

ECRAID-Base Content Guidelines for Partners

V0.0
13 Sept 2021

Purpose of Content Guidelines

The Content Guidelines are set in place to help the ECRAID-Base consortium members and work package leads develop and deliver content correctly.

As a Horizon 2020 project it is a requirement to provide the ECRAID-Base stakeholders (internal and external) timely updates on the progress of the projects and studies, this way ensuring transparency and building awareness of ECRAID-Base and promoting further uptake of its main results .

Good communication takes effort to do efficiently and in the end is the joint responsibility of all partners. As study activities progress, and in the midst of the COVID-19 pandemic, it is extremely important to continue to communicate and disseminate accordingly.

Publishing of progress, events, updates related to the projects/studies/work packages/ is done by the ECRAID-Base Communications Office (CO) in collaboration with the partners and work package leads, by requesting regular updates (monthly/bi-monthly).

The CO will continue to inform the partners and work package leads of upcoming dissemination and deadlines (online communication, internal/external newsletters).

The CO is there to help with drafting, editing and reviewing content, but the proactive attitude of the ECRAID-Base partners and work package leads is also key.

Content guidelines

News items/Updates

- Every article must be a minimum of 350 words. Texts of 350 words are the minimum requirement for Search Engine Optimization (SEO), meaning the Ecraid website will get picked up by Google and will show up higher in Google search results;
- If you are planning to send out regular (internal) updates to the partners involved in a specific work package, and if these updates can be made public, please send the CO an overview/summary for public dissemination on the Ecraid website and Newsletter;
- Other content considered for communication are personal stories, posters, publications, presentations;
- All articles will have a short and concise title;
- **Please ensure at all times that the content has been approved by all partners involved before publication.**

Publications

The science, work and research coming from the ECRAID-Base project will be reflected in the scientific papers issued.

- When scientific papers are published in a journal, please inform the CO as soon as possible, in order for the papers to be uploaded to the Ecraid Publication Library;
- The CO can further share and promote the scientific paper on the Ecraid social media channels and in the monthly Newsletter. In addition, a news update with quotes from authors can also be created about the publication;
- Keep in mind that during audits or annual reviews, the EU Commission may cross-check scientific papers/posters/presentations;
- Further guidelines on scientific papers can be found in the ECRAID-Base Publication Policy.

Posters and Presentations

- Once a poster/presentation has been presented at a conference/event, please send it to the CO to be uploaded to the Ecraid Website;
- If some of the information in the poster/presentation is confidential and not yet suited for publishing in the media library as yet, it can be exempted from publication on the website. However once the information is no longer confidential, the material must be sent to the CO for archiving on the website.

Press Releases

- Press on behalf of ECRAID-Base should always be released in collaboration with the CO, and never independently;

- Press releases will be sent out to relevant international press networks by the CO on behalf of ECRAID-Base;
- *International* press releases will be composed together with the CO. Drafts will first be sent to the management board for review and then circulated amongst the ECRAID-Base partners for approval. The management board is responsible for the final approval;
- The CO can then share on the Ecraid website/newsletter/social media;
- For more information on Press Releases please consult the Ecraid Press Policy.

Spelling & Language

- All written language is International English;
- All Ecraid and ECRAID-Base projects and studies, must be spelled correctly;
- ECRAID or Ecraid?
 - The name Ecraid *as a network organization* is written in texts as sentence case.
 - In acronym title of the projects ECRAID is written in CAPITALS to distinguish between the organization and the projects(e.g. ECRAID-Base and ECRAID-PRIME are two EU-funded projects of Ecraid)
 - Projects: all caps where applicable: e.g. RECOVER;
 - Studies: all caps: ADEQUATE, REMAP-CAP, POS-ICU-VAP, VACCELERATE etc.

Social Media

Twitter (@Ecraid) and LinkedIn (Ecraid)

- If you wish to publish a social media message on the Ecraid account you can send a short draft to the CO; Twitter messages can't exceed 280 characters;
- If you are publishing a social media post related to Ecraid, please make sure to tag Ecraid at all times so it can be picked up and promoted on the Ecraid social channels.

Please ensure at all times that your content has been reviewed by the work package leads before submitting it for dissemination.

Please contact the CO for any assistance and help on dissemination. Keep the CO informed of all dissemination at all times.