DIAMOND

Providing a Digital and Modular Ecosystem for Personalized Capabilities Development to Enhance Labour Market Participation and Employment Transition

Funded by the European Union

DIAMOND	
Project number:	101178081
Project name:	Providing a Digital and Modular Ecosystem for Personalized Capabilities Development to Enhance Labour Market Participation and Employment Transition
Topic:	HORIZON-CL2-2024-TRANSFORMATIONS-01-02
Type of action:	HORIZON Research and Innovation Actions
Starting date of action:	1 October 2024
Project duration:	42 months
Project end date:	31 March 2028
Deliverable number:	D7.3
Deliverable title:	Disseminate / communicate 1.0
EC document version:	Ver1
WP number:	WP7
Lead beneficiary:	9 - EAC
Main author(s):	Chris Haberl (9 – EAC)
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Nature of deliverable:	R
Dissemination level:	SEN
Delivery date from Annex 1:	M6
Actual delivery date:	M6

Executive Summary

***Deliverable 7.3: Disseminate / Communicate 1.0** outlines DIAMOND's dissemination and communication strategy to maximize project visibility, stakeholder engagement, and impact. It serves as the first iteration of DIAMOND's structured communication framework, which will be refined in future deliverables.*

- *Firstly, Section 1. **Deliverable Objectives** details how the communication and dissemination plans integrate into the broader DIAMOND framework. It highlights how these strategies align with DIAMOND's goal of enhancing labor market participation through digital and modular solutions.*
- *2. **DIAMOND Dissemination & Communication Strategy** presents a methodological approach, ensuring effective engagement with job seekers, educators, policymakers, industry stakeholders, and researchers. This section also includes DIAMOND's value propositions tailored to various audiences. 2.2. **Main Dissemination & Communication Activities** describes key communication and dissemination activities, including conferences, workshops, stakeholder forums, publications, and social media outreach, as well as quantifiable goals (KPIs).*
- *Section **3. Content & Material Guidelines**, details engagement strategies, and social media best practices to maintain consistency and visibility across platforms.*
- *Lastly, Section 4. **Tracking and Reporting** introduces a structured monitoring system to evaluate the success of DIAMOND's dissemination efforts, ensuring alignment with European Commission guidelines and stakeholder expectations.*

Abbreviations

ALMP	Active labor market policies
AJG	Academic Journal Guide
AU	Aarhus Universitet
D	Deliverable
EAC	Evolutionary Archetypes Consulting SL
EC	European Commission
^{E}GROW Index	Employability Growth Index
EU	European Union
KPI	Key performance indicator
M	Month
MOVE^E	Modular and Versatile Platform for Engagement and Employability
NGO	Non-governmental organization
PDEC	Plan for Dissemination, Exploitation, and Communication
SME	Small and Medium-sized Enterprise
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations Children's Fund
VET	Vocational education and training
WP	Work Package

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1 Deliverable Objectives

1.1 Objectives

D7.3 Disseminate / Communicate 1.0 is a key component of DIAMOND's **Plan for Dissemination, Exploitation, and Communication (PDEC)**. This deliverable specifically focuses on communication and dissemination activities, forming the first iteration of DIAMOND's Dissemination & Communication Strategy. Subsequent updates will be presented in **D7.4 (M18)** and **D7.5 (M36)** to reflect refinements and progress. As part of **Task 7.3: Plan for Dissemination, Exploitation, and Communication (PDEC)**, this deliverable contributes to establishing and refining a structured roadmap to maximize the project's visibility, impact, and stakeholder engagement. The strategy is built upon three interrelated components:

1. **Dissemination Plan** – Defines target channels and activities for sharing project findings with the scientific community, industry stakeholders, policymakers, and the general public.
2. **Exploitation Plan** – Identifies opportunities for commercializing project results, including potential applications, intellectual property considerations, and strategic partnerships.
3. **Communication Plan** – Develops compelling messaging to highlight DIAMOND's goals, progress, and societal benefits through various channels, including social media, events (conferences, open days), the MOVE[E] platform, the project website, newsletters, and more.

D7.3 aims to outline the **Dissemination Plan and Communication Plan** in detail, while the Exploitation Plan will be described in **D7.6 Exploitation 1.0**.

Key Performance Indicators (KPIs), as described in the **DIAMOND Dissemination & Communication Strategy** will be used to measure the performance and impact of DIAMOND's dissemination and communication efforts. These indicators will ensure that outreach activities align with project objectives and effectively engage target audiences.

To comply with *Article 17 of Horizon Europe Grant Agreement* we aim to reach the expected outcomes according to the European Commission's requirements, following these overarching principles outlined by the EC (**Table 1: Dissemination & Communication Goals According to the EC, (European Commission, 2023)**).

