

D7.5 – Project social media to present and promote the project's activities and results within local and international stakeholders

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1. Executive summary

This deliverable is related to project task 7.3, website and social media, and provides an overview of the project's social media Twitter and LinkedIn.

The design, implementation, and launch of the social media and the preparation of this deliverable were led and completed by the UNIZA team (Tatiana Kováčiková, Tibor Petrov and Lenka Kopunova). The project's coordinator and partners supported the implementation of task 7.3 and the preparation of deliverable 7.5. Furthermore, the project consortium provided structured and meaningful feedback on designing and developing the project's social media resulting in successfully fulfilling task 7.3.

2. History of changes

Title of the document	Version number	Changes	Who	Date
Deliverable D7.5 - Project social media-25.09.2023- draft-version-0.1	0.1	Drafting the document structure	Tatiana Kovacikova (UNIZA)	25.09.2023
Deliverable D7.5 - InCITIES Project social media-26.09.2023- draft-version-0.2	0.2	Drafting sections 1-2, editing pre-final document	Tatiana Kovacikova (UNIZA)	26.09.2023
Deliverable D7.5 - InCITIES Project social media -27.09.2023- draft-version-0.3	0.3	Editing pre-final document	Tatiana Kováčiková (UNIZA)	27.09.2023
InCITIES Deliverable D7.5 - InCITIES Project social media - 30.09.2023- final-version-1.0	1.0	Final version	Tatiana Kováčiková (UNIZA)	30.09.2023

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3. Introduction

3.1 Aim of the deliverable

Deliverable 7.5 presents the information about creation and implementation of the InCITIES social media, namely Twitter and LinkedIn to present and promote the project's activities and results within local and international stakeholders. It is related to the milestone MS10, Social media: Twitter and LinkedIn.

3.2 Social media objective

The main objective of implementing the project's social media, namely Twitter and LinkedIn, is to furnish a unique communication, dissemination, and learning space supporting the promotion of activities of the project and contributing to project visibility and recognition.

The InCITIES social media will complement the website as an informal communication and learning space supporting the dissemination activities and contributing to project visibility and recognition. It will inform and engage wider and more diverse interest groups through the promotion of project news, data, activities and best practices and posting on other social media profiles and groups. This basic information will help attract potential collaborators and relevant stakeholders from the beginning of the project.

InCITIES social media will be also used for sharing short and targeted content social videos focusing on institutional transformation strategies towards Research-based sustainable universities to engage viewers on social media.

4. InCITIES social media

The accounts for InCITIES social media, namely Twitter and LinkedIn have been created according to the project plan. They include the project logo and the EU emblem in accordance with the document "THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027" (Operational guidelines for recipients of EU funding) published in 2021 by EC.

4.1 Twitter

Twitter will be used to tease, announce, and promote all project publications. We will use this media as a Flexible platform to engage and be part of discussions around inclusive, sustainable and resilient cities and transformation and modernisation of HEIs ecosystems. Partner accounts will be leveraged by systematic quoting to maximize visibility.

Figure 1 depicts a screenshot of the Twitter account: <https://twitter.com/InCITIES>.

