



**Università
degli Studi
di Palermo**



forthem.

Fostering Outreach
within European Regions,
Transnational Higher Education
and Mobility



Co-funded by
the European Union

FORTHEM Local Communication Strategy

Università degli Studi di Palermo

1. Executive Summary

Brief overview

The FORTHUM Local Communication Strategy at the University of Palermo defines the local communication approach for increasing the visibility, accessibility and dissemination of FORTHUM activities, opportunities and results within the University community and, where relevant, towards external stakeholders.

The strategy is designed as a local implementation of the University's institutional communication framework and is aligned with the [uniPa Communication Plan](#). It identifies how FORTHUM-related content and activities can be integrated into the existing communication ecosystem, channels, procedures, and editorial planning of the University.

The communication approach is based on the principles of coordinated and multichannel communication, audience-oriented content and appropriate adaptation of content to different communication channels. FORTHUM communication will therefore be developed in coordination with the University's [Communication Sector](#) and in accordance with uniPa's institutional communication standards and procedures.

Key priorities

1. Increase awareness of FORTHUM and its opportunities among uniPa students, teaching and administrative staff, and researchers.
2. Promote participation in FORTHUM activities, including mobility opportunities, courses, events, training activities and collaborative initiatives through the most appropriate uniPa [communication channels](#).
3. Give visibility to FORTHUM activities and results at uniPa and strengthen the connection between the Alliance and the wider university community.

Expected outcomes

1. Increased awareness and visibility of FORTHUM among the main target groups at uniPa.
2. Increased dissemination and participation in FORTHUM opportunities and activities.
3. Greater visibility of uniPa's contribution to the FORTHUM Alliance and of the results and outcomes generated through its activities.

2. Local Context and positioning

Role of university in FORTHUM

The University of Palermo has been a member of the [FORTHUM Alliance](#) since its first call in 2019 and has been a committed and active partner in the development of the Alliance ever since. In the 2022–2026 FORTHUM funding period, uniPa leads WP3, with a special focus on the [FORTHUM Digital Academy](#), coordinating the development and implementation of digital learning opportunities across the Alliance. In addition, the University contributes to FORTHUM activities in key areas including student and staff mobility, education and training, research and innovation, civic engagement and international collaboration. FORTHUM is therefore part of uniPa's broader international and European

dimension and can be positioned within the University's communication priorities concerning internationalisation, openness, innovation, research, inclusion, social responsibility and public engagement.

The uniPa Communication Plan already identifies the European University FORTHM as part of the interconnected University ecosystem. FORTHM communication at local level therefore reinforces this positioning by making the Alliance and its activities more visible within the existing institutional communication system.

Opportunities and challenges

1. The University's existing institutional communication channels, including the website, news system, social media and mailing lists, provide established tools for reaching different target groups.
2. FORTHM offers a wide range of activities and opportunities that can be communicated to different audiences, from mobility and courses to research, civic engagement and international collaboration.
3. A key challenge is to ensure regular visibility of FORTHM within the University's broader communication landscape and to reach audiences beyond those already familiar with internationalisation and Erasmus activities. This strategy intends to align with internationalisation and European engagement goals. This is included in the Communication strategy for our university.

3. Objectives and KPIs

1. **Increase awareness and visibility of FORTHM** among students, academic and administrative staff, PhD candidates and researchers through relevant institutional channels and campus communication.
2. **Promote FORTHM opportunities, activities and events**, including mobility, courses, training, research, volunteering and civic engagement.
3. **Highlight UniPa's role and contribution to FORTHM**, including its leadership of Work Package 3 on the Digital Academy and its participation in Alliance activities and results.
4. **Integrate FORTHM communication into the UniPa communication system**, following existing channels, procedures, editorial planning and institutional communication guidelines.

KPIs (quantitative targets)

1. **Social media:** at least 3 FORTHM-related posts per month, complemented by shared FORTHM stories.
2. **Website and direct communication:** at least 2 FORTHM-related news items per month on the uniPa website and at least 1 FORTHM-related item per month through newsletters, mailing lists or other institutional communication channels.
3. **Events and visibility:** at least 1 FORTHM event organised per year and FORTHM represented at least 10 external or institutional events per year.
4. **Campus visibility and materials:** FORTHM visibility in at least 10 locations and at least 500 printed or digitally disseminated information materials per year.
5. **Email signatures:** promote the use of FORTHM in institutional email signatures among relevant staff.

4. Target Audiences

FORTHEM communication will use the target-oriented approach established by the uniPa Communication Plan and will adapt content to the specific interests and information needs of FORTHEM audiences.

Priority audiences locally

- 1. undergraduate and postgraduate students**, with particular attention to students who may benefit from FORTHEM mobility, courses, training activities, volunteering and civic engagement opportunities.
- 2. Academic and administrative staff** – teaching staff, researchers involved in teaching and international activities, and administrative staff who can participate in or support FORTHEM initiatives and help disseminate opportunities within their departments and units.
- 3. PhD candidates and researchers** – early-career researchers, PhD candidates and academic researchers interested in international collaboration, research opportunities, networking, training and FORTHEM research-related activities.
- 4. External and local stakeholders** - Where relevant, FORTHEM communication may also address external stakeholders, including local institutions, organisations, civil society actors and other partners involved in activities connected with civic engagement, research, public engagement and the international dimension of the University.

