



D6.4 Social Media Accounts

**[WP6 Enabling environment and
awareness raising]**

Paula Antunes, Rui Santos



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	2eco	Phone	-	
Other authors	Dimitra Perperidou (AgroApps)			
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Table of Contents

Executive Summary	5
1. DIANA Facebook Account.....	6
2. DIANA Twitter Account	8
3. DIANA LinkedIn Group Page.....	9
4. DIANA YouTube Page	12
Conclusion	14
References.....	15





Table of Figures

FIGURE 1 – DIANA FACEBOOK ACCOUNT	7
FIGURE 2 – DIANA TWITTER ACCOUNT	9
FIGURE 3 – DIANA LINKEDIN GROUP PAGE	11
FIGURE 4 – DIANA YOUTUBE PAGE.....	13



Executive summary

Social Media have become an integral part of everyday life. The power of social networking is such that, the number of worldwide users is expected to reach some 2.95 billion by 2020, around a third of Earth's entire population¹. The number of users that is steadily raising has also created a unique opportunity for businesses. Social Media became an additional medium for them to connect with potential consumers. In the present deliverable the social media accounts that were created for the DIANA project are going to be presented. The media that were selected, as also included in the description of work of the project were the following:

-  Facebook
-  Twitter
-  Youtube
-  LinkedIn

Each section is going to be dedicated to a relevant social media, presenting in screenshots the account created for the purposes of the project, along with all relevant information on how it can be accessed. Additionally, each chapter is going to be accompanied with a brief presentation about the media itself, its impact and the do's and don'ts when using them as a dissemination and communication channel.

¹ <https://www.statista.com/topics/1164/social-networks/>

1. DIANA Facebook Account



Facebook is an online social networking service founded by Mark Zuckerberg on February 4, 2004 with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The name comes from a colloquialism for the directory given to students at American universities. Initially limited to Harvard students, Facebook later expanded to other universities and high schools. Facebook moved its headquarters to Palo Alto, California in 2004, and to nearby Menlo Park in 2011².

As of the fourth quarter of 2016, Facebook had 1.86 billion monthly active users. Due to the fact that the app is free it has gained much popularity from every demographic range. In other words Facebook has the audience to help promote business and attract new people to its' site. With so many registered users Facebook is a top notch tool to help DIANA in a variety of ways for marketing purposes such as promoting the project itself and/or upcoming events and/or by developing paid advertisements. Facebook can help in reaching a wider audience and through that also specific target groups (such as the Global Water Partnership). More in particular Facebook has:

- 💧 1.23 billion daily active users on average for December 2016
- 💧 1.15 billion mobile daily active users on average for December 2016
- 💧 1.86 billion monthly active users as of December 31, 2016
- 💧 1.74 billion mobile monthly active users as of December 31, 2016
- 💧 Approximately 85.2% of our daily active users are outside the US and Canada

If Facebook is the chosen for advertisement purposes for the project there are certain parameters that should always be taken into consideration beforehand and those are:

² <https://techcrunch.com/topic/company/facebook/>

D6.4 Social Media Accounts

- Objective: What need to be advertised? A post, the website page, your project, an event?
- Audience: Who does the advertisement need to reach? Age, gender, physical location, language are just some of the things that need to be considered.
- Placement: Another factor that needs to be taken into consideration is where the advertisement should appear. Mobile news feed, desktop news feed, desktop right column, apps and other websites?
- Budget: Yet another aspect that needs to be taken into consideration is the budget that is going to be spend for a particular advertisement. Will a daily or lifetime budget be chosen? When the campaign will start and when will it end?
- Visual content: Finally the presentation aspect of the advertisement needs to also be taken into account. An attractive and relevant picture and/or video and precise language are usually more effective.

As of March 2017 DIANAs' Facebook account can be found [here](#).

