

No.	Instrument	Description	Purpose	When	Who
1	<i>Project logo</i>	An eye-catching smart design of a logo with product oriented rather than project oriented characteristics in order to point to the final product	<i>Visual identity of the project</i>	10 days following kick off meeting	P7 - CCSDE
2	<i>Project website</i>	<ul style="list-style-type: none"> • General project information and news • Details about the presence of the project in events, fairs, exhibitions, etc. • Partnership members • Access to results. • Relevant links, etc. • Promotional video • Links to social media. 	<i>Central marketing instrument, single access point to all project-related information and downloads, access to the PLAY2LEARN Academy (at the end of the project)</i>	Within 1 month following the finalisation of the project logo	P1 - CIVIC, Contributions by all
3	<i>Project Brochure</i>	<ul style="list-style-type: none"> • An introduction on the Project • An short presentation of the digital products produced by PLAY2LEARN • Features & Benefits 	<i>A brochure about the project to evolve into a marketing tool for selling the product at the end of the project</i>	1 st conceptual version to be made available 1 month before the pilots	P6 – EMPHASYS, Contributions by all
4	<i>Promotional video</i>	<ul style="list-style-type: none"> • A promotional video of maximum 2.5 minutes • Formats of delivery: DVD format, Web optimised copies in .MP4, .flv and .wmv to allow it's streaming in Internet from project's website, partners' websites and social media platforms. • Services required: <ul style="list-style-type: none"> ○ Concept ○ Languages; ○ Concept of graphic design images; ○ All rights and royalties on elements of sound, decor and images of people; 	<p><i>A video illustrating, in eloquent and business oriented language, the benefits of PLAY2LEARN. To be used for promoting the pilots.</i></p> <p><i>100 copies on USB will be made available.</i></p> <p><i>After the project is finished it can evolve to a marketing video with success stories, based on experiences of individuals participating in the pilots.</i></p>	3 months before the pilots	P1 - CIVIC P2 - IDEC, P3 - PLATON, Scenario, P2, P4, P5 translations of scenario, transcript P7 - CCSDE synchronisation of subtitles and publishing

No.	Instrument	Description	Purpose	When	Who
5	<i>Infographics</i>	<p>Infographics to:</p> <ul style="list-style-type: none"> • Raise project brand awareness by use of consistent colors, shapes, and messages • Easily share around the web. 	<p>Infographics are digital marketing tools for simplifying a complicated subject matter or turn an otherwise boring subject into an engaging experience. The infographics for dissemination to be produced during the project can evolve to product marketing tools after the end of the project by focusing on the benefits of PLAY2LEARN.</p>	At least one every quarter	Different partner per quarter
6	<i>Press releases</i>	<ul style="list-style-type: none"> • Predefined press releases in important dates (project start and end, pilots start and end). • Ad hoc releases sent to press release distribution services every time an important development in the project occurs. • Reproduced in the language of the partners. • “Package” the messages so as to stand out from the many that are competing for journalists’ attention. • Present the story in a way that encourages reproduction of the key points with minimal changes. 	<p>A press release is information that is communicated proactively to the media – including TV, radio and electronic publications, as well as the printed press.</p> <p>After the end of the project, press releases should be issued every time a new stakeholder becomes member of the PLAY2LEARN network</p>	At least 4 in predefined dates coinciding with project start/end and pilots start/end and as many ad-hoc as deemed necessary	P1, P2, P3, P5, P6, P7
7	<i>Standard project presentation</i>	<ul style="list-style-type: none"> • Project Presentation of objectives and expected results (short: approx. 4 slides, long: approx. 15 slides). It includes: <ul style="list-style-type: none"> ○ The project logo adding a corporate image to the project. ○ Offline version of the project info site. ○ Newsletters informing about the project progress will be gradually added to the kit as they become available. ○ Flyers 	<ul style="list-style-type: none"> • Presentation of the project at conferences and seminars • Marketing instrument for events • Promotion of pilots 	1 st version available in the 1 st quarter and updated version at the end of each quarter.	P4 - DLEARN

