

# COMMUNICATION TIPS AND RECOMMENDATIONS

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# Current Key Communication Channels

- Social Media
- Traditional Media
- Hybrid events/events

# Communication Tools

Among others the key tools are

- Videos
- Factsheets
- Photos
- Articles
- Media materials



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# Events planning recommendations

**PLAN** well in advance!  
Inform about upcoming event



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# Events planning recommendations



- 7 days before event
- Scene Setter
  - Talking Points
  - Materials for media



# Events planning recommendations

## Develop

- Lays out the event stepby-step
- Detailed agenda, including speaking order
- What will happen and who will do what
- Tentative list of invitees
- Other additional background details





# Events Visibility



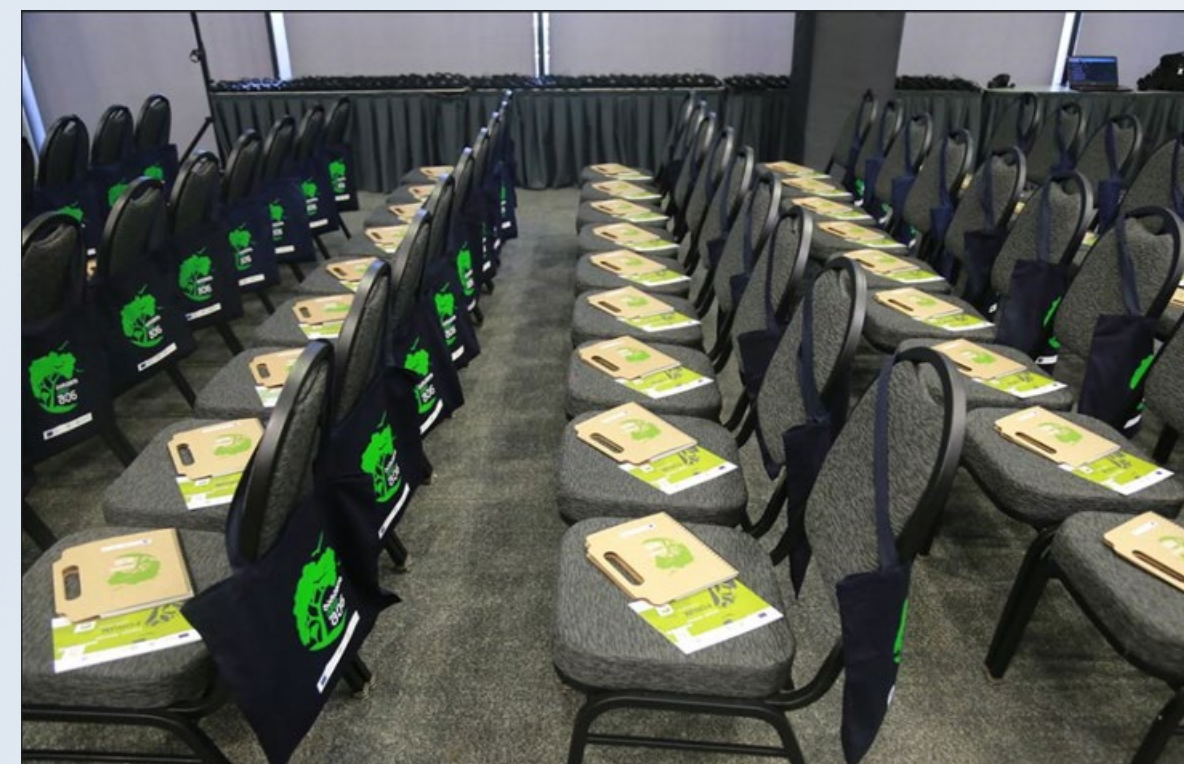
Make sure your event has relevant visibility materials, that will ensure post promotion



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# Events Visibility





# Materials for Media

## Media Kit:

**Media advisory** - very short announcement to be disseminated always a day before event

**Press release** - to be disseminated during or after event

- Who, what, where, when and why
- Keep it short and concise to tell your story
- Do not use acronyms
- Use ordinary language— press release is not REPORT!



