

**CULTUUR&CAMPUS PUTSELAAN
WEBSITE AND SOCIAL MEDIA CHANNELS
DELIVERABLE D8.8**



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Project description

Acronym	C&CP
Title	Cultuur&Campus Putselaan: A sustainable hub of arts, research, learning and community as catalyst
Coordinator	Erasmus University Rotterdam (EUR)
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Website	www.putselaan.nl
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Deliverable description

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Acronyms and definitions

Acronym	Meaning
C&CP	Cultuur&Campus Putselaan
WP(s)	Work Package(s)

Acknowledgement

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WEBSITE AND SOCIAL MEDIA CHANNELS

This deliverable consists of a listing of media used for the purpose of Cultuur&Campus Putselaan's online communication.

The website and the social media channels will be deployed based on the Communication, Dissemination and Exploitation Plan (deliverable D8.8), which was created simultaneously with the set-up of the website and social media channels. The website and social media channels are managed by the Communications team.

Website

The website is the landing point for anyone with an interest in C&CP. The site www.putselaan.nl is relatively static with information about the project, a calendar, the sign-up button for the newsletter, buttons to go to the social media channels, the partners and the 'map' (RDAM SAUS), a newsfeed and a space for downloadable documents, digital brochures and pod/vodcasts. There is also an archive accessible to visitors. The website is designed in the distinctive C&CP house style.

www.putselaan.nl

Media channels

Social media channels and other online activities aim to give visibility to the people and process of/around C&CP. For these reasons, online interaction is actively sought. The content development for the social media is visual, with photography and short videos branded with the C&CP logo and templates. The different functions and users of the entirety of social media are used: Instagram among others for the imaging of the process and the people involved, Facebook among others for the agenda and older interested people, TikTok aimed at young people and visual culture, LinkedIn for professional contacts, Youtube as a channel on which video content and recordings are shared, Spotify for the distribution of podcasts, among others.

<https://www.linkedin.com/company/cultuur-campus-putselaan/about/>

<https://www.facebook.com/cultuircampusputselaan>

<https://instagram.com/cultuircampusputselaan?igshid=NTc4MTIwNjQ2YQ==>

<https://twitter.com/ccputselaan>

<https://www.tiktok.com/@ccputselaan>

<https://www.youtube.com/channel/UCLNsKCsyUV3uaQs-aZCnjjQ>