Aspect	Dissemination	Communication
For Whom?	Scientists, industry, public authorities, policymakers, civil society	Citizens, stakeholders, and the media
How?	Publishing results in scientific magazines Scientific and/or targeted conferences, and databases	Following a well-designed strategy, following a clear messaging strategy, and using the right channels
When?	Anytime, as soon as results become available, up to four years after the end of the project	From the start until the end of the project duration.
Why?	Maximizing the impact of the action, allowing other researchers to go a step forward, contributing to the advancement of world-class knowledge, and making scientific results a common good	Engaging with stakeholders Attract the best experts, raising awareness of how public money is spent, and showing the success of European collaboration

Table 1: Dissemination & Communication Goals According to the EC (European Commission, 2023)

1.2 Connection with DIAMOND WPs & Tasks

1.2.1 Connection to WP7

D7.3 Disseminate / Communicate 1.0 is an integral component of WP7 and serves as the foundation for DIAMOND's overall Dissemination, Exploitation, and Communication (PDEC) Strategy, which is the goal of WP7. It establishes the initial framework for communication and dissemination, which will be further refined and expanded in subsequent deliverables D7.4 (M18) and D7.5 (M36).

The deliverable contributes directly to the following key tasks in WP7:

- **Task 7.3: Plan for Dissemination, Exploitation, and Communication (M1-M42):** D7.3 is the first iteration of the PDEC, which is continuously refined through D7.4 and D7.5. The Dissemination Plan (outlined in D7.3) aligns with the broader communication and exploitation strategies being developed in WP7.
- **Task 7.4: Content and Material Development for Dissemination & Communication (M1-M42):** D7.3 provides the strategic framework for dissemination, while Task 7.4 ensures the creation of concrete communication materials (e.g., blog posts, newsletters, videos, infographics, policy briefs). These materials will be continuously updated in later versions of the dissemination plan (D7.4, D7.5).
- **Task 7.5: Organization of Events (M1-M42):** D7.3 supports the event planning and participation outlined in Task 7.5, including internal meetings, synergy meetings, open days, and EU-organized events.
- **Task 7.6: Scientific Journal Publications (M1-M42):** Scientific publications resulting from WP1-WP6 research will be disseminated through the strategy defined in D7.3.

D7.3 builds upon and informs the following Deliverables in WP7:

- **D7.1: Website and Social Media (M2):** The DIAMOND project's online presence (website, social media) serves as a key communication channel for dissemination efforts outlined in **D7.3.** Content developed through D7.3 will be published on these platforms, ensuring visibility among stakeholders.
- **D7.2: Stakeholder Engagement (M6):** D7.3 builds upon the target group mapping conducted in Task 7.2, ensuring that all communication dissemination activities are tailored to the needs and expectations of primary and secondary stakeholders. Insights from D7.2 guide the formulation of engagement strategies in D7.3.
- **D7.6 – D7.8: Exploitation Strategies (M12, M28, M42):** While D7.3 focuses on dissemination and communication, it lays the groundwork for exploitation activities (covered in D7.6-D7.8), ensuring that project results reach relevant industry and policy stakeholders.
- **D7.9 – D7.10: Policy Briefs (M15, M36):** Policy briefs emerging from D7.9 and D7.10 will use insights from dissemination activities in D7.3, ensuring alignment with EU policy priorities.

D7.3 serves as the foundational deliverable that connects and informs all WP7 activities by establishing the roadmap for communication, dissemination, and engagement.

1.2.2 Connection to Other WPs

D7.3 plays a **cross-cutting role** by ensuring that research outputs, technological developments, and policy insights from **all other WPs** are effectively disseminated.

- **WP1: Development, Validation, and Facilitation of the ^{E}GROW Index**: D7.3 disseminates findings related to the ^{E}GROW Index, ensuring visibility among researchers, policymakers, and industry stakeholders. It supports the dissemination of D1.1 (^{E}GROW Index 1.0), D1.3 (^{E}GROW Guidelines), and D1.4 (^{E}GROW Index 2.0).

- **WP2: Insights Into Empowerment Capabilities**: Research findings from WP2 (D2.1, D2.2) on empowerment capabilities will be communicated through the dissemination channels outlined in D7.3.

- **WP3: Insights Into Transformative Capabilities**: The dissemination plan in D7.3 ensures that key insights from WP3 (D3.1, D3.2) on transformative capabilities (digital/green skills) reach relevant target groups.

- **WP4: Economic Analyses**: D7.3 aligns with WP4's objectives by disseminating findings on cost-benefit analyses and macroeconomic effects (D4.1–D4.4). The **policy implications** derived from WP4 (D4.4) will be incorporated into DIAMOND's communication strategy.

- **WP5: Development, Validation, and Facilitation of MOVE^E**: D7.3 contributes to the dissemination of **MOVE^E platform updates and AI-driven learning tools** developed in WP5 (D5.1–D5.6). D7.2 also ensures that MOVE^E is promoted across DIAMOND's communication channels.

- **WP6: Grassroot Living Lab and Social Innovation Experiments**: Social innovation experiments from WP6 (D6.1–D6.4) will be **showcased** through dissemination strategies in D7.3. Stakeholder engagement efforts from WP6 align with the outreach strategy outlined in D7.3.

- **WP8: Project Management**: D7.3 ensures that project outcomes are **effectively reported and communicated** to stakeholders, in alignment with WP8's project management activities.

