

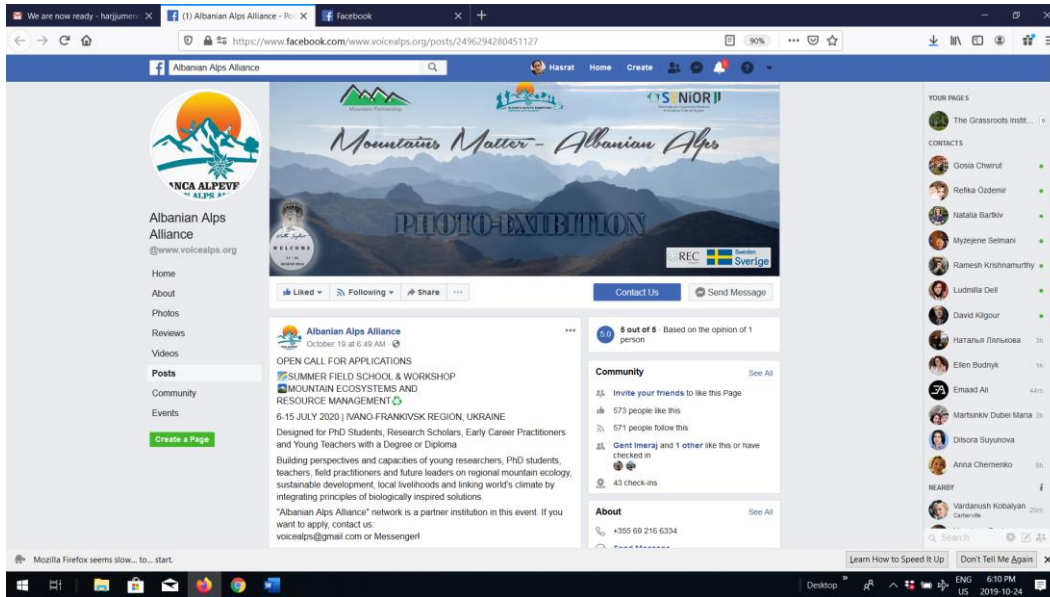
SUGGESTED WAYS OF DISSEMINATION

1. An advertisement is composed and sent to you. It is in PDF format and JPEG format. Logo and name of your institution/organization are mentioned in it. In case you want any change in this advertisement, your IT expert/designer may retrieve these files in Photoshop or Corel DRAW to modify the things as per your advice. We are just providing you with a prototype. You can do further amendments if you wish. You may also compose any advertisement afresh in your way.
2. Kindly make color copies of A-4 size PDF file of this advertisement. The color copies of the advertisement can not only be placed on various Notice Boards but also be distributed in any conference or event. We believe all your important notice boards and the spots where chances for visibility or exposition are high should be displayed with this advertisement. You may think other forms of exposing this advertisement to the mass.
3. This A-4 size PDF and JPEG file can be forwarded/circulated among officers, professors, scientists, teachers, research scholars, extension or field workers, PhD students, Master's research students, alumni, student unions, student organizations, teacher associations, professional associations of the university/institute, and others associated people with your institution/ organization. During this forward or circulation, better if you insert your small note along with this advertisement. In this note, you may also request others to forward the advertisement or publicize it through their personal or official platforms.
4. We are sure that your institution/organization has big number of groups or database of email addresses. We urge you to circulate (with your note) this advertisement in those e-groups and/or email recipients/subscribers.
5. We understand that most of the institutions/organizations have their own institutional/departmental/ organizational print or online newsletter, magazine, bulletin, journal or other form of publication. In its original shape or in modified shape, this advertisement can be placed in your print or online publication(s).
6. Using this advertisement or any information from website [www.grassrootsglobal.net/mer2020], you are requested to advertise on your university/institute/organization website. As a SAMPLE, our collaborator 'Albanian Alps Alliance' has published an advertisement on their website: <https://www.voicealps.org/1726-2/> . Please see the screenshot as below:



