



Ríaltas 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:



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- 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)



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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

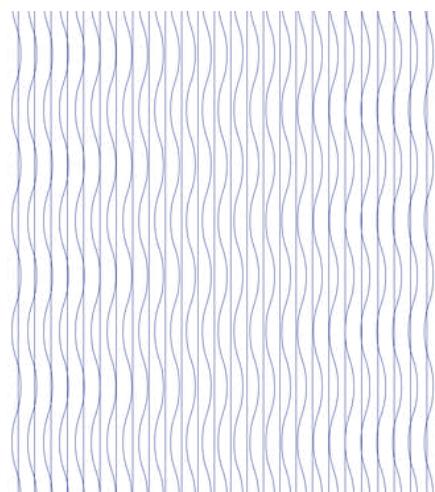
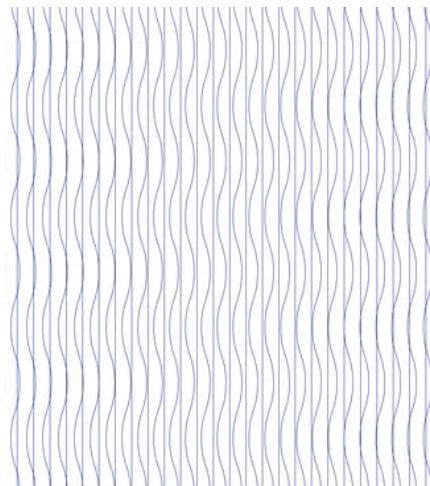
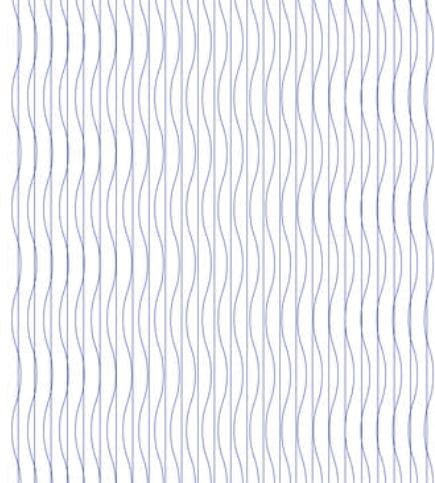
5.3 Required for Social Media Shots

- 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



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:

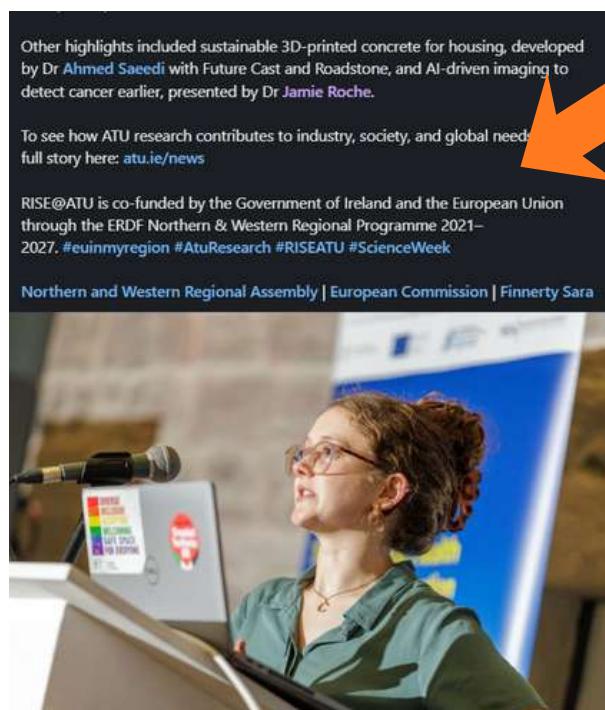
1. Funding statement:

“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

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