

Case study 2

An international partnership among universities promotes a strategy on diversity and inclusivity that includes:

- five seminars on different topics (one every month);
- four talk shows with people with disabilities;
- specific training for researchers and staff;

The applicant explains:

- the general communication strategy;
- The specific social media strategy (Facebook, Instagram and Twitter) with particular reference to the detailed editorial plan for topics, outputs and costs;
- An example of a multimedia post for Facebook;
- An example of a multimedia post for Instagram.