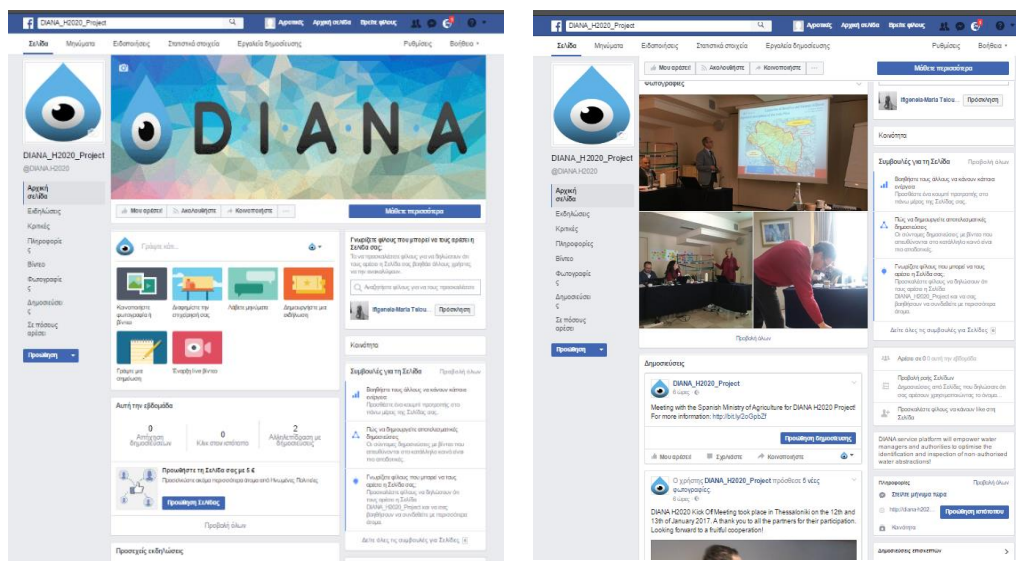


Figure 1 DIANA Facebook Account

Two things that should be avoided when using a Facebook account for your project/business are:

- Posting too personal information that do not concern others
- Making negative comments about others



2. DIANA Twitter Account



Twitter is characterized as a microblogging service. It was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet"³.

As of the fourth quarter of 2016 that microblogging service averaged at 319 million monthly active users. At the beginning of 2016, Twitter had reached 310 MAU per quarter. Twitter users are able to read tweets, meaning posts that have the limitation of one hundred and forty characters, so in other words every message has to be clear and to the point. It's a great way of joining or even starting discussions with influencers and industry experts to raise the profile of your business and build valuable connections⁴.

Along with Facebook, Twitter is one of the most used channels for advertising purposes. Twitter has three main advertising options:

- Promotion of accounts, which allows you to promote your account and suggests it to followers.
- Promotion of tweets, which gives visibility to messages you want to share and exposure of the profile in general. Promoting tweets is great for
 - Sharing Content
 - Building awareness
 - Building a brand voice
 - Offering deals

³ <https://en.wikipedia.org/wiki/Twitter>

⁴ <https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/>

D6.4 Social Media Accounts

- Promoted Trends are topics and hashtags that are moved to the top of the Trending Topics list. Just like regular trending topics, people can incorporate them into their tweets and view a page following anyone who has posted an update using the particular keyword or hashtag.

The following parameters should be considered when creating a Twitter advertising campaign:

- Audience: When targeting audiences in Twitter you have to be very careful and try not to overdo it. Budget can be easily exhausted trying to target many and different audiences at once may not be very efficient.
- Content: In order to understand what is working better, when adverting in Twitter it is best to test across different demographics in order to evaluate the outcomes, understand and finally learn.
- Precise: One of the main characteristics of Twitter is that it is providing its' users with just 140 characters to make their point. In other words tweets have to be short and to the point.
- Hashtags: Even though hashtags can bring visibility and help users find content, administrators have to be careful not to overdo it.
- Comments: As with Facebook it is better to avoid personal and negative comments when using Twitter for business.

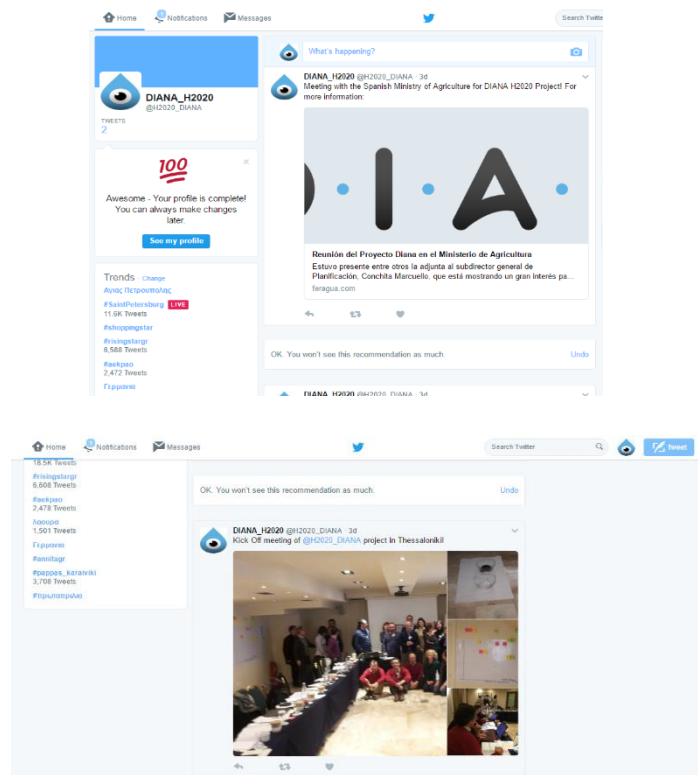


Figure 2 DIANA Twitter Account

As of March 2017 DIANAs' Twitter account can be found [here](#) and followed using '@H2020_DIANA'.



