



# **Material from the training school on Dissemination**

Lecturers:

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**The course on dissemination offered insight into communication and dissemination principles and tools best suited for EU funded projects or social media.**

The course consisted of three parts:

- 1) Dissemination and communication within EU funded projects
- 2) Social media communication and dissemination

The course was given by the members of European Federation of Animal Science (EAAP) that have experience with communication and dissemination for their own organisation as well as partners in many EU funded projects.

### **1. Dissemination and communication within EU funded projects**

The first part described the difference between communication and dissemination and explained what type of activities are expected in EU project proposals as well as the projects themselves. The lecturer presented best practices for including communication and dissemination in EU funded projects as well as the requirements of the funders. They also shared channels that can be used for communication and dissemination and presented their strengths and potential weaknesses, as well as the target audience for each.

### **2. Social media communication and dissemination**

This part of the course explained the role of social media in communication and dissemination. It next presented different platforms and offered tips and guidance for choosing the most suitable one by presenting specific features, focus audience, and benefits/pitfalls of each. It also offered useful tips on how to create content, what to include, when to post, as well as additional tools that can aid in the content preparation.