- **WP9 & WP10: Ethics, Cybersecurity, and Data Management, & Ethics Requirements**: D7.3 incorporates **ethical guidelines and data management considerations** to ensure responsible communication and dissemination of project results (D9.1–D9.9, D10.1).

2 DIAMOND Dissemination & Communication Strategy

2.1 Methodology

DIAMOND's dissemination and communication strategy (as part of the DEC strategy) includes all dissemination and communication target groups, their unique value proposition per target group. The main DIAMOND target groups and how the DIAMOND consortium identified them are outlined in D7.2 Stakeholder Engagement. DIAMOND will reach these target groups with convincing **value propositions** (described in **DIAMOND Target Group Value Proposition**).

2.2 Target Group Value Proposition

DIAMOND project aims to enhance labor market participation by addressing the unique needs of various target groups through tailored dissemination, and communication strategies. In alignment with the stakeholder engagement framework outlined in **D7.2**, DIAMOND leverages Grassroot Living Labs, storytelling methodologies and co-creation strategies to maximize stakeholder activation. The **value proposition for each target group** is carefully designed to reflect their distinct challenges, ensuring that communication is user-centric, inclusive, and action-oriented.

Table 2: DIAMOND Target Group Value Proposition outlines the key target groups and their corresponding value propositions:

#	Target Group Segment	Value Proposition
1	**DIAMOND Segments -** Job Seekers from Vulnerable Socio-Economic Backgrounds (e.g., individuals facing systemic labor market barriers, including women, persons with disabilities, and migrants)	DIAMOND creates the main value for people with vulnerable socio-economic background on their pathway to employment, with special attention on women to break down gender-based barriers, on persons with disabilities and/or with migration background to promote inclusivity in the workforce.
2	**Educators** (e.g. NGOs, provider of vocational training and education (VET))	Special recommendations for human-centric learning formats will be provided to design micro-credentials aligned with the need of learners and to find the optimal match between learners and educators.
3	**Public/Private ALMP Provider** (e.g. career support)	ALMP provider will get empowered to define re-, and upskilling programs to be more agile, market-oriented and inclusive, which yield a better resource allocation and increase the overall effectiveness of the programs.
4	**Scientific Community** (e.g. universities, labs, research institutes)	An interdisciplinary view from researchers for example from digitalization, economics, psychology, and computer science will make sure that a high level of innovation in research and a holistic understanding will be provided through publications in high-ranked and peer reviewed journals.
5	**Companies** (e.g. SMEs; start-ups)	In the long-run MOVE^E will offer the possibility to match workers with companies and thus improves their talent acquisition. Additionally, companies could offer specific skill training on the MOVE^E platform to train employees and other talents.
6	**Third Party Developer** (e.g. software developer)	In the future, MOVE^E may serve as an open developer platform that offers access to external developers as well.

		External developers could offer their services on the platform and integrate their modules to further improve functionality.
7	**Policy Makers and EU Officials** (e.g. local, international)	DIAMOND's generated data and the results from the scientific studies will support policy makers in data-driven and evidence-based policy designs. In the long run, a positive impact on the employability of citizens will also help to strengthen the EU's economic fairness and resilience.

Table 2: DIAMOND Target Group Value Proposition

2.3 Main Dissemination & Communication Activities

The DIAMOND project will reach the main target group listed in **Target Group** with the goal of reaching the **Touchpoints & KPIs** with the following **Measures & Material.** The **Timetable** outlines the activities planned and provides a sample of the DIAMOND schedule for Dissemination and Communication, for example, there will be a social media post about a specific topic each week (**Table 3: Main Dissemination & Communication Activities**):

Overview	Dissemination	Communication
Target Group	**Scientific Community** (universities, labs, research institutes) **Educators** (NGOs, Higher Education Institutes, VET providers) **Policy Makers and EU** Officials (local, national, international)	**Individuals with vulnerable socio-economic backgrounds** (from high-unemployment areas, rural areas) **Educators** (NGOs, Higher Education Institutes, VET providers) **Policy Makers and EU Officials** (local, national, international)
Touchpoints & KPIs	• **DIAMOND Compendium** (e.g. guidelines): #downloads compendium ≥ 300 • **Report on Re- and Upskilling Effectiveness:** #downloads report ≥ 200 • **Employability Narratives:** #downloads narratives ≥ 500 • **Grassroot Living Lab:** #stakeholder integration ≥ 10 (industry, education) • **Policy Briefs:** #policy briefs ≥ 2 (D7.9 – Policy Brief 1.0, D7.10 – Policy Brief 7.11) • **Policy & Synergy Roundtables:** #meeting with policy makers (national, EU) ≥ 5; #synergy event (organized by DIAMOND): ≥ 1 • **Workshops and Webinars:** #online workshops/participants ≥6/300; #webinars/participants ≥4/250	• **Websites:** #unique website visitors ≥ 5.000 (M12), 15.000 (M30), 20.000 (M48)/% bounce rate ≤ 50% • **Social Media Channels:** #followers ≥ 200 (M12), 500 (M36), 800 (M48), #posts (weekly) ≥ 2; % engagement rate ≥ 50 • **Events:** #events/participants ≥ 6/300 • **Videos**: #videos (explain; promo)/views ≥ 2;4/1500 • **Infographics:** #graphics/downloads ≥ 4/500 • **Newsletter:** #newsletter/subscriber (year) ≥ 2/100 (M12); 300 (M36); 500 (M48) • **Media:** #blogs ≥ 4; #media mentions ≥ 8; #press releases ≥ 6 • **Podcasts:** #podcasts/subscriber ≥ 4/100 • **Influencer Marketing:** #influencer ≥ 3; #content collaborations (i.e., stories, videos) ≥ 5; % engagement rate ≥ 50

