

Communication Handbook

Annex 3 - Deliverable n. 12.1



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PlaceMUS XR – Communication Vademecum for Partners

This short guide aims to support partners in translating the communication strategy into simple and effective day-to-day actions.

1. What is expected from each partner (minimum contribution)

To ensure a consistent communication flow across the consortium, each partner is expected to contribute regularly using their existing channels.

Baseline contribution level:

- Social media
Minimum 1 post every 1–2 months related to PlaceMUS XR
- Website
Dedicated project page (if possible) + at least 1 update every 6 months
- Events / conferences
Mention PlaceMUS XR in relevant presentations and activities
- Content contribution
Share photos, short texts, and updates when activities take place
- Dissemination materials
Partners are encouraged to share the PlaceMUS XR brochure (digital or printed version), available in the Communication / Media Kit section of the project website

Contributions can be simple and do not need to be highly produced — regularity is more important than complexity.

2. Channels to use

Partners are encouraged to rely on their existing communication ecosystem:

- Institutional social media channels (LinkedIn, Facebook, Instagram)
- Institutional websites
- Newsletters and mailing lists (if available)
- Professional networks and events
- Press and media contacts (if available)

No need to create new channels — focus on integrating PlaceMUS XR into existing ones.

3. Content types (examples)

Partners can contribute using different types of content:

- **Project updates**
“We are working on...” / “Our team met in...”
- **Behind-the-scenes**
Photos from workshops, recordings, meetings
- **Research and fieldwork**
Short insights from ongoing activities. This type of content can be adapted to the *PlaceMUS XR On the Road* format (guidelines will be prepared in the coming weeks and shared with partners)
- **Event participation**
Conferences, presentations, showcases
- **Results and outputs**
Tools, publications, prototypes
- **People-focused content**
Team members, collaborators, artists

Content should reflect the idea of musical heritage as an experience connected to places, spaces and practices.

4. Easy formats to follow

To simplify contributions, partners can use:

- 1–3 photos + short caption
- Short video (30–60 seconds) from activities
- Quote or insight from a participant
- Link + 1–2 sentence introduction

Simple formats are encouraged — consistency is key.

5. Visual and branding basics

To ensure coherence across the project:

- Always include the PlaceMUS XR logo
- Include EU funding acknowledgement, when required
- Use shared templates (e.g. Canva / PowerPoint)
- Avoid unrelated or generic visuals
- Make appropriate use of graphic icons to represent concepts, ensuring they are consistent with the project's themes and visual identity

6. Communication at events (on-site visibility)

During events, partners are expected to:

- Mention PlaceMUS XR in:
 - Slides
 - Verbal introductions
- Ensure minimum visibility:
 - Logo on screen or printed materials
- Collect documentation:
 - Photos
 - Short videos

- Brief summary after the event

7. Media and outreach opportunities

Partners are encouraged to use existing opportunities:

- Interviews (radio, online media)
- Podcasts
- Articles / blog posts
- Press releases (in coordination with the communication team)

8. Content contribution to the editorial team

Partners are encouraged to regularly share materials with the communication team:

- Photos and videos (good quality, preferably horizontal)
- Short interviews (video or written, ~1 minute)

Key information:

- Who
- What
- Where
- Why

This helps ensure visibility and supports central communication activities.

9. Communication Request Form

To facilitate the collection, coordination and planning of communication activities across the consortium, a dedicated **PlaceMUS XR Communication Form** has been developed.

The form allows partners to easily submit content related to project activities, ensuring that all relevant information is gathered in a structured and consistent way.

Access the form here: <https://forms.gle/nen35JohGESLv35y5>

9.1 Purpose of the form

The form is designed to:

- Collect information about upcoming events, publications and project activities
- Gather communication materials (texts, images, links, credits)
- Support the WP12 team in planning and scheduling communication actions
- Ensure coherence and completeness of the information shared across channels

9.2 Types of content that can be submitted

Partners can use the form to communicate:

- Events (organized or attended)
- Publications and scientific outputs
- News and project updates
- Website content (institutional pages, project-related information)

9.3 Information required

Depending on the type of content, partners may be asked to provide:

- General information (name, institution, contact)
- Activity description (who, what, when, where, why)
- Communication materials (images, posters, links)
- Captions and credits for visual content

9.4 Timing

Partners are encouraged to submit their requests in advance (ideally at least one week before the planned communication) to allow proper planning and coordination.

Submissions received closer to the event date may be processed after the activity, depending on timing and priorities.

9.5 General note

The form is intended to simplify the communication workflow and reduce fragmentation. Contributions do not need to be complex — clear and timely inputs are more effective than highly produced materials.