COMMUNICATION PLAN 2020 - 2022
# COMMUNICATION PLAN 2020 - 2022

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Communication Plan 2020
This document is generated from the “Social Media Management” document, a communication plan developed for the Europe Region World Physiotherapy.

1. Social Media Calendar
* Update internal ER-WPT dates.
* Update OSHA campaign dates.

November 2019
• 25 Nov - Info Early bird registration opens Congress 2020
• 27 Nov - Call for Congress 2020 Abstract reviewers

December 2019
• 01 Dec - Early bird registration opens Congress 2020
  World Day to Fight AIDS
  Notification of Outcome Focused Symposium Congress 2020
• 6-7 Dec – Executive Committee in Poland
• 11 Dec - Congress 2020 - 1st newsletter – December 2019 - Content: 1 - Call for abstracts 2 – Call for abstracts’ reviewers - 3 - Announce early registration bird 4 – Xmas card
• 16 Dec - Christmas Card

January 2020
• 9 Jan - Deadline Call for Reviewers Congress 2020 closes on 10th January
• 15 Jan - Reminder call for Congress 2020 Abstracts
• 17 – 18 - EU Matters WG - Vienna, Austria
• 20 Jan - Reminder early bird registration closes Congress 2020
• 24 Jan – International Day of Education (Infographic Expected Minimum Competences)*
• 24 – 25 - PI WG - Vienna, Austria
• 31 – 1 - Education WG - Istambul, Turkey

February 2020
• 01 Feb - Deadline Abstract Submission Congress 2020
• 04 Feb - World Cancer Day
• 21 – 22 - Executive Committee Meeting in Sevilla - Spain
• 28 Feb - World Rare Disease Day

March 2020
• XX Mar - Congress 2020 2nd Newsletter - Content: 1 – Number of abstracts received - 2 – Final reminder early bird
• 04 Mar – World Obesity day
  EASO Tackling Obesity Together- BXL, Renaissance Hotel
• 14 Mar - European Day for Prevention of Cardiovascular Risk (Infographic Cardiac Rehab)*
• 15 Mar - Congress 2020 – Notification of abstracts selected
• 16 Mar – Launch of the Physiotherapy Moves campaign
• 21 Mar - World Down Syndrome Day
• 23 Mar - Launch of the Think Physiotherapy campaign
• 24 Mar – Infographic Primary Care
• 31 Mar - Early bird registration closes Congress 2020

April 2020
• Apr - EU Osha campaign website online (EU-OSHA 2020-22 campaign)
• 04 Apr - Congress 2020 PB meeting
• XX Apr - Congress 2020 - 3rd Newsletter – April 2020 - Content: 1 - Key notes announced - 2 - Focused Symposia announced -3 – Posters selected
• 06 Apr - International Day of Sport for Development and Peace (Physical activity)
• 07 Apr - World Health Day (WHO)
• 08 Apr - Reminder “How can Physiotherapy help in Parkinson?”
• 11 Apr - World Parkinson Day *
• 18 Apr - European Day of the Rights of Patients
• 27 Apr - Reminder “Physiotherapy works” for Fit to Work Infographic
• 28 Apr - World Day for Safety and Health at Work (ILO) *
- **29 Apr** - International Dance Day (Physical activity)
- **29 Apr** - European day of Solidarity and cooperation between Generations (Ageing infographic)
- **30 Apr** - Reminder “Physiotherapy works” for Musculoskeletal disorders infographic

**May 2020**
- **01 May** - World Work Day (MSD disorders – Infographic) *
- **05 May** - World Asthma Day
- **6 May** - Executive Committee Meeting - Prague, Czech Republic
- **8-9 May** - General Meeting of the European - Prague, Czech Republic
- **09 May** - Europe Day
- **12 May** - World day for fibromyalgia and Chronic Fatigue syndrome
- **19 May** - World Hepatitis Day
- **23 May** - International Day to End Obstetric Fistula
- **24 May** - European Day of Natural Parks (Physical activity)
- **31 May** - World-No Tobacco Day

