

Communication Plan

HRS4R 2019-2020



Previous Actions

- **Annual Scientific Session (2015-2019)**
- **Internal Committee (CCI) presentation and approval**
- **Scientific Retreat informative sessions**
- **Social Media**
- **New in the website**
- **Web section**
- **Video** (introduction of the HRS4R accreditation)
- **Informative leaflets**

Communication Strategy

Main objective: Knowledge of HRS4R accreditation through participative actions

Target: All VHIR staff

Type of message: It must be clear and concise. Focused on the real interests of the staff (proximity), but also on key concepts for the VHIR HR strategy.

Communicative channels: web, intranet, social media, email (vhir informa, newsletters...), posters, conference.

Digital communication strategy

Digital strategy. Actions

- News in the web
- Video capsules for Social Media
- Intranet banner / Pop Up /Wallpaper
- Newsletters (vhirtualitzat/vhir informa/ campus).
- VHIR Social Media channels Twitter, Facebook, LinkedIn. A content plan related to the offline actions with adapted materials and also dissemination of web contents)
- Support on Social Media from Campus channels
- Relevant presence in the new website of the VHIR
- Final video with the achievements and conclusions (2015-2020)
- Online request to evaluate the knowledge of HRS4R among the staff

Offline communication strategy

Offline Actions

- **Leaflets** with the main information about HR Strategy for Researchers. Delivered during the Annual Scientific Session 2019 and whenever there is a new contract
- **Participative action among researchers based on posters:** *Guess the excellence formula.* Supported by newsletters and social media. Two phases: Phase 1. Posters as a teaser strategy for researchers to find hidden information. Phase 2. Proposed as a continuation of phase 1 where more information is provided in a standard poster format and in laboratory tablecloths.
- **Informative sessions:** General conference to all vhir staff and conferences at the Scientific Retreat and the Admin Retreat
- **Key messages** on dining room screens and also on the Mediterrania and Collserola buildings.