	Stakeholder Forum: #national/international stakeholders ≥ 30 **Master Classes:** #online master classes/participants ≥ 6/100 **Conferences and Presentation:** #scientific ≥ 6 (M21), ≥ 12 (M42); education/industry ≥ 10 (M24), ≥ 25 (M42) **Final Conference:** #participants ≥ 100 **Scientific Publications:** #research publications ≥ 10 (AJG ≥ 2)	
Measures & Material	Online material (e.g. Diamond compendium, economic reports, employability narratives/success stories); Grassroot Living Lab through stakeholder integration; policy roundtables and synergy events with other R&I initiatives; workshops and webinars; stakeholder forum; master classes; conferences and scientific publications.	DIAMOND website, social media channels and campaigns, events, explainer and promotional videos, infographics, newsletter, blogs, press releases, podcasts and influencer marketing.

Table 3: Main Dissemination & Communication Activities

2.3.1 DIAMOND Dissemination Plan

Further engagement activities include the following dissemination activities that will be conducted actively throughout the project, specifically outlined in **D7.2 Stakeholder Engagement**, including:

DIAMOND Compendium: The DIAMOND compendium will include a website repository of explanations, cases and knowledge sharing of all developed solutions. This resource aims to inform, inspire, and engage targeted stakeholders, achieving at least 300 downloads of the compendium.

Report on Re-, and Upskilling Effectiveness. Economic analyses and models will be compiled into a scientific and policy report on the effectiveness of re- and upskilling programs, targeting a minimum of 200 report downloads.

Employability Narratives (Success Stories) & Grassroot Labs: By sharing success stories from DIAMOND's social innovation experiments, the project aims to inspire stakeholders and achieve **500 downloads** of these narratives. The Grassroot Living Lab will act as a co-creation platform, involving at least **10 stakeholders** from industry and education to ensure inclusive knowledge exchange and solution development.

Policy Briefs: Two concise, actionable briefs will be designed to inform and engage public authorities, including local, regional, and national educational and regulatory bodies (**D7.9 Policy Brief 1.0, D7.10 Policy Brief 2.0**). The dissemination of policy briefs aims to involve these authorities, encouraging them to endorse DIAMOND's objectives and results. Policymakers will be kept updated on the outcomes achieved, ensuring alignment with their strategic priorities.

Policy and Synergy Roundtables: DIAMOND will present its findings to relevant European initiatives, such as the European Commission, European Parliament, and European Council, particularly in areas related to cultural heritage, urban renewal, and local economic development. The project will seek synergies with international organizations, such as UNESCO and UNICEF, to incorporate its results into Strategic Research Agendas. At least **five roundtable discussions** will be organized, along with **one high-impact synergy event**.

Workshops and Webinars: Throughout the project's duration, **6 online workshops** (reaching at least 300 participants) and **4 webinars** (reaching at least 250 participants) will be organized. These events will engage local authority officials and educators, equipping them to apply DIAMOND's solutions effectively.

Stakeholder Forum (described in D7.2): The Stakeholder Forum will ensure ongoing communication with representatives of relevant sectors, institutions, and renowned experts. It will play a dual role: consultative (addressing specific project aspects) and amplificative (disseminating project results). The forum will involve at least **30 stakeholders** from diverse organizations and sectors, ensuring their active participation in the project's dissemination efforts.

Training the Trainer Master Classes: At least **6 online and in-person master classes** will be developed and delivered to educate and train responsible authorities and educational sector representatives. These sessions will focus on the interpretation and application of the ^{E}GROW Index and the MOVE^E learning environment, targeting over **100 participants**.

Conferences, Education and Industry Presentations: DIAMOND partners will actively participate in sector-related conferences and events to engage with target groups, public authorities, and the general public. Presentations will focus on project goals, early results, case studies, and comparative findings. Examples of events include the European Conference on Educational Research, the Association of Consumer Research, the International Conference on Information Systems, and others.

Final Conference: Scheduled for M40, the final conference will serve as a platform to disseminate comprehensive project findings and facilitate the exploitation of developed solutions and tools. This event will attract over **100 participants** and showcase DIAMOND's achievements.

Scientific Publications: A total of **10 articles/publications** will target top-tier journals within the research areas of the project partners. The majority of submissions will occur during the latter two years of the project (2027 and 2028), with journals such as *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Educational Technology & Society*, and others prioritized.