**June 2020**
- **XX Jun** - Congress 2020 Newsletter - 4th Newsletter – June 2020- Content: 1 - Programme
- **03 Jun** - World Bicycle Day (Physical activity)
- **06 Jun** - World Day of Transplanted
- **13 Jun** - European Day for prevention of Skin Cancer
- **21 Jun** - World Day against ALS (Amyotrophic Lateral Sclerosis)
  - European Music Day (Physical activity)
  - Start of summer (Summer sports)
- **29 Jun** - European Day of scleroderma

**July 2020**
- **11 Jul** - World Population Day – (Infographic Think physiotherapy)
- **20 Jul** - Reminder Congress 2020 starts
- **28 Jul** - World Hepatitis Day (WHO)

**August 2020**
- **12 Aug** - International Youth Day
- **Mid. Aug** - Reminder Congress 2020 registration deadline
- **31 Aug** - International day of solidarity

**September 2020**
- **01 Sep** - Congress 2020 registration deadline
- **04 Sep** - Reminder Physiotherapy Day – THINK PHYSIOTHERAPY – PHYSIOTHERAPY MOVES
- **08 Sep** - World Physiotherapy Day *
  - World Day for Cystic Fibrosis
- **09 Sep** - Start of classes (backpacks, weight, back pain)
- **11 Sep** - 5th European Congress of the Europe Region World Physiotherapy on Physiotherapy Education - Online
- **15 Sep** - World Lymphoma Awareness Day
- **15 Sep** - European Prostate Awareness Day
- **21 Sep** - World Alzheimer Day – PHYSIOTHERAPY & MENTAL HEALTH
  - International Day of Peace
- **22 Sep** - European Car Free Day (Physical activity)
- **23-30 Sep** - European Week of Sports – THINK PHYSIOTHERAPY
- **25 Sep** - International Ataxia Day
- **27 Sep** - Reminder “Physiotherapy works” for Cardiac Rehab infographic
- **29 Sep** - World Heart Day
- **XX** - Congress 2020 - 5th Final newsletter – September 2020 - Content: 1 - Congress outcomes - 2 – Participants / figures and pictures - 3 - Thank you and 6th Congress venue in 2024

**October 2020**
- **01 Oct** - International Day of Older Persons (Infographic fall – PT moves)
  - International Day of Hepatitis C
- **02 Oct** - World Day of Cerebral Palsy (PT moves for Mental health)
- **10 Oct** - World Mental Health Day (WHO)
- **12 Oct** - World Day of Rheumatoid Arthritis
- **15 Oct** - Reminder “Physiotherapy works” for Chronic Pain infographic
- **17 Oct** - World Day against Pain – Infographic Pain Federation with ER)
18 Oct - Reminder “Physiotherapy works” for Fragility fractures and falls infographic
19 Oct - International Breast Cancer Day
19 Oct - World Basket Day
20 Oct - World Osteoporosis Day
26 Oct - Reminder “How can Physiotherapy help in Stroke?”
27 Oct - World Swim Day
29 Oct - World Stroke Day *
31 Oct - World Football Day

November 2020

November 2021

November 2022
2. Publication size and schedules to publish

The social networks used for the elaboration of contents of the Europe Region World Physiotherapy are: Twitter, Facebook, Instagram, YouTube and LinkedIn.

2.1 Twitter

| Dimensions for visual content (images, videos, gif ...) that we use to accompany the tweets | The exact size is 1024 x 512 px. Although in the timeline it looks at 440 x 200 px |
| Best times to post | According to the data obtained during 2019, the best hours are between 12am and 15:00h. However, it is best to keep track of our audience and see what time our content generates more interaction. |
| To consider | Hashtags: #GlobalPT #togetherwecanprevent Mention the key agencies of each publication in question. Always consider @EU_Health for health related problems; @EUsport for topics related to physical activity and sport. Due to the limited number of characters (140), the content must be simplified and use the most relevant in each case. |

