

**Work Plan of the
Promotion and Publications Officer of
Youth and Environment Europe
2014/2015
Christiane Klemm**

1. Improve corporate identity of YEE

- Create a work group concerning communication strategy, how the external face of YEE should look like, what issues should be communicated to public and which means of communication to use
- Ensure strategies and solutions developed by the working group are implemented
- Ensure close collaboration with the final editorial team for publications which consists of proofreaders and add graphic designers
- Increase number of video messages from YEE
- Serve as a trainer and consultant in preparing and giving presentations

2. Contribute to preparation of publications and other promotional materials in collaboration with Secretariat

- Take an active part and provide help in preparation of all YEE publications, discuss content, layout and appearance
- Cooperate with the office on preparation of e-Newsletter to ensure attractiveness and understandability
- Write and obtain articles for e-Newsletter and other publications when necessary
- Ensure each booklet is translated into at least one other language that is spoken by members of YEE
- Ensure each publication has some sort of environmental content

3. Improve use of social media and YEE website

- Update YEE Facebook page regularly and encourage other people to share relevant posts with YEE
- Raise the number of people interested in YEE Facebook page to at least 2500
- Analyse the use of YEE website, suggest suitable modification of the structure and change it to a more contemporary layout
- Update and write articles about YEE on pages like Wikipedia and Wikiprogress

4. Improve cooperation of YEE and MOs in the field of public relations

- Ask MOs to upload YEE publications on their websites
- Create an internal document with the data of MOs in social media and follow them (Facebook, Twitter)
- Obtain articles for the e-Newsletter from members of MOs in collaboration with the office