2.3.2 DIAMOND Communication Plan

The DIAMOND Communication Plan includes a range of communication tools and channels, supported by key performance indicators (KPIs) to assess the impact of outreach efforts.

Key communication activities (as outlined in **Table 3: Main Dissemination & Communication Activities - Touchpoints & KPIs**) include:

DIAMOND Project Website: The project website serves as the central hub for all mandatory project information, including the project title, acronym, funding program, grant agreement number, consortium details, objectives, and expected results. Additionally, it will provide relevant updates, news, and multimedia content such as explainer videos and infographics, ensuring accessibility for all EU citizens in accordance with WCAG guidelines. The website aims to attract at least **5,000 unique visitors by Month 12 (M12), 15,000 by Month 30 (M30), and 20,000 by Month 48 (M42)**, while maintaining a **bounce rate of 50% or lower**. The website setup and all detailed information about the website design and overview are outlined in **D7.1 Website and social media**. The website will also be continuously updated with new developments, ensuring up-to-date content for all stakeholders.

Social Media Channels: Social media plays a crucial role in the DIAMOND communication strategy, amplifying outreach and engagement. EAC will raise awareness and disseminate project-related materials, developed as part of Task 7.5, through DIAMOND's social media channels. These materials include videos, reels, and blog posts designed to engage diverse audiences and ensure wide dissemination. The focus will be on making project information easily understandable and accessible to the European public and other key stakeholders. As outlined in **D7.1 Website and social media**, DIAMOND's social media pages include:

- **LinkedIn:** https://www.linkedin.com/company/diamond-empower/about/
- **X:** https://x.com/Diamond_Empower
- **Facebook:** https://www.facebook.com/diamondempowereu/
- **Instagram:** https://www.instagram.com/diamond_empower_eu/
- **YouTube:** https://www.youtube.com/@DiamondEmpower

Following best practices for social media engagement, DIAMOND ensures that usernames are optimized for searchability and accessibility across platforms while complying with platform-specific constraints. While the EU does not mandate a standardized social media extension for projects, incorporating recognizable and relevant identifiers enhances discoverability and audience reach. Adaptations based on platform-specific rules, such as character limitations on X and restrictions on special characters in Facebook usernames, ensure consistency and compliance.

The DIAMOND consortium will post at least 2 posts weekly. EAC will post 1 social media post on all DIAMOND social media pages, as well as on EAC's social media channels. All other partners will post on their social media outlets, as well. In the first 6 months of the project**, over 110 posts** have been published by all partners, with **50 posts** being posted on all **DIAMOND** social media channels alone (detailed in **Table 4: Completed Social Media Posts on DIAMOND Social Media Channels**), exceeding the goal of 48 posts in total (2 per week for both DIAMOND and partners).

This strategy supports DIAMOND's goal of reaching at least 10,000 combined social media followers by Month 24 and 20,000 by **Month 42** with an average engagement rate of 5% across platforms.

Events: The DIAMOND project will engage with the public and stakeholders through participation in cultural events, conferences, and grassroots open-door events. These events will provide opportunities to share project updates, findings, and key results with a broad audience, ensuring that the project maintains high visibility. Events will also facilitate knowledge exchange and networking

among policymakers, researchers, industry representatives, and the general public. To measure success, DIAMOND aims to participate in at least 6 public events. Additionally, the project will track the number of attendees at each event, with a cumulative goal of reaching about 300 attendees by the end of the project.

Explainer Videos: Explainer videos will be produced to simplify complex project ideas, ensuring that they are accessible to a broad audience. These videos will help viewers grasp the objectives and benefits of DIAMOND, increasing public understanding and engagement. The project aims to produce at least **2 explainer videos** across platforms.

Promo Videos: Promotional videos and teasers will serve as persuasive communication tools to generate interest in the project. These videos will be shared across social media and featured prominently on the DIAMOND website, particularly on YouTube and Instagram. The goal is to produce **4 promo videos.**

A cumulative reach of **1,500 views** for both explainer and promo videos are expected.

Infographics: Infographics will be created as visual tools to explain DIAMOND's objectives, methodologies, and results. By presenting information concisely and engagingly, infographics will enhance comprehension and retention. At least **4 infographics** will be developed throughout the project, with a focus on clear, audience-friendly communication with **500 downloads** expected.

Newsletter: A targeted mailing list and newsletter will be established to keep stakeholders informed of DIAMOND's progress. Newsletters **(2)** will feature updates on milestones, research findings, and upcoming events. The goal is to maintain an active subscriber base of at least **100 subscribers by Month 12 (M12)**, 300 by Month 36 (M36), and 500 by Month 42 (M42).

Media/Press Releases: Press releases will be issued in collaboration with cost-effective press agencies. These releases will be strategically promoted via European Commission communication tools, including CORDIS and Horizon Magazine. The project aims to publish at **least six major press releases** throughout its duration, ensuring significant media coverage and stakeholder engagement. DIAMOND will also publish at least **4** blog posts, and aims for **8 media mentions**. DIAMOND has already delivered **2 Blog Posts** (**DIAMOND Takes Off: A Productive Kick-Off Meeting in Milan & DIAMOND: Your Path to a Brighter Future**)**.**

Podcasts: DIAMOND will produce podcasts to engage audiences who prefer audio content. These podcasts will be structured as "radio podcasts" or audiobook-style experiences, making them accessible across different listening platforms. The project aims to release at least **4 podcast episodes**, accumulating **100 total subscribers**.

