Communication Kit Handbook

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| Content

d@rts Communication Toolkit

A handbook supporting the implementation of individual communication measures.

About

This Communication Toolkit offers guidance to dialoguing@rts (d@rts) representatives and partner organisations on how to enhance their abilities to communicate and engage with the public in a more efficacious manner, including instructions on the correct utilisation of the d@rts communication material.

If you are creating a communication output (presentation, report, banner, news item, social media post etc) on behalf of d@rts then you should make sure that it complies to the d@rts visual identity as well as ensures the visibility of EU funding.

Understanding our audience

Our target audiences in order of strategic effort required are:

- Education professionals, community arts workers, teacher education institutions
- Children, students, disadvantaged groups and minorities
- Educational agencies, and teaching councils and associations of teacher education
- Scientific communities
- Decision makers
- General public

Key messages & Slogans

Please find below some of the project key messages adapted to better help convey the mission and values of dialoguing@rts to its various audiences while keeping consistency in the tone of voice. It is up to the partners' discretion to use either "dialoguing@rts" or "d@rts" when they refer to the project.

"dialoguing@rts fosters cultural dialogue through innovative and inclusive artistic practices."

- *Discover how performing arts can bridge cultural divides and empower communities.*
- *Join the dialogue and become part of a movement that uses art to promote mutual understanding and social inclusion.*
- *Empowering individuals and communities through music, dance, and drama, dialoguing@rts highlights the transformative power of participatory arts education.*
- *Enter into a dialogue with us and explore how the arts can be a tool for fostering empathy and inclusion.*

"Join us in redefining the role of art in promoting social cohesion and understanding."

- *Discover new ways to use the performing arts to create lasting social impact.*
- *Join the dialogue on how innovative educational practices in the arts can enhance cultural literacy and bring communities closer together.*
- *Empowering educators, artists, and communities, dialoguing@rts creates sustainable arts practices that nurture inclusion and cultural diversity.*
- *Enter into a dialogue with diverse voices and perspectives through collaborative arts education that breaks barriers and builds connections.*

"dialoguing@rts empowers individuals and communities to engage in meaningful cultural exchange through the performing arts."

- *Discover participatory approaches that make the arts accessible and inclusive for all.*
- *Join the dialogue on the future of arts education, where every voice is heard, and every culture is celebrated.*
- *Empowering social change through the arts, dialoguing@rts advocates for the importance of cultural literacy in today's world.*
- *Enter into a dialogue where music, dance, and drama become the tools for understanding, respect, and solidarity.*

"dialoguing@rts creates a platform where the arts serve as a medium for cultural literacy and social cohesion."

- *Discover how dialogical approaches to arts education can inspire more inclusive and empathetic societies.*
- *Join the dialogue to learn and share how innovative performing arts practices can advance cultural dialogue and reduce social barriers.*
- *Empowering communities through the transformative power of arts, dialoguing@rts fosters the development of cultural literacy for a more inclusive world.*

- *Enter into a dialogue with us, as we redefine how artistic practices can shape a more connected and cohesive society.*

"Through dialogical arts education, dialoguing@rts inspires creative solutions to the challenges of social inclusion and cultural diversity."

- *Discover* how the performing arts can open doors to new forms of understanding and collaboration.

- *Join the dialogue* on how cultural literacy can drive positive social change, one performance at a time.

- *Empowering* educators and cultural leaders to rethink traditional arts practices, dialoguing@rts champions inclusion at every level of society.

- *Enter into a dialogue* with innovative minds, as we shape the future of inclusive arts education together.

How to display the d@rts logo

d@rts has its own brand identity. It includes logos, colour palette and typography. Please download the brand guidelines, the logos and font and install them on your device before opening and modifying the following visuals assets.

When you are creating d@rts related materials, make sure you follow the branding guidelines. Regarding the typography, the font defined for the d@rts brand is Urbanistic. This font should be applied to all relevant communication materials of the project, such as brochures, booklets, posters or flyers.

Make sure to respect the guidelines regarding logo use, colour palette and fonts to create consistency through platforms and channels and build a strong visual identity to support best the diffusion of the project.

EU funding emblem and guidelines

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Please click here to access the correct logos.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

The following disclaimer (translated into local languages where appropriate) should be indicated:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them".

