

# EUROPEAN ARCHAEOLOGICAL COUNCIL

## COMMUNICATION PLAN

March 2022

### **1. Purpose**

This document proposes a number of options and approaches of finalising a communication strategy and a rough programme and timeline for its practical implementation, on approval of the membership.

The purpose of the Plan is to set out the main principles of how EAC would like to communicate with its members\*, partners\*\*, and other stakeholders and to define EAC's key messages, methods of interacting and channels of communication.

### **2. Aims and objectives of EAC's Communication Plan**

#### 2.1. Internal communications:

2.1.1. To promote the work of the EAC and its working groups and inform the EAC membership of latest developments, initiatives, events, achievements and publications;

2.1.2. To facilitate the exchange of information and practice between EAC members;

#### 2.2. External communications:

2.2.1. To provide information on events and relevant news in the area of archaeology and archaeological management in Europe (including the promotion of the European Affairs Newsletter) to its members and partners;

2.2.3. To support efficient cooperation between members, partners and media in the area of archaeology and archaeological management in Europe;

2.2.4. To foster successful partnerships with relevant organisations and institutions across Europe and to raise the profile of EAC and the archaeological management community on the continent.

### **3. Aims and objectives of the EAC**

- 3.1. To promote the exchange of information and co-operation between those bodies charged with the management of European archaeological heritage;
- 3.2. To provide archaeological heritage management agencies with a forum for discussion and exchange of information;
- 3.3. To assist working towards common goals and to act as a monitoring and advisory body on all issues relevant to the management of European archaeological heritage (particularly in relation to the European Union and the Council of Europe);
- 3.4. To promote the management, protection, scientific interpretation, publication, presentation, and public enjoyment and understanding of European archaeological heritage;
- 3.5. To work together with other bodies which share its aims.

### **4. Audience/Stakeholders**

#### **4.1. EAC Members** – corporate members, affiliate members, honorary members

EAC communicates with its membership via regular email updates, surveys, annual meetings and events (heritage symposia, seminars). The EAC also gives its members the opportunity to take part in the preparation of reports, guidance and presentations via working groups or direct initiatives. The European Affairs Newsletter provides further updates on wider archaeological and heritage topics across Europe, while the EAC website offers detailed information on the activities of EAC, access to EAC's publications and provides forum for discussions in its Members section\*\*\*. An allocated EAC Board of Director's member takes on the Membership Secretary role.

#### **4.2. EAC Partners**

The EAC communicates with various partners, who are diverse in terms of their specific interest, but all of whom have a role in the promotion, protection and care of European archaeological heritage. Each of the main EAC partners have an allocated EAC Board of Directors' member, who leads on communication and is responsible for the maintenance of the relationship with that partner.

##### ***4.2.1. European heritage / cultural organisations (EAA, EHHF, Europa Nostra, etc)***

This group represents professional and / or non-profit organisations, all of which share an interest and ambition to promote the management and protection of archaeological

heritage and to facilitate networking and cooperation between archaeological institutions and archaeology professionals.

The EAC communicates with these partners by sharing news and updates via the annual EAC publications (EAC Occasional papers and reports), technical and specialist guidance and the quarterly European Affairs Newsletter. EAC also aspires to take an active interest in the activities of these organisations and collaborate on projects, initiatives and presentations. Successful communication with these partners will raise EAC's (and its member organisations') profile across the international community, improve the visibility of EAC outputs and will contribute to positive and efficient collaboration within the sector.

#### *4.2.2. European political institutions (Council of Europe, European Parliament CULT Committee, European Commission etc)*

This group of partners represent European political bodies with a responsibility for policy initiatives and / or decision making in the field of culture, heritage and archaeology. These are critical partners, with whom EAC aims to keep informed and regularly updated on significant issues around archaeological management in Europe and the position of EAC members on those. EAC communicates with these partners by sharing its annual publications (EAC Occasional papers and reports), inviting political representatives of host countries to the Annual EAC meetings and symposia, taking part in their regular meetings (CDCPP) and presenting at their forums when appropriate.