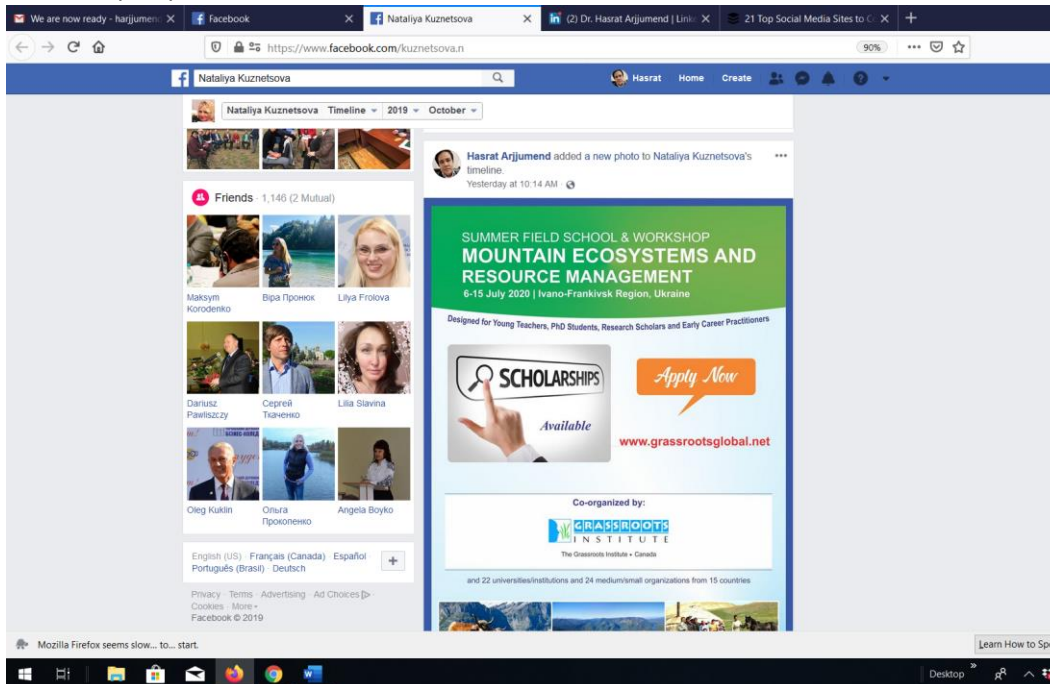
They have used link of a webpage of the website of the program. You may use any of the webpages or this advertisement or both.

- 7. Like the individual website, each university/institute/organization has a Facebook page. Hence, you are requested to advertise on your university/institute/organization Facebook page too. As a SAMPLE, our collaborator 'Albanian Alps Alliance' has published an advertisement on their Facebook page: <https://www.facebook.com/www.voicealps.org/posts/2496294280451127> . Please see the screenshot as below:

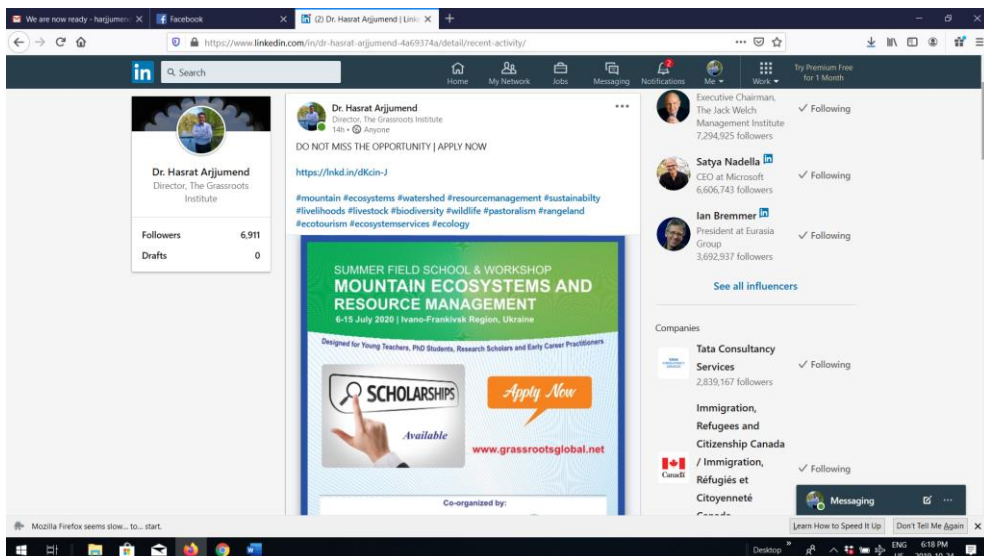
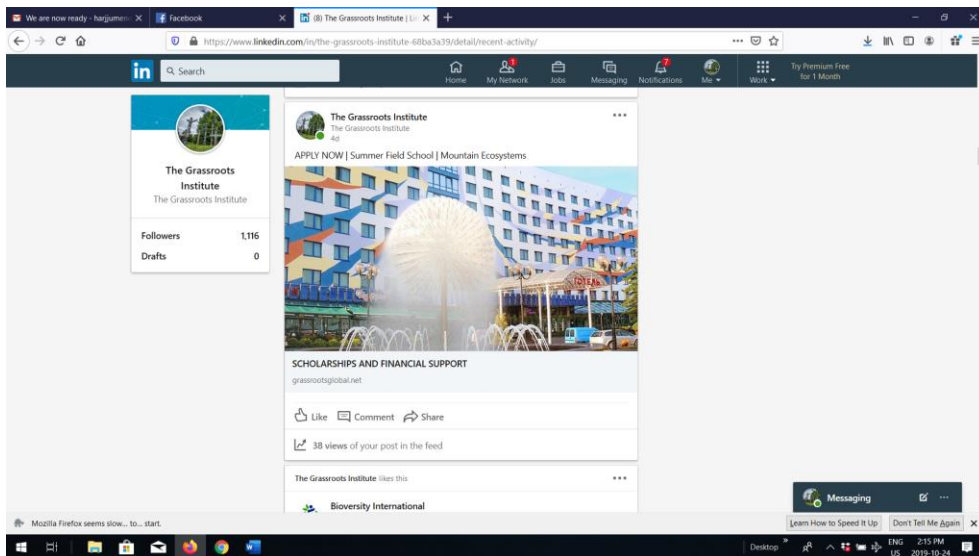
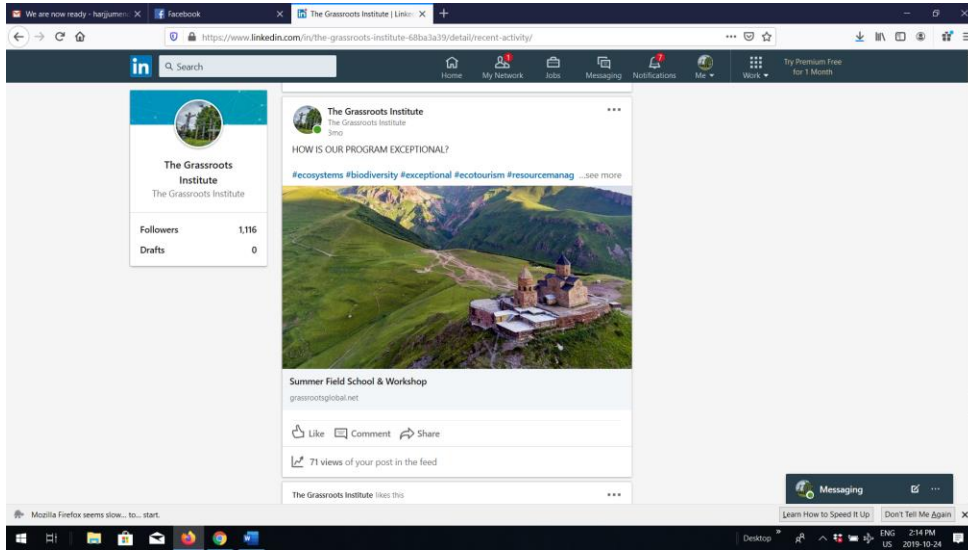


They have used link of a webpage of the website of the program. You may use any of the webpages or this advertisement or both.

