

## Report: Communication strategies document

CESP2021-007 proposes activities that are totally virtual, therefore, the dissemination strategy plays a very important role.

First we determine the activities (webinars and workshops), their duration (2 hours for webinars, 5 hours for workshops) and their speakers. In addition, we took into account the public we wanted to reach.

Our target audience were current and potential new publishers for the Spanish-speaking GBIF network. Taking into account the situation in the region, we find ourselves in front of 3 groups:

- publishers who belonged to new national nodes,
- publishers who belonged to more developed national nodes and
- publishers who (yet) do not have a national node.

Both the webinars and the workshop (until the time of this report) were disseminated in different ways:

- Publisher emails that each CESP participant had available (AR, CO, CR, Biodiversidata)
- Social networks (Twitter, Instagram, Facebook)
- Node websites
- GBIF.org events page and CESP project page
- GBIF Forum

For dissemination, texts, flyers and, in the case of workshops, registration forms and attendance certificates (for those who met the 100% workshop attendance requirement) were compiled.

Webinar advertising is released approximately one week in advance. And in each meeting the next webinar is remembered, as well as the previous ones (which are available on the YouTube channel).

The publicity of the workshops has different stages. Between one month and twenty days before, the workshop is advertised and the registration form is made available. The registration deadline is remembered a few days before closing. Once the registration closes, if there is a large number of registrants, the participants are selected and the confirmation is carried out. If the person does not confirm their participation, emails are sent to potential participants on the waiting list. In this way, we ensure a group of participants with a suitable level for the contents of the workshop and a good distribution of the participants (node, institution, collection).

Both the webinars and the workshop were broadcast simultaneously on YouTube, where questions to the speakers were allowed. In addition, these videos continue to be available to be viewed asynchronously. In addition, in each activity, opinion surveys were carried out among the participants.