Successful communication with this group of partners will lead to greater awareness of the significance of archaeology within political institutions, which may contribute to improved policy development and legal protection for archaeological heritage.

#### *4.2.3. Companies with interests in archaeology and heritage management (Archaeolingua, Internet Archaeology etc)*

These EAC partners may be directly involved with EAC's projects and events, such as the publication of the EAC occasional papers or technical guidance or involved with the organisation of the EAC annual symposia. They have contractual obligations and shared interests with the EAC and work together towards the promotion and development of these products or initiatives. Positive communication with these partners delivers high quality outputs, which benefit the wider archaeological management community in Europe.

#### *4.2.4. Researchers and practitioners in archaeology and archaeological management.*

This group includes researchers and independent experts that may work in academia, private sector consultancies, research organisations etc and who may contribute towards the aims and objectives of EAC through their work. If not already part of one of the groups above, these partners may be approached as part of a specific project or a working group, when their input may be considered of particular value. In all cases, successful

communication with these partners should result in high standard of EAC's outputs, improved collaboration between EAC and its partners and better support for EAC's work amidst the archaeological and heritage community across Europe.

## **5. Media Channels**

### 5.1. EAC website

- News about EAC's activities only
- EAC publications and events
- EAC members only area – this could be developed to include a membership discussion forum and a link to Knowledge Hub. This Membership Forum would be generally moderated by EAC Assistant or other, with specific moderators appointed for specific topics raised by certain members who want to survey members' opinion or discuss an issue. The first step is to consult the membership whether this is a service they will find useful ( as part of a communication survey).
- Audience – EAC members (through the Members area on the website), EAC partners and wider public audience (as the website will be the main portal through which EAC presents to the world what it is).

### 5.2. LinkedIn

- Professional and corporate platform
- Advertising EAC's activities, publications and annual meetings
- Potential to develop as a professional platform for EAC members to exchange information
- Mirrors FB and Twitter posts
- Audience- target audience is EAC members and partners

### 5.3. Facebook

- Offers mainly information about EAC events
- Offers links with partner organisations (through likes, shares, comments), which could raise the EAC's profile
- Serves as a platform for the EAC's members to exchange information
- Limitations: its popularity depends on connections (friends) of the person managing the page, so not very suitable for mixed personal and professional accounts

#### 5.4. Knowledge Hub

- Continuation of its current use by the working groups
- Provides the opportunity to share files and work collaboratively on projects / documents
- Has the possibility to also use library, blog and forum options

#### 5.5. Twitter

- Now established with more than 120 followers
- Serves for promotion of EAC events and publications and to reinforce messages
- Best for reaching wide audiences and support EAC members in what they do
- Efficiency depends on establishing links (“following” and “tagging”) as many EAC members and partners as possible.

#### 5.6. Email Communications

- Regular update emails to members (quarterly)
- Continue with email communication about EAC events and activities

#### 5.7. European Affairs Newsletter

- quarterly update on news, funding opportunities, events and publications on heritage and archaeological heritage management in Europe
- continuation under the contract with EAA
- developing, upgrading and potentially rebranding our own newsletter – this includes:
  - moved to online platform for more up-to-date and online / mobile friendly format, easier to share on social media via links
  - finding unique points (focus on archaeology and archaeological management, continue providing information on available EU funding)
  - developing more engaging content – potentially including a “special feature”. This could be for example: a longer article on an important event, publication or achievement in the area of archaeology and archaeological management; an interview with a member, partner, researcher that has been involved in something significant recently; analysis of a trend or a problem in that field.

