FrontSeat

Communication Guide

1. Visual Content Emphasis
Utilize eye-catching visuals based on the project brand guide, such as infographics, videos, and images, in your posts. Follow the rules in the FrontSeat **BrandGuide**.

2. Hashtag Strategy
Use industry-specific hashtags to expand the reach of your posts. Include the hashtag **#Frontseat** in all posts related to project activities. This will serve as a unifying element and make our content easily discoverable for followers.

3. LinkedIn Tagging Strategy
When posting on LinkedIn, always tag relevant individuals and universities using the "@" symbol. This significantly increases the post's reach by appearing in the tagged entities' networks.

4. Project Information Slide/Leaflet for Events
In presentations at conferences, lectures, and other events show slide with **brief information** about the project and **QR codes** linking to our LinkedIn, Facebook, and newsletter to broaden our audience.

5. Exchange Personal Posts
Encourage students and researchers participating in exchanges to **write blog** and personal **posts on LinkedIn** about their experiences. These posts can be reshared on our official accounts, amplifying their impact.

BrandGuide **Newsletter** **Facebook** **LinkedIn**