How to display the acknowledgment of EU funding

Publications & dissemination material

Type of communication	Placement of logo / guidelines for use
Website & Social media account	- Same place on every page - Ideally as part of the website frame which appears on all sections - Landing or intro page (social media)
Brochure, information leaflet, newsletter, poster	- Bottom right corner of publication - Front or back cover - On white background (unless placed on a large photo or illustration as on a poster)
Report, Meeting Minutes, Internal Project Publication	Front Cover
Power Point or other graphical presentation	First or last slide of a presentation or in the footer of each slide
Video & Animation	Intro or closing screenshot

Social Media Communication

Use your social media platforms to disseminate news about d@rts. Regularly post updates, stories, and engaging content to create a dialogue around the project.

Please consider the following

1. Use hashtags: the hashtags we are using is the following: #dialoguingarts #HorizonEurope
2. Tag central social media channels: please make sure you tag our appropriate channels in your posts
3. Follow the official d@rts social media channels and share the project news with your comments in your own language if you find them relevant to your audiences.

How to make your social media communication effective

Here are some insights from d@rts social media channels that you might consider:

1. **LinkedIn – Official Account**

LinkedIn is the ideal platform for professional engagement, thought leadership, and connecting with educators, cultural organizations, policymakers, and other stakeholders. It is particularly useful for sharing in-depth articles, project updates, and fostering partnerships.

What works:

1. **Leadership:** Share articles or posts that provide expert insights on, for , arts education, social inclusion, and cultural literacy.
2. **Engage with Industry Discussions**: Participate in discussions by commenting on and sharing content from relevant professionals and organizations, enhancing the visibility of d@rts within the cultural and educational community.
3. **Visual Storytelling:** Use high-quality visuals like infographics, project photos, and videos to illustrate the project's impact and milestones.
4. **Hashtags & Mentions**: Utilize relevant hashtags (e.g., #dialoguingarts, #CulturalLiteracy #Inclusion, #ArtsEducation) and mention the project official channels and partner organisations or individuals to increase visibility.

2. **Facebook - Official Account**

Facebook remains effective for building community engagement, creating event awareness, and reaching a broad, diverse audience. It is great for more informal storytelling and outreach to the public.

What Works:

- **Engaging Stories**: Share compelling narratives about how the d@rts project is making a difference. Use storytelling to highlight personal stories, community impact, or key project moments.

- **Event Promotion**: Facebook is ideal for creating event pages to promote workshops, performances, and community engagements related to the project. Encourage followers to participate and share the events.

- **Photo Albums & Videos**: Visual content performs very well on Facebook. Share behind-the-scenes content, photos from events, and short videos showcasing your activities.

- **Engaging Questions**: Use polls or questions to get followers involved in discussions, stimulating dialogue and helping to create interaction and engagement.

3. **Instagram – Official Account**

Instagram is a visual platform that thrives on compelling imagery and storytelling. It's ideal for reaching a younger, visually-driven audience, and sharing the artistic side of d@rts through images and short videos.

What Works:

- **High-Quality Visuals**: Use eye-catching images, photos from events, workshops or performances, and vibrant graphics.

- **Instagram Stories**: Use Instagram Stories for quick, informal updates about daily activities, workshops, or sneak peeks behind the scenes.

- **Reels & Short Videos**: Leverage Instagram Reels to share engaging short videos. Videos under 30 seconds work best for capturing attention.

- **User-Generated Content**: Encourage participants to share their own photos or videos and tag the project. Repost this content to build community engagement and show the community b involvement in d@rts.

- **Hashtags**: Use relevant and trending hashtags (e.g., #dialoguingarts, #CulturalLiteracy, #PerformingArts, #DialogicalEducation) to increase your reach and visibility.

4. **X (Formerly Twitter) – Official Account**

X is ideal for real-time updates, engaging in public conversations, and sharing quick project insights. It is best suited for thought leadership, live event coverage, and linking back to more in-depth content.

What Works:

- **Live Event Updates:** Use X to provide live updates during events, workshops, or performances, engaging with followers in real-time using relevant hashtags.

- **Brevity & Precision:** The character limit means posts need to be short, impactful, and direct. Use short text accompanied by media (photos, GIFs, videos) to grab attention.

- **Engaging Conversations:** X thrives on interaction. Use it to engage in dialogue with other cultural organizations, artists, or policymakers by responding to tweets, retweeting relevant content, and joining trending discussions.

