



Rialtas na hÉireann  
Government of Ireland



Arna chomhchistiú ag  
an Aontas Eorpach  
Co-funded by the  
European Union



Tionól Réigiúnach  
an Tuaiscirt & an Iarthair  
Northern & Western  
Regional Assembly

HEA

An tÚdarás um Ard-Oideachas  
The Higher Education Authority

# RISE@ATU: Communications Guidelines



# Introduction



This section provides guidance for promoting RISE@ATU activities through internal and external channels, including social media, news, magazines, and photography/videography.

It ensures consistent branding, compliance with co-funding requirements, and maximizes engagement with stakeholders.

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# Key objectives:



## 01

- Ensure all RISE@ATU activities are communicated efficiently to internal and external audiences.
- Provide clear guidance on which channels to use, and branding requirements.
- Support staff in capturing high-quality photos and videos for internal records and public promotion.



# 02 Channel Strategy Guide

## 2.1 Internal Channels (should be used first)

- Workvivo (Internal Communications Platform)
  - Post activity announcement [here](#)
  - Add event to the Events Calendar so staff can save it
  - Upload posters or registration links (more info on **pg.7**)
- RISE@ATU Webpage
  - A new homepage was created to enhance visibility of RISE@ATU [here](#)
  - The 'Our Impact' webpage hosts outputs and publications is available [here](#)
  - Update relevant PRTP pages to include latest events or news.
  - A good example of PRTP page updates [here](#)



# 02

## 2.2 External Channels (audience-building & visibility)

- ATU Main Social Media Channels (managed by Communications Team)
  - Use for activities with regional, inter-campus, or strategic importance, such as:
    - President, Minister, or EU representative attendance
    - Launch events, symposiums, high-profile conferences, success stories
    - Funding visibility requirements campaigns

## Channel Strategy Guide

### 2.3 Local / Supervisor / Centre-Level Channels

- ATU hubs, Research Centres, Innovation Centres, IHubs, CoLab, staff professional accounts.
- Use for targeted, local, or niche audiences (SMEs, start-ups, community partners).
- Can amplify official posts from ATU channels for greater reach.



# 03

## Mandatory Branding Elements

All promotional materials (digital or print) must include:

- RISE@ATU logo strip (available [here](#))
- ATU logo (from Marketing [here](#))
- Funding statement:

**“RISE@ATU is co-funded by the Government of Ireland and the European Union through the ERDF Northern & Western Regional Programme 2021–2027.”**

- Hashtags:
  - **Mandatory: #EUinmyregion**
  - Optional: #RISEATU, #THRIVE, #COAST, #IDMD, #MATX, #IDEAS, #ATUResearch
- Handheld branding props:
  - RISE@ATU sign and PRTP signs
  - #EUinmyregion sign
  - Pull-up banners for all photo ops
- Pull-ups and hand-held signs are located on the following campuses:
  - ATU Donegal Letterkenny
  - ATU Sligo
  - ATU Galway City (Dublin Rd)



# 04

## 4. Creating & Approving Posters / Event Materials

### 4.1 Asset Creation

- Draft poster using following template [here](#)
- Include:
- Event title & description
- Date, time, venue
- Registration link or QR code
- Required branding elements

### 4.2 Approval Process

- Event organiser drafts poster.
- Send to communications team for brand and quality checks.
- Once finalised:
  - Upload to Workvivo
  - Share on hub/supervisor channels as needed
  - Submit to Comms for institutional posting





# 05 Event Photography & Videography

## 5.1 Essential Photos

Use ATU-approved photographers/videography teams or ask communications team for availability.

If neither a photographer/videographer or communications team is present, ensure that photos taken by relevant staff adhere to the following guidelines:

## 5.2 Branding & visibility:

- Pull-up banners, co-funding strips, handheld signs in photos
- Include branding in at least one “official” photo per session

