

AMPLIFYING THE SNS JU PROGRAMME

COMMUNICATION AND MAXIMISING THE IMPACT:

Communication is key to highlighting the results of your project and the contribution you make to advance the **Smart Networks and Services (SNS)** research and innovation in Europe. Communicating about the project's outcomes and impacts towards the Smart Networks and Services Joint Undertaking (SNS JU) is critical in establishing a solid European research and innovation (R&I) foundation, defining the next-generation networks. The SNS JU programme offers communication support and has several tools and mediums available to amplify messages across different platforms.

To have a comprehensive view of the communication objectives of SNS JU, refer to the [SNS JU Communication Policy and SNS JU Communication Plan](#)

SNS JU Projects Communication Task Force

The SNS CO-OP project is holding a **Communication Task Force** made of all the **Communication Managers** of the SNS JU projects. The SNS CO-OP team engages the members of the task force in a monthly online meeting (1-hr) to allow the cross-dissemination of news, events etc, facilitate the projects' collaboration and ensure communication support. A dedicated mailing list has been set up to facilitate project communication coordination. Please use this mailing list comms@sns-ju.eu, which consists of all the project **Communications Officers** and the **SNS JU Communication Coordinator** to share relevant dissemination activities. This is an effective way for projects to participate and communicate on important issues concerning the SNS JU and seek outreach support.

Working together to make the SNS JU projects voice stronger

Since its launch, the SNS JU programme has stepped up efforts to communicate its vision and ambition. The SNS CO-OP project (Coordination and Support Action) will support all the SNS JU projects communication efforts. We will amplify each project's outreach through targeted online and offline media, and we have several tools available to amplify each community's member news:

- [SNS JU website](#) (Press releases, blogs/news, newsletters, events about SNS JU, SNS JU Projects, Publications)
- Social media campaigns and visual communications to the community of followers
- SNS JU [LinkedIn Page](#): 5000+ followers and growing
- SNS Projects [LinkedIn Group](#): 1573 members and growing
- Twitter Account: [@6G_SNS](#) 9000+ followers and growing
- Mastodon Account: [@6G_SNS](#)
- All news, including newsletters/blogs/press-releases/latest news, will be published on the [News](#) page
- "Ad hoc" [Publications](#) (e.g. white papers, Annual SNS Journal)

Communication support and coordination at **major events online and offline** (i.e. ETSI Conference, Mobile World Congress, EuCNC, etc)

SHARE WITH US (CROSS-COLLABORATION)

We advise you to share your press releases/news/blogs/publications, event details, and social media messages with news-and-events@sns-ju.eu. Please do not forget to tag @6G_SNS on Twitter and use the hashtag #SNSJU to help us endorse your post. Use the hashtag #SNSJU and tag @Smart Networks and Services Joint Undertaking (SNS JU) on LinkedIn.

For further details, please refer to the below section.

Share your events with us: Events' calendar

We publish [Upcoming Events](#) on the website. If you want your event/workshop/hackathon/etc... to be published on the portal, please email the details to news-and-events@sns-ju.eu

We recommend you email us:

- Event's title (if needed co-location with major event)
- Location/Online
- Date/Time
- Link to the agenda online / registration page
- Benefits of attending
- Banner with a 1920 x 1080 px ratio (compulsory)

Update your project's website and social media accounts details with us!

Email us the details below to web-support@sns-ju.eu

- Website:
- Social media
- Project Coordinator: Name, Company

We will publish the details of your project's page on the SNS JU website, and we will follow you from the SNS and SNS JU social media accounts.

Sharing your news, press-release, blogs, articles, etc...

Send an email to news-and-events@sns-ju.eu for any outreach materials you would like to share over our SNS JU channels.

X (formerly Twitter)

- Activate your project's X account (if you didn't do it yet)
- Follow [@6G_SNS](#)
- Use the hashtag #SNSJU and #6GSNS on all your tweets
- Mention/tag @6G_SNS at the end of your tweet or in the graphics

Examples of how to manage this:

- "Let's make #SNSJU and #6GSNS JU voice heard through Twitter! @6G_SNS"

- “Building the future of #6GSNS JU today! @6G_SNS”
- “#SNSJU is building the future of 6G today! @6G_SNS”

LinkedIn

- Activate your project’s LinkedIn account (if you didn’t do it yet)
- Follow the [official SNS JU LinkedIn page](#)
- Join and publish your news in the [6G SNS Group](#)
- Use the hashtag #SNSJU and #6GSNS on all your posts
- Mention/tag @SNSJU in your post to ensure maximum visibility

YouTube

Share any videos with news-and-events@sns-ju.eu and we will upload them to the [SNS JU YouTube Channel](#) and promote it across our social media channels.

WEBSITE MAINTENANCE

To ensure the continued dissemination and exploitation of project outcomes, we kindly request that all Projects maintain their official website for a minimum of one year following the conclusion of the Project. This will facilitate ongoing consultation of documentation, access to case studies, and effective communication of project results to stakeholders and the wider community.

ACKNOWLEDGE THE EU FUNDING

Remember to include the EU funding acknowledgement and the SNS JU logo in all communication activities and materials, both online and offline.

Following the guidelines from EC, all the SNS JU projects should use the EU emblem and the funding statement “Co-funded by the European Union” as below.



High-resolution emblems are available here: [Inforegio - Download centre for visual elements](#)

As per AGA (Art.17.3 – [PDF here](#)) you should add the following disclaimer:

“<Funded / Co-funded> by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or <name of the granting authority>. Neither the European Union nor the granting authority can be held responsible for them.”

Even if is not mandatory under the **Horizon Europe programme**, if you wish, you can use the acknowledge sentence using the name of your project and the agreement number.

<....> project has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union's Horizon Europe research and innovation programme under Grant Agreement No <....>

Finally, on your website, the <https://smart-networks.europa.eu/> link should also be added.

SNS JU LOGO

The SNS JU programme logo was designed in one version. It combines the “6G” and “SNS” designed with different styles and combined into one shape. **Should be used always in its full version.**



What you should not do when using the SNS JU programme logo

There are guidelines for using the SNS JU programme logo. Please do not alter this logo in any way. The most common examples of misuse involve incorrect scaling or incorrect colour selection.

Here are some examples of what not to do.

Resolution

Always use the correct resolution.



Colour

Never change the colour settings on the main logo.



Perspective

Never use a perspective of the logo.



Proportion

Never scale or adjust the elements within the logo.



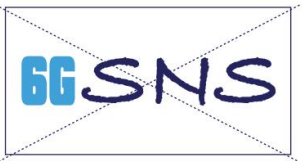
Distortion

Never stretch, warp or expand the logo to fit to a space or platform.



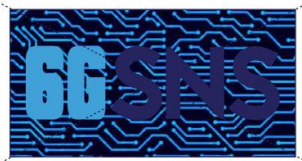
Type

Never replace the logo with another typeface.



Pattern

Never place the logo over a busy pattern.



Photography

Never place the logo over a busy photograph.



For further reference, please download the SNS JU programme [“Brand Book and Guidelines”](#) on the website.