

EGI Communications Strategy

2024–2026



www.egi.eu

Advanced computing for research

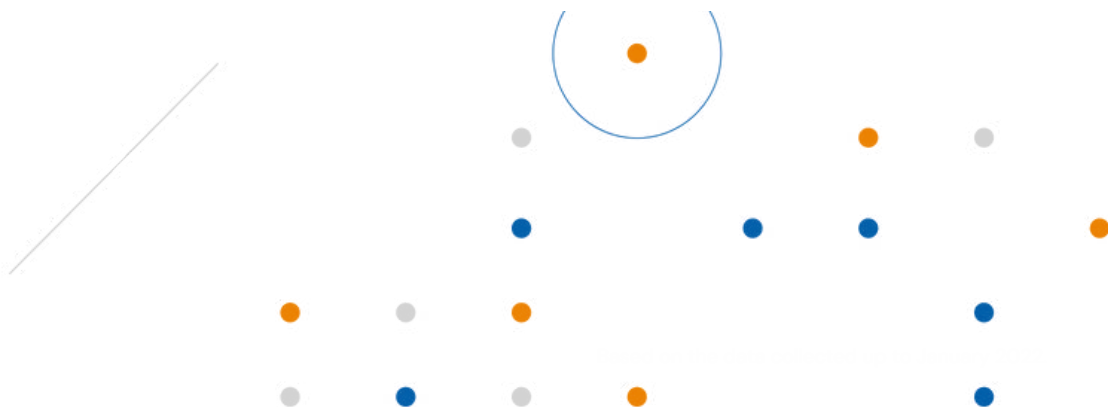
EGI is the federation of computing and storage resource providers united by a mission of delivering advanced computing and data analytics services for research and innovation.

At EGI, we firmly believe that research is the driving force behind human progress. We aim to empower data-intensive research by providing a comprehensive suite of advanced computing services. Our offerings encompass high-throughput and cloud computing, storage and data management, analytics, consultancy and support, as well as training and co-development opportunities.

As of August 2023, the EGI is a federation of 29 members working together to achieve its joint Federation strategy. The Communications function and the concrete activities outlined in this strategy document aim to reinforce the federation's ability to achieve its strategic goals. The outlined activities are foreseen to be implemented in the 3-year time frame (2024-2026).

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Purpose of the document

This document outlines the communications strategy of the EGI Federation, wherein the EGI Foundation, supported by its federation members, plays a pivotal role in its execution.

This summary provides an overview of the strategic direction that allows for greater consistency of communications actions over time, which will ultimately help EGI to achieve its vision and helps it

fulfil the goals of the federation strategy.

It is important to notice that this document provides an understanding of the EGI's communication direction, priorities, and focus areas, while the complete communications strategy, including the implementation plan, tools and tactics, remains confidential.

Foreseen impact

Within the 3-year time frame and the successful implementation of the strategy, we reinforce our position or strive for the following change:

- EGI is a **well-known organisation** with a clear mission and role in the European Research Area
- EGI is a **known and trusted service & technology partner** for research and innovation
- **The number of users of EGI services is growing** and **the services are further developed** based on the user needs
- The Federation and its European **coverage are growing**, and so are the partnerships beyond Europe
- The EGI **community spirit is strengthened**. The community is engaged in the Federation activities and with the EGI's goals. The community's **brand advocacy is fostered**
- The **Communications function is more inclusive** and better utilises the opportunities for collaboration and coordination on many levels (Foundation, Federation and beyond)
- The **Communications function is recognised as a strategic function** and, as such, receives appropriate resources both in terms of finances and human resources

Driving force for the implementation

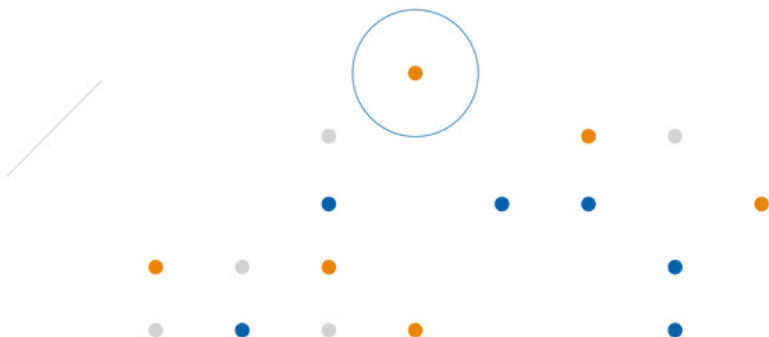
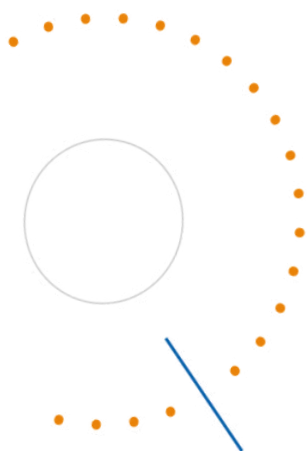
The main driving force of the work plan outlined in this document is the Communications team operating within the EGI foundation, the legal entity coordinating the Federation. The team will gradually seek more active collaboration with the network of