We are also requesting our friends to post this advertisement on their timelines of Facebook account. For example, please see the screenshot below:

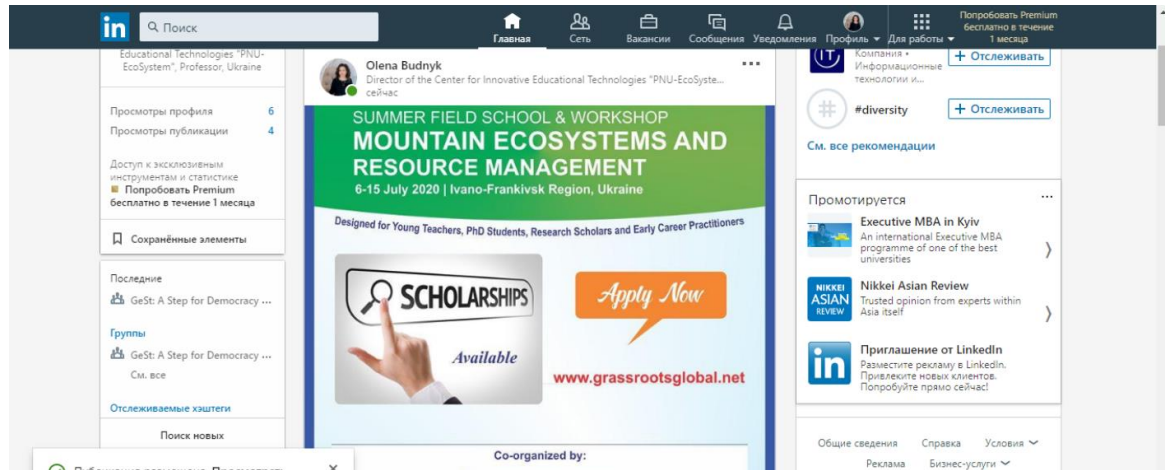


8. Like the individual website and Facebook page, each university/institute/organization has a LinkedIn or Twitter account. Hence, you are requested to advertise on your LinkedIn or Twitter account or on both. As a SAMPLE, please see below a screenshots in which we are regularly announcing on our LinkedIn account.

