



AEGEE Toolkit

Public Relations



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1. Public Relations: An introduction

At the begging of this toolkit we should define what Public Relations (PR) is. Sometimes is narrowed down to promotions or marketing, PR is much broader and be defined by Public Relations Society of America like:

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Here is important mention that it is process which means it is done continuously (never stops) and publics should be understand as stakeholder or person to which you pass your message or you communicate.

Strategic in this definition refers to that you should have a plan for your communication which should lead to some direction. This plan answer basic questions of PR

Why? - What is the aim of your communication?

To Whom? – What is your target group? On whom you focus?

What? – What is your message? What you want to say?

How? - Via which means of communication? Which tools or communication channels will you use for this?

Answering these questions you get plan of your communication, generally is called Communication Strategy

1. Internal vs External PR

PR in organisations like AEGEE you can also divide into two types according to where is oriented, internally and externally. These types of communications have generally different aims and orientation defines the target group (to whom we communicate). As you can see basic principle of PR plan is applied here.

a. Internal

Communication inside the organisation. In case of board of AEGEE local aims and target groups can be

- Keep the informed about activities in local and AEGEE - Members of the local
- Improve communication in the team - Board members of the local
- Get application for organised event - Other locals in AEGEE network
- Inform about results of organised event - European level of AEGEE

b. External

Communication outside the organisation is very important and should not be forgotten. It is the way how your local can build your image, get support for your events in-kind (rooms) or money and most importantly new members. Examples of target groups

- Join your local - Students
- Provide thematic support of your event - Professors & Lecturers
- Get support of your events - Rectors & Vice-Rectors
- Establish or strengthen cooperation - University International Office

2. Communication Strategy for your local

It is important to define your communication master plan to make the most of it. As part of this toolkit you will find template sheet for **Communication Strategy**. Organise a meeting of your local and follow the leading question which will help you go through the process.

Sheet is made for general purpose, gives you option to define general communication strategy of your local or more specific one related for example of recruitment of new members.

Communication strategy

<i>Orientation:</i> Internal	External	<small>cross out the one which not fit</small>	Why?
<i>Aim:</i>			What is the aim of your communication?
<i>Target Group:</i>			To Whom?
* * * *			
<i>Message:</i>			What is your message? (What is your purpose?)
<i>Communication Channels:</i>			How?
* * * *			

3. AEGEE Brand

Very important aspect of PR is branding your local, to make you known. In this chapter we will focus on practical aspect of branding and of which components AEGEE brand consist of.

Definition on Wikipedia formulate brand as:

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers."

Brand identify who you are and such identification should be clearly recognisable from other brands. Seller in this case is your local, product is what you do and other sellers are other organisation at your university.

Name

Full name of the organization is "**Association des États Généraux des Étudiants de l'Europe**", which is practice used via abbreviation AEGEE-**localname**, name AEGEE-Europe is used for whole network. As full French name is not always practical to use, due to language barrier there is English version **European Students' Forum** or translation in your language mentioned in following table:

French	Association des États Généraux des Etudiants de l'Europe		
Language	Translations	Language	Translations
English	European Students' Forum	Italian	Forum degli Studenti Europei
Albanian	Forumi Europian Studentor	Latvian	Eiropas Studentu forums
Basque	Europako Ikasle Foroa	Lithuanian	Europos studentų forumas
Catalan	Fórum Europeu dels Estudiants	Macedonian	Асоцијација на европски студентски структури
German	Europäisches Studierendenforum	Maltese	Forum Ewropew tal iStudenti.
Belarusian	Еўрапейскі студэнцкі форум	Moldovan	Asociația Studenților Europei
Dutch	De Europese Studentenvereniging	Polish	Europejskie Forum Studentów
Bosnian	Evropski studentski forum	Portuguese	Fórum de Estudantes Europeus
Bulgarian	Асоциация на Обединените Европейски Студенти	Romanian	Asociația Studentilor Europei
Croatian	Udruga studenata Europe	Russian	Европейский форум студентов
Galician	Foro de Estudantes Europeos	Serbian	Evropski studentski forum
Greek	Κίνηση φοιτητών για την Ένωση της Ευρώπης	Slovak	Európske Fórum Študentov
Czech	Evropské fórum studentů	Slovenian	Društvo študentov Evrope
Danish	Europæisk Studentforum	Spanish	Foro de Estudiantes Europeos
Estonian	Euroopa tudengite foorum	Swedish	Europeiskt Studentforum
Finnish	Eurooppalainen Opiskelijafoorum	Turkish	Avrupa Öğrencileri Forumu
Hungarian	Európai Hallgatók Fóruma	Ukrainian	Європейський форум студентів

Logo



Logo of your local is based on logo of AEGEE-Europe where name of "Europe" is replaced by the name of the city. AEGEE logo represent the visual image of AEGEE and must be used coherently, no further changes to the logo are allowed, except for the following adding one graphical element and such element must be approved by Comité Directeur.