3. DIANA LinkedIn Group Page



LinkedIn is a social networking site for professionals. Founded on December 28, 2002 and launched on May 5, 2003 it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. LinkedIn allows members (both workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection⁵.

During the most recently reported quarter, LinkedIn had 467 million users, up from 450 million users in the previous one. LinkedIn is a networking site that allows members to create profiles and make connections with others as a way of establishing professional relationships. The site is available in over 200 countries worldwide in 20 different languages⁶.

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. Using LinkedIn Groups as a marketing channel can:

- Enable authentic connections and one to one conversations with the targeted audience
- Provide a forum for sharing your brand's news and values with qualified prospects
- Built a community around the project/product/etc, facilitating additional distribution of your content to the community members' own social networks
- Generate prospects and leads who have expressed genuine interest in engaging with your solutions

Some of the parameters that should be taken into consideration when using LinkedIn as a marketing tool for dissemination and communication purposes are the following:

⁵ <https://en.wikipedia.org/wiki/LinkedIn>

⁶ <https://www.statista.com/statistics/274050/quarterly-numbers-of-linkedin-members/>



D6.4 Social Media Accounts

- Audience: When promoting to a LinkedIn Group it is essential to consider both group size and posting frequency. A good way to understand how groups work is to start following some successful groups, in terms of participants and content and adjust the activities accordingly.
- Frequency: Even after establishing a successful group posting frequency is still essential to keep the groups' interest and not to overwhelm it with unnecessary information.
- Visual content: As with other social media, visual content is also essential. An attractive and relevant infographic, image, book or article can do the trick.
- Content: After establishing the group and the necessary communication patterns, sharing content like events and updates on the project and/or product is a good practice. Cross posting can cause problems.

As of March 2017 DIANAs' LinkedIn Group Page can be found [here](#).

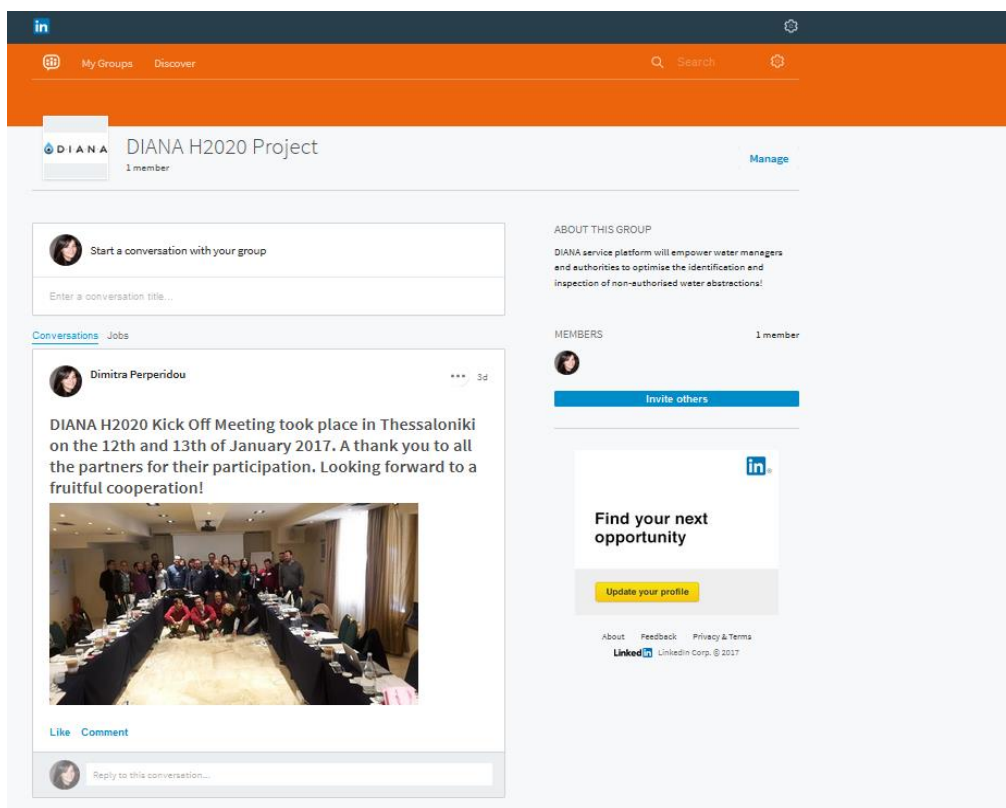


Figure 3 DIANA LinkedIn Group Page

As with other social media two things that should be avoided when using LinkedIn are:

- Posting too personal information that do not concern others
- Making negative comments about others



4. DIANA YouTube Page



YouTube is a video sharing website that allows users to upload, view, rate, share, add to favorites, report and comment on videos.

