



Civil engagement, integration and better management of the national intangible heritage to raise awareness of European common values - EU context, perspectives and active citizenship

COORDINATOR PROMOTION CAMPAIGN

As founder and coordinator, Transilvania University of Braşov (UNITBV) led an extensive campaign of academic, press, and social media promotion.



Co-funded by
the European Union

Leading by Example

From official website articles and newsletters to press coverage and a wide social media outreach, UNITBV has ensured that InThrace's results, its final conference, and its national piloting activity reached students, researchers, local communities, and the general public across Braşov and beyond.

Campaign Snapshot

- 69 promotional actions delivered across websites, press, and social media since project launch.
- Over 106,000 combined reach across all UNITBV-led promotional channels.
- Bilingual coverage (Romanian/English) on unitbv.ro, socio.unitbv.ro, and the Research Institute website.
- A city-wide Facebook campaign spanning over 30 Braşov community groups and partner pages.





Website & Newsletter Coverage

As project coordinator, Transilvania University of Braşov (UNITBV) published bilingual coverage of every major InThrace milestone across its own network of official websites and newsletters.

Final Conference Coverage

- Announced on unitbv.ro and socio.unitbv.ro in both Romanian and English, plus a dedicated article on the Research and Development Institute (ICDT) website.

National Piloting Activity

- An invitation to the national piloting activity was published in Romanian and English on socio.unitbv.ro, inviting students, researchers, and the wider community to take part.

Project Closing Announcement

- A bilingual article marking the end of the project made InThrace's educational resources available online to alumni, students, and the general public.

UNITBV Newsletters

- The January 2026 newsletter (RO/EN) featured the 4th Transnational Partner Meeting, while the June 2026 issue covered the 5th TPM and the final conference.

Together, these official channels ensured accurate, first-hand reporting of InThrace's progress reached the university's own academic community first.



 unitbv.ro (RO/EN)

 socio.unitbv.ro — Faculty of Sociology and Communication (RO/EN)

 icdt.unitbv.ro — Research & Development Institute (RO/EN)

 UNITBV Newsletter — January & June 2026 issues



Press & Media Coverage

Beyond its own channels, UNITBV's final conference and the MandraChic case study drew attention from independent local news outlets and community voices across the Făgăraș and Brașov areas.

Bună Ziua Făgăraș & Educație Privată

- Independent news articles highlighted the final conference and the MandraChic brand as a real-world example of intangible heritage preservation.

Brașov Metropolitan

- Two articles covered the final conference and the MandraChic case study, illustrated with photos from the public event.

News Connect

- Three articles explained why the InThrace conference mattered for Transilvania University of Brașov, its students, and the wider public.

PRESSCONNECT.RO Community Post

- A single Facebook post in this community group reached an estimated 39,500 people, by far the campaign's single largest audience.

Together with two personal endorsements from MandraChic's own founder, these independent voices gave InThrace's message a life beyond the university's own channels.





Community & Social Outreach

UNITBV also ran a city-wide social media campaign, sharing InThrace's message directly with the communities of Braşov and the surrounding region.

👉 Local Facebook Groups Campaign

- Two key messages, the final conference announcement and the MandraChic case study, were shared across more than 30 Braşov-area community Facebook groups, from general city groups to hyper-local pages for Codlea, Ghimbav, Prejmer, and Râşnov.

🎓 Faculty of Sociology and Communication

- An official campaign post (11,800 reach) and a promotional video (3,215 reach) invited students, professors, and the public to the free InThrace training platform and its final conference.

🌐 EUROPIA Partner Project

- Two posts on the EUROPIA project's Facebook page introduced InThrace and its final conference to a complementary research audience.

Combined, this grassroots outreach carried InThrace's message into daily conversation across Braşov's neighborhoods and university community.



🌐 Visit: inthrace.unitbv.ro

📺 Follow InThrace and share with your community!

#InThraceProject

#UNITBV

#EUProjects #ErasmusPlus