



Thematic Session C

Communicating VET

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Communication, dissemination, and exploitation

Communication

Promotes project throughout lifespan

Informs and reaches out to society

Shows the activities, their use and benefits

Dissemination

Public disclosure of events

Circulation of knowledge and results

Enables the value to be wider than the original focus

Exploitation

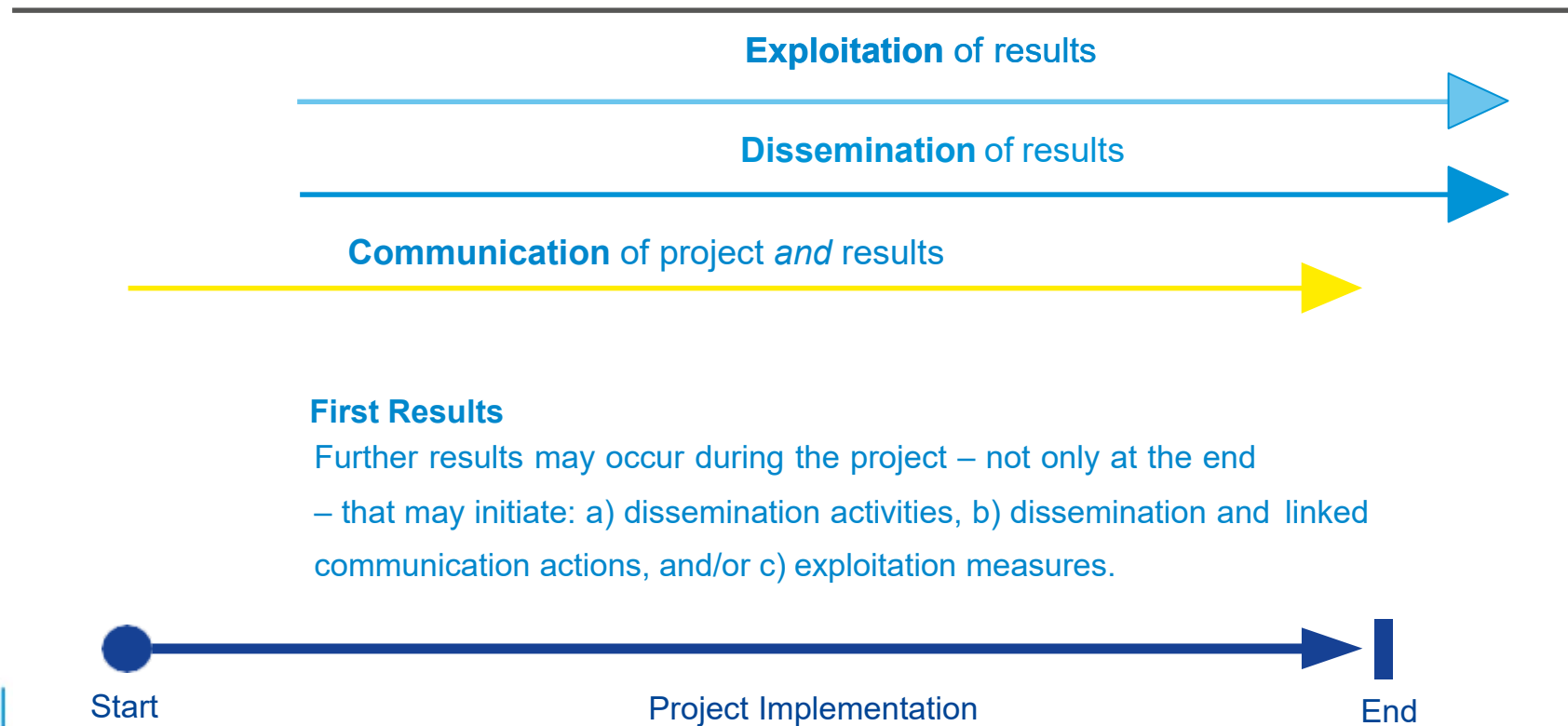
Use of results in further research

Recognises exploitable results & their stakeholders

Identifies the value added from their use

Timing

Plans need to be constantly monitored, reviewed and potentially adjusted throughout the course of the project.



Internal communication

From the network to the network

Internal communication

Upcoming



Platform revamp

- Interface & repository
- Redesign in 2026
- Request for specifications



Inclusive participation

- Opening up of webinars
- Platform access rights to all team members
- Horizontal access to deliverables



'Who's who'

- Networking the network
- Facilitating collaboration
- Internal use only or publicly available?



