

Europeana Migration – communication tips checklist

PLANNING

- Start planning your communications as early as possible - then plan some more.
- Revisit your plan to see if your approach is working – don't be afraid to do more of one thing and less of another.
- Be clear on who is doing what and when.
- Think about your budget from the start – do you have one?
 - If yes, no matter how small, think about how you can best spend it.
 - If not, don't worry, there are lots of things you can do for free:
use your website, your mailing lists, your newsletters, your Twitter and Facebook accounts; distribute the Europeana Migration postcards; tell the media what you are doing – use the Europeana Migration template press release.
 - Thinking about promotional material? Europeana can provide a promotional print budget of 200 Euros to produce our templates - see the ABC of Collection Days for info.
- Think about how to use your existing resources, especially the Europeana Migration comms toolkit.
- Think about your audience. You don't have to start from scratch – you know your community best. Targeting specific groups such as schools or local migrant communities can work well.
 - Who do you want to attend your event?
 - How do they like to be reached?

- What do you want them to do? Consider creating a Facebook event, directing them to our migration collection day info and register your interest [page](#), and or directing them to your own dedicated event page.
- Can you involve any of your partners or network or communities to help promote your event? Ask them.
- Consider using ideas that have worked for others but don't be afraid to try something new.
- Are your relevant politicians aware or involved? Let your Councillors, Mayor, and MP know what you are doing as early as possible.
 - Ask them if they have a story to tell.
 - Ask them if they want to attend your event.
 - Europeana is telling MEPs about Europeana Migration – if yours is interested we'll let you know. If you already know them – let us know!
- Work through each element of your proposed activity.
- Work as a team with Europeana - tell us what you have planned to promote your event and we will promote it on our channels, and with the European Year of Cultural Heritage too.

TELLING YOUR STORY

- Make the story you tell about Europeana Migration as much about your community/city/country as possible.
- Tell people that your event is part of the European Year of Cultural Heritage 2018, and they can be part of it too.
- Use the Europeana key messages to help you explain what the Europeana Migration project is all about.
- Find ‘champions’ in your organisation and/or in your community who have a migration story to tell and share it to inform and inspire others. People are interested in people -someone might not think their story is interesting enough – others will!
- Read the existing Europeana Migration ‘champion’ stories for inspiration – share them as examples to inspire others.
- Don’t forget the objects in the story, they’ll really help you – every object tells a story!
- Find someone outside your organisation to help tell your story for you
 - Who are your supporters - ask them to help.
 - Do you have a famous local migrant? Ask them. Even if they are not alive anymore, you can still tell their story for them.

ONLINE AND SOCIAL MEDIA

- Does your institution use social media? If yes, then make it part of your communications.
 - Find out who is responsible for social media (if it's not you) and talk to them about how they can help promote. Are they available on the day?
 - Use our template [tweets and real life examples](#) to help inspire you!

- Use the European Year of Culture and Europeana Migration hashtags and encourage others to - that way your event is part of a much bigger story that people are talking about all over Europe:
#EuropeanaMigration #EuropeforCulture

- Make sure all of your online channels part of your communications.
Put the event on your website, in your electronic newsletters, on your Facebook page, in your email footer...

- Always link back to [Europeana Migration](#) – let people see what the project is about, where their stories will appear, and discover other people's stories.

TELLING YOUR STORY TO THE MEDIA

- Tell the media about your event beforehand to encourage people to come along and tell their story. Start with the media you already know!
 - Think local, regional and national.
 - Think print, online and broadcast.

- Does your organisation have a press office or a press officer?

- If yes, make sure they know all about the project and ask for their help in good time.
- If no, the tips below should help you.

- Think about your timing – make sure to let the press know in plenty of time. Tell them early (3-4 weeks before); AND
 Tell them again closer to the time (a week before).

- Use the Europeana press release template - adapt and translate it.

- Prepare a couple of 'champion' stories in advance and share with the media.

- Prepare images that are high enough quality for the press to use.
Web images: 72ppi.
Print images: 300dpi.

- Have quotes ready – from your organisation but also from people taking part in or supporting your event. Europeana has provided a quote you can use.

- Have facts and figures ready for journalists for when you talk to them.

- Invite the media to your event so they can write about it afterwards too. See the template invitation.
 - Be clear what you are inviting them to do.
E.g. Interview people who will share their story; take part in the process and share their own story; take photographs.

- Have people ready and prepared to share their story with the media either before or at the event. Make sure to ask them plenty of time in advance and that they are happy to do so.