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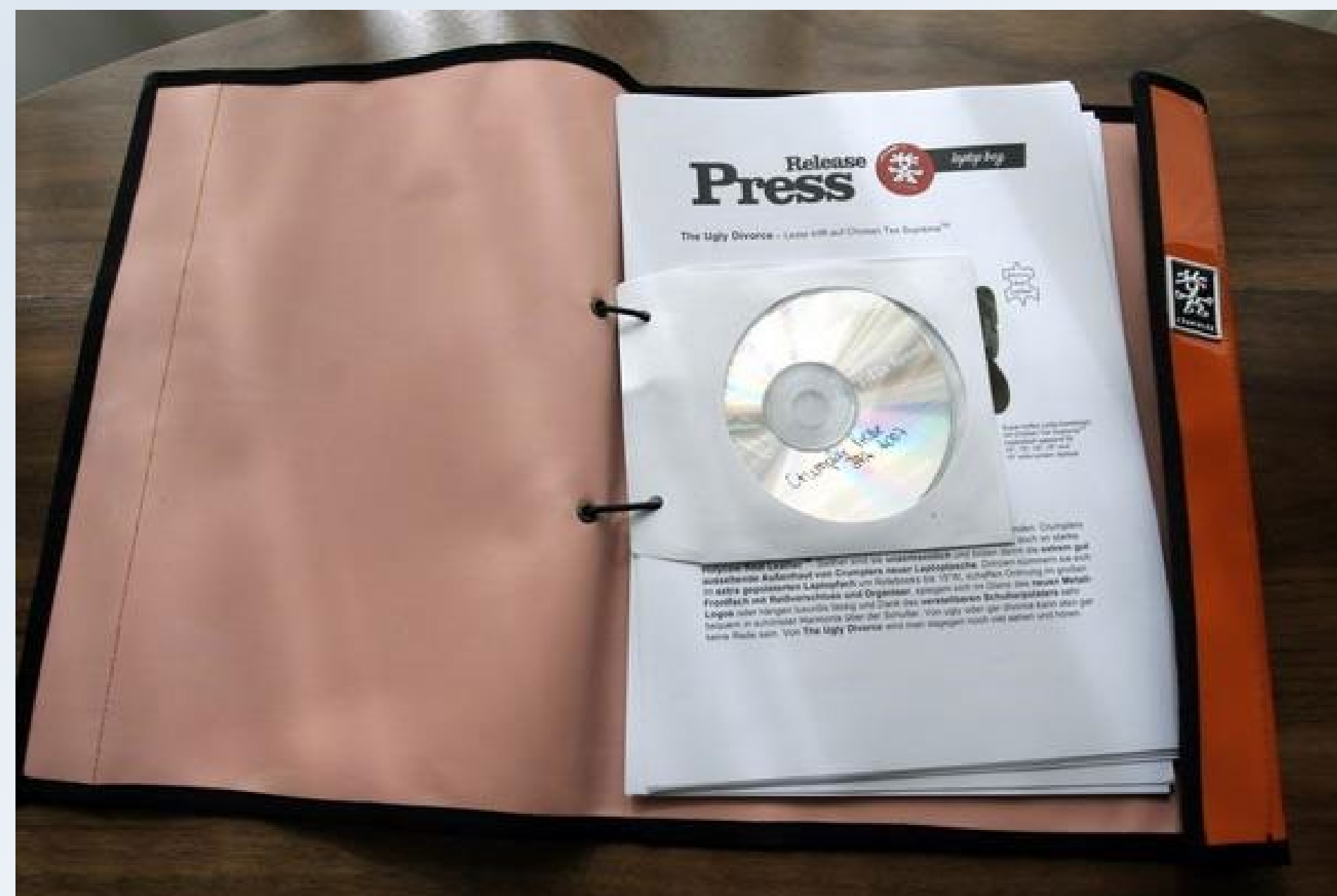


# Materials for Media

## Media Kit

can additionally include

- Backgrounders
- Factsheets
- Photo and b-rolls



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# Materials for Media

Always upload inDigitool press release and other materials at least 1 week prior the event, fill quotes of all speakers (if EUD quote is not agreed, it should be indicated in comments) before uploading.