Considering the current ways you use the ReferNet platform, which functionalities could be enhanced or added so that your daily work can be improved?



How can the platform better facilitate real-time communication and knowledge sharing among partners?



What are some examples of digital tools or features you've seen on other platforms that could be embedded in the new platform?

ReferNet as a learning platform

Learning is at the heart of the network's purpose.

- Regular webinars will continue to clarify the content of circulars.
- Knowledge-sharing sessions and invitations to Cedefop's events will offer continuous learning opportunities.



Internal communication

Further steps



Training on communication strategies and social media engagement



Mentorship programme for newcomers that can pair experienced with new members



Peer-to-peer collaborations, incl. study visits, partner-led workshops, thematic working groups



Town hall meetings to ask questions, share concerns, etc.



Feedback mechanism on the ReferNet platform



Internal newsletter



Given the interest in an internal newsletter, what types of specific content from your national websites/activities do you think would be most valuable to share with other ReferNet partners?



What are your thoughts on the ideal format and frequency of such a newsletter to maximize its value for you?



If an internal newsletter featured updates and key information, how willing would you be to adapt and share relevant content on your national communication channels (e.g. websites, social media) to further disseminate this information?

External communication

From the network to the world

External communication

National ReferNet websites (Deliverable 4a)



Regular maintenance and updates



Content Management



Navigation and usability



Technical aspects (*mobile-friendly version, performance, etc.*)



Visibility and outreach

External communication

National ReferNet websites (Deliverable 4a)

Evaluation Criteria	Description	Yes/No	Notes/Comments
Website basics			
National ReferNet website online	Is the site active and regularly updated?		
Dual language (national & English)	Website content available in both languages		
Mobile-responsive design	Site is optimized for mobile use		
Fast loading speed	Page speed is within optimal range		
Clear structure/navigation	Content is easy to find and logically organized		
Visibility/Branding			
ReferNet/Cedefop logo visible	Cedefop and ReferNet logos clearly displayed		
Backlink to Cedefop portal	Hyperlinked logo or section linking to Cedefop site		
Use of Cedefop branding/materials	Publications, banners, videos included		

External communication

National ReferNet websites (Deliverable 4a)

Content coverage			
Cedefop corporate info included	Summary or "About Cedefop" section		
Information about ReferNet network	Description and objectives of ReferNet		
News/press releases	Regularly updated Cedefop news/press releases		
Research publications	Access to Cedefop and national/ EU publications		
Policy documents & briefs	Relevant Cedefop documents listed		
Calendar of events	Cedefop and national/EU VET events included		
Calls and vacancies	Updated listings		
RSS feed availability	Subscription/feed features present		

External communication

National ReferNet websites (Deliverable 4a)

Communication & Engagement			
Social media links	Icons and links to social platforms		
Embedded multimedia	Videos, podcasts, infographics, etc.		
Blog or commentary section	Articles or commentary reflecting VET insights		
Newsletter sign-up	Option for users to subscribe to updates		
Feedback mechanism	Contact form or survey for public input		

External communication

National ReferNet websites (Deliverable 4a)

- Which elements listed in the web guidelines do you find most challenging to implement on your national ReferNet website?
- How effectively do you believe your national website currently directs national audiences to Cedefop's resources, and what could be done to improve this flow of information?
- How have you successfully integrated your national ReferNet website with other communication efforts (e.g., social media)?

External communication

Social media (Deliverable 4b)



Set SMART goals



Be consistent with tone, voice, style



Develop a social media content calendar



Interact with social media users



Review your social media performance



How actively do you currently use social media to disseminate VET information and engage with the ReferNet network?



What are some good social media practices you've implemented (e.g. content calendar, interactive content creation, addressing negative comments, etc.)?



What specific aspects of social media communication (e.g., content creation, audience engagement, etc.) would you find most beneficial to receive training on?

Follow-up questions

Polls from 22nd Annual Plenary Meeting

- What concrete actions could Cedefop take to better support your national dissemination efforts, and how can it enhance the visibility of national partner contributions at the European level?
- How can Cedefop better support the national dissemination efforts and how can it enhance the visibility of partner contributions at the European level?

Challenge 1: Time Management

- How do you currently prioritize and manage your time for communication and dissemination tasks related to ReferNet?
- What tools or support from Cedefop could help you overcome time management challenges?

Challenge 2: Difficulty in reaching target audiences

- Based on your national experience, what are the most effective channels for target audiences? Can you share examples of successful outreach activities?

Thank you

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