Communications officers and Community managers representing the federation members – their active participation and support of this strategy is the key to its successful implementation.

Communication, engagement and community building

It is important to note that this strategy concerns not only the dissemination of information and the federation's visibility, but also the management of the brand's identity, advocacy, and two-way communication through stakeholder engagement and community-building activities.

As such, our strategy also outlines several engagement programmes focusing on EGI community, collaboration with community managers, employee engagement and finally, set up and coordination of the above-mentioned communications network.



Objectives of the communications strategy

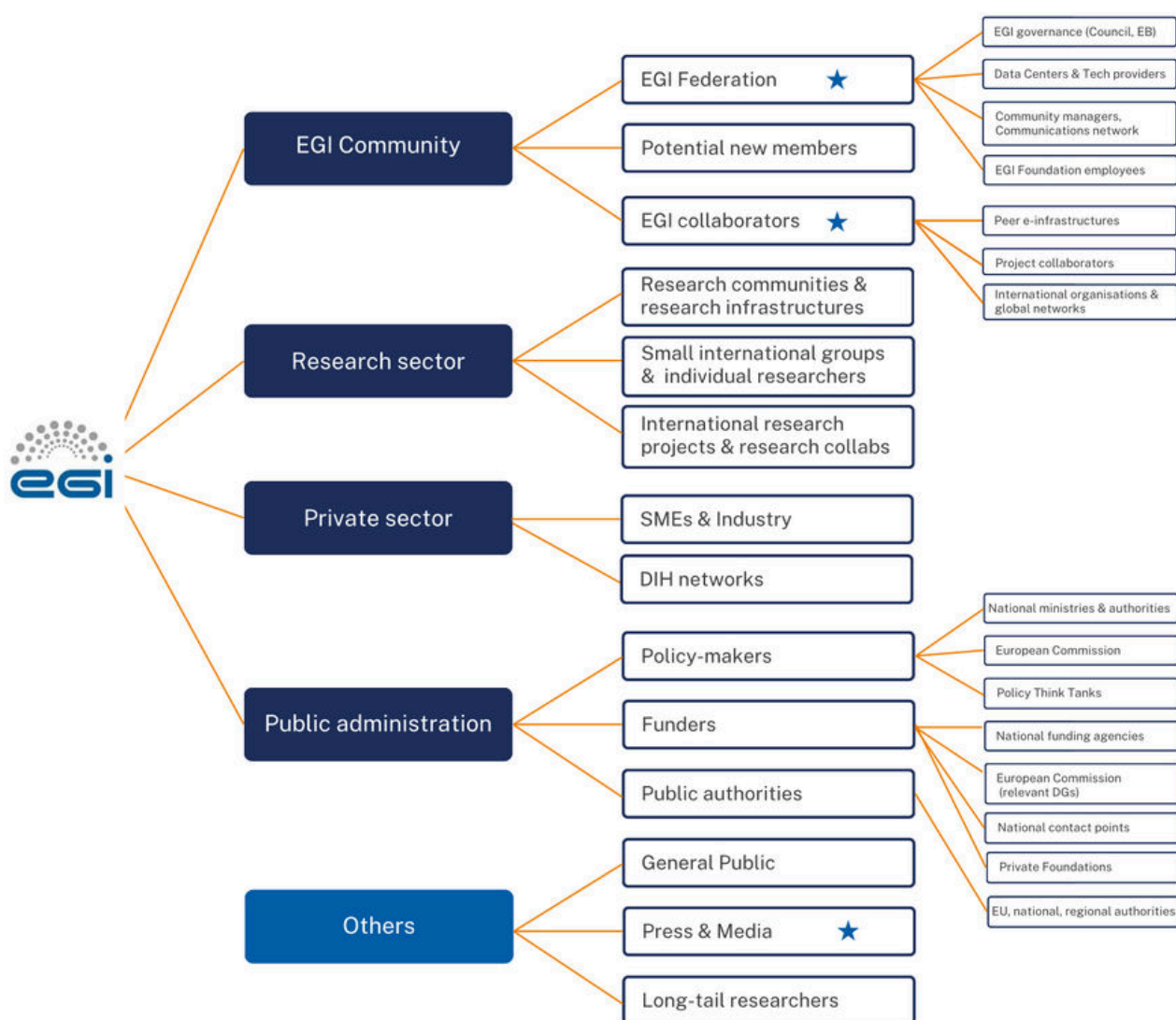
Activities outlined in this strategy document aim to reinforce the federation's ability to achieve its strategic goals:

EGI's strategic objectives	EGI's communication objectives
Be a trusted service & technology partner for research and innovation	Enhance EGI's brand awareness and visibility
	Cultivate reputation, establish credibility & foster trust
	Market EGI services to diverse user communities
	Raise awareness of challenges addressed by advanced computing services
Evolve the service offering to meet the needs of researchers	Facilitate meaningful dialogues with new and existing users to develop reliable user-centric services
Improve skills of users & operators and maturity in service providers	Increase awareness and engage users and service providers in training opportunities
Strengthen the governance and broaden European coverage	Communicate EGI's added value and enhance visibility of its impact
	Boost engagement of the EGI community with the organisation's goals and foster advocacy of the brand
Be a recognised foundation of the EOSC	Clearly communicate and promote EGI's role as a key pillar contributing to the realisation of EOSC

Target Audience

As we navigate the dynamic communication landscape, we must recognise the varied and vibrant tapestry of individuals and communities that comprise our target audience.

Each thread consists of several subgroups, and our strategy is tailored to serve, engage, and enrich all these diverse stakeholders.



- Our Primary audience
- Our Secondary audience
- ★ Groups of internal and external "Amplifiers", who can further reinforce our communication messages and promote services to a wider audience.

Audience engagement

Audience engagement stands as a pivotal cornerstone within our strategy. Its significance lies in its ability to fortify our brand, orchestrate well-structured communication initiatives, and cultivate meaningful engagement activities. To achieve this, comprehension of our target audience is paramount.

We must identify our purpose within each target group. Who has a vested interest in EGI and can potentially influence or be influenced by our actions? By comprehending our role within these groups and their driving factors, we can design communication strategies that foster meaningful interactions and resonate effectively.

EGI Community

Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI Federation brings value to its members	EGI Federation members	Communicate EGI's added value and amplify its impact to the EGI Council	<ul style="list-style-type: none"> Members showcase their impact on a national level 	<ul style="list-style-type: none"> Publications (Impact report)
		Provide insights into EGI's operations and financial performance	<ul style="list-style-type: none"> Members highlight the value of their membership on a national level 	<ul style="list-style-type: none"> Publications (Annual report)
		Promote EGI's internal services effectively	<ul style="list-style-type: none"> Members are equipped to utilise services, They can bid to support Federation 	<ul style="list-style-type: none"> Comms campaign Regular comms channels Publications (Impact report)
		Enhance the sense of community within EGI	<ul style="list-style-type: none"> Members experience a sense of belonging within a collaborative community, fostering sharing, discussion, and learning 	<ul style="list-style-type: none"> Engagement programme (EGI community engagement)
		Boost EGI community engagement, aligning with our goals and nurturing brand advocacy	<ul style="list-style-type: none"> Members have the power to influence EGI's goals and strategies, contributing to the federation's direction 	<ul style="list-style-type: none"> Publications (EGI Federation Strategy, EGI Service strategy) Brand identity Events (EGI conference)
		Elevate visibility of our members and their activities and amplify their communication efforts	<ul style="list-style-type: none"> Members leverage our communication channels to advance their individual objectives 	<ul style="list-style-type: none"> Engagement programme (EGI communications network) Regular comms channels
		Facilitate members' visibility through sharing best practices, expertise, and offering communications training	<ul style="list-style-type: none"> Members benefit from capacity-building initiatives, enhancing their skills and expertise 	<ul style="list-style-type: none"> Engagement programme (EGI communications network) Events (Training)

Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI Federation brings value to its members	EGI Federation members	Strategically plan joint communication initiatives, optimising efficiency and cost-effectiveness through collaborative efforts such as event participation and shared booths	<ul style="list-style-type: none"> Members can enjoy broader reach, reduced costs, and shared responsibilities within a collaborative environment 	<ul style="list-style-type: none"> Engagement programme (EGI communications network) Events
New members join the EGI Federation	Potential new members	Promote the distinct advantages of joining EGI, highlighting the unique opportunities and resources that await potential members	<ul style="list-style-type: none"> Assistance in lobbying on the national level Becoming part of the well-organised federation 	<ul style="list-style-type: none"> Publications (Joining the EGI brochure) Regular comms channels Events (EGI conference)
		Foster direct engagement with prospective members at prominent events and high-level face-to-face meetings, showcasing the value of joining EGI	<ul style="list-style-type: none"> Becoming part of the well-organised federation 	<ul style="list-style-type: none"> Events (Coordination of our presence at the external events) Publications (Impact report) Team support (Executive team)
		Enhance our visibility across diverse platforms while maintaining a professional image that reflects EGI's expertise and commitment	<ul style="list-style-type: none"> Becoming part of the well-organised federation Joining the federation increases members' own visibility 	<ul style="list-style-type: none"> Regular comms channels Brand identity
		Communicate EGI's pivotal role in EU-funded projects, underscoring our contributions and successful coordination	<ul style="list-style-type: none"> Opportunity to partner in EU-funded projects and contribute to impactful initiatives 	<ul style="list-style-type: none"> Regular comms channels Event (EGI conference, project related events) Publications (Annual report)
EGI collaborates with the community to enhance its communication goals	EGI Federation members	Utilise the communications network of our members to promote our activities on a national scale, extending our outreach and impact	<ul style="list-style-type: none"> Members can demonstrate their international presence and connections They gain access to relevant and useful content to be tailored to the national context 	<ul style="list-style-type: none"> Engagement programme (EGI communications network)
EGI is an attractive workplace	EGI Foundation	Strengthen our employer brand identity by effectively communicating our values, accomplishments, and goals, while recognising and externally promoting our talents.	<ul style="list-style-type: none"> Employees feel satisfied, motivated and proud of their employer organisation 	<ul style="list-style-type: none"> Brand identity Internal communications Regular comms channels Engagement programme (employee engagement)
EGI empowers its employees to serve as brand advocates		Reinforce brand advocacy through collaborative high-quality content creation with employees, encouraging them to share this content across their personal communication channels.	<ul style="list-style-type: none"> Employees can also enhance their credibility and position themselves as experts They increase their own visibility 	<ul style="list-style-type: none"> Engagement programme (employee engagement)
EGI is a trusted service & technology partner	Project partners	Communicate EGI's project accomplishments, reinforcing our reputation as a reliable partner that delivers impactful results	<ul style="list-style-type: none"> Partners trust in EGI's professionalism, expecting effective results. 	<ul style="list-style-type: none"> Regular comms channels Events (EGI conference, Project events) Publications (Annual report)

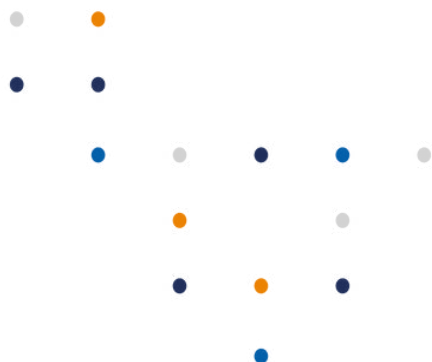
Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is a trusted service & technology partner	Project partners	Fulfill communications obligations within the framework of project partnerships	<ul style="list-style-type: none"> Projects benefit from professional communications services Projects seize the opportunity to communicate their impact through EGI's channels 	<ul style="list-style-type: none"> Project communications channels
	Digital infrastructures	Collaborate with peer e-infrastructures to explore opportunities for collaborative communication initiatives	<ul style="list-style-type: none"> Collaboration is deepened, fostering trust among partners Opportunity to participate in joint communication initiatives with wide-ranging impact 	<ul style="list-style-type: none"> Regular meetings to align the comms activities Organisation and participation to events
	International organisations and global networks	Maintain meaningful engagement with relevant international organisations and potential partners on a global scale	<ul style="list-style-type: none"> Opportunities for collaborative projects and initiatives Landscape harmonisation Internationalisation 	<ul style="list-style-type: none"> Events (external events, e.g. ICRI, internal events - EGI Conference)
EGI is a recognised foundation of the EOSC	EGI Federation members	Elevate EGI Federation's services and expertise as essential assets for the European Open Science Cloud (EOSC)	<ul style="list-style-type: none"> EGI can assist members in shaping their national EOSC Roadmap Federation membership empowers members to directly influence EOSC Service development 	<ul style="list-style-type: none"> Regular comms channels Project comms channels Publications Project communications (EGI-ACE, EOSC-Future, EOSC-Focus)
	EGI collaborators		<ul style="list-style-type: none"> Partners and collaborators leverage EGI's expertise and services for mutual benefit 	