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# Materials for Media

Preferable time for media materials dissemination is MORNING  
(9:00 - 11:00)

Plan events before 11 to get in media



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# Social Media Recommendations

- Short and engaging texts for posts

🤔 How do you combine energy efficiency, a magical landscape and Kakhetian hospitality? Kvareli Lake Resort has found the answer.

✅ Thanks to EU and [European Bank for Reconstruction and Development \(EBRD\)](#) support, the resort transformed its business model and is now saving up to 30% electricity costs thanks to a new energy efficient system.

Find out more in our video story.

Read the story [🔗 https://bit.ly/3CxxGes](https://bit.ly/3CxxGes)

➡ More information: <https://eu4georgia.eu/energy/>

[#EU4Georgia](#)

🏡 If you would like to have a quiet and comfortable vacation in the mountains, the luxury camping located in the village of Dandalo, in Keda is the place for you.

💎 Hill Inn is a Georgian start-up by a 31-year-old economist Davit Ardzenadze who turned his idea into a successful project thanks to the EU support and now offers high-class services to holiday-makers in the highlands of Adjara. find out more: <https://europa.eu/!NM34ry>

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# Social Media Recommendations

- Short videos (1-2 min. max.)
- Clear and simple visuals with legible and concise text
- Consistency in posting
- Targeted ads
- Make cross posting whenever possible
- Tag EU in Georgia FB Page







## Proofreading is a must!

- Documents,
  - Posts,
  - Videos
- should NOT contain  
grammar or technical mistakes





