

## OBJECTIVE

The MOMU communication strategy considers dissemination of project related information as one of the main pillars of the project and a key element for its success. For that purpose, the MOMU Spanish team has developed a blog in order to inform, disseminate and most of all raise awareness of the importance of multiprofessional and multidisciplinary work in arts and social work.

Lecturers, students, working life representatives, policy makers, media and general audience have had the opportunity to witness the advancement of the MOMU project by visiting the MOMU Spain Blog (<http://blog.uclm.es/momu/>).

The MOMU blog is not only a dissemination tool but also an educative tool as some examples and good practices have also been depicted. Technological advancements have been incorporated into the blog, such as virtual reality and 360° video.

The MOMU blog is twinned with the MOMU website. Both instruments act synergically together with the Twitter tool.

## STRUCTURE OF THE BLOG

The blog is structured into four parts:

1. **ABOUT.** This section includes the basics of the MOMU Project (mainly institutional information related to EU funding, members of the consortium and general coordination).
2. **MOMU.** This section presents the aims, outcomes, research activities and events.
3. **PEOPLE.** In this section, the Spanish team members and their research are introduced.
4. **RECENT NEWS.** This section includes news items and features with the highlights of the project. The section is regularly updated and also comprises radio and television interviews with researchers from other partner institutions in Finland, Estonia, the United Kingdom and Spain.

Finally, students were told to choose different vignettes of the other participants which with they felt more identified and tell the others the reason of their identification.

## VISIBILISATION, DISSEMINATION AND FOLLOW-UP

The MOMU Spain Blog has proved to be an excellent dissemination tool for MOMU activities and will continue in the future. Once the MOMU project ends, the blog will remain active and piloted teaching and training activities will be posted as a way of raising awareness of the importance of multiprofessional and multidisciplinary work.

In all this process, special thanks would be delivered to students from the Faculty of Journalism who have been helpful and experimented the meaning of multiprofessionalism by contributing to preparing news items for radio and television in different seminars and activities.

To learn more about the MOMU Spain blog, please visit <https://blog.uclm.es/momu/2017/05/06/drawing-the-journey-to-find-a-job/>

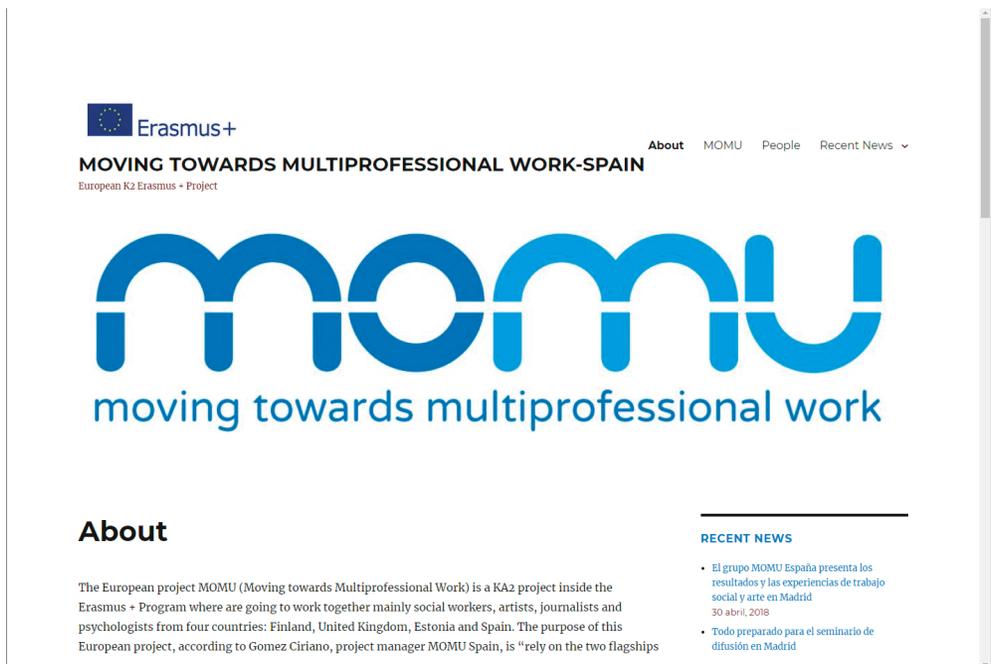


Figure 13. MOMU Spain Blog.