Research sector



Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is a trusted service & technology provider for research sector	All	Promote the value of EGI services and expertise, positioning them as pivotal resources for research advancement	<ul style="list-style-type: none"> Potential new users are aware of the existence of our services and they know how to use them 	<ul style="list-style-type: none"> Communications campaigns (Service Marketing) Publications (Service catalogue, Success stories) Events (Webinars & Trainings) Regular comms channels Team support (TST team)
		Raise the awareness of challenges that can be solved with scientific computing	<ul style="list-style-type: none"> Potential new users comprehend the value and versatile applications of our service offerings 	<ul style="list-style-type: none"> Content marketing Publications (Success stories, EGI Magazine) Regular comms channels
		Promote training opportunities to elevate technological competencies within research communities	<ul style="list-style-type: none"> New and existing users develop relevant competencies vital to their research domains 	<ul style="list-style-type: none"> Regular comms channels Events (Webinars & Trainings) Training videos & webinars Team support (CST team)
		Communicate success stories to spotlight users' achievements and bolster customer brand advocacy	<ul style="list-style-type: none"> Our service users gain heightened visibility for their research endeavors 	<ul style="list-style-type: none"> Regular comms channels Publications (Success stories) Video

Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is a trusted service & technology partner and provider for research sector	Research infrastructures (RIs)	Communicate services, opportunities, and access policies through case studies specifically focusing on Research Infrastructures (RIs)	<ul style="list-style-type: none"> Potential new partners from RIs grasp the value, applications, and access policies of our services and the benefit they bring to a specific RI 	<ul style="list-style-type: none"> Publications (EGI for research infrastructures, Success stories) Communications campaigns Events (coordination of our presence at external events, e.g. cluster events, ERIC forum, ICRI), Direct participation in the cluster projects Website (New FAQ section)
EGI acts as a consultant that can design, develop and deploy tailored solutions	Research communities and RIs, research projects and international collaborations	Promote EGI's ability to deliver tailored consultation and technology services for diverse research communities and sectors	<ul style="list-style-type: none"> Potential new users recognise our capacity to customise services to meet their specific needs 	<ul style="list-style-type: none"> Communications campaigns Regular comms channels Publications (Success stories)
EGI is an organisation that meets the needs of researchers	Small groups and individual researchers	Establish two-way communication channels to gather user feedback and enhance user-centric services.	<ul style="list-style-type: none"> Users share insights via surveys and direct communication with EGI teams, which ultimately helps them to get services that meet their needs 	<ul style="list-style-type: none"> Team support (CST team) User surveys
EGI promotes the role and opportunities of scientific computing	All	Illustrate diverse challenges solvable with scientific computing through compelling success stories	<ul style="list-style-type: none"> Potential users understand how we can accelerate their research with our computing services 	<ul style="list-style-type: none"> Regular comms (website posts, articles) Publications (Success stories)
		Highlight the integral role of computing in modern scientific endeavors	<ul style="list-style-type: none"> Potential new users are informed about the array of computing services we offer. 	<ul style="list-style-type: none"> Events (Science conferences) Content marketing
EGI is an innovation hub having established connections to industry	Research communities and RIs	Promote EGI's role as a bridge between research communities and the private sector	<ul style="list-style-type: none"> Users can initiate collaborations with industry partners through EGI 	<ul style="list-style-type: none"> EGI DIH communications Publications (EGI Magazine, Brochure for research infrastructures) Website (use cases)



Private sector



Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is a Digital Innovation Hub	All	Help private sector to exploit services provided by the Federation and learn about the access mechanisms	<ul style="list-style-type: none"> Partners from the private sector become acquainted with our service offerings and their accessibility 	<ul style="list-style-type: none"> EGI DIH communications Events (business oriented) Team support (SIT team) Publications (Service catalogue, Success stories)
		Emphasise our role as a conduit between research communities and the private sector	<ul style="list-style-type: none"> Private sector partners can utilise our direct link to research communities, fostering collaboration 	<ul style="list-style-type: none"> EGI DIH communications Publications (EGI-DIH)
		Foster knowledge exchange between scientific innovation and the private sector	<ul style="list-style-type: none"> Private sector partners gain insights into the latest innovation needs within the research sector 	<ul style="list-style-type: none"> Team support (SIT team) Events (business oriented)
		Help to promote private sector services in the research world	<ul style="list-style-type: none"> Private sector partners experience heightened visibility through collaboration Private sector partners expand their user base 	<ul style="list-style-type: none"> Team support (SIT team)
EGI as a recognised foundation of the EOSC		Promote our coordination of EOSC-DIH to elevate our status as an innovation-driving organisation	<ul style="list-style-type: none"> Private sector partners understand how to access the digital technologies and services offered by EOSC 	<ul style="list-style-type: none"> Events (Webinars) EOSC-DIH communications channels EOSC DIH Training Programme