- **Hashtags:** Use a combination of broad (e.g., #ArtsEducation, #Inclusion) and project-specific hashtags to increase visibility and categorise your posts.

- **Visuals in Tweets:** Tweets with images, GIFs, or videos tend to receive higher engagement. Use visuals wherever possible to stand out in followers' feeds.

The project newsletter

To ensure consistent and engaging communication about d@rts, it's vital for partners to contribute content to their institutional newsletters as well as to the official d@rts newsletter. By regularly sharing project updates, success stories, and relevant developments, partners will help amplify the project's impact across various networks. Here are suggestions for the types of content partners can cover, as well as guidelines on maintaining visual identity.

Project Milestones & Achievements:

- Share key updates on d@rts' progress, such as the completion of research phases, launching surveys, or reaching key findings related to cultural literacy, social inclusion, and arts education.

- Include behind-the-scenes glimpses into any unique challenges or innovative solutions encountered during the project.

Event Announcements & Recaps:

- Promote upcoming workshops, performances, webinars, and conferences that are part of the d@rts project.

- Provide a recap of past events, highlighting insights, key takeaways, and participant experiences. Include quotes from attendees or project partners to give a personal touch.

Institutional News:

- Focus on the specific work your institution is contributing to d@rts. This can include research, project initiatives, collaborations with artists, or education practices being tested.

- Highlight any significant collaborations or new partnerships formed as part of the project, particularly those that cross cultural or disciplinary boundaries.

Interviews & Profiles:

- Conduct interviews with key individuals involved in the project (e.g., artists, educators, researchers) to provide personal insights into their work and experiences.

- Profile the students or community members engaged in the project, showcasing how d@rts is directly impacting participants.

Community Engagement:

- Highlight ways in which d@rts is fostering inclusion and dialogue within the local communities through participatory arts practices. Sharing the community's response can be particularly powerful.

- Cover any outreach activities that encourage local participation and dialogue, especially if they demonstrate tangible social cohesion and inclusion impacts.

Research Findings & Best Practices:

- Present preliminary research findings or case studies demonstrating how dialogical arts practices are being implemented and evaluated.

- Share best practices emerging from the project that other educators, artists, or institutions might find valuable.

Creative Content:

- Include visual or multimedia content, such as videos, photos, or artwork produced as part of the project.

Visual Identity Guidelines for Newsletter Contributions:

To maintain a cohesive and professional presentation of d@rts across all partner communications, it is crucial to follow these visual identity guidelines:

1. **Use of Project Logos**:

    o Always include the official d@rts logo and EU funding logo when mentioning the project in your newsletter. Ensure the logos are clearly visible and correctly formatted, adhering to the branding guidelines provided.

2. **Consistent Colour Palette**:

    o Follow the approved d@rts colour scheme in any headers, icons, or design elements related to the project. This helps reinforce the visual identity and ensures consistency across platforms.

3. **Typography**:

    o Use the fonts outlined in the d@rts branding guide for headlines, body text, and any captions to maintain a unified look. This consistency across newsletters helps reinforce brand recognition.

4. **Imagery**:

    o When using images related to d@rts (event photos, artwork, behind-the-scenes shots), ensure they are high quality and aligned with the project's ethos of inclusivity, diversity, and social cohesion.

    o Use images that reflect the participatory nature of the project, focusing on the people involved, such as artists, students, and community members.

5. **Tone of Voice**:

    o Ensure that the language used is inclusive, respectful, and reflective of d@rts' mission of cultural literacy and social inclusion. Avoid overly technical jargon, and aim for clear, accessible language that resonates with diverse audiences.

Templates

Brand Guidelines Click here for the brand guidelines and click here for the d@rts logos.	d@rts has its own brand identity. It includes logos, colour palette, typography.
Power Point Templates Click here for the templates.	You can use these PowerPoint presentations for any of your public or internal presentations.
Internal Meeting Minutes Click here to access the templates.	d@rts partners can use these Word Document templates for all internal meeting reports.
Roll-up Click here for the roll-up.	This is a printable roll-up, format 85x220 that can be printed and brought to your events improving visibility of the d@rts project.

Social Media Post Templates Click here for the [Canva version](#).	These templates are designed to help you create social media posts. They are editable on Canva, upon request.
Website Resource Page Click [here](#).	This public page on the d@rts website is meant to serve as a repository of useful communication resources.