

# USB

## Communication Strategy

United Students of Belarus

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Today  
September  
**20**

Upcoming events  
▶ 2008-09-17: USB Rally 2008 (September 17-21)

**EESC**  
Eastern Europe Studies Centre

**About USB**

United Students of Belarus (USB) is an informal community of Belarus youth studying across Europe. It unites Belarus youth from Belgium, the Czech Republic, Estonia, Germany, Lithuania, Poland, Switzerland and the Ukraine.



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The USB community is the result of the project Belarus Exile Students Rally 2007. The USB Rally 2008 is going to take place in September this year. The Rally will attract more Belarusians studying in other countries as well as youth activists from inside Belarus will be invited seeking to strengthen the cohesion of all Belarusian students.

The mission of USB is not only to bring together the dispersed Belarus youth and create a communication channel but also to stimulate their patriotic feelings and willingness to become active citizens of Belarus.

*"No one could make a greater mistake than he who did nothing because he could do only a little".*

**Edmund Burke**  
Irish orator, philosopher, & politician (1729 - 1797)

# Status Quo



- ✓ Отсутствует белорусский язык
- ✓ Содержание не соответствует категориям
- ✓ Качество – а не количество!
- ✓ Отсутствует полная информация о прошедших Rally.
- ✓ Форум практически не используется

# Website



- ✓ Publicity инструмент для USB платформы (реклама)
- ✓ Документация работы платформы
- ✓ Информация от организаторов и партнёров
- ✓ Связь с организаторами и координаторами
- ✓ Индекс региональных групп (Network)
- ✓ Pool идей

## To-Dos



- ✓ Перевод сайта на белорусский
- ✓ Адаптация информационной структуры (flip chart)
- ✓ Собрать и добавить категории и информацию: “Useful links“, „Needful info“, „Network members“ „Media Appearances“

# Communication



- ✓ Forum – коммуникация между участниками
- ✓ Newsletter (1 x в месяц) – регулярная активация интереса
- ✓ Регулярная публикация отборных (!) новостей от региональных групп