How to communicate on your SDM-coordinated Implementation Project on social media

Legal obligation

Recipients of EU funding are legally obliged to ensure visibility of the support received. Beneficiaries must proactively and systematically promote the project, its results, and its impact by making relevant information publicly available through communication channels, including websites and social media.

For further info on the mandatory provisions set out in Article 17 of the Grant Agreement, please refer to CINEA website.

What to include

- **Work package full nomenclature**
- **Co-funding support from CINEA**
- **Benefits delivered thanks to the implementation**
- **SDM role as Project Coordinator**
- **Project description**
- **EU Co-funded logo on supporting visual**

Draft template sample

Exciting news from [stakeholder name]!

We are proud to announce the completion of [work package] in partnership with [project partners] (if relevant).

The deployment of [SESAR technology] means [layman's terms project description, 2-3 sentences]. This translates into [relevant benefits] for #EU passengers, the environment, and the whole #ATM network.

Co-funded by @CINEA - European Climate, Infrastructure and Environment Executive Agency and coordinated by @SESAR Deployment Manager

#SESARdelivers #CP1 #AsOne

For any questions:
communication@sesardeploymentmanager.eu

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www.sesardeploymentmanager.eu

SESAR Deployment Manager on Social Media

How we work

SESAR Deployment Manager follows a stakeholder-centred approach across its Communications activities not only to address the deployment objectives and priorities but also to progressively increase visibility, awareness and buy-in of ATM modernisation co-creation methodology.

SDM social media channels are an asset to keep the connection and build trust with our stakeholders through the promotion of their ATM modernisation accomplishments, as well as regularly updating wide ATM, EU affairs and general audiences on SDM activities.

SESAR Deployment Manager: Modernising Air Traffic Management As One

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Make us part of your conversation!

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