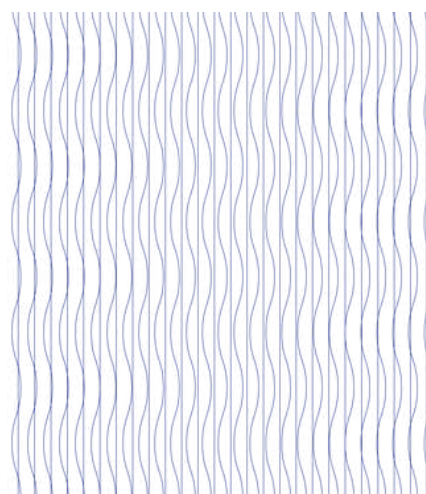
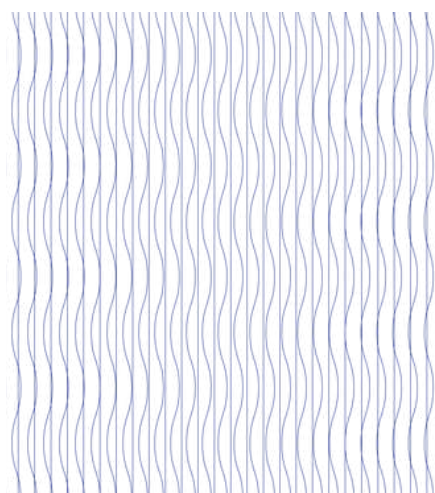
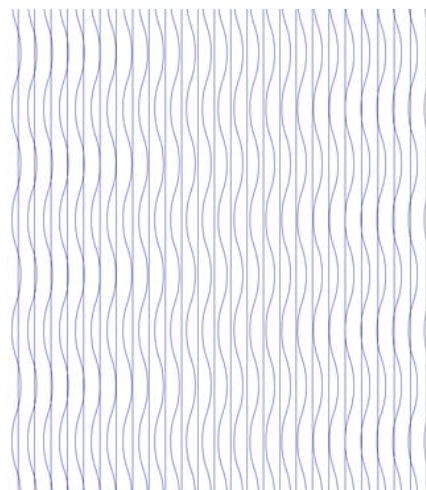
## 5.3 Required for Social Media Shots

- Speakers at podium with branded backdrop
- Group photos with RISE@ATU or #EUinmyregion handheld sign
- Candid interaction shots of attendees
- Wide shots of room setup, workshops, or networking
- Close-ups of students, SMEs, or materials (posters, brochures, event packs)



# 05 Event Photography & Videography Samples

RISE@ATU signs, speakers presenting, and candid photos



# 05 Event Photography & Videography

## 5.4 After the Event

Select 5–10 high-quality images/videos for:

- Workvivo recap
- ATU social media
- ATU news feed
- ATU magazine/newsletter submissions

Include captions with names/titles where possible.

Submit to communications team:  
[communications@atu.ie](mailto:communications@atu.ie)





# 06 Content Strategy for Social Media Posts

## 6.1 Pre-Event Posts

- Announce event: who, what, when, where, why, registration link
- Include logos, hashtags, and co-funding statement

## 6.2 During Event (if possible)

- Live updates, photos of panels or speakers
- Short clips for social media stories
- Tag partners, speakers, and EU programmes

## 6.3 Post-Event

- Highlight key outcomes
- Tag partners & speakers
- Share professional photos
- Encourage follow-up engagement (e.g., link to news or future events)
- Suggestion to keep posts to around 90–120 words (First 1–2 lines include a ‘hook’)



# 07 Sharing to ATU Magazine, Newsletter & External News Feed

## 7.1 ATU Magazine

- Suitable for student and staff success stories, events, multi-campus initiatives, or SME/research impacts
- Submit: 150–250 word article, 2–3 photos, captions, and links

## 7.2 ATU Newsletter & Highlights (Internal)

- Staff updates, upcoming events, commentary on outcomes
- Send to Communications Team by editorial deadline

## 7.3 External Engagement News Feed (Website)

- Suitable for new research results, impacts on society, policy, communities, large funding grants, or industries, First-of-its-kind discovery etc. (See **p. 17** for details)
- Submit: 150–250 word article, 2–3 photos, captions, and links





# Branding Rules

## Logo & Branding

- Always use approved RISE@ATU strip. **Never** stretch, crop, recolour, add effects, or rearrange the strip.
- Other logos must not be bigger than the RISE@ATU logo strip, and no additional logos may be added to the strip or graphics.
- Avoid placing logos over busy or cluttered backgrounds where they are unreadable.

## Videos

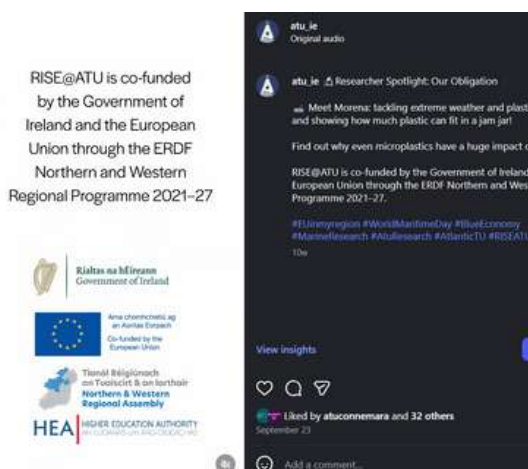
- All videos must end with the RISE@ATU logo strip displayed for **10 seconds**.
- Do not distort the logo or omit branding from key scenes.

