DISSEMINATION
GUIDELINES

SOCIAL MEDIA

A social media post should have 3 essential parts: title, main text (with date, location, funding, links and hashtags) and an appealing image. Preferably the text should also contain emojis, not only to make the text more visual and divide the content but to make it more appealing. Below there's examples for each social media platform:

Facebook / Linkedin

Pharaon - Pilots for Healthy and Active Ageing
1 de outubro às 15:00 · 🌐

👴 👵 📘 European Week of Active and Healthy Ageing (18 and 21 October 2021, Online). — **Title**

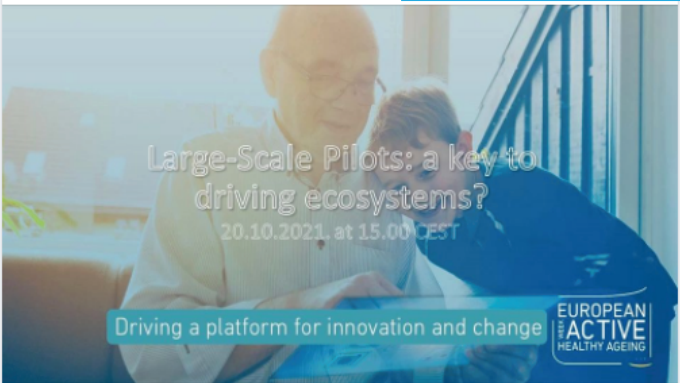📌 20 October 2021, H15:00 - 15:55, Online
In the occasion of todays' #IDOP2021, Pharaon is pleased to invite you to a relevant workshop, hosted by the EWAHA: ''Large-Scale Pilots (LSPs) driving innovation ecosystems for ageing well''

This workshop will be specifically focusing on local and regional ecosystem examples of pilots:
◼ GATEKEEPER: Ageing population at risk of frailty and/or mild cognitive impairment (MCI), Apulia, Italy
◼ PHARAON: From driving together to thriving together: community building in an existing PlusBus service, Netherlands
◼ SHAPES: One piece of a LSP puzzle - Healthy Ageing in Rural Areas: the HealthRegion CologneBonn - Oberbergischer Kreis, Germany
◼ SMARTBEAR: Big data platforms to help with hearing loss, cardiovascular diseases, cognitive impairment, balance disorders, depression and frailty, Romania + Spain

👉 Register here at European Week of Active and Healthy Ageing: https://www.eventbrite.com/.../european-week-of-healthy...

#EWAHA2021 #ageingwellweek #AddingLife — **Main text**

Large-Scale Pilots: a key to driving ecosystems?
20.10.2021 at 15.00 CEST
Driving a platform for innovation and change
EUROPEAN ACTIVE HEALTHY AGEING — **Image**

Twitter

On twitter, due to the limited number of characters the information should be as succinct and informative as possible, using emojis to avoid some words (eg using a calendar emoji instead of writing "date").

Pharaon Project
@PharaonProject

👴 👵 🇪🇺 European Week of Active and Healthy Ageing (18 and 21 October 2021, Online). — **Title**

📌 20 October 2021, H15:00 - 15:55, Online
👉 Register to ''Large-Scale Pilots (LSPs) driving innovation ecosystems for ageing well'
eventbrite.com/e/european-wee... — **Main text**

Large-Scale Pilots: a key to driving ecosystems?
20.10.2021 at 15.00 CEST
Driving a platform for innovation and change
EUROPEAN ACTIVE HEALTHY AGEING — **Image**

6:33 PM · Oct 7, 2021 · Twitter Web App

ARTICLE / PRESS RELEASE

To write an article / press release it is necessary to follow the following structure:

- Title (short catchy text with the name of the project)

- The first paragraph is the lead of the news and should answer five fundamental questions: Who? Which? At where? When? Why?

- In the following paragraphs, details are added, in descending order of importance. It is in this part of the text that the information about the partners and the financing of the project should come.