Influencer Marketing: Collaborative content, including stories and reels, will be co-created with social media influencers specializing in career development and grassroots advocacy. These partnerships will extend DIAMOND's reach and appeal to wider audiences. The objective is to partner with at least **3 influencers**, establish **5 content collaborations**, and ideally achieve an **engagement rate** of **50%.**

3 Content & Material Guidelines

To ensure a consistent and effective communication strategy, DIAMOND follows a structured approach to material and content creation, developed by EAC. The following guidelines outline best practices for increasing engagement, maintaining visibility, and optimizing outreach across various platforms.

3.1.1 Engagement Strategies

- **Use of Relevant Hashtags:** DIAMOND will boost visibility by using relevant hashtags, including #DIAMONDProject #Empowerment #LearningStrategies #CareerDevelopment #EducationInnovation #EdTech #FutureOfWork #InclusiveLearning and more, depending on the post.
- **Engage with Followers:** All partners, particularly EAC on DIAMOND, will actively respond to comments and messages in a timely and thoughtful manner to foster community engagement and encourage ongoing dialogue.

3.1.2 Posting Frequency

- **Consistency is Key:** DIAMOND will maintain a consistent posting schedule, aiming for 1 posts per week.
- **Considering Our Audience:** Posting frequency will be adapted based on platform type and target audience engagement patterns.
- **Avoidance of Content Saturation:** To prevent content saturation, the consortium will balance posting frequency with meaningful, high-quality content.

3.1.3 Platform-Specific Strategies

- **Choose the Right Platforms:** DIAMOND will prioritize platforms that most effectively reach its target audience, such as Facebook, X, LinkedIn, and Instagram.
- **Tailor Content to Each Platform:** Content will be customized to fit the unique formats and engagement norms of each social media platform.

3.1.4 Important Considerations

- **Compliance with Horizon Europe Communication Guidelines:** The consortium will ensure all social media activities align with Horizon Europe branding and communication regulations.
- **Monitor and Analyze Performance**: DIAMOND will track KPIs such as reach, engagement rates, and website traffic (as described **Table 3: Main Dissemination & Communication Activities - Touchpoints & KPIs**) to measure success and guide future strategies.

3.1.5 Branding and Visual Identity

While this document outlines strategic content creation guidelines, branding and visual identity are detailed in a separate deliverable (**D7.1 Website and Social Media**). DIAMOND will ensure all content aligns with the established branding elements, including logos, color schemes, and typography, maintaining consistency across all communication materials.

4 Tracking and Reporting

To keep track of all dissemination and communication activities consistently, EAC has created an **Excel Spreadsheet** (**Figure 1: WP7 DEC - Log)** shared with all partners to track social media and other dissemination/communication activities for the EAC project, encompassing posts from all partners.
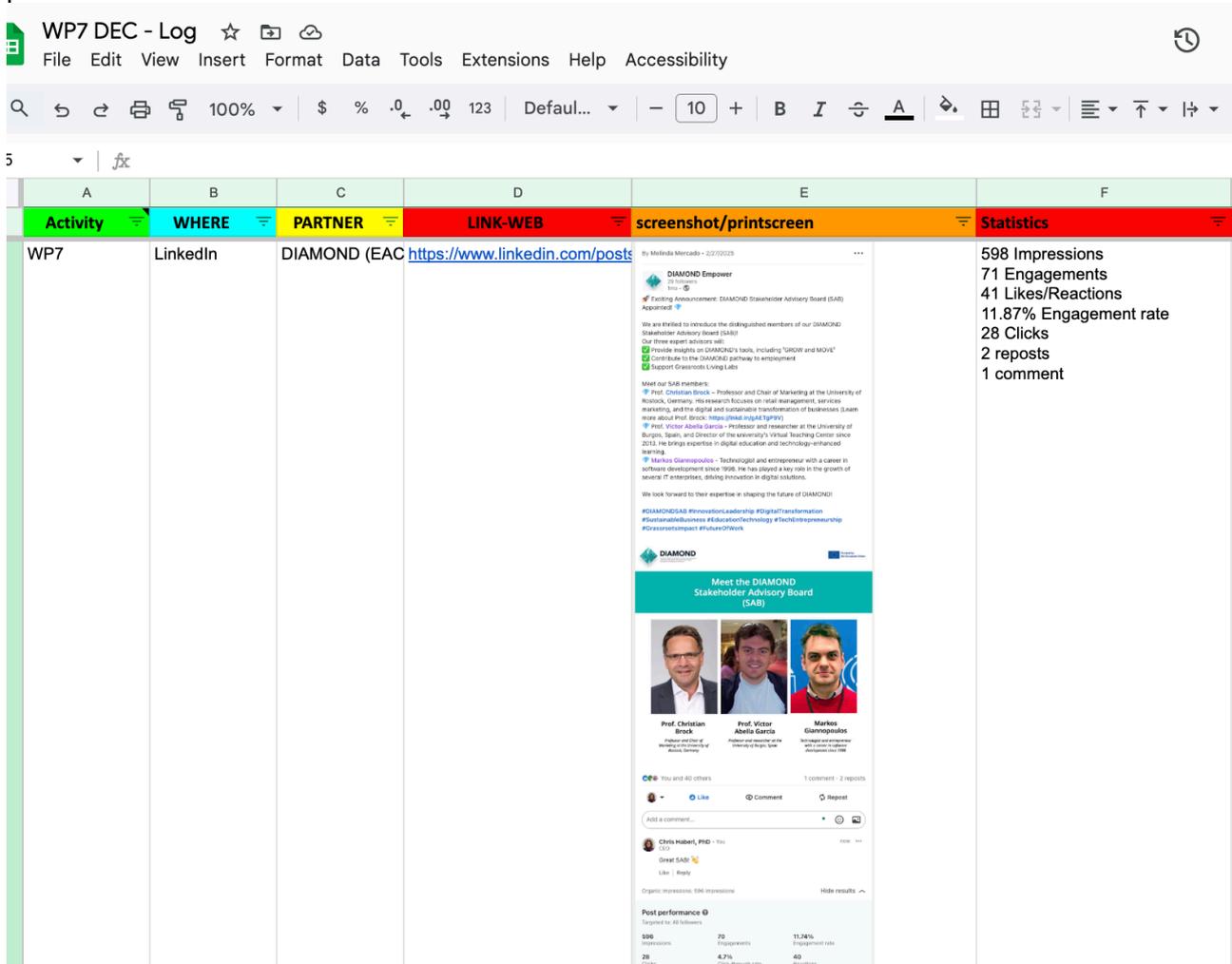

