

**NEAR**

**NEwly ARrived in a common home**

**AMIF NUMBER: 957999**

**INSTAGRAM ACCOUNT**

**Work package 7: Dissemination activities**

**Activity D 7.9 Instagram Account**

**July, 2021**



### Project Information

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## INTRODUCTION

The purpose of this report is to present the creation and use of the Instagram account in the context of the NEAR project. CARDET has already created an Instagram account to be used as the official social media channels during the implementation of the project. CARDET is responsible to manage and update the Instagram Project account in a regular basis, following the dissemination plan. The Instagram account will present the NEAR project and it will guarantee an involvement of the stakeholders who will contribute to the narrative of the project through posts and stories. All partners will give visibility to the project through their social media channels, website and communication activities.

In the following sections will be presented the rationale of the creation of the Instagram account, the target audience and some more details regarding the use and promotion of the account.

## THE PURPOSE OF THE INSTAGRAM ACCOUNT

### Coherence with the project branding tools

The creation of the Instagram account is closely connected to the aim of broadening the dissemination and promotion of the project and its products/results. The coherence with the project branding tools is very clear and illustrate everything the project represents, namely:

- NEAR aims to foster integration of newly-arrived migrants (adults and children) by helping them in settling into the host country.
- NEAR aims to support a process of mutual trust, knowledge exchange and intercultural exchange between migrants and local communities, thus creating a sense of belonging under a «new common home».

### Target audience

The purpose of the Instagram account is to reach a younger audience and promote the project among our target audience, namely newly arrived migrants, diaspora associations, local communities, voluntary associations, community agents and the general public.



## Social media coverage

The Instagram account will be fed with content relating to the project as set out in the dissemination plan. The aim is to narrate the project and promote it as much as possible both locally and at European level.

The social coverage is also supported by each partner who will communicate and promote the project through their own channels.

## Promotion by the partners

Partners will provide CARDET with information about their local activities, this news will then be communicated by CARDET in order to feed the Instagram account.

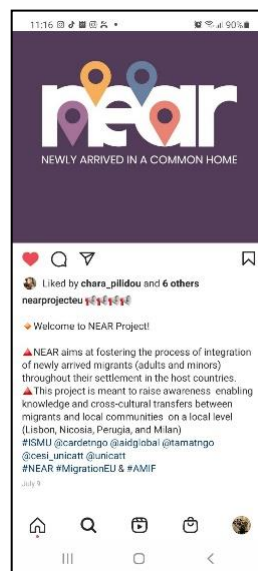
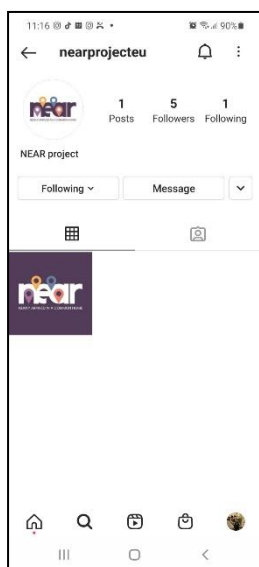


Nearprojecteu

[www.instagram.com/nearprojecteu/](http://www.instagram.com/nearprojecteu/)

## Annex

### Instagram Account



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## Website Instagram Post