Public Administration



Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is an organisation that can provide expert advice	Policy makers, Public authorities	Showcase our capacity to provide expert advice for shaping policies and through that, promote our own impact	<ul style="list-style-type: none"> Partners from the Public administration receive tailored expert advice 	<ul style="list-style-type: none"> Organization and participation at events, policy briefs PA/lobbying programme Participation in policy-oriented projects
	Funders	Highlight our capacity to provide expert advice for shaping funding programmes	<ul style="list-style-type: none"> Funders can benefit from direct insights and expert advice 	<ul style="list-style-type: none"> Events Engagement programme
	All	Actively seek opportunities to shape policies and funding programs for meaningful contributions	<ul style="list-style-type: none"> Public administration gain a reliable partner to provide insights on computing-related matters 	<ul style="list-style-type: none"> Events (Coordination of our presence at external policy-related events)
		Play an intermediary role between the public administration sector and the European Open Science Cloud community	<ul style="list-style-type: none"> They get first hand insights and expert advice in EOSC-related matter 	<ul style="list-style-type: none"> Publications (EOSC-related policy briefs) Events (policy-oriented) Projects (Participation in policy-oriented projects) EOSC-DIH

Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is a service & technology provider for public administration	Public authorities and funders	Highlight our technical and security prowess in developing solutions for public sector needs	<ul style="list-style-type: none"> Public authorities receive customised technical solutions 	<ul style="list-style-type: none"> Communication of project results, Regular comms, Events (ICRI, R&I Days)
EGI is an organisation that helps to internationalise national infrastructures	National ministries and funding agencies	Help establish direct connections with local ministries and funding authorities in EGI's member countries	<ul style="list-style-type: none"> They understand the value of the membership to an organisation that can guide them in the identification of the national infrastructure priorities 	<ul style="list-style-type: none"> Events
EGI as a recognised foundation of the EOSC	Policy-makers and funders	Continue communicating our role as a crucial pillar in the realisation of EOSC	<ul style="list-style-type: none"> Public authorities comprehend the expertise and services EGI offers for advancing EOSC development 	<ul style="list-style-type: none"> Website (EGI for EOSC page) Events (EOSC-related events) Regular comms

Others

Goals	Target subgroup	Communications actions	Drivers for the subgroup	Tools
EGI is an organisation helping to accelerate research for the benefit of all citizens	Public/Citizens	Communicate the vital role of scientific computing in research discoveries, bolstering EGI's significance	<ul style="list-style-type: none"> They acquire an understanding of research computing and its real-world implications 	<ul style="list-style-type: none"> Digital tools (Video)Events (e.g. R&I days)Publications (Research stories)
	Press & Media	Highlight the crucial role of scientific computing in research and emphasise EGI's contribution	<ul style="list-style-type: none"> They secure an established partner to provide insights on computing for research 	<ul style="list-style-type: none"> Publications (Press releases, Paid articles) Media kit page on the website
EGI educates the next generation of potential users	PhD students	Promote training opportunities to enhance technological competencies within research communities	<ul style="list-style-type: none"> They increase their professional competences 	<ul style="list-style-type: none"> Events (Summer schools on scientific computing) Team support (CST)
EGI is an attractive workplace	Potential new employees	Uphold a strong brand identity, amplify our impact, and inspire employees and users to become brand advocates	<ul style="list-style-type: none"> Professionals are motivated to join EGI 	<ul style="list-style-type: none"> Website Team support (HR) Brand identity Employer branding activities Employee Advocacy programme

Communications messages

The graphics below encapsulates tailored messages designed for each primary audience. Anchoring these audience-specific messages are the driving factors unique to each group – the compelling reasons motivating them to engage with EGI.



Communications tools

This section summarises the diverse communication tools that will be harnessed to execute our communications strategy. These tools have been thoughtfully selected to ensure a multi-faceted approach that resonates with our target audiences.

convey our messages, amplify our reach, and foster meaningful engagement. By leveraging this dynamic array of communication tools, we aim to maximise the impact of our strategy and create a lasting connection with our audience.

