

# Financial Education



**Master Strategy**

## **Media Strategy – Project Financial Education**

### **We plan publications in the following areas:**

- Texts and articles in public newspapers and journals
- Presentation of the project in public radio or television (if possible)
- Homepage of the project in the internet
- Creation of a website in social media (we want to be present at least in Facebook) especially for the project
- The individual partners will try to promote the project on their own Facebook accounts
- We want to make presentations of the project on international conferences
- Furthermore all participants will try to use their own websites to publish informations about the project
- The project leader will provide a project logo as well as other PR tools that are necessary for the project corporate identity.

### **More detailed definitions of the planned activities**

#### **1) Texts and articles in public newspapers and journal**

We plan to publish press text in regional as well as national newspapers to promote the project and to introduce it to a broader public sphere. We want to present its main tasks and aims as well as the importance of financial education as a whole. These articles should be published as early as possible. For example BG/BRG Kirchengasse will submit a short text to a journal called "Schule", which reaches all teachers in Austria.

#### **2) Presentation of the project in public radio or television**

Concerning this target we will establish contact with regional radio and with the ORF (public television in Austria). The ORF has an economic programme called "Eco" where many important economic topics are presented. Especially the Final Conference of the project could be interesting for this television channel or for a regional radio station.

#### **3) Homepage of the project in the internet**

A target of the project is also to install a project website if possible at the early beginning of the project. The website serves for external and internal use which means that for externals the ongoing project results can be documented. For partners it will be an efficient communication platform. The project leader is responsible for the creation of the website. We plan to provide information about important topics of the projects such as participating partners, dissemination materials, informations about the meetings, teaching materials as well as other outcomes. It is also planned to create "national pages" where the individual partners have the possibility to publish their outcomes in their own language. Generally the website will be in English.

#### **4) Creation of a website in social media**

Marketing in social media is becoming more and more important and therefore we will open a Facebook account especially for the project at least when the pilot phase of the project is beginning.

#### **5) The individual partners will try to promote the project on their own Facebook accounts**

All project activities will be additionally published on the Facebook account of FH JOANNEUM (Institute for Banking and Insurance ->

<https://www.facebook.com/FHJ.BVW?ref=hl>) from the very beginning of the project. FH Kaiserslautern (FHK) will use his own Facebook page as well to inform “friends” of the page about ongoing project activities.

**6) Presentations of the project at international conferences**

FH JOANNEUM (FHJ) and FH Kaiserslautern (FHK) want to present two papers about Financial Education and the project at international conferences in Seville and in Florence.