Logo of your local you can download from

Members Portal (aegee.org/portal) in the *Resources* section.

AEGEE's Visual Identity (VIM)

In order of keeping the coherence of AEGEE visual communication and to build a brand there are set of rules. This VIM is one of the fundamental steps to unite all of us as a coherent network, and therefore have a much bigger impact when promoting ourselves externally: AS ONE UNITED NETWORK. VIM defines:

- Logo of AEGEE (color, customizable area)
- Usage of AEGEE logo (backgrounds, ratios)
- Colors
- Fonts

Colours

VIM defines colours which are visual connection to AEGEE brand. The definition of colours is based on:

Main colour of the organisation - Blue

Supporting colours – Red, Green, Purple, Orange

Each colour is defined in 3 tones – light, standard and dark

4. Communication Tips & Tricks

In this chapter you can find some important tips and tricks for most common communication channels

Website of your local

Your website = Your image

In many cases website of your local is the first place where student which is interested in AEGEE look for information and by this gets first impression. You know how is important to make first impression, so make sure that impression which your website is positive. Updated content and make contact details updated

AEGEE WordPress Template

Make website is not always so easy, thanks to modern technology we have tools which makes possibility to makes whole process much easier than it was in the past. In AEGEE is most spread to use as Content Management System (CMS), system which enables you present content on your page, WordPress which was used originally as blog system and become one of the most spread CMS system also for more complicated websites.

Especially for WordPress was developed by Public Relations Committee template which is use colors and elements from VIM and makes it easy to have website representing AEGEE brand. You can find this template on Members portal (aegEE.org/portal)

Host your website on the AEGEE server

Having website bring some technical requirements such as having home where this website will be or having address on which everybody on internet can find it.

For hosting of your website you can use AEGEE server, which makes it free to you, this website will be hosted on this name. www.locals.aegEE.org/localname. More information about hosting you can find on Members portal (aegEE.org/portal).

Contact Email of your local

Check it constantly

Email of your local is the main way how somebody (new member, somebody from AEGEE-xlz) will contact you. It might be a question regarding membership, offer for cooperation or information about event to attend. Make sure that you check it regularly, ideally every day. In business there is general rule that emails should be answered within two days, when external email come to your inbox bear this rule in your mind.

Use AEGEE alias

All locals have email address which consist of **localname@ageee.org**. It is an alias which means that email which is send to this address will be send to email to which alias is directed to. On this alias you will get communication from AEGEE network so make sure that contact email which you use is the one on which you use. You can always contact Mail Team (mail@aegEE.org) to update this information.

Facebook

Group, Page or Profile?

Here you have to define what your aim of communication is. As an inspiration you can have divide it like this:

Group

For members to have as interactive place for discussion and to post news, events etc

Page

For general public to share information from AEGEE network and from your local like invitation for your meetings, events or activities which your organise.

Personal Profile

Use personal profile is not recommended due violation of Facebook rules, which might end up in deletion of your profile without notice, absence of details of your page performance, you can see how many people you reached with your post, or you can promote your post as advert.