From social media platforms and newsletters to Printed materials, each tool is strategically aligned to effectively

Tool group	Specific tool	Link
Brand guidelines	Logos	Logos for download
	Colour palette, typography, etc.	Brand guidelines
	Guidelines for developers	Brand guidelines
Templates	Powerpoint template	Google drive
	Document template	Google drive
	Letterhead template	Google drive
Visuals	Illustrations and Figures (service overview, target groups, Membership map)	Google drive
Media kit page on the website	Website	webpage
Website	Wordpress	www.egi.eu
Social media	LinkedIn	egi-foundation
	X	egi_einfra
	YouTube	EGIFederation
	Mastodon	@EGI_einfra
Newsletter	Mailerlite	Subscribe
Printed and Digital promotional material	Printed publications (Annual reports, Service catalogue, Joining the EGI brochure, etc.)	webpage
Other Digital resources	EGI magazine	To be developed
	Success stories	webpage
	Use cases	webpage
Others	Resources on Zenodo	Zenodo
Video	Webinars & Training	webpage
	Others	YouTube
Events	Contribution to external events	Subscribe to google calendar
	Organisation of events	Subscribe to our newsletter

Digital Touchpoints

The digital touchpoints for the EGI communications strategy encompass a comprehensive and interconnected approach to engaging with our audience in the digital realm.

Website Presence

A user-friendly and informative website serves as the central hub for EGI communications. It houses relevant content, updates, and resources, providing visitors with a comprehensive view of EGI's services, projects, initiatives and accomplishments.

Social Media Platforms

EGI strategically utilises major social media platforms, such as LinkedIn, X, and YouTube, to share real-time updates, valuable insights, opportunities and success stories to engage with the audience and to encourage the audience to visit our website for more information. We also utilise the platforms to share insights and activities from our projects. These platforms are dynamic channels for fostering conversations, building brand awareness, marketing our services and amplifying the EGI narrative.

Email Campaigns

Targeted email campaigns are designed to deliver personalised and relevant content directly to stakeholders. Whether it's regular monthly newsletters, announcements, or events promotion, email campaigns help maintain a direct line of communication.

Content Marketing

Our content strategy involves the creation and distribution of valuable and shareable content. In addition to website articles, EGI's content marketing strategy takes a distinctive approach through launching our biannual magazine. This publication aims to provide readers with enriching articles that deliver substantial value independently, without necessarily circling back to EGI. By curating insightful content transcending direct promotion, we seek to offer readers a meaningful and enjoyable experience, positioning the magazine as a valuable resource.

Webinars and Virtual Events

Leveraging webinars and virtual events provides an interactive platform for engaging with a global audience. These digital gatherings facilitate knowledge-sharing, networking, and showcasing EGI's expertise.

SEO and Online Visibility

Implementing strong SEO practices ensures that EGI's online content is easily discoverable. This includes optimising website content, posts, and other digital assets to enhance visibility in search engine results.

Interactive Tools and Resources

Incorporating interactive tools, such as infographics and maps, adds a dynamic element to the digital experience. These tools not only convey information effectively but also encourage user engagement.

Analytics and Data-driven Insights

Analytics is a tool or process used to measure and interpret the performance of digital touchpoints and the overall digital strategy.

Continuous monitoring of digital analytics provides valuable insights into user behaviour, engagement patterns, and the effectiveness of various communication strategies. This data-driven approach enables continuous refinement and optimisation.

The strategy will consider the two key types of analytics:

- Descriptive: to understand the historical data to improve future activities
- Predictive: can assist in identifying trends and patterns in historical data, providing guidance on potential future outcomes, and helping us to set the right targets.

By strategically integrating these digital touchpoints, the EGI communications strategy aims to create a seamless and engaging digital experience, fostering meaningful connections with our audience and stakeholders.

Potential barriers

Navigating the landscape of communication strategy implementation is not without its challenges. As we embark on this journey, several hurdles warrant our attention.

Resource Constraints

One of the key challenges lies in the limitation of both financial and human resources. Allocating adequate resources to our communication endeavours while ensuring they are utilised efficiently demands careful consideration.

Fostering Member Engagement

While our strategy envisions collaboration with federation members, the level of their motivation and engagement remains a factor of uncertainty. Building consensus and rallying collective support could present a hurdle.

Competing Priorities

Balancing communication efforts with other organisational priorities can too pose challenges in resource allocation.

Technological Evolution

Rapid advancements in communication technologies and platforms require staying updated and adapting strategies accordingly. As we navigate this dynamic landscape, the need for personal development through training becomes evident. By equipping ourselves with the knowledge and skills to harness the potential of new tools, we not only stay relevant but also position ourselves to proactively leverage these advancements to our advantage.

