



# AJCM

ATELIER DES JEUNES CITOYENS DE LA MEDITERRANÉE

2020 EDITION

# COMMUNICATION KIT

« ENGAGING TO MAKE THINGS HAPPEN,  
REPRESENTING TO MAKE YOUR VOICE HEARD »



entre amis !

# KEYS FOR A GOOD COMMUNICATION !

## HOW TO COMMUNICATE ABOUT YOUR AJCM EVENTS ?

The communication through posters and social networks are the best way to enlighten your actions and share your good practices with others and with the AJCM network as well !

### 1- CREATE A LANDING PAGE FOR YOUR EVENT

It is the most important thing to promote your actions. Usually, this landing page exists on Facebook. It allows to gather every activities you want to organize, but also some details towards a specific event. Even if Facebook is the most used network, you could also create a landing page on your own website (twitter, instagram...)

AJCM has already its own landing page. Once you have some relevant information you can send it to us in order to disseminate it on our AJCM network.

### 2- HIGHLIGHT YOUR ACTIONS

Highlight your actions is really important to attract people and involve them.

It is recommended to write a short paper following the plan : WWWWHHmW, in order to don't forget anything : but what is it WWWWHHmW ?

- **Who ?** Who leads the events, who is guessed, who will speak ( name the speakers)
- **What ?** What kind of event it is question about ? What is gonna happen ? What topics will be approached ?
- **Where ?** Where will the event take place ? and think about filling an Google map plan!
- **When ?** When will the event take place (date, time) ?
- **How ?** How to participate ( fill a registration form online) ? How will the event happen ( day planning) ?
- **How many / How much ?** How many people will come ? How much does it cost ?
- **Why ?** Why the people should come ? and why did you organize this event ?

Once you answered to all these questions, it will be easier for you to communicate on about your actions !

To bring motivation to others participants, you can also include some photos, videos ( describing the team, the place...)

### 3- SHARE ON YOUR NETWORKS

Don't hesitate to feed your landing page and to share it as much as possible ! It will help you to touch people ! Share your event and practices as well with the others stakeholders of the AJCM network. They will share again on their own network to build an **INTERNATIONAL** impact !

More you publish content towards your actions, more the community will be aware of it. The contents will animate also your own website if you have one ! Therefore they are necessary !

You don't know what you could post ? Use again your WWWWHmW and write some short papers, really clear about the topics targeted. For example : you can write every week a presentation of one of the member of the team that organize the event, like a small-biography, or explain why you topic are crucial, and deserve to move ourself... We are sure your will get many ideas ! If you don't, send us a message, and so we'll help you !

### 4- DURING YOUR ACTIONS, USE DIRECT-LIVE

Organize a direct-Live during your actions in order to touch people who couldn't follow in person you event. It enables to follow what is happening by far. It needs some organization steps, but it is a great way for communication ! Appoint some people to be in charge to post videos or photos. If you can, via smartphones, you also can use a direct-live dissemination ( you should have an external battery ! )

### 5- AFTER THE EVENT : POST A SUMMARY !

The fact that your event is ended, doesn't mean that you should stop your communication. To the contrary, it is important to share the results of your activity. If you organized workshops, you can share the documents or materials you realized. If you organized some conferences, put on-line its replay. Gather some advises, testimonies from participants and share it. These actions will enable to a large public, also for people who couldn't be present, to watch and enjoy the work you have done !

To download our communication tools

To bring a lot of people, the AJCM put are you disposal few numeric tools to to increse your visibility. This kit is made of :

- AJCM logo
- Flyers
- Cover photo for social medias
- Photos of previous editions
- Videos of previous editions

To download the kit, click on [www.ajcmed.com](http://www.ajcmed.com)

# CONTACT US

## WITH SOCIAL MEDIA

Internet website : [www.ajcmed.org](http://www.ajcmed.org)

Our Facebook group : [Join](#)

Our Facebook page : [AJCM](#)

Youtube Playlist : [Play](#)

Our Instagram account : [AJCMED](#)

## WHO ?

Martial PLOIX  
Association Les Têtes de l'Art  
+33(6)61922427  
[martial@lestetesdelart.fr](mailto:martial@lestetesdelart.fr)

Coline CHARBONNIER  
15/38 Méditerranée  
[colinecharbonnier@gmail.com](mailto:colinecharbonnier@gmail.com)



[www.ajcmed.org](http://www.ajcmed.org)

