you can collect all posts related to the event, including those generated by users and other stakeholders).</p>	<p>- Trello  </p> <p>- Wakelet  - Paper.li  </p>
	<p><b>Spread the news of the event</b></p> <p>- Use e-mail and newsletter communication applications (mailers) to communicate to a targeted target, with a call to action on a dedicated website or event landing page or membership form;</p> <p>- use messengers;</p> <p>- create surveys to create curiosity.</p>	<p>- 4Dem.it  </p> <p>-Mailchimp  </p> <p>-Sendx.io  </p> <p>- Mailup  </p> <p>Telegram  </p> <p>WhatsApp  </p>
	<p><b>Make your event live on social media</b></p>	<p><b>Instagram:</b></p> <p>- images that create curiosity and anticipation, #hashtags</p>

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<p>Communication activities</p> <p>Events</p>	<p>Before, during and after the event.</p>	<p>Instagram Stories</p> <ul style="list-style-type: none"> <li>- a teaser to create curiosity</li> <li>- quiz (e.g. vote on the clue to find out where the event will be or what you are organizing)</li> <li>- behind the scenes</li> <li>- music</li> <li>- highlight stories first, during and after the event</li> </ul> <p><b>X:</b></p> <p>incipit of the news with at least 2 #hashtags, one unique dedicated to the event, the other to intercept the theme of the event- use Lists</p> <p><b>Facebook Page:</b> news focus + event creation</p> <p><b>LinkedIn:</b></p> <ul style="list-style-type: none"> <li>- news focus + in-depth article on LinkedIn internal blog "Pulse" + company page</li> </ul> <p><b>TikTok</b></p> <ul style="list-style-type: none"> <li>- create captivating mini videos to share in Instagram Stories</li> <li>- ride TikTok trends</li> <li>- create a dedicated Challenge for the event</li> </ul>
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		<p><b>Social Advertising</b></p> <p>- if an external event, a campaign, or mini-campaign of sponsored posts is essential</p>
	<p><b>Give voice to your event</b></p> <p>Use voice assistants and podcasts.</p>	<p>- Amazon Alexa </p> <p>- Google Home </p> <p>- Spreaker  </p> <p>- Anchor  </p>
	<p><b>Give visibility on social media during the event</b></p> <p>Use the Social Wall mode to livestream all posts about the event.</p> <p>Go live on social media.</p>	<p>- Datalytics </p> <p>- Walls.io  </p>
	<p><b>Check the involvement of the participants and their satisfaction</b></p> <p><b>During the event:</b></p> <ul style="list-style-type: none"> <li>- Use Gamification apps like Kahoot;</li> <li>- use real-time surveys on Telegram and Instagram;</li> <li>- stimulate interaction with TikTok challenges.</li> </ul>	<ul style="list-style-type: none"> <li>- Kahoot  </li> <li>- Telegram </li> <li>- Instagram </li> <li>- TikTok </li> </ul>

	<p><b>After the event:</b></p> <ul style="list-style-type: none"> <li>- Use platforms for evaluation questionnaires (incentivize completion with a reward).</li> </ul>	<ul style="list-style-type: none"> <li>- Google Forms  </li> <li>- Survey Monkey  </li> <li>- Typeform  </li> </ul>
<p><b>Create and manage the social media plan</b></p>	<p>Dictate your notes to Alexa to receive them in written form via email (useful when you get ideas for a statement).</p>	<p>Alexa Skill Take notes </p>
<p><b>Create and manage the social media plan</b></p>	<p><b>Create content for social media</b></p> <p>Use platforms and apps for creating multimedia content.</p>	<ul style="list-style-type: none"> <li>- Canva  </li> <li>- Crello  </li> <li>- Designbold  </li> <li>- Vimeo crea video  </li> <li>- Prezi Video  </li> <li>- Powtoon  </li> <li>- Rawshorts </li> <li>- Toonly </li> </ul>
	<p><b>Plan the editorial calendar</b></p> <p>Use static design tools.</p>	<ul style="list-style-type: none"> <li>- Excel  </li> <li>- Google Sheets  </li> <li>- Trello  </li> </ul>



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	<p><b>Plan the editorial calendar</b></p> <p>Use dynamic post scheduling tools and advanced calendar management</p>	<ul style="list-style-type: none"><li>- Postpickr   </li><li>- Hootsuite   </li><li>- Buffer  </li></ul>
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## **FRea**

EXCEL FILE FOR COMMUNICATION ACTIVITIES

See attached file “FRea\_Communication Activities\_tool.xls”

This file allows you to have a concise picture of the various communication activities and potential feedback in terms of the effectiveness of the messages.