

A decorative graphic consisting of two curved lines, one orange and one blue, positioned to the left of the main title.

Overview of the Horizontal Activities

Dissemination, promotion and website update

Every partner has to mention the project visually on their own website.
Every partner will take turns in populating the social media channels.
Every partner will promote Nudging 360° on their own social media channels.
Every partner will create some articles for our blog and send it to Trendhuis.

- (1) Homepage
- (2) Result
- (3) Blog page
- (4) Social media links

<https://nudging360.eu/>

- 1) Use the Nudging 360° logo in combination with the co-funded by the European Union logo
- 2) If you use fonts, preferably use:
 - Varela Round Regular for headers
 - Noto Sans or Noto Regular for broad text
 - Calibri for powerpoint or word
- 3) Colors used:
 - white: #FFFFFF (C0 M0 Y0 K0)
 - light blue: #e0ebf6 (C10 M4 Y0 K0)
 - dark blue: #2a3990 (C100 M90 Y10 K0)
 - black: #000000 (C0 M0 Y0 K100)
 - orange: #f15a29 (C100 M80 Y95 K0)
- 4) Use images, illustrations or photo's of our team
- 5) You can also use the partner logo's

Social media guidelines

Sizes for social media posts:

1200 x 675 pixels or another horizontal size

1200 x 1200 pixels or another square size

Best Practices for Social Media Post Length:

X: 120-240 characters

Facebook:

- **Short and Sweet:** 40-80 characters
- **Engaging Content:** If your post includes a link, image, or video, you can use a bit more space, but still try to keep it under 100-150
- **Storytelling Posts:** for a longer story or detailed information, you can go beyond 150 characters

LinkedIn:

- 150-300 characters for status update. Short posts perform well.
- For an article or longer content, around 600-1.300 characters

Use hashtags like #HigherEd #EdTech #DigitalTransformation, ...

Tag partners and react on what is posted for more reach

Shared on social media channels of Nudging 360°

Subtitle & Discription used on social media Nudging 360°

*digital transformation in Higher Education
by using nudging and self-nudging*

*Nudging 360° addresses the digital transformation in Higher Education
by using nudging and self-nudging to enhance HE educators' digital
competencies. Since nudging has not been used to motivate educators on
such a large scale, it represents a new and innovative practice for
improving teaching skills.*

Social media posts distributed on LinkedIn, Facebook & X

Post 1: Introducing Nudging360° & partners

Post 2: The importance of digital tools in HE

Post 3: Introduction to the survey

Post 4: Transforming Higher Ed with a Digital Palette

Post 5: Using digital nudging to encourage educators

Post 6: How far are we / our progress / our goal

Post 7: Follow nudging360° & blog

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