



Baltic Engagement
Centre for Combating
Information Disorders

UPDATED COMMUNICATION AND DISSEMINATION PLAN

NOVEMBER 2025

THIS PROJECT WAS FUNDED BY THE BALTIC ENGAGEMENT CENTRE FOR COMBATING INFORMATION DISORDERS (BECID) 2025–2028; PART OF MS4 OF THE EU-FUNDED PROJECT WITH THE ID: 101226242, COORDINATED BY THE UNIVERSITY OF TARTU (UTARTU).

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... in co-creation with the whole hub and its stakeholders.



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1. PURPOSE OF THE COMMUNICATION PLAN

This plan outlines how BECID will manage and implement internal and external communication to:

1. Ensure smooth coordination across all work packages (administration, fact-checking, research, media literacy).
2. Increase visibility of BECID's activities and outputs across the Baltic region and internationally.
3. Engage BECID's key audiences – fact-checkers, researchers, the GLAM sector, educators, journalists, policymakers, and the general public.
4. Support BECID's deliverables and milestones with targeted communication aligned with the Key Performance Indicators (KPI) framework.
5. Leverage cross-platform distribution, existing partners, and integrated outreach events to maximize engagement.

2. TARGET AUDIENCES

PRIMARY AUDIENCES

- General public in the Baltic states;
- Russian-speaking audiences;
- GLAM sector (galleries, libraries, archives, museums – audience in collaboration between Workpackage 4 and Workpackage 2);
- Journalists and media professionals;
- Policy makers at national and EU levels.

SECONDARY AUDIENCES

- Non-governmental organizations (NGO), civil society organizations;
- EDMO network hubs;
- Academic community;
- Students interested in media literacy and disinformation studies;
- International observers and researchers.

3. COMMUNICATION OBJECTIVES

INTERNAL OBJECTIVES

- Ensure timely and aligned communication across workpackage groups.
- Maintain consistent information flow and shared understanding of work progress.
- Support internal governance through structured reporting and meeting documentation.



EXTERNAL OBJECTIVES

- Raise awareness about BECID's mission and outputs.
- Disseminate fact-checks, Hot Reports, research briefs, and media literacy campaigns.
- Engage the GLAM sector and educators with actionable tools and materials.
- Achieve measurable audience growth, engagement, and visibility aligned with the KPIs.

4. KEY MESSAGES

CORE MESSAGES:

- BECID is the central Baltic hub for combating information disorders.
- BECID's objective is to detect and counter information manipulation originating both within and outside the Baltic region, with a specific focus in BECID2 on election-related disinformation, gendered disinformation, AI-driven manipulation, and health-related information disorders.
- BECID supports evidence-based fact-checking, applied research, and educational outreach.
- BECID collaborates across Estonia, Latvia, and Lithuania to strengthen media resilience.
- BECID provides multilingual and inclusive communication.
- BECID also contributes to strengthening the accountability of Very Large Online Platforms (VLOPs), Very Large Online Search Engines (VLOSEs), and policymakers in the Baltic regional context.

AUDIENCE-SPECIFIC MESSAGES:

- GLAM: BECID supports libraries and museums with educational and MIL tools.
- Policy makers: BECID offers research-based monitoring and recommendations.
- General public: BECID explains disinformation threats in understandable formats.

5. COMMUNICATION CHANNELS

INTERNAL CHANNELS

- Notion (semi-automated project management system)
- Email
- BECID WhatsApp group
- Facebook chat groups
- Zoom
- Google Drive
- Monthly internal newsletter
- Microsoft
- Nextcloud



EXTERNAL CHANNELS

- BECID website and news blog
- Social media (Facebook, LinkedIn)
- EDMO website and distribution
- Baltic media channels
- Partner organisations' newsletters and websites
- Webinars, workshops, public events
- Conference participation
- GLAM networks
- University of Tartu communication channels

6. COMMUNICATION ACTIVITIES

6.1 DAILY ACTIVITIES

INTERNAL

- Monitor and respond to internal emails
- Share relevant opportunities (seminars, calls for papers, events)
- Support internal alignment between workpackages

EXTERNAL

- Forward and answer to emails related to cooperation with other external projects/people
- Identify opportunities for BECID representation

6.2 WEEKLY ACTIVITIES

INTERNAL

- Attend internal team meetings (administrative, steering committee, EDMO meetings)
- Provide communication updates
- Collect feedback for upcoming communication decisions
- Tasks related to projects (includes also communication plans for specific projects and tasks)

EXTERNAL

- Write, edit, and publish news posts and website updates
- Create visual assets (with Canva) for posts, reports, events
- Upload new materials: Hot Reports, fact-checks, event summaries
- Publish 1-2 social media posts per week (or as needed)
- Maintain and update website structure to ensure clarity and accessibility
- Coordinate with University of Tartu Communications
- Monitor EDMO and external activity calendars

- Identify opportunities for BECID representation
- Coordinate cross-platform sharing with partners

6.3 MONTHLY AND QUARTERLY ACTIVITIES

INTERNAL

- Produce monthly internal newsletter, which includes collecting information from all partners about their activities, achievements and updates
- Prepare steering committee meetings
- Memos in internal channels (email and Google Drive) after every meeting

EXTERNAL

- Create and upload required deliverables and reports to website (e.g. KPIs, Quarterly Briefs, CVI and Guidelines)
- Prepare content for external newsletters
- Prepare content for social media channels (e.g. videos for TikTok and Instagram)
- Share upcoming events, published research, fact-checks, and outputs
- Submit reports to EDMO
- Analyse basic analytics: website, social media, downloads