2.2 Facebook

| Dimensions for posts | The exact size is 940 x 788 px. To publish images, the ideal size is 1200 x 1200 px |
| Best times to post | According to the data obtained during 2019, the best days to post on this social network are from Thursday to Sunday, between 13:00-16:00h. On weekends it has the highest level of interaction. However, it is best to keep track of our audience and see what time our content generates more interaction. |
| To consider | As there are no limited number of characters, the information can be extended to facilitate reading to users. In addition, whenever possible we must mention with full names correctly and use more hashtags. |
### 2.3 Instagram

<table>
<thead>
<tr>
<th><strong>Dimensions for visual content (images, videos, gif ...)</strong></th>
<th>The exact size is 1080 x 1080 px</th>
</tr>
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<tbody>
<tr>
<td><strong>Best times to post</strong></td>
<td>According to the data obtained during 2019, the best hours are between 11am - 13:00h and 19:00-21:00h, being the best days on Mondays, Wednesdays and Thursdays. However, it is best to keep track of our audience and see what time our content generates more interaction.</td>
</tr>
<tr>
<td><strong>To consider</strong></td>
<td>The texts that accompany the post still do not allow inserting links. If you need to redirect to a link in a publication, use the &quot;Link in bio&quot; and change (for as long as necessary) the link that accompanies the account’s biography. Instagram is the social network that most hashtags use to interact. Take advantage of it to connect with a larger audience.</td>
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On Instagram, to maintain the visual aesthetics of the feed and provide a differentiating element, the following templates are used:

![Gif template](image1)

![Post templates](image2)

### 2.4 LinkedIn

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<thead>
<tr>
<th><strong>Dimensions for images</strong></th>
<th>The exact size is 520 x 320 px</th>
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<tr>
<td><strong>Best times to post</strong></td>
<td>According to the data obtained during 2019, the best hours to make publications are between 10-11 am, weekdays. However, it is best to keep track of our audience and see what time our content generates more interaction.</td>
</tr>
<tr>
<td><strong>To consider</strong></td>
<td>LinkedIn is a network used in the most professional field. It is necessary to take care of the style when writing and choose the hashtags well (be attentive to the last ones used in each theme).</td>
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[Note]: The Europe Region World Physiotherapy does not use YouTube as a social network, but to upload the audiovisual content that will be shared on the other social networks, so there is no specific publication schedule.
3. Available materials

3.1 Europe Region World Physiotherapy Action infographics
• History Europe Region World Physiotherapy
• History World Physiotherapy
• What is Physiotherapy?

3.2 Physiotherapy Practice infographics
• Cardiac Rehab
• Chronic Obstructive Pulmonary Disease
• Chronic Pain
• Fit to Work Exercises
• Fragility fractures and falls
• Musculoskeletal Disorders
• Parkinson
• Stroke
• Urinary Incontinence

3.3 Education infographics
• Advance Physiotherapy Practice
• Expected Minimum Competences
• Primary Care
• Research in Physiotherapy

3.4 Other materials
• Reminders for Key Dates.
• Reminders for Congress 2020 (11-12 September 2020 in Leuven).
4. Font and corporate pantones to create materials in social networks

4.1 Font

The corporate font is Myriad Pro. Its variants can be combined in order to create visually and aesthetically powerful materials:

- **Myriad Pro Regular**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Light**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Bold**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Italic**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Condensed**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Light Condensed**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Bold Condensed**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

- **Myriad Pro Italic Condensed**
  - abcdefghijklmnopqrstuvwxyz
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - 1234567890 !@#$%

The corporate font is Myriad Pro. Its variants can be combined in order to create visually and aesthetically powerful materials:

4.2 Pantones

The corporate color palette that should be used is as follows:

**WCPT Dark Blue**

- Pantone 301 C
- CMYK C 100, M 58, Y 0, K 5
- RGB R 26, G 65, B 149

**WCPT Blue**

- Pantone 284 C
- CMYK C 55, M 19, Y 0, K 0
- RGB R 116, G 165, B 205

**WCPT Light Blue**

- Pantone 277 C
- CMYK C 30, M 9, Y 0, K 0
- RGB R 178, G 206, B 228

**WCPT Dark grey**

- CMYK C 0, M 0, Y 0, K 40