

COMMUNICATION UNITY																				
STRATEGIC LINE ACTION PLAN VHIR:			HRS4R DIMENSION:																	
OBJECTIVE																				
DIRECTOR IN CHARGE			WORKING GROUP																	
FRAN GARCIA			NAME						ACTIVITY											
MAIN RESPONSIBLE			IMMA HERNÁNDEZ						Communication											
IMMA HERNÁNDEZ			JULIA ARENY						Image/MKT											
DESCRIPTION			EVA PADRO						Image/MKT											
Communication Strategy for HRS4R including online and offline actions to disseminate the content of the accreditation; increase the knowledge of HRS4R accreditation by all the staff of the VHIR through participative actions; and show that VHIR has succeeded in the implementation of the European Charter for Researchers and a Code of Conduct for the Recruitment of Researchers.			DANIELE PRETTO						Arts/Design											
			PAULA BENEYTO						Social Media											
ACTION PLAN			CALENDAR																	
Ord.	Activities	Milestones	08.20	09.20	10.20	11.20	12.20	01.21	02.21	03.21	04.21	05.21	06.21	07.21	08.21	09.21	10.21	11.21	12.21	EVIDENCIES
1	News in the web																			
2	Video capsules for Social Media																			
3	Intranet Banner / Pop Up /Wallpaper																			
4	Newsletters																			
5	Social Media VHIR / Campus																			
6	Final Video (conclusions)																			
7	Online Questionnaire																			
8	Relevant presence in the new website of the VHIR																			
9	Leaflets																			
10	Participative action. Posters. Phase 1																			
11	Participative action. Posters. Phase 2																			
12	Informative Sessions /Scientific Retreats and Annual Scientific Session																			
13	Key messages in Screens 1. Dining rooms																			
14	Key messages in Screens 2. Mediterranean / Colserola buildings																			
ASSOCIATED INDICATORS		MAIN GOAL	FOLLOW UP						RESOURCES											
		Wide knowledge of HRS4R accreditation by all the staff of the VHIR through participative actions.																		