**Web Media strategy**

- Written information
- Embedded videos
  - Key project leaders
  - Research Introduction Updates
- Blog
  - Updates
  - Comment
  - Responses
  - Opinions
- Responsiveness to Google media alerts
  - Comments
  - Responses
  - Debate to articles in the... (tail cut off)

**Dissemination**

- Launch Event[s]
- Institutional internal communication
- Papers, posters, workshops, webinars, web conferences, seminars, National and International conferences in each partner country 2013, 2014, 2015, 2016, 2017
- Report on National Learning circles
- Reporting to other universities, professional bodies and learned societies
- Ongoing public engagement
- Gender Equality and Diversity Guides: For Human resources managers, Higher Education Institutions, Research organisations
- Complete and present findings at themed conferences and final international conference

**Public Media Strategy for each partner country**

- Academic and Research Journals
- Professional Journals
  - Local, National, International
- Television
  - Local, National, International
- Radio
  - Local, National
- Newspapers

**GENOVATE Dissemination Plan**