Figure 1: WP7 DEC - Log

Column Breakdown:

- **Column A (Activity):** This column lists the specific WP or project activity associated with the social media post. In this case, most entries will be related to WP7.
- **Column B (WHERE):** This indicates the platform on which the post was published (e.g. Instagram, Website, YouTube, etc.)
- **Column C (PARTNER):** This column identifies the consortium partner organization or individual responsible for the post.
- **Column D (LINK-WEB):** This column provides the direct URL or web link to the published post.
- **Column E (screenshot/print screen):** This column visually documents the post by including a screenshot or print screen. This serves as a record of the post's content and appearance.
- **Column F (Statistics):** This column tracks engagement metrics. In the screenshot, it records the number of "likes" each post received. EAC continuously updates these metrics, as posts receive more likes.

Purpose and Functionality:

- **Centralized Tracking:** The spreadsheet provides a centralized platform for EAC to keep track of all social media posts from all partners, ensuring a comprehensive overview of dissemination efforts.

- **Performance Monitoring:** The spreadsheet allows for tracking the performance of social media posts based on engagement metrics like likes. This data can be used to assess the effectiveness of different posts and refine future strategies.

- **Content Documentation:** The screenshots provide a visual archive of the posts, which is useful for future reference, reporting, and analysis.

- **Work Package Monitoring:** By linking posts to specific work packages, the spreadsheet facilitates the monitoring of dissemination activities related to each part of the project.

- **Partner Accountability:** Identifying the partner responsible for each post allows for accountability and potentially for understanding which partners are most active or successful in dissemination.

- **Shared Resource:** As a shared document, all partners have access to the same information, promoting transparency and collaboration in dissemination activities.

5 Conclusion

Deliverable 7.3: Disseminate / Communicate 1.0 marks a crucial step in DIAMOND's commitment to effective dissemination and communication. DIAMOND aims to create a lasting impact on labor market participation and employment transition by following a structured strategy, leveraging storytelling methodologies, and utilizing digital tools. The outlined plans ensure that project results reach diverse stakeholders, ranging from job seekers to policymakers, through clear messaging, targeted engagement, and strategic dissemination efforts.

Future iterations (D7.4 and D7.5) will build upon the foundations established in this deliverable, refining outreach efforts based on measured impact and stakeholder feedback. Ultimately, DIAMOND's dissemination and communication activities are designed to foster collaboration, knowledge sharing, and practical application of its findings, ensuring long-term sustainability and positive societal impact.

6 Appendix

6.1 Social Media Posts & Topics Covered M1-6

The following table gives an overview of the 50 social media posts published on DIAMOND's social media channels alone. This table does not include all social media posts on the consortium partners' social media channels.