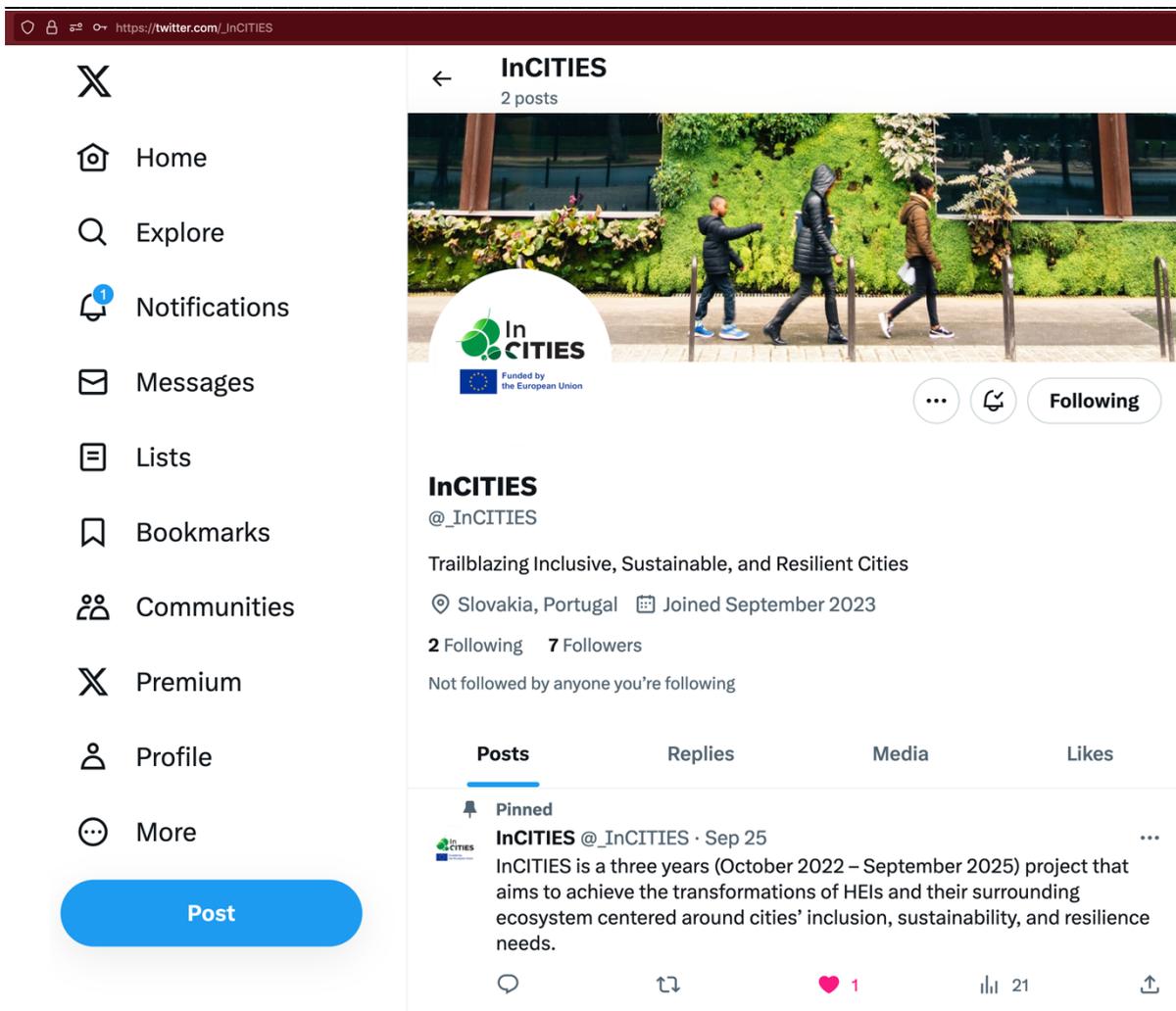


Figure 1 - Twitter account screenshot.

4.2 LinkedIn

LinkedIn is oriented at a “business crowd” and it is a strategic choice to begin dissemination from, as this is a platform where most of the professional stakeholders are present.

The aim is to amplify the message and get it to the target audience in a professional format. By sharing knowledge about the topic of the project - inclusive, sustainable and resilient cities and transformation and modernisation of HEIs ecosystems from trusted sources worldwide, as well as activities and events of the project, we will alert the relevant communities about the InCITIES project and its results.

Figure 1 depicts a screenshot of the LinkedIn account:

<https://www.linkedin.com/company/incities-project/>

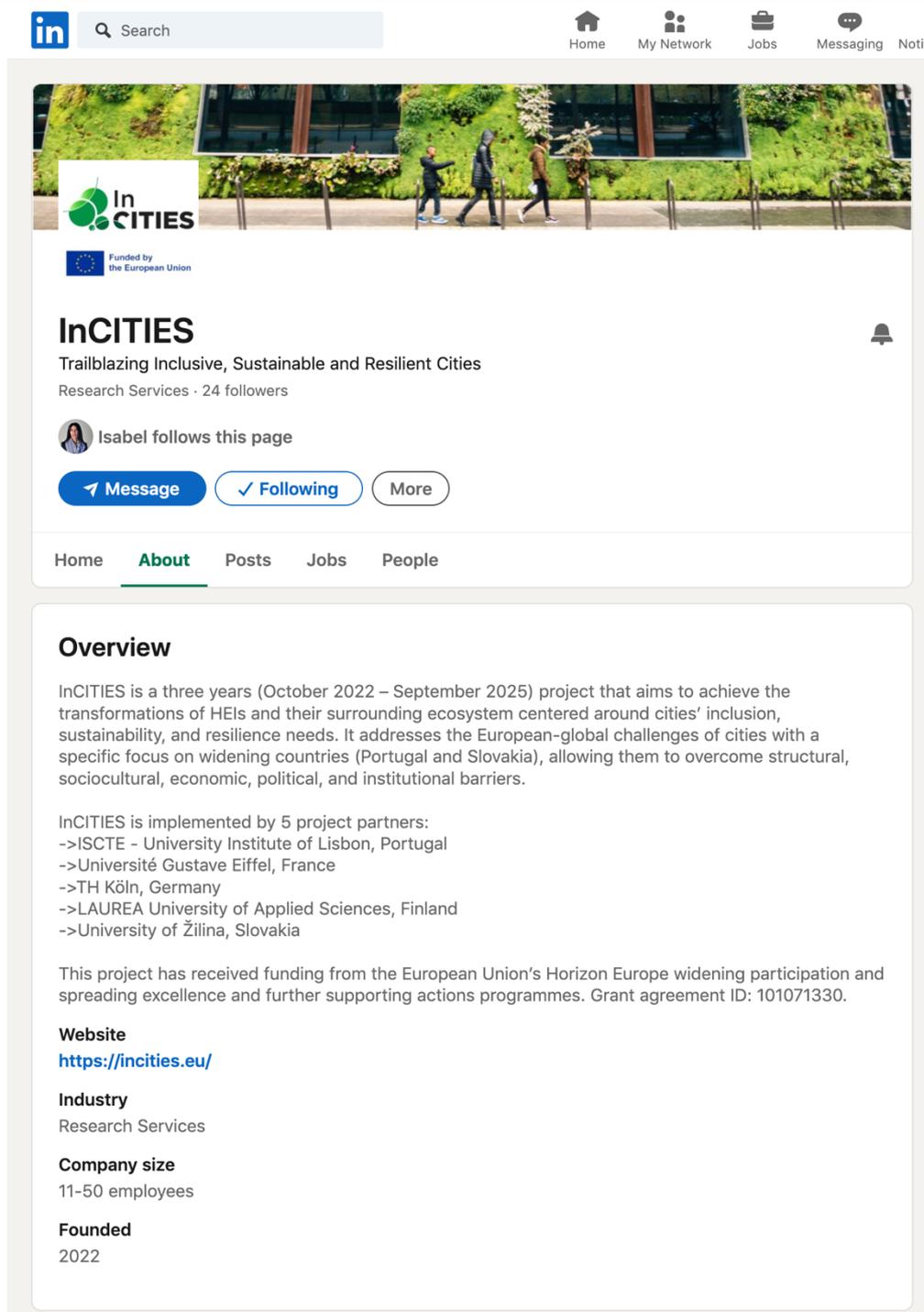


Figure 2 - LinkedIn account screenshot.

For LinkedIn, the posts will contain more details about research topic or related parties, enabling InCITIES to link to relevant accounts and add relevant hashtags. Short videos will be uploaded as well, to create a dynamic page with different content formats.

5. Report on the presentation and promotion of the project's activities and results within local and international stakeholders

The InCITIES Deliverable D7.6 - Report on Dissemination Activities (Part 1) final version V1.2 (September 2023) outlines the InCITIES external dissemination channels as well as the partner-level and project-level dissemination activities conducted within the first year of the InCITIES implementation.

6. Future actions

The social media accounts have been created in September 2023. By the date of writing this Deliverable the project InCITIES has achieved several significant results, which are going to be promoted through its social media accounts.

In order to grow the audience for the chosen social platforms, the following actions will be taken:

- Proactive posting on the InCITIES social media accounts.
- Promotion through partner's social media.
- Sharing engaging, interesting, and thought-provoking content on the social media.
- Interlinking with partner's social media by means of following/like and requesting to follow/like the account back.
- Following/like other relevant and related European projects.
- Following/like European Commission and Horizon Europe related social media accounts and pages.