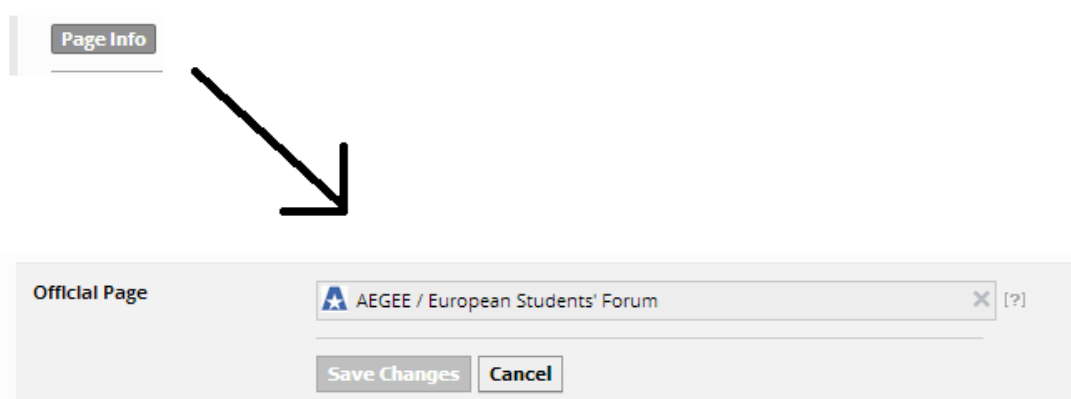
Have username

Have username means that you get address which you can use for promotion like facebook.com/aegee or in short format as fb.com/aegee which is easily to remember than facebook.com/12135456454545/aegee.

To get username is very simple, just go to facebook.com/username and follow the steps. Bear in mind, that you can't change this username. In general the username should be **facebook.com/AEGEE.name.of.local**

Link to AEGEE-Europe Facebook page

To emphasise connection big AEGEE network your page can be community page of AEGEE / European Students' Forum by linking it in Page settings



Have About AEGEE and SU application

Another way how to link your page to AEGEE is to have application your page which would explain directly on Facebook what AEGEE and Summer University are.

You can add About AEGEE application via this link

https://www.facebook.com/dialog/pagetab?next=http://facebook.com&app_id=123909081089470

You can add Summer University application via this link

https://www.facebook.com/dialog/pagetab?next=http://facebook.com&app_id=172481999573365

Merchandising

Promotional materials are vital parts of your external image. Via merchandising you build your brand and promote it. Always choose which materials you want to have for your local. Bear in mind that it should be something use which you would use day by day, so for example other students in your class can see you using or wearing it. Examples can be t-shirts, hoodies, school bags etc.

5. PR in AEGEE-Europe

Public Relation European School 1 and 2 or Public Relation Summer University

AEGEE has developed system of trainings and well-known brand of European Schools. For field there exist 3 types of events

- Public Relation European School Level 1 (PRES1) – PR in your local
- Public Relation European School Level 2 (PRES2)– external PR related to European level
- Public Relation Summer University – Combination of PRES1 and Summer university

At these training you get in-depth PR knowledge via Non Formal Education.

Public Relations Committee

AEGEE has special body called The Public Relations Committee (PRC) which is responsible for supporting the network in the field of Public Relations and communications, to increase the visibility and impact of the actions carried out within the AEGEE network.

The members of the PRC are creative and enthusiastic individuals interested in media, journalism, design and related fields. If you have any questions about the PRC, do not hesitate to contact them!

6. AEGEE's Communication Channels

AEGEE as wide of organisation with 13 000 members has urgency to communication internally to members, to spread information, updates or events but also to communicate externally with partners, other organisations, institutions, journalists or politicians. To achieve this have several channels with specific means.

AEGEE-Europe website –

www.aegEE.org

Website aegEE.org is designed as external website for students which are interested in AEGEE can find their information and how join and also to our partners.

Members portal

www.aegEE.org/portal

Website dedicated to AEGEE members, place where to find information, updates to find more about AEGEE, get into European level, all in one place.

AEGEE-Europe Facebook

www.facebook.com/aegee

Place for AEGEE to share its message, to inform members about achievements and major news and also other students with news related to student world

AEGEE-Europe Twitter

www.twitter.com/AEGEE_Europe

Platform to interact with partners and past AEGEE position and messages related to actual happenings.

AEGEE YouTube Channels

www.youtube.com/user/AEGEEEuropeChannel

Place to inform about achievements of our events or projects which were captured on video.

LinkedIn

www.linkedin.com/company/aegee

Professional social network to connect current and past AEGEEans

Euractiv blog (Key to Europe blog)

Blog where AEGEE post articles from members and positions on actual happenings.

AEGEE-Europe newsletter

Monthly newsletter to inform AEGEE members about major news from the network, happening's related to students, opportunities for traineeships or competitions and AEGEE or externals events

Mailing lists for internal purpose -

www.lists.aegee.org

In AEGEE we have variety (close to 600) of mailing list which vary by propose and amount of subscribers. These list are used for discussion inside local or European, to present news to network.