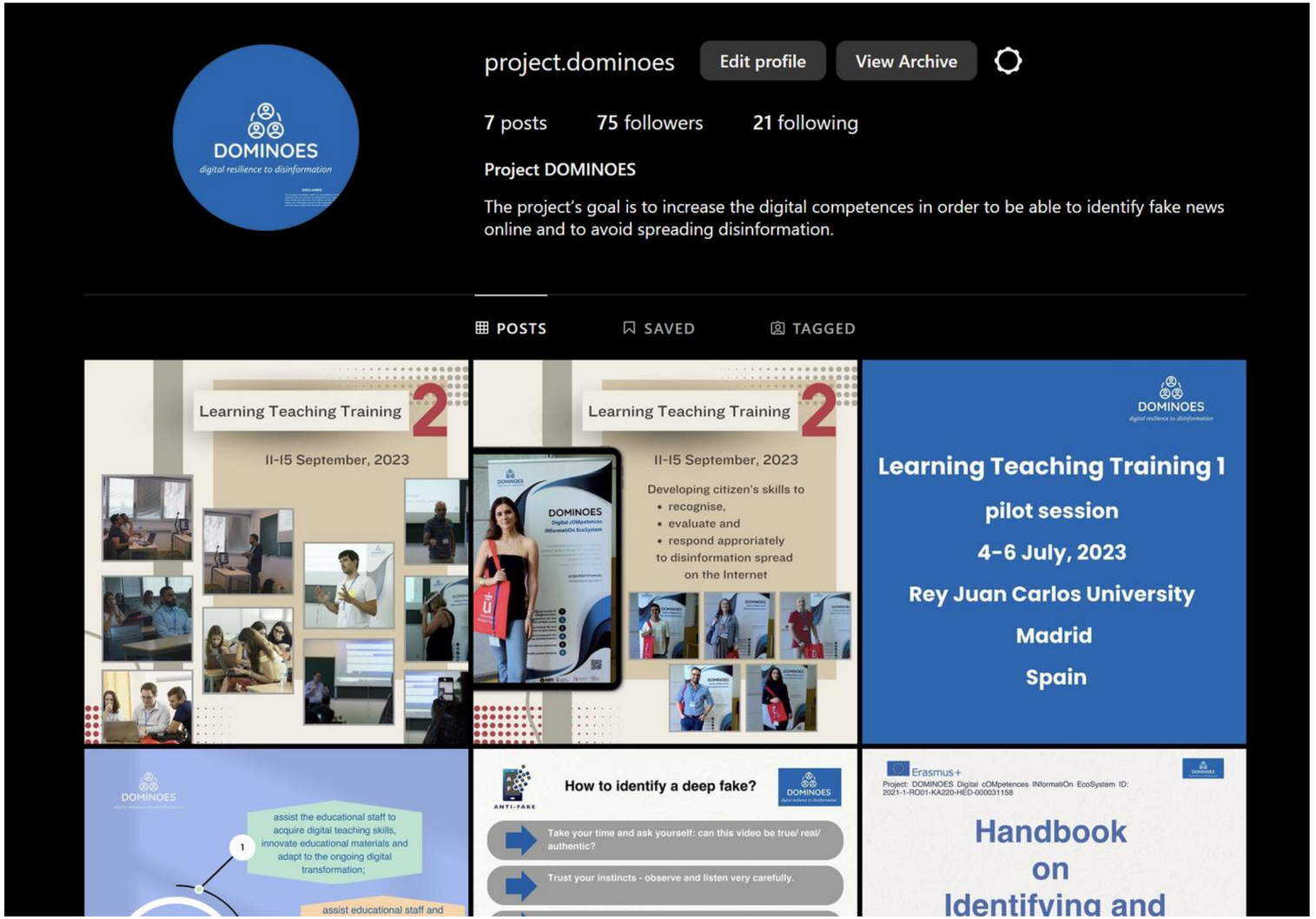
DOMINOES

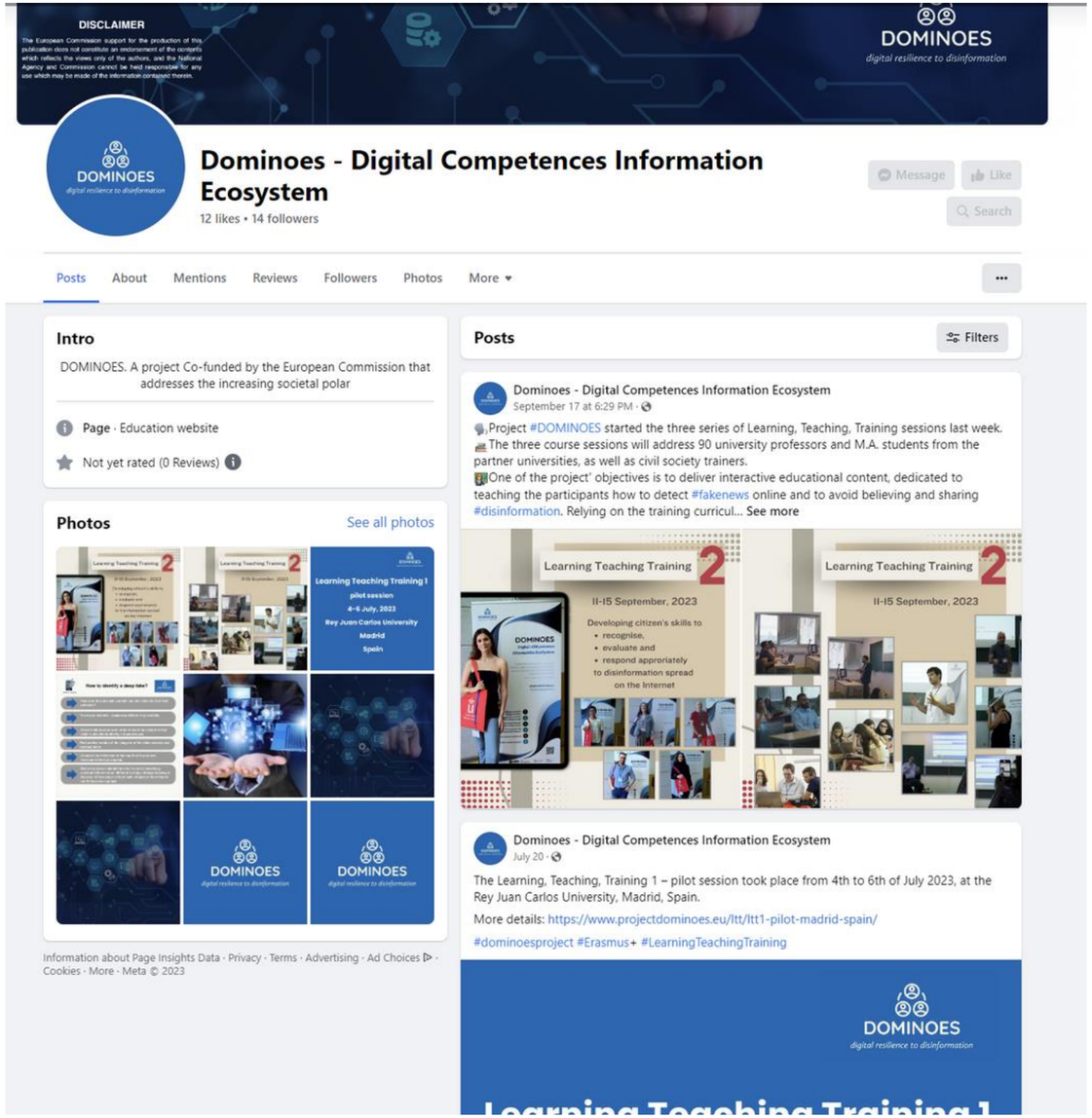
digital resilience to disinformation

DISSEMINATION PLAN

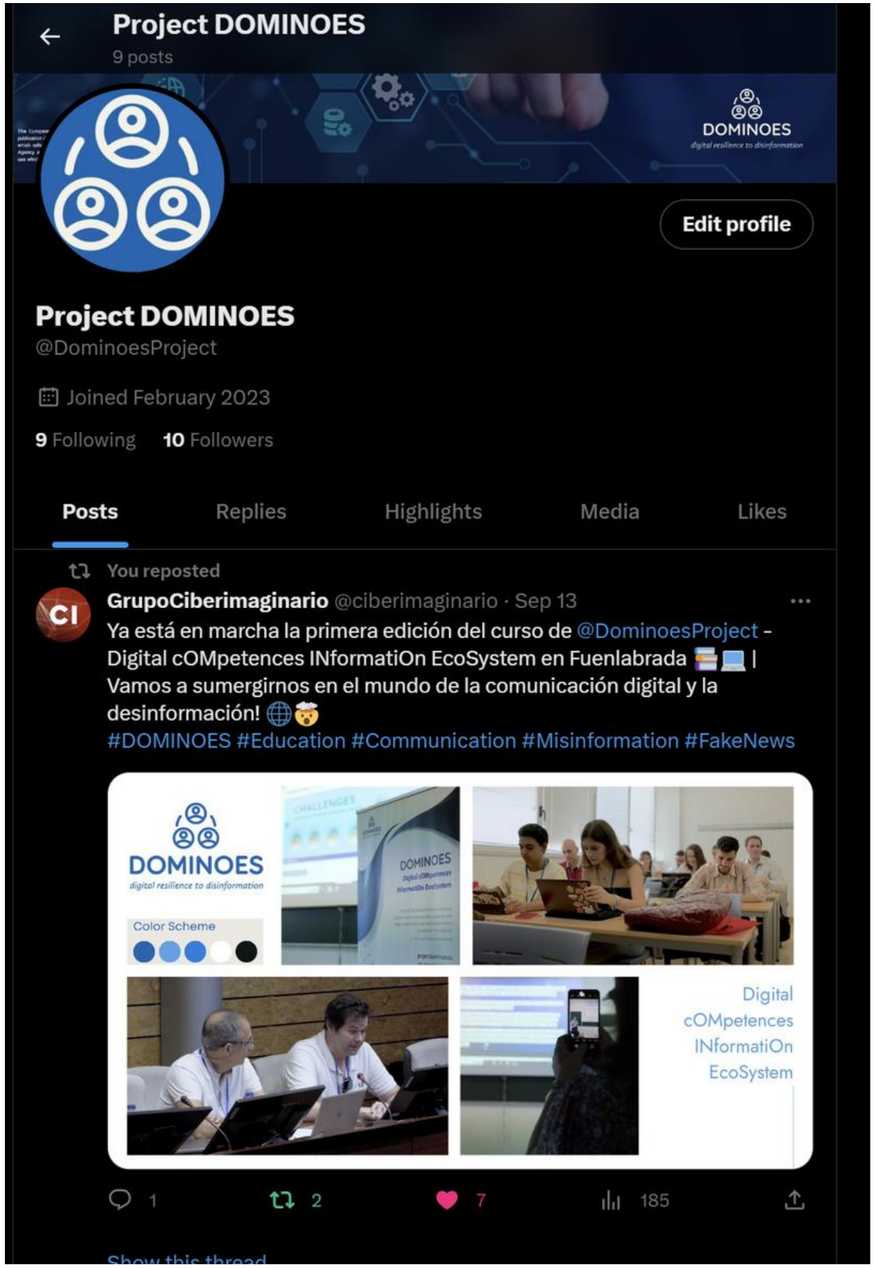
Dissemination, promotion and communication activities.



DOMINOES
digital resilience to disinformation



DOMINOES
digital resilience to disinformation



DOMINOES
digital resilience to disinformation

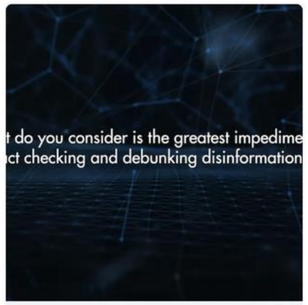
Needs to be popularized

Project results



The Handbook on Identifying and Countering Disinformation

The Handbook on Identifying and



Expert Interviews

Spanish experts respond about what measures that should complement the debunking/fact-checking endeavors for the Erasmus+ DOMINOES project.

Learning Teaching Training



LTT 2 Madrid

Project #DOMINOES started the three series of Learning, Teaching, Training



LTT1 Pilot

The Learning, Teaching, Training 1 – pilot session took place from 4th to 6th of July

MOOC dissemination plan

Who do we target

Ages -
Education -
Field of interests -
Regions -

What do we offer

What is our product?
How do they register? (mandatory personal info)
What do users gain if they use our product?
How will users feel while using and after using our product?
How do we want users to refer to the experience with our product?

MOOC dissemination plan

Possible strategies

Sponsored content on Instagram and Facebook

- Most of the students spend their time on these platforms
- Easy to use

Good old posters in university campuses

Sharing is caring

- disseminate with your own group of friends and work network

MOOC dissemination plan

Content that can be created

- Posts with the description of the platform
- Posts with the description of the course
- Posts about the advantages of taking the course
- Presentation video with users at the computer taking the course (Reel/video/youtube video)
- Short videos - interview style - with LTT participants answering to a question:
    - Why did you take this course
    - Tell me an interesting finding you learned taking this course
    - Do you recommend this course?

On project website, a detailed description of the course (lenght, difficulty, addressed to whom, how to acces)