# Visuals/Infographics

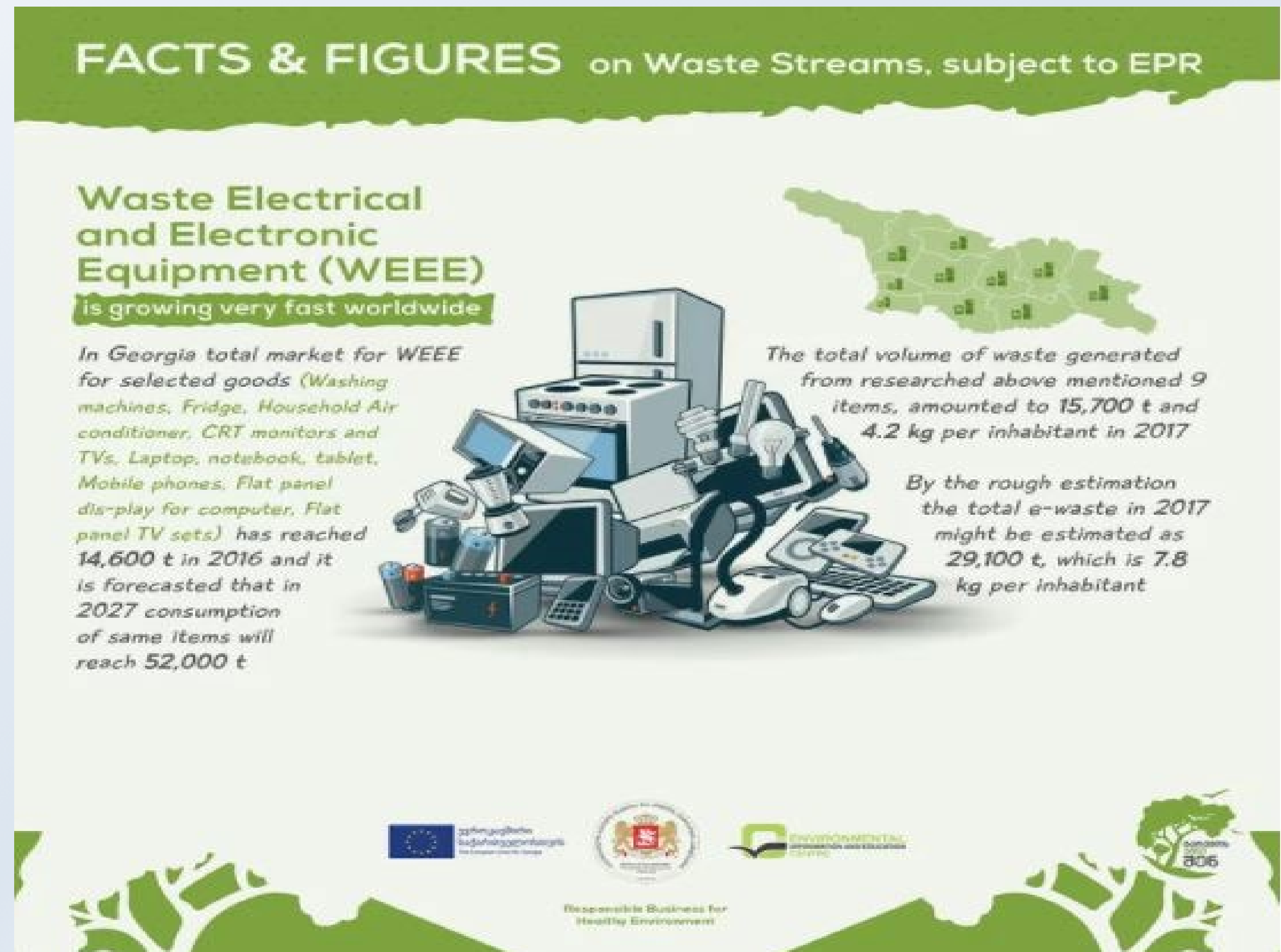
- Short sentences, mostly figures and other visible/tangible results
- Icons and visualization of the data
- Use headlines and short texts for E Banners





# Visuals/Infographics

To be improved examples



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# Visuals/Infographics





# Photography Tips

If you would like to have a quiet and comfortable vacation in the mountains, the luxury camping located in the village of Dandalo, in Keda is the place for you.

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Boost this post to get more reach for European Union in Georgia.

Boost post

Maria Voskanyan, Marie Kikvadze and 979 others

50 Comments 218 Shares

- Photos must be simple, clear, standardized formats
- Human faces - human stories in videos, photos work well



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# Photography Tips



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# Photography Tips

A good photo & caption can bring story to life, transfer message, generate emotions, motivate to actions, communicate how specific person, community, region, country benefited from described action



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# Video Production



Videos can cover

- events,
- beneficiaries,
- results,
- success stories, etc.



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# Video Production

- Start with identification
- Develop the story/video outline including key messages and narratives for further confirmation of EU Delegation
- Develop written (articles) story versions
- Photo and video shooting & Post Production
- Identification of most appropriate promotion channels and formats



