

**Work Plan of the Publications and Promotion Officer of
Youth and Environment Europe**

2013/2014

Vasily Bashutkin

1. Improve public relations of YEE

- Suggest possible changes to visual identity of YEE
- Ensure the internal PR exists and is conducted regularly and effectively
- Ensure all the activities are done in accordance with proper principles of public relations and communication
- Provide suitable tips for effective marketing of YEE
- Serve as a trainer and consultant in preparing and giving presentations

2. Contribute to preparation of publications and other promotional materials in collaboration with Secretariat

- Provide help in designing promotional materials
- Take an active part in preparation of all YEE publications, discuss content, layout and appearance
- Write articles for e-Newsletter and Magazine, obtain articles from members of MOs in collaboration with the office
- Cooperate with the office on preparation of e-Newsletter to ensure attractiveness and understandability

3. Improve using of social media and YEE website

- Update YEE Facebook page regularly and encourage other people to share relevant posts with YEE
- Double the number of people interested in YEE Facebook page (Aug 2013-Aug 2014)
- Find new ways of promotion using electronic media
- Analyze the use of YEE website and suggest suitable modification of the structure and layout