7. OUTREACH EVENTS & CROSS-PLATFORM DISTRIBUTION

PLANNED FORMATS

- Webinars (18 webinars over the project)
- Workshops for libraries (≥ 3)
- Museum or exhibition cooperation (≥ 1 by M30)
- Social media campaigns (10 MIL campaigns over the project)
- 3 conferences (with study materials distributed)

CROSS-PLATFORM DISTRIBUTION

- University of Tartu's social media
- Partner institutions' channels (RE:Baltica, EDMO, BCME)
- Media partners across the Baltics
- EDMO network and European partners
- GLAM associations
- Inclusion of Russian-language platforms where needed and possible

8. TIMELINE (M1–M36)

SHORT-TERM (M1–M6)

- Approve and publish communication plan
- Launch updated website structure

- Start regular social media posting
- Initiate Hot Reports dissemination
- Begin internal newsletters
- Establish cross-platform partnerships
- Hold first outreach events

MID-TERM (M6–M18)

- Strengthen media partnerships
- Run first thematic MIL campaigns
- Deliver first 6 webinars
- Achieve first KPI checkpoints

LONG-TERM (M18–M36)

- Consolidate partnerships, scale outreach
- Complete all KPIs for content production
- Conduct final GLAM activities
- Collect and report long-term impact metrics
- Produce end-of-cycle visibility report

9. EVALUATION AND REPORTING

Communications will be evaluated through:

- Google Analytics through WordPress (traffic, user behaviour);
- Social media insights (reach, engagement, growth);
- Feedback forms from webinars and events;
- Monthly internal updates;
- Steering committee reporting;
- Annual visibility and outreach reports

10. KEY PERFORMANCE INDICATORS

Area	Deliverable / Milestone	Target	KPI	Timeline	Measure-ment Method
Reach & Visibility	Website maintenance (WP2, ongoing)	Increase visibility of outputs	≥6000 unique visitors per year; avg. time on page ≥2 min; ≥7 national/regional mentions per year in each Baltic country (Estonia, Latvia, Lithuania)	Annual	Web analytics (Google Analytics)
	Social media channels (D2.1 Plan, MS5 CVI)	Grow social media presence	+20% followers per platform annually; engagement rate ≥5%	Quarterly	Platform analytics (Facebook, TikTok)

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Area	Deliverable / Milestone	Target	KPI	Timeline	Measurement Method
	Media mentions (D2.3 Mid-term Report)	Strengthen public visibility	≥20 national/regional mentions per year; ≥10 international mentions by M36	Annual	Media monitoring (Station); self-collected links
Content Production & Dissemination	Hot Reports (D3.1)	Inform public & stakeholders	36 reports by M36; reach approx. ≥ 5000 persons per Hot Report topic	Quarterly	Internal tracking, downloads/views
	Fact-checks (D3.4)	Ensure continuous fact-checking	432 fact-checks by M36, 12 per month avg.; reach approx. ≥ 5000	Monthly	Fact-check repository, EDMO dashboard
	Research Briefs (D5.2)	Knowledge transfer	12 briefs by M36; disseminated to relevant and high-impact stakeholders ≥ 20	Semi-annual	Publication records
	MIL Campaigns (D4.5)	Improve MIL skills	10 campaigns (5 thematic, 5 agile) by M36	Annual	Campaign reports, engagement analytics
	Balts-TeachMIL webinars (MS16)	Regular engagement	18 webinars delivered by M36	Bi-monthly	Attendance logs, participant feedback
Engagement & Participation	External outreach events (MS6)	Broaden networks	≥5 events by M12	Annual	Event participation reports
	NGO collaborations (MS7)	Strengthen civil society ties	≥5 NGO partnerships by M18	Once	Partnership activity logs
	Workshops & GLAM activities (WP4)	Expand MIL outreach	≥3 library workshops, 1 museum exhibition by M30	Annual	Attendance & feedback

Area	Deliverable / Milestone	Target	KPI	Timeline	Measurement Method
	Participant feedback	Ensure relevance	≥80% satisfaction in surveys	After events	Feedback forms, surveys
Target Group Impact	Vulnerable group mapping (D2.2)	Tailored communication	Mapping completed by M20	Once	Deliverable submission
	Russian-speaking audiences	Reach underserved groups with content relevant to Russian-speaking communities	≥25% of fact-checks will be produced or translated into Russian, in line with MS9 Language Strategy criteria (topics targeting Russian speakers, Kremlin-related disinformation, or cross-border relevance)	Ongoing	Language share monitoring
	Teachers & educators (D4.3 syllabus)	Strengthen education	Development of a UTARTU course “Libraries in the Contemporary Information Society” (≥8 modules) by M24, with at least 100 future or in-service librarians enrolled	Once	Course adoption records
	Policy reports (D6.2)	Policy impact	≥2 annual monitoring reports cited by policymakers; high impact policy-makers from all three countries participating on our briefs or 1-1 consultations	Annual	Citation tracking, attendance & feedback
Internal Coordination	Monitoring framework (D1.1, MS4)	Structured KPI tracking	Framework operational by M3	Once	Deliverable submission
	Steering Committee (WP1)	Effective governance	4 meetings per year	Quarterly	Meeting minutes
	Internal comms	Efficient knowledge sharing	≥12 internal updates/newsletters per year; multiple channels for information exchange (mailing list, Notion, and shareable documents)	Ongoing	Mailing list analytics and/or follow-up participation tracking