# Video Production

Keep it short—up to 2.20 min

Do not forget to mention donors and partners

First 3 seconds are most important

Do not place logos or graphical intros in the beginning



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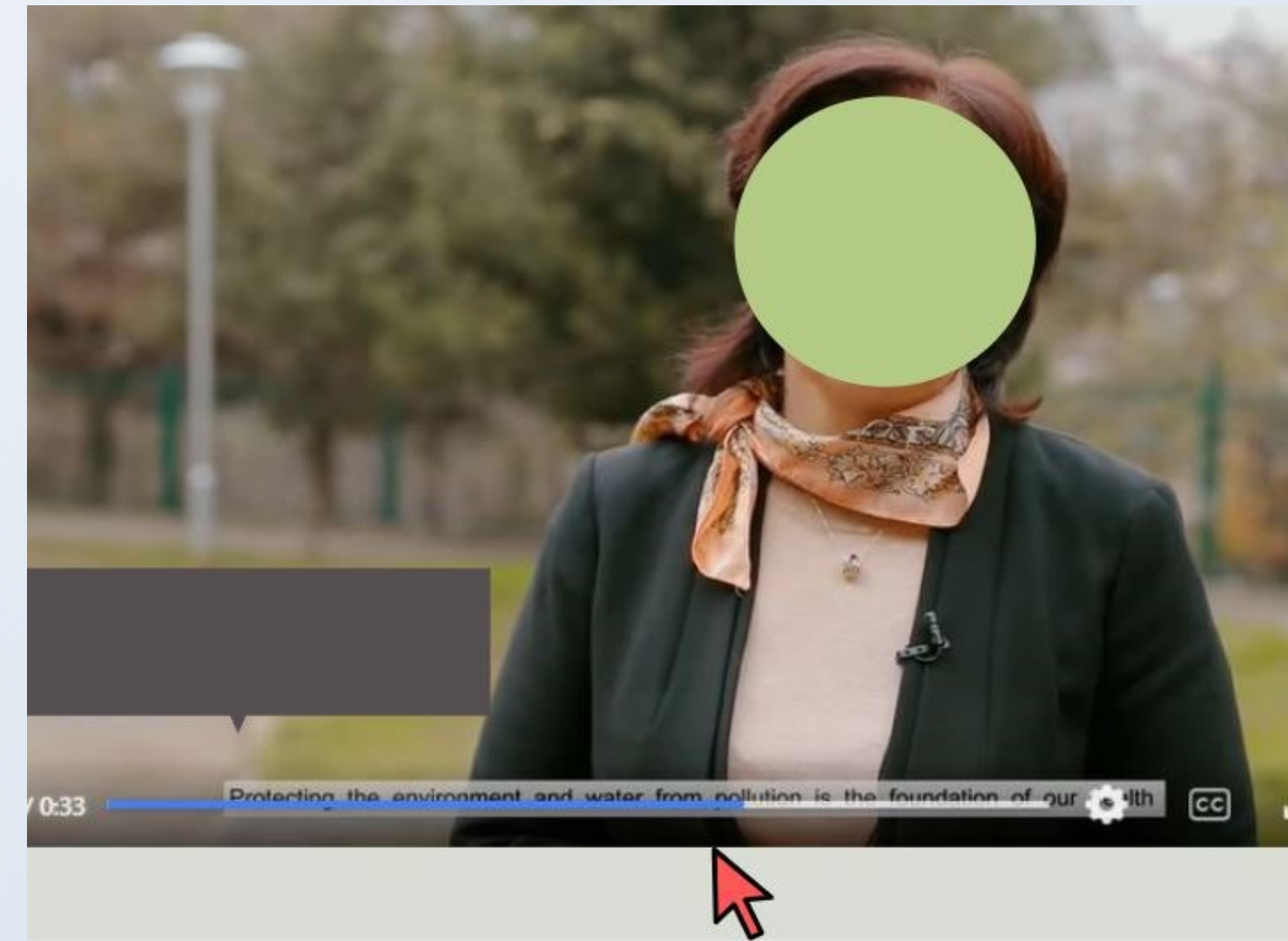
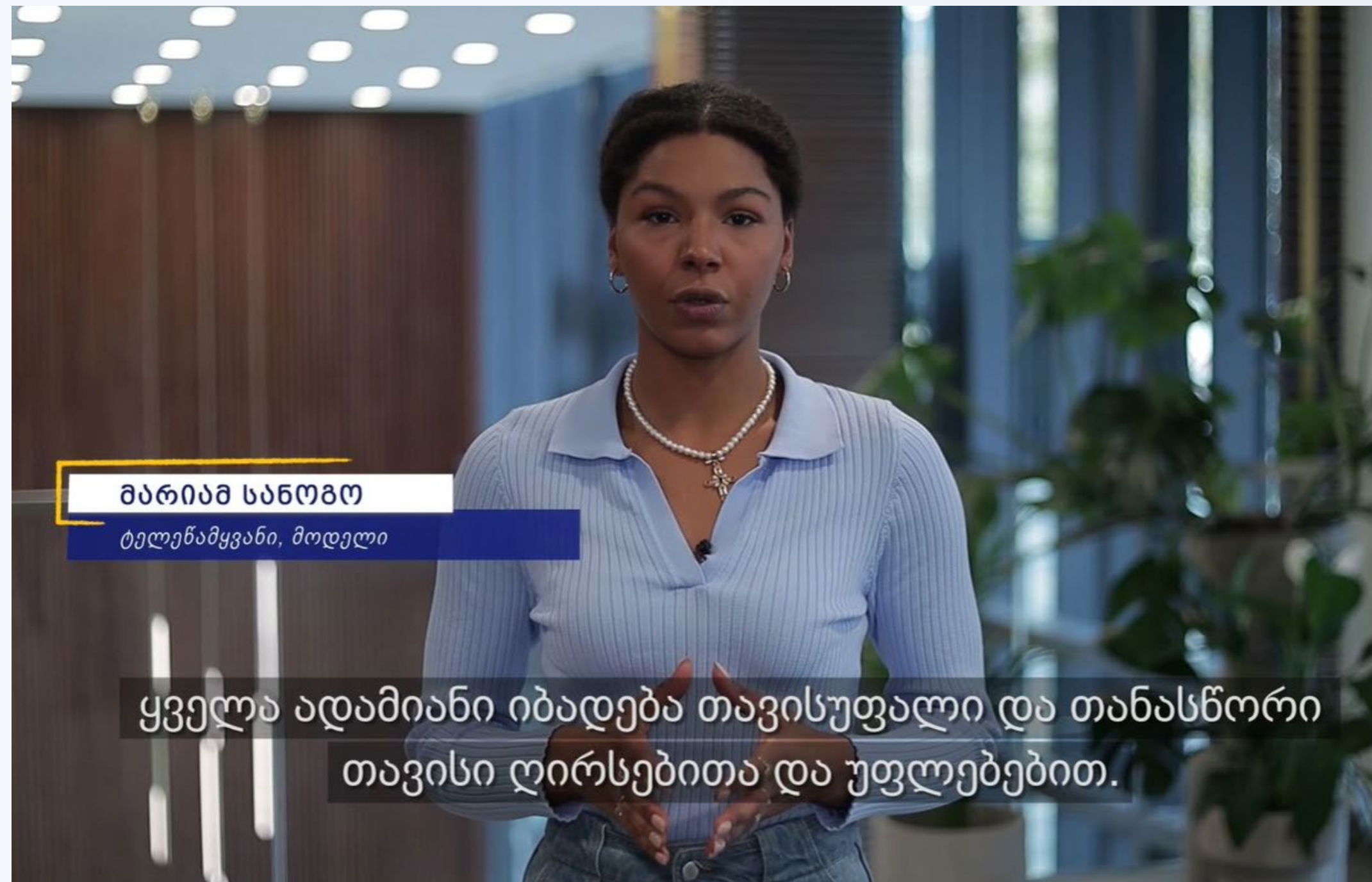
Shervashidze family expands their business and attracts more visitors in Keda



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# Video Production



Subtitles size and color-  
not too small, not too large



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# Video Production



- Include logos in footage in shots
- Avoid extra logos(of production, exclusive partners, etc.)



# Video Production

Do not forget  
disclaimer and logos  
at the packshot





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THANK YOU!



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