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Dissemination Plan for the BasketALL Project

Objective

To create a dynamic, engaging dissemination plan employing technology and social media.

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Web Platform

Project information.

User-friendly design
for different digital literacy levels.

Questions & Answers with experts.



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Social Media Campaigns

Targeted campaigns
on Facebook and Instagram.

Visually appealing content.



Live Streaming during Events



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Webinars, expert interviews.

Real-time interaction through
YouTube and/or Facebook Live.



Podcasts and Audio Content



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Discussions with
wheelchair athletes.

Individual perspectives



Social Media Influencers and Ambassadors



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Employ influencers and community ambassadors.

Engaging content
and project updates.



Podcast topics and titles



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- Wheelchair Athletes' Interviews
- Success Stories
- Community Spotlights
- Events
- Wellness Tips and Advice
- Motivational Stories and Testimonials
- Partner Showcases

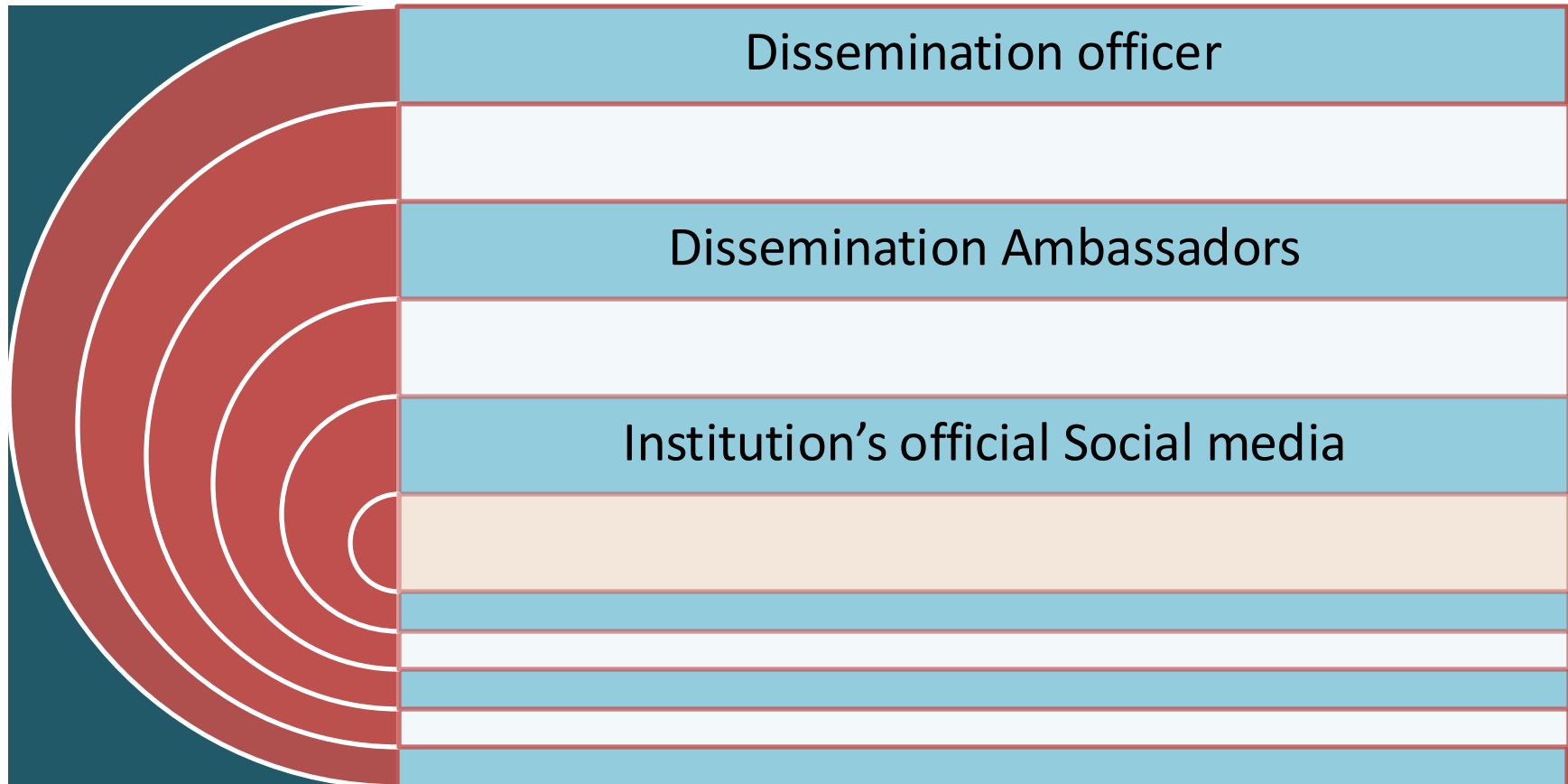


Prerequisites 4



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successful implementation



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