Balancing Opportunities and Fatigue

The fine line between being actively engaged and risking communication fatigue is a challenge we acknowledge. In an era of information overload, breaking through the noise and capturing the audience's attention can be challenging. Striking the right balance to keep our stakeholders engaged without overwhelming them is a delicate task.

Yet, amid these challenges, we find potential opportunities.

Limited resources encourage us to look for additional funding streams, e.g. from external projects, where we get inspired by the communications professionals from other organisations. While resource constraints may test our creativity, they also compel us to discover innovative ways to achieve more with less.

The potential collaboration with federation members, though a question mark, carries the prospect of pooling our strengths for mutual benefit. In this pursuit, we strive to unify the community, demonstrating that cooperative communication efforts can benefit all involved.

By harmonising our communication strategy with overarching organizational objectives, we stand to not only optimize resource allocation but also reinforce the impact of our collective endeavours.

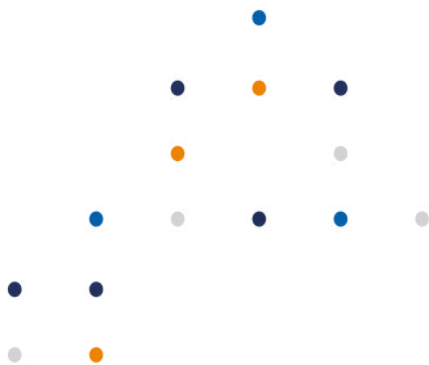
In technological evolution, each shift invites us to embrace cutting-edge platforms and methods, expanding our toolkit for a more significant impact. Simultaneously, the balance between engagement and fatigue reminds us of the value of tailor-made approaches that engage without overwhelming.

As we tread this path, we remain vigilant in addressing these challenges while embracing the opportunities they offer. By doing so, we are steadfast in our commitment to elevate the EGI Federation's communication efforts and magnify its impact across the research and innovation landscape.

Evaluating communication impact

Our approach to monitoring and performance measurement acknowledges the nuanced nature of our field. While quantitative metrics can offer insights, they alone may not encapsulate our true impact. In the complex landscape where EGI operates, forging quality connections with key stakeholders often supersedes sheer numbers. As we navigate our communication strategy, we must embrace a holistic perspective.

Beyond metrics and KPIs, our assessment should encompass a comprehensive evaluation of all pivotal outputs. This ensures that our strategy is not solely guided by quantitative measures but is rooted in a thorough assessment of our engagements and their qualitative resonance with our audience.



Nevertheless, while we acknowledge the importance of qualitative stakeholder relationships, we also recognize the necessity for tools that enable quantitative performance assessment, primarily for internal insights.

Thus, we will institute a consistent regimen of monitoring and analysis, focused on performance indicators across our website, social media platforms, newsletters, and publication distribution. This approach makes sure we track our performance and helps us make proactive adjustments when needed.

As explained above, the strategy will consider two key types of analytics: 1) Descriptive: to understand the historical data to improve future activities, and 2) Predictive: to assist in identifying trends and patterns in historical data, providing guidance on potential future outcomes, and helping us to set the right targets.

To enable such qualitative evaluation, communications will be a standing agenda item during the EGI council meeting once per year. Beyond the Council, we will initiate a recurring schedule of EGI communications network gatherings. These dual forums will enable Federation representatives to contribute insights on:

- The efficacy of communication endeavours
- Identification of opportunities for communication activities

The Communications team bears the responsibility of crafting an annual activity report. This report will undergo review by the Council. During this evaluation, reviewers will assess and furnish feedback encompassing:

- Clarity and visual appeal of the communication outputs
- Activeness and impact of EGI's community presence across different channels
- Level of community engagement within EGI
- The success of outreach to new stakeholders
- General visibility and recognition of EGI
- Excellence, substance, and impact of digital and printed publications
- Quality of events orchestrated by the EGI Foundation.

To fulfil this objective, we will routinely monitor the following indicators:

- EGI Website – website traffic, number of page views, document downloads;
- EGI Newsletter – number of subscribers, number of opens and clicks;
- Social media: engagement measures (number of engagements, impressions, likes, comments, number of followers, most popular posts, employee activity);
- Video (Number of views, comments)
- Publications (number of downloads, prints or Moo cards distributed brochures)
- Events (Number of attendees, attendees' feedback)
- Engagement programmes (Activity of the Community managers/Communication network, employee's activity).



EGI Federation – Communications Strategy
2024-2026

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