  (Eg.: *The Pharaon – Pilots for Healthy and Active Ageing project aims to develop integrated platforms that allow a personalized and optimized health and social care service, maintaining the dignity of older people and increasing their independence, security, capabilities and stimulating their interest in nearby urban natural areas. In addition, it intends to foster its active participation in the preservation of the environment. To this end, it proposes to integrate services, devices and digital tools into open platforms that can be readily implemented.*

  The Pharaon consortium is composed of 41 European entities and the project is funded by the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 857188.)

IMAGES

The image chosen for the publication should be appealing, have good quality and be copyright free. If there's text in the image, it should be important and easy to read. It is also important that the images are not distorted.
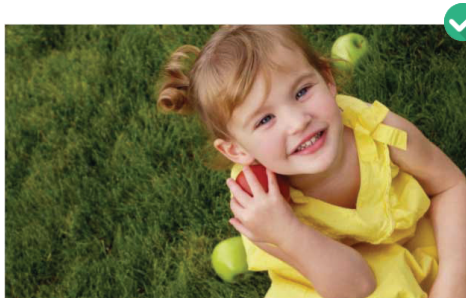
HOW TO TAKE PICTURES FOR THE PROJECT

During the course of the project there is a need to obtain photographic records of the pilots. Thus, it is necessary to follow the following steps to obtain quality photographs from older users:

- Before any photographic record, an informed consent must always be created in which the user authorizes the use of their image and authorizes the entity to post, reproduce, communicate and modify with any technical means the photograph or film made within the scope of the project.

- The photograph must be taken with quality (without being blurry).

- It must be well framed (focusing on people and/or objects of greatest importance).

- Always check the background so that nothing is caught out of context in the photograph.

- The photograph must be taken according to the context (eg.: if there is an article about the pilot, the accompanying photograph must be of the pilot).

See below some examples of images:
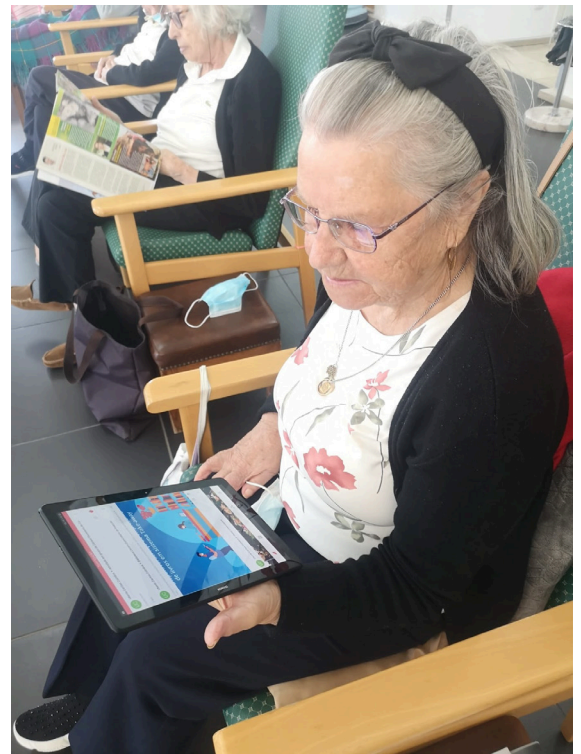
TIPS FOR COMMUNICATING WITH END USERS

In the approach to end users, it is necessary to speak clearly, without infantilized and in the same level. It is important to clarify every question they may have about the project.

It is necessary to explain as coherently and simply as possible when asking for consent for photographs/films, letting the end user know how this material will be used (national and internationally) in the project field (and be used only for this purpose).

Not giving consent to be photographed/filmed does not mean that the user does not want to participate in the project. It is important to let them free to decide. Do not push.

In case an end user has given consent to be photographed/filmed but does not like to be identified, the end user can always tell the facilitator to only take photos where the face is not visible (eg.: photo of the back, hands , etc..).