



## **Tool 3: Guidelines for students**

### **Consider the following during your first meeting**

The name of the project:

Team members and their roles:

Project manager's contact information:

The aims of the project:

The client:

Client's contact information:

Coaches:

### **Introductions**

Share with the other teams at least your name, group and three strengths/competences

### **Rules for the team**

Rules created together help the team to reach its goals. Use the following questions when creating your rules:

- What are the challenges and opportunities we are likely to meet during the project?
- How are we going to solve conflict situations?
- How will we create and maintain a good working morale, trust and atmosphere?
- What are our channels of communication and how will we keep everyone updated?
- How will we make decisions concerning all of us?
- How shall we deal with absences?

### **Guidelines for external communication:**

#### **Blogs**

Blogs should be succinct and interesting. You can use informal language. In order to engage with the reader you should concentrate on one well defined topic. Think who you are writing for, focus on the content and what added value it can give to the readers.

The title of your blog text should invite a person browsing to read further. Use subtitles to facilitate the reading and start with the most important items or interesting themes and then move onto details. The paragraphs can be short and some items can be presented as lists. Images make the blog more interesting, be sure to include captions and the name of the photographer/artist. Adding links to other sites and videos is easy in a blog. If you do this, make sure you describe the sites to which you are referring your readers.

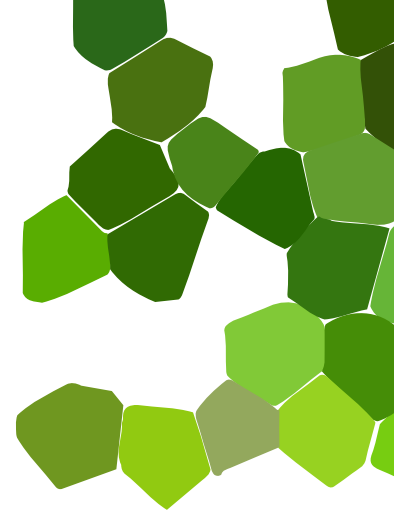
A good piece of writing helps the reader to understand the main points whilst scanning the text and coaxes him or her to read at a deeper level.

The writer's details and connection with the project is described either at the beginning or at the end. If you use material from other sources you need to refer to them correctly.

A good blog is updated regularly; make a plan at the beginning how you will do this.

#### **Articles**

An article written by an expert usually has a reverse order to that of a research report: in an article the results take precedence and only after describing them the background and methods are revealed. It is good to give the text structure with paragraphs and subtitles. An article often has a caption which introduces the topic. The caption is not long (2–3 sentences) and no references are used in it.





It is good to have tables, pictures and figures to illustrate points made. If sources are used, create in-text references and add a list of references at the end. Do not forget to add the author's name(s).

## **Social media**

An important part of the external communication of the project is being active in social media. By its nature, social media requires willingness and time to be interactive and to listen to the interlocutors. You should aim to make your project seem personable and also mention who you are and where you come from.

In order to be found easily, make use of hashtags (#). They also make it easy for people to share information about you and your project. Take into account the different characteristics of different media: longer texts are acceptable in Facebook but Instagram is suited for publishing pictures and short videos. Twitter is for sharing short messages in real time. There are also platforms for live streaming.

Good manners and common sense should guide your behaviour in social media. Material once published can never be completely retrieved and it can spread very quickly. If in doubt, leave it out! Should you make a mistake be the first to admit it. If you update your text tell your audience that you have done so.

You will not be able to control the reactions of your readers or the discussions you initiate. Respond to negative feedback with facts and reason. Messages that can be classified as threats or hate speech should be removed immediately, but not before taking a screen shot.

## **Web pages for the project**

Before creating a website for the project do some planning. Ask yourself: Who is this created for? Who is our target group? What do we want to communicate, what kind of services do we offer? The homepage of your site is your project's most important business card, so plan its content carefully. You can use an image carousel, news stream, calendar, or embedded material to make it interesting. Plan also the other pages. Would you like to have a 'contact us' form or a blog for example?