

We are requested by EACEA to report “**Communication Activities**” in our project. We can assume one/two Communication Activities per Work Package.

* One “Communication Activity” should consist of a group of actions, e.g. via social media, traditional media, radio, etc.

Communication Activity *	Promotion of the online event: VIRTUAL ROUNDTABLE: DIVERSITY MANAGEMENT
Work Package	WP5
Description of implemented activity (max. 200 characters)	Extensive communication via social media (LinkedIn, Instagram, FB) and specialised websites: ngo.pl, eventbrite, CERV National Contact points.
Target audience (who) (select only one)	<ul style="list-style-type: none"> ● Citizens ● Civil society ● EU institutions ● Industry+ ● Innovators ● International organisations ● Investors ● Local authorities ● National authorities ● Regional authorities ● Research communities ● Specific user communities
Communication tool / channels (how?) (select only one)	<ul style="list-style-type: none"> ● Event (conference, meeting, workshop, internet debate, round table, group discussion) ● Exhibition ● Interview ● Media article ● Newsletter ● Other ● Press release ● Print materials ● Social media ● TV_Radio_Campaign ● Video ● Website
Url if applicable	https://www.facebook.com/SoDproject https://www.instagram.com/projectsod/ https://aleksandrow-lodzki.pl/sound-of-diversity/
Outcome - key performance	editorial plan: 1, over 1500 relevant contacts reached. communication assets: e-mails, WhatsApp group, Facebook page,

indicators	Instagram, ngo.pl , eventbrite,
Status of the communication activity (select one)	<ul style="list-style-type: none">● Cancelled● Delivered● Ongoing● Postponed