

Introducing the Europeana Migration Communications Toolkit

Spreading the word about your Europeana Migration collection day

Europeana Migration collection days are an exciting way to involve people in your community, and others across Europe, in the Europeana Migration project and in the European Year of Cultural Heritage 2018.

To encourage people to share their objects and stories, you need to let them know what's happening and why. We've put together some things to help you.

These tools and tips have been designed for anyone to use – whether you have little or no communications experience or support or a dedicated communications team, we hope they'll help guide you. If you know what you're doing, we think you'll still find our messages, video, templates and checklist useful.

And the more we all use the same messages, branding and hashtags across Europe, the stronger our voice and the bigger the story we can help tell together.

You should feel free to contact the Europeana team to discuss how to best use this material and don't forget that fellow members of the Europeana network have good experience that they can share with you too.

The Europeana Migration communication toolkit includes:

- A communications tips checklist.
- Key messages to help describe and explain what the project is all about.
- Europeana press release template (in English) that can be adapted and translated for each Collection Day
- A short animated video illustrating that everyone's story helps tell a bigger story on migration and cultural heritage.
- Social media Twitter templates and real-life examples to help inspire you.
- Example 'champion' stories.
- A presentation for schools (in English) for you to translate.

- Postcards that promote your Europeana Migration collection day and can be distributed to your community and audiences in advance
- Press invitation example (in English)

Guidance on credits and logos

Along with your logo, the Europeana and European Year of Cultural Heritage 2018 logos should appear on all material. You, the organising partner, decide which other logos appear.