No.	Instrument	Description	Purpose	When	Who
8	<i>Newsletters</i>	<ul style="list-style-type: none"> • Newsletter that informs about the progress of the project and provide articles, notes, information material and point to the project's social media groups and contributions to blogs and journals. • Information contained in newsletters: <ul style="list-style-type: none"> ○ Suitably edited versions of project press releases; ○ Announcements of progress by single partners or collaborators; ○ Reports on meetings and events; ○ News of milestone achievements; ○ Personal experiences; and ○ Information about forthcoming events • Electronic versions of the newsletters will be available via the project website, will be sent (Mail Chimp Service¹) to the people that subscribe to the newsletter service via the website and will be reproduced in electronic publications of services. 	<p>Inform about the progress of the project and provide articles, notes, information material and point to the project's Web 2.0 groups (LinkedIn, Twitter, FaceBook) and contributions to blogs and journals.</p> <p>After the end of the project, newsletters will inform on new releases, new stakeholders in the PLAY2LEARN network, testimonials from users and/or readers, roadmap, participation in upcoming events, offers, promotions, etc.</p>	One every 6 months, meaning there will be 4 in the life of the project.	P4 coordinates P1, P2, P4, P5, P6 contribute
9	<i>Social Media and blog postings and online articles</i>	<ul style="list-style-type: none"> • Project visibility and the dissemination of project results will be assisted by using Web social media platforms: <ul style="list-style-type: none"> ○ social networking (LinkedIn, Facebook, Twitter, Instagram, Pinterest); ○ social news (Digg); ○ social microblogging (Tumblr); ○ social bookmarking (StumbleUpon); ○ online video (Youtube) 	<p>Participative tools will be used to create awareness about the project and actively increase traffic to the project website.</p> <p>After the end of the project, Web 2.0 groups that picked up a lot of followers can evolve to PLAY2LEARN product groups or directly link to new Web 2.0 groups about the product. The same applies for project specific blogs.</p>	A new group created every quarter and developed continuously	All
10	<i>Directory of Contacts</i>	The lists will include contact details and additional information that helps following up.	<p>List of contacts to be used for sending information about the project.</p> <p>Can generate leads after the end of the project</p>	List mechanism established within the 1 st month of the project and constantly populated	All, Database managed by P1 - CIVIC

¹ www.mailchimp.com

Indicators

The table below lists the indicators for measuring the impact of dissemination instruments and activities.

Instrument / Activity	What is measured	Indicators	Thresholds
Project web site	Interest generated by safer Internet initiatives and adult education sector and other stakeholders	<ul style="list-style-type: none"> • Number of visits, • Number of hits per page, • Duration of the visits, and number of pages visited, and nature of the pages visited, • Number of references of the website on other sites. • Number of contributions (uploads of documents or posts) provided by externals. • Activity & site path reports. • Traffic of the channelling of visitors reaching the site via search engines 	<ul style="list-style-type: none"> • ≥ 300 unique visits (monthly) • ≥ 50 references (other sites) • ≥ 100 contributions
Project web site	Contents of the website and their update	<ul style="list-style-type: none"> • Number of pages published on the web site. • Number of months/days that pass without an update (threshold minimum to be established in Dissemination plan) 	<ul style="list-style-type: none"> • ≤ 15 days threshold (final threshold to be defined in dissemination plan)
Project Blog	Postings on the blog and popularity	<ul style="list-style-type: none"> • Number of posts • Number of social shares • Audience growth- unique and returns • Conversation rate • Conversions • Subscribers • Inbound links 	<ul style="list-style-type: none"> • ≥ 100 unique visits (monthly) • ≥ 50 references (other sites) • ≥ 100 contributions
General project brochure	Reach of the brochure	<ul style="list-style-type: none"> • Number of brochures created, • Editions of the brochure created, • Number of contacts to which the brochure has been disseminated • Request for additional project information generated by the brochure 	<ul style="list-style-type: none"> • Minimum 2 editions of the brochure • 1200 brochures provided • > 100 requests for additional information

Instrument / Activity	What is measured	Indicators	Thresholds
Newsletter	Reach of the newsletter	<ul style="list-style-type: none"> • Number of newsletters created, • Number of readers who received the newsletter through mail, • Number of downloads of newsletter from web site. 	<ul style="list-style-type: none"> • 4 newsletters • > 500 email readers • > 250 downloads
Social Media	Popularity	<ul style="list-style-type: none"> • Facebook Likes and posts • LinkedIn followers • LinkedIn Group members • LinkedIn Discussions • #PLAY2LEARN hash tag mentions on twitter • Pinterest pins and follows 	<ul style="list-style-type: none"> • To be gradually defined in dissemination plan
Microblogging (twitter)	Usage Statistics	<ul style="list-style-type: none"> • Followers • Mentions • Retweets • Retweet Reach • Replies Reach • Number of lists • Posts 	<ul style="list-style-type: none"> • ≥ 30 new followers per month • ≥ 50 tweets per month • ≥ 15 retweets per month
Online Video	Popularity	<ul style="list-style-type: none"> • Referrals from social video sites • Views of videos on social sites • Pages ranking on key terms from YouTube 	<ul style="list-style-type: none"> • ≥ 10 referrals per month • ≥ 50 unique views/month • Ranking within 3 pages
Directory of Contacts	Size & Efficiency	<ul style="list-style-type: none"> • Number of contacts • Total number of contacts against number of qualified leads 	<ul style="list-style-type: none"> • ≥ 4000 contacts at the end of the project
Events	Interest generated by the target groups and other stakeholders	<ul style="list-style-type: none"> • Number of participants to the events, • Number of requests for participation in the event, • Number of downloads of information on event from website. 	<ul style="list-style-type: none"> • > 40 participants per dissemination event • > 70 requests for participation • > 100 downloads per event
Events	Quality of the events organised	<ul style="list-style-type: none"> • Satisfaction survey addressing: <ul style="list-style-type: none"> ○ Quality of speakers/content ○ Quality of logistics/organisation 	<ul style="list-style-type: none"> • ≥ 3 on a scale of 1 to 5 (1 being the minimum and 5 being the maximum)