

**AlpGov Deliverable D.C.1.2 - T.C-1.2.2**  
**Seminar on communication strategies – no. 1**  
**EUSALP Social media**

Date: 13 June

**Programme**

**15.30-15.40 - Opening**

**Speaker:** *Annalisa Giachi, Communication Staff*

**15.40-16.30**

The social media strategy for EUSALP:

- the 4 social channels of the AlpGov project;
- the target audience;
- EUSALP objectives of communication through social media.

The content:

- how to write content;
- the use of texts, images, videos;
- the use of different languages: English first.

**Speaker:** *Shan Chen, Assistant Professor of Marketing Director of International Master of Multichannel Marketing Management School of Management, Politecnico di Milano*

**16.30-17.00**

The Communication Staff's tasks:

- editorial activity and validation process;
- monitoring of results.

**Speaker:** *Federica Reale, Communication Staff*

**17.00-17.30**

Questions and Answers.