



58th Implementation Group

LoD-6

Strategic Communication

Major TSANAKAS Konstantinos

LoD -6 Team

- 18 Participants



Task - Review

Implementation of:

[LoD-o6-Strategic Communication Plan.pdf](#)

to PROMOTE Military Erasmus activities



Targets 2023

- Military Erasmus Ambassadors
- Creation of Social Media Accounts
- Promotion Corporate Gifts
- Yearly booklet
- Operationalize social media



Threats

- Nonstandard participants
- Commitment
- Personal effort and extra workload
- Finance
- Procedures absent



Tactics

- **Military Erasmus Ambassadors**

- ✓ **Criteria**

- Academy's Military Erasmus Team Member
 - One participation minimum in a Military Erasmus event

- ✓ **Create cadets' Military Erasmus Teams**

- ✓ **Duties**

- Escort incoming cadets
 - Create event poster
 - Participate in the check-in process



Tactics



- **Military Erasmus Ambassadors' Manager**

- ✓ Andra Pinzariu,

- "Nicolae Balcescu" Land Forces Academy of Sibiu, Romania

- ✓ Aimilia Rofouzou ,

- Hellenic Naval Academy, Greece

Tactics

- Creation of Social Media Accounts

- ✓ Instagram – Facebook -LinkedIn
- ✓ Post Emilyo events
- ✓ Standard Format
 - Event
 - Institution
 - Participants
 - Poster – Photos - Video



Tactics

- Operationalize Social Media

- ✓ Follow the same procedure as uploading to the emilyo website
- ✓ Comments will be inoperative
- ✓ Post when events are completed



Tactics

- **Social Media Manager**

- ✓ LtCol Georgi Hristov,
National Military University Vasil Levski, Bulgaria

- ✓ Cpt Despoina Koumoutsou
Hellenic Air Force Academy, Greece



Tactics

- Promotion Corporate Gifts
 - ✓ Emilyo Batch
 - ✓ For events' participants
 - ✓ From host institution
 - ✓ Finance by ESDC



Tactics

- Promotion Gifts Manager

✓ Major Tsanakas Konstantinos
Hellenic Air Force Academy, Greece



Tactics

- Yearly booklet
 - ✓ Cover the events uploaded on Emilyo's website
 - ✓ Electronic Format



Tactics

- Yearly booklet Manager
 - ✓ Sofia Menezes
Portuguese Military Academy
 - ✓ Eleftheria Tzereme
Hellenic Military Nursing Academy



Q&A