## Examples

1. The ATU logo should not be included in the RISE@ATU branding strip.



2. These videos are examples of including the vertical and horizontal logo strips at the end



# Branding in Event Photos

When taking photos for social use, the goal is simple:

**Branding must be visible in at least one image per post.**

What must appear in photos when possible:

- RISE@ATU pull-up banners
- Handheld props (#EUinmyregion, RISE@ATU signs)
- Screens/slides showing the RISE@ATU branding strip
- Posters or event materials featuring the co-funding statement



# What to include in a post?

Every social media post must include:

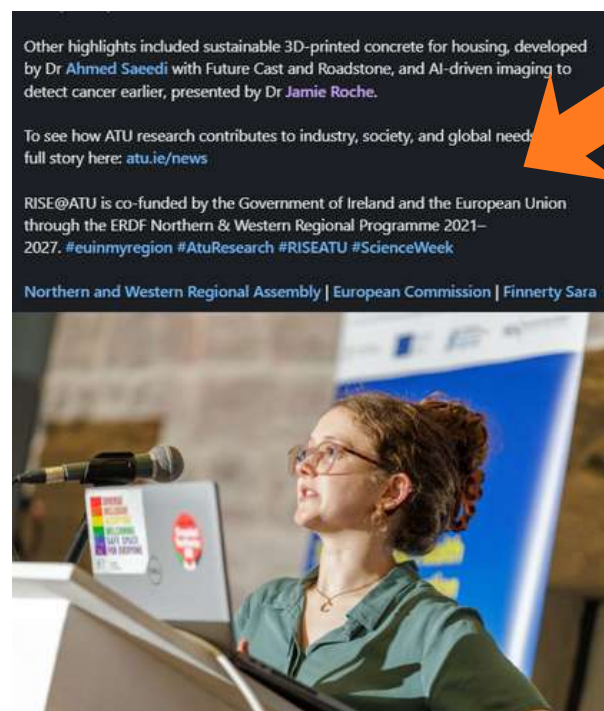
1. Funding statement:

“RISE@ATU is co-funded by the Government of Ireland and the European Union through the ERDF Northern & Western Regional Programme 2021–2027.”

2. Hashtag: #EUinmyregion

3. Branding placement:

- If using a **poster or graphic**, logos should appear in the footer using the official RISE@ATU logo strip with co-funding statement.
- If using **photos only**, pair them with a caption that includes the funding statement + hashtags.



# Who to include in a post?

To meet TU RISE visibility requirements and ensure the programme is properly represented, it is advised to tag the following accounts:

## Instagram – Mandatory Tags

- @nwassembly (Northern & Western Regional Assembly)
- @eufunds (EU Commission visibility account)

## LinkedIn – Mandatory Tags

- Northern & Western Regional Assembly — @Northern & Western Regional Assembly
- European Commission / EU funding body — @European Commission
- Higher Education Authority — @Higher Education Authority

## Facebook – Mandatory Tags

- Northern & Western Regional Assembly — @Northern & Western Regional Assembly
- European Commission / EU funding body — @European Commission
- Higher Education Authority — @Higher Education Authority

# Submit Your Research Story

Share your idea if it includes one or more of these:

- New research result (especially if accepted for publication)
- Impact on society, policy, environment, industry, health or communities
- First-of-its-kind discovery, method or dataset
- Large funding grant, award, fellowship or partnership
- Human story (student success, fieldwork adventure, collaboration, innovation journey)
- Timely relevance to current news or public interest
- Upcoming event (launch, exhibition, report release)

If you're unsure — send it anyway. We'll help review it.

- Tell us the **problem**, the **solution**, and the **impact**
- Explain what is **unique**, **unexpected**, or **innovative**

The full press release process is available [here](#).







# More Information

Need Help? If you're having trouble, here's where you can get assistance:

## Press, social media, and story submissions

Contact us for guidance and support on RISE@ATU press, social media, and story content:

**[communications@atu.ie](mailto:communications@atu.ie)**

## Templates and assets

All approved RISE@ATU templates, banners, logos, and guidelines:

**[RISE@ATU Branding Folder](#)**

## Workvivo / Internal Posts

For support on Workvivo announcements, event calendar posts, and internal visibility:

**[workvivo@atu.ie](mailto:workvivo@atu.ie)**