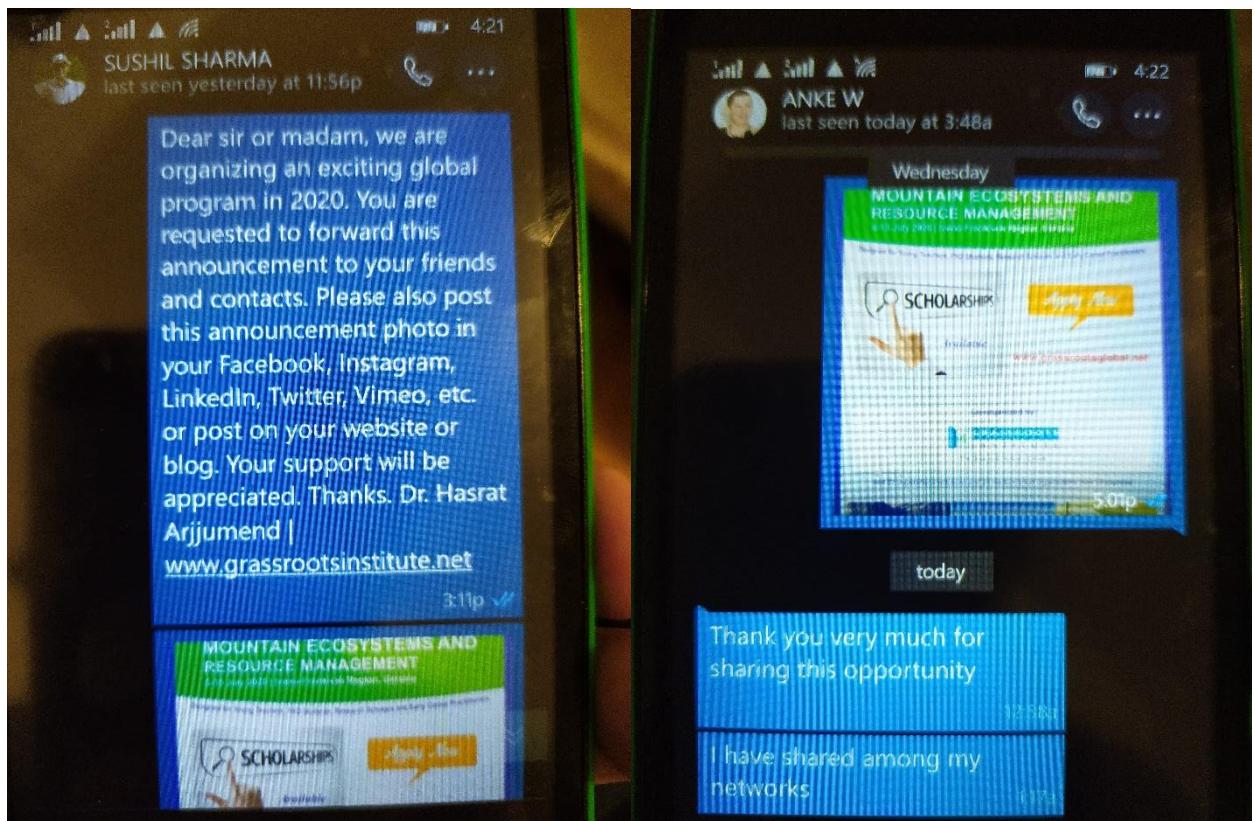


In these postings on LinkedIn, we have used both the website pages as well as this advertisement.

We are also requesting our friends to post this advertisement on their LinkedIn account. For example, please see the screenshot below:



- 9. If you like to produce more creative promos, your media team can develop a short video using photographs and text available in plenty on the website [www.grassrootsglobal.net/mer2020]. That video will obviously highlight your own institution/organization first, and can be uploaded on your account on YouTube, Vimeo, TikTok, Mi Video, Tumblr (microblogging), etc.
- 10. The JPEG file of this advertisement can also be posted in official or personal groups or contacts on WhatsApp, WeChat, Messenger, Viber, Snapchat, Skype Chat, Instagram, Telegram, Line, etc. To consider many other social media platforms, you may please see the links such as <https://buffer.com/library/social-media-sites>. There are more than 50 important such platforms. Using WhatsApp, we show you a SAMPLE request and the response in following images:



11. We are requesting individual friends too to spread the message. Please see the SAMPLE message as below:

“Dear Friend, hope you are fine. We are organizing an exciting program in 2020. You are requested to post this attached photo file in your Facebook, Instagram, LinkedIn or other platform. OR, please allow me to post on your Facebook Timeline, if you lack time. If possible, also circulate the JPEG or PDF file in your network through e-mail or other forms. While posting this, you please add your note or remarks. Your help will be appreciated a lot. Sincerely, Dr. Hasrat Arjjumend | info@grassrootsinstitute.net”

12. Blog is an important medium to disseminate. If you may arrange some students/ volunteers to write blogs inculcating the news of this global program and role/partnership of your institution/organization in organizing this event, it would be a great job. Medium (<https://medium.com/>) is unique blogging platform. Information available on website of the program [www.grassrootsglobal.net/mer2020] can be used freely to develop the content of blogs.
13. In the format of Q&A, two platforms are very popular: Quora and Reddit. The above students/ volunteers may initiate discussions on such platforms to popularize the program.
14. Surely, the local or national newspapers, magazines, tabloids, TV channels, Cable News Networks, Web Channels, Radio Channels, etc. would be in your network. Your communication & media team must be liaising with them. Using the information available on website of the program [www.grassrootsglobal.net/mer2020], the news may be developed for print media. You may also give visual bytes to broadcast media or web channels. Similarly, radio program may also be recorded and you can explain the Summer School while referring the information available on website [www.grassrootsglobal.net/mer2020].
15. A brochure will also be produced soon for communication support. As soon as it becomes ready, it will be sent to you.
16. You may think and apply other ways of disseminating the messages. Above are just the suggestions.
17. To maximum extent possible, kindly keep tracking the disseminated messages. It will be beneficial for you too to maintain a back up file of all messages communicated in various forms to variety of audiences. A particular staff member, student or volunteer may coordinate the collection and filing of such back up.
18. At a glance, the ways suggested above appear tedious and complicated. But it is not so. Basically, you can easily coordinate this bunch of tasks, or delegation of responsibility to an appropriate colleague is a good method. The person anchoring the implementation of these functions should also engage selected students, staff members and volunteers.
19. In case of any difficulty or query, please contact Dr. Hasrat Arjjumend director@grassrootsinstitute.net