## 6. Monitoring and Evaluation

### 6.1. Control / Monitoring

- EAC social media guidance will regulate the use of social media (LinkedIn, Twitter, Facebook etc) for EAC purposes by members, ensuring professional standards and consistency in message;
- EAC Assistant will consult on the publications of all EAC comms with the relevant to the individual publication parties – there could be some general comms guidelines that the EAC Board agrees on to regulate the EAC Assistant's work, but we can't expect the EAC Comms group to be a constant monitoring body;
- EAC Assistant's Comms report will update EAC Board on developments in the last quarter and will raise any existing issues at Board meetings;
- EAC Comms Calendar will offer the opportunity to know what events and opportunities for engagement in the next 12 months there are, so that EAC Board can plan comms activities in advance (subject to update and approval each quarter at EAC Board meetings)

### 6.6 Evaluate and measure impact

- EAC Assistant to conduct a survey of EAC members on communications after EAC 2022 Annual meeting and then again before EAC 2024 Annual meeting - in order to evaluate impact of this plan's implementation;
- EAC Comms Working Group to evaluate comms performance through 2022 on the basis of survey results, analytics and feedback from Board members and partners - and identify issues and opportunities for development in future (what worked and what didn't) – this to be presented as part of annual report to EAC Board meeting.

### Annexes:

\* List of EAC's member nations can be found on the website, list of member organisations to be updated April 2022: <https://www.europae-archaeologiae-consilium.org/members>

\*\*List of EAC's partners (plus their interests and what information we give/should give to that partner) to be updated April 2022, but is not exhaustive only illustrative.

\*\*\* To be developed

## EAC Social Media Regulations

March 2022

The implementation of the EAC's communication plan will result in a stronger presence of the EAC on social media. The EAC enhances its work by posting regularly on EAC's website, on LinkedIn, Facebook and occasionally Twitter. Posting is done by the EAC assistant, the board members, working group chairs and members of the EAC. To ensure that these postings benefit the EAC and convey the right messages, a guideline for social media use has been developed. The guideline provides a set of rules for everybody to adhere to when posting on behalf of the EAC or when tagging the EAC on social media.

### Proposed regulations:

1. Content
  - On social media we only share facts and knowledge
  - EAC cannot be commenting or expressing views on political events and/or topics
  - No news from the EAC Board Meeting will be posted unless agreed upon by the Board.
  - We strive to be professional, use good judgment and be accurate and honest in our communications
2. Use of #hashtags on Twitter or linked in:
  - for the annual symposium the following hashtags can be used: #EAC or #EACsymposium followed by the relevant year (e.g. #EAC2019, EACsymposium2019 and a potential thematic hashtag like #ClimateArchaeology to allow links with similar posts)
  - for EAC related news items, updates, etc. the following hashtags can be used: #EAC or #europeanarchaeologicalcouncil
  - for the working groups the following hashtags can be used: #workinggroupEAC, followed by #[name of the working group]
3. Privacy/copyright/personal information:
  - we do not use social media sites to make comments about, or post contact details of EAC members or other individuals
  - we ensure that our social media activity does not interfere with our work commitments, nor has clashing interests with our work
  - unless approved by the EAC, our social media name, handle and URL should not include EAC's name or logo
  - if we mistakenly post something on a social media platform, it will be hard to delete completely, therefore we make sure we're only posting content we would feel comfortable with

- we only share photos with people if they have agreed upon it
- we do not disclose confidential information
- we adhere to GDPR standardized protocol as stated for non-profit, non-government organizations

#### 4. References:

- we don't cite or reference members, partners or suppliers without their approval
- when we make a reference, where possible, we link it back to the source
- before posting someone else's work, we check with the owner first

#### 5. Endorsements

- EAC does not endorse people, products, services and organizations:
- official EAC's accounts should not be used to provide such endorsements
- for personal social media accounts where our connection to EAC is apparent, we should be careful to avoid implying that an endorsement of a person or product is on behalf of EAC, rather than a personal endorsement
- as an example, LinkedIn users may endorse individuals or companies, but may not use EAC's name in connection with the endorsement, state or imply that the endorsement is on behalf of EAC, or state specifically that the endorsement is based on work done at EAC