The Erasmus+ Student and Alumni Alliance (ESAA) Projects news report is a short description of the project and its success story for the public witch will be published in the news section of the ESAA webpage.

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| 1. **Name and contact information of the author** |
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| 1. **Headline and Subheading** |
| *A short headline (max. 13 words) should be a title trying to combine the news item with a keyword.*  *The subheading (or teaser) should contain one or two sentences which summarise the content of the project news report and should ideally answer the 4 of the 5 Ws (who, what, when, where).*  *If you are unsure how a headline and subheading should look like, you might want to check out other project news on the webpage. You can find them here https://www.esaa-eu.org/what-we-do/news/* |
| 1. **Description of the project and its success story for the public** |
| *About 250 to 900 words. In general, the text, as well as the above-mentioned headline and subheading, should be in rich text (RTF), or MS Word format and structured in a meaningful manner into paragraphs. Headlines should be bold and if you want to highlight certain text parts you can use italic or bold as well.*  *The 1st p****aragraph of the main text*** *should include additional information about the project (why and how) and the 2nd paragraph some background information about the project (main objectives, global results, timeframe) and links to the project website and social media.*  *In total you should:*   * *Elaborate which organisations were part of the project* * *Please include details on the outreach managed (how many participants took part in the event/webinar or how many people were reached by the project on social media)* * *How did you fulfil the specific objectives of your project?* * *Explain how your project helped support the cluster/s you applied for* |
| 1. **A title picture for the news report.** |
| *The title picture should be in the resolution of 1280x720 pixels or a higher resolution with the same aspect ratio (e.g. 2560x1440, 3840x2160, 5120x2880 pixels) in jpg or png format. Please send all pictures separately (not embedded in the text file) attached to the e-mail or via included download link (e.g., to dropbox, google or wetransfer) and give them useful names like title picture etc.* |
| 1. **Additional pictures for the news report (optional but highly recommended)** |
| *Please add a few additional pictures you want to publish in your news report. The format should be jpg or png. These pictures should also be given meaningful names and should be attached to the email or be accessible via download link (e.g., to dropbox, google, wetransfer) instead of including them in the document. It is furthermore highly welcomed if you submit additional pictures of your project which you do not want to use in your project news report. But if you do so please make very clear which pictures should be used in the news report and which not.* |
| 1. **A legal declaration about the use and publication of any of the pictures submitted – including the title picture** |
| *By submitting the pictures, you have to declare that all people shown on the pictures agree on the use and publishing by ESAA, its member organisations, the European Commission and all their subsidiaries.*  *This needs to be done by adding the following declaration to your report:*  ***“I declare that I and all people visible on the pictures I submitted legally agree on the use and publishing of these pictures by ESAA, its member organisations, the European Commission and all their subsidiaries.”*** |
| 1. **Hashtags for Social Media** |
| *Please add some meaningful hashtags for social media as well as Facebook groups/websites we should mention in our news posts online here.* |