Specific needs or barriers

- 1. Limited awareness and information overload:** Members of the university community may not be familiar with FORTHEM or may have difficulty identifying relevant opportunities among the large amount of information received through institutional channels. Communication should therefore be clear, accessible and targeted to specific audiences.
- 2. Different interests and communication needs:** Students, staff and researchers are interested in different types of FORTHEM activities. Communication should highlight the opportunities most relevant to each target group and use appropriate channels and formats.
- 3. Limited time and engagement:** Academic and administrative staff, researchers and students may have limited time to engage with additional activities. Communication should provide concise and practical information, clearly indicating the benefits, eligibility requirements, deadlines and how to participate.

5. Resources, workflow and collaboration with the Communication Sector

Staff involved

FORTHEM communication at uniPa is coordinated by the [staff responsible](#) for FORTHEM activities and communication, in collaboration with the University's Communication Sector. Relevant staff involved in internationalisation, mobility, academic activities and other FORTHEM areas may contribute content and information for specific activities and initiatives.

Tools used

FORTHM communication will use the existing uniPa communication ecosystem rather than creating separate communication channels. Content, formats and dissemination tools will be selected according to the target audiences of each initiative. Depending on the audience and purpose, communication may include news, calls and announcements, social media posts and Stories, newsletters and targeted emails, visual materials such as posters and flyers, and information shared through institutional or external events. The most appropriate channels, formats and timing will be identified to effectively reach the intended audiences, with particular attention to requirements, deadlines and participation procedures.

The main channels are:

1. **Institutional webpage** - FORTHM-related information, opportunities, activities and results will be regularly published through the UniPa institutional website and dedicated [FORTHM section](#) and [FORTHM Calls](#). Information on opportunities and calls will clearly highlight relevant requirements, deadlines and participation procedures.
2. **Official social media** - FORTHM-related content can be disseminated through the official UniPa social media channels in coordination with the Communication Sector and in accordance with uniPa's Social Media Policy, visual identity and editorial planning. Formats and channels will be selected according to the target audience and the specific objectives of each communication activity.
3. **Mailing list** - FORTHM opportunities, activities and relevant updates will be shared through existing institutional mailing lists, newsletters and other targeted email communication channels, particularly when direct communication with specific target groups is required.
4. **On-campus communication** – FORTHM will be promoted through physical and digital visibility points across campus, including posters, flyers and other information materials.
5. **Institutional and external events** – FORTHM will be presented and promoted during relevant university events, internationalisation activities, fairs and other events where UniPa is represented.

Working methods

FORTHM communication will be coordinated between the FORTHM Office and the University's Communication Sector and integrated into existing institutional communication procedures. Coordination will take place as needed, particularly for major campaigns and events, with bi-monthly meetings to share and discuss social media insights.

Content workflow

The FORTHM Office will prepare and provide the relevant information and communication content, including news, announcements and promotional materials, together with all the necessary information and supporting materials for publication. The Communication Sector will assess the relevance and priority of each item, taking into account the volume and type of content already scheduled for publication on the same day, as well as communication strategy and platform algorithms. Based on this assessment, the Communication Sector will determine the most appropriate communication channels and publication timelines, with the aim of ensuring timely and effective dissemination of information. Where appropriate, content will be adapted to institutional communication standards before publication through the relevant uniPa channels.

Feedback process

The effectiveness of communication activities will be monitored through the agreed WP11 KPIs and available communication data, such as social media engagement and participation in promoted activities. Results will be reviewed every two months by the FORTHEM Office and the Communication Sector. These reviews will provide an opportunity to identify effective communication practices, assess the impact of the activities carried out. The findings will support the FORTHEM Office in providing the Alliance with relevant insights and recommendations for future communication activities.

6. Key Messages

FORTHEM communication should be consistent with uniPa's institutional identity and values while highlighting the added value of the European University Alliance.

The key messages are:

- **European network:** FORTHEM connects uniPa with partner universities across Europe, creating opportunities for [international learning](#), collaboration and engagement.
- **Beyond traditional mobility:** FORTHEM offers courses, training, [short-term mobility](#), summer schools, volunteering, [research collaboration](#) and [civic engagement opportunities](#).
- **uniPa's active role:** uniPa has been an active FORTHEM member since 2019 and leads Work Package 3 on the [Digital Academy](#), contributing to international digital learning opportunities across the Alliance.
- **International and societal dimension:** FORTHEM supports uniPa's broader priorities in internationalisation, research, innovation, inclusion and engagement with society.

For further information, see the [FORTHEM Strategy](#).

7. Actions

FORTHEM activities and results

News and other content will communicate major FORTHEM activities taking place at uniPa or involving members of the uniPa community, as well as relevant results and outputs. Particular attention should be given to activities that demonstrate the concrete contribution of uniPa to the Alliance. There is a dedicated [“highlight” FORTHEM](#) section on the institutional Instagram account of uniPa.

Integration with university events

FORTHEM will be present during [university events](#), such as Open Days at the Departments and Welcome Days.