Both private individuals and large production companies have used YouTube to grow audiences. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries⁷.

According to the website “YouTube has over a billion users—almost a third of all people on the Internet—and every day, people watch hundreds of millions of hours of YouTube videos and generate billions of views⁸”. While companies, musicians or film distributors might use YouTube as a form of free direct advertisement, many producers of different products also operate overt or hidden product placement schemes. YouTube also generates the majority of its revenues through in-site advertising, with owners of popular channels being eligible to receive a percentage of the revenue they helped create⁹.

DIANA can leverage the opportunity that YouTube has to offer and share webinars, power point presentations, or internal and external interviews that will drive traffic to the channel and potential customers and/or the wider public learning about DIANA.

As with other social media there are a few factors that need to be taken into account when using YouTube as a dissemination and communication channel and are the following:

⁷ <https://en.wikipedia.org/wiki/YouTube>

⁸ <https://www.youtube.com/yt/press/en-GB/statistics.html>

⁹ <https://www.statista.com/topics/2019/youtube/>



D6.4 Social Media Accounts

- 💧 Content: Always write a good description explaining your video. Be careful of the tags used to attract relevant audiences.
- 💧 Feedback: It is essential to respond to the feedback that visitors leave to the page.
- 💧 Constructive feedback can help in improving content, while it is always better not to respond to the ones that entail negative criticism. Also responding to feedback can help create a base of consistent viewers.
- 💧 Videos: If you have a number of videos do not upload them all at once. It is not very efficient and attractive to upload videos that are too lengthy.
- 💧 Communication: Apart from communicating directly with users, also communicating with professionals or people who run YouTube video channels that showcase similar work, you can grow the audience. This type of cross-promotion can make your work more visible as well.

As of March 2017 DIANAs' YouTube Page can be found [here](#).

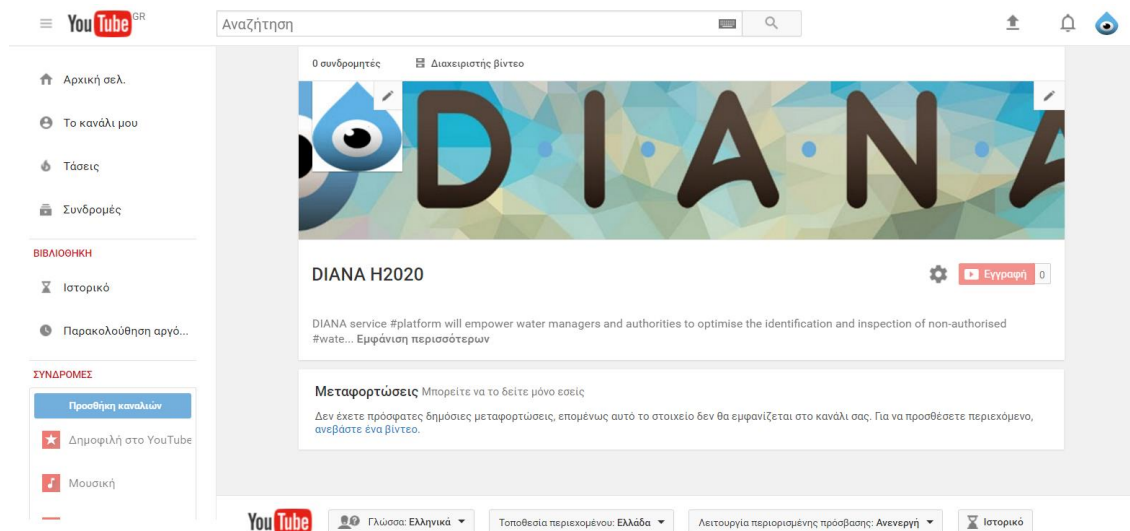


Figure 4 DIANA YouTube Page

Again posting personal or negative content should be avoided.



Conclusion

As also described in D6.1 Communication and Dissemination Plan No confidential information will be posted to any social media under any circumstances. Comments containing profane language or content, content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation, sexual content or links to sexual content, conduct or encouragement of illegal activity, information that may tend to compromise the safety or security of the public or public systems and content that violates a legal ownership interest of any other party, will not be used.

Anyone will be able to follow the media accounts of DIANA project. All accounts include a brief description of the project. The links of the different social media accounts will also be displayed in the project's website, while (where this is an option) the link from the website will be displayed in the social media accounts.



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