#	Activity	Where	Social Media Post Title & Embedded Post Link
1	WP7	LinkedIn	Reflecting on the Successful Kick-Off of the DIAMOND Project in Milan!
2	WP7	Facebook	Reflecting on the Successful Kick-Off of the DIAMOND Project in Milan!
3	WP7	Instagram	Reflecting on the Successful Kick-Off of the DIAMOND Project in Milan!
4	WP7	X	In October 2024, experts from 15 partners gathered for a productive 2-day meeting in Milan
5	WP7	LinkedIn	From all of us at DIAMOND Happy New Year!
6	WP7	Facebook	From all of us at DIAMOND Happy New Year!
7	WP7	Instagram	From all of us at DIAMOND Happy New Year!
8	WP7	X	From all of us at DIAMOND Happy New Year!
9	WP7	LinkedIn	We're thrilled to share the article from our Coordinator, the School of Business and Management at Aarhus BSS - Aarhus University - Aarhus University about the DIAMOND Project!
10	WP7	Facebook	We're thrilled to share the article from our Coordinator, the **Aarhus BSS - Aarhus Universitet** about the DIAMOND Project!
11	WP7	Instagram	We're thrilled to share the article from our Coordinator, @aarhus_bss about the DIAMOND Project!
12	WP7	X	We're thrilled to share the article from our Coordinator, the @Aarhus_BSS about the DIAMOND Project! https://lnkd.in/ghk62rXR
13	WP7	LinkedIn	Empowering Change: Meet the DIAMOND Consortium!
14	WP7	Facebook	Empowering Change: Meet the DIAMOND Consortium!
15	WP7	Instagram	Empowering Change: Meet the DIAMOND Consortium!
16	WP7	X	Meet the DIAMOND Consortium!
17	WP7	LinkedIn	DIAMOND: A New Horizon for Empowering Vulnerable Individuals

18	WP7	Facebook Repost	Digitization as a tool for social integration
19	WP7	LinkedIn	Empowering Employability with the ᴱGROW Index: Introducing WP1 of the DIAMOND Project
20	WP7	Facebook	Empowering Employability with the ᴱGROW Index: Introducing WP1 of the DIAMOND Project
21	WP7	Instagram	Empowering Employability with the ᴱGROW Index
22	WP7	X	The DIAMOND Project is on a mission to enhance employability growth with WP1, developing a human-centric Employability Growth (ᴱGROW) Index.
23	WP7	LinkedIn	Transforming Employability with the ᴱGROW Index
24	WP7	Facebook	Transforming Employability with the ᴱGROW Index
25	WP7	Instagram	Transforming Employability with the ᴱGROW Index
26	WP7	X	The ᴱGROW Index is transforming employability with its 3 Key Features
27	WP7	LinkedIn	Lifelong Learning for a Resilient Workforce With MOVEᴱ !
28	WP7	Facebook	Lifelong Learning for a Resilient Workforce With MOVEᴱ !
29	WP7	Instagram	Lifelong Learning for a Resilient Workforce With MOVEᴱ !
30	WP7	X	Lifelong learning is key to a resilient workforce!
31	WP7	LinkedIn	Empowering Individuals through Capability Mapping: Introducing WP2
32	WP7	Facebook	Empowering Individuals through Capability Mapping: Introducing WP2
33	WP7	Instagram	Empowering Individuals through Capability Mapping: Introducing WP2
34	WP7	X	WP2 of DIAMOND explores how empowerment impacts learning, career choices & performance.
35	WP7	LinkedIn	Exciting Announcement: DIAMOND Stakeholder Advisory Board (SAB) Appointed!
36	WP7	Facebook	Exciting Announcement: DIAMOND Stakeholder Advisory Board (SAB) Appointed!
37	WP7	Instagram	Exciting Announcement: DIAMOND Stakeholder Advisory Board (SAB) Appointed!
38	WP7	X	We are thrilled to introduce the distinguished members of our DIAMOND Stakeholder Advisory Board (SAB)
39	WP7	LinkedIn	Personalized Learning with MOVEᴱ - Smart, Flexible & Learner-Centric

40	WP7	Facebook	Personalized Learning with MOVE^E - Smart, Flexible & Learner-Centric
41	WP7	Instagram	Personalized Learning with MOVE^E - Smart, Flexible & Learner-Centric
42	WP7	X	Personalized Learning with MOVE^E
43	WP7	LinkedIn	Empowering Digital & Green Skills with DIAMOND!
44	WP7	Facebook	Empowering Digital & Green Skills with DIAMOND!
45	WP7	Instagram	Empowering Digital & Green Skills with DIAMOND!
46	WP7	X	75% of European businesses struggle to find the right skills
47	WP7	LinkedIn	Unlocking Transformative Capabilities: Introducing WP3
48	WP7	Facebook	Unlocking Transformative Capabilities: Introducing WP3
49	WP7	Instagram	Unlocking Transformative Capabilities: Introducing WP3
50	WP7	X	WP3 explores transformative capabilities like digital & green skills to improve employability

Table 4: Completed Social Media Posts on DIAMOND Social Media Channels

6.2 Social Media Posts & Topics Covered M7 Onward

Moving forward, the consortium will continue with the same social media approach and share posts about relevant topics and news regarding the DIAMOND project.

These topics will cover more information about the importance of personalized learning, re-skilling and up-skilling, policies, mental well-being and managing stress during job search, WPs 5-9 and partners, the future of work, and other relevant topics related to the DIAMOND project.

7 References

European Research Executive Agency. (2023). *Communication, dissemination & exploitation: What is the difference and why they all matter.* Publications Office of the European Union. https://doi.org/10.2848/289075