Social Media Strategy

Burgas Free University

Green-4-Future

Greening the EntreComp Framework to Reconcile Economic
Development and Environmental Security

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Disclaimer

This document has been developed in the framework of the Green-4-Future Project No 2020-1-DE02-KA202-007429.

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Introduction

Proper project dissemination and communication is a key to ensure maximum impact of Green-4-Future project.

Social media channels will be used to disseminate relevant information about project activities and results and to share Green-4-Future results to raise awareness among key stakeholders and target audiences, as well as to provide a platform for leaving lasting heritage and creating future opportunities for impact in the field of VET, with focus on green technology and circular economy, at local, national, and European level.

Social media will be used for both communication and dissemination, which are complementary activities.

The communication covers the whole project, including the results, and is addressed outside the project community, including the general public and the media. The aim is to inform and engage the public, showing how it can benefit from the project.

Dissemination covers the results of the project and therefore occurs only after the results are available. The focus is on groups that can use the results of the project in their own work, including groups of partners, industry, professional organisations, and politicians. In this way, the take-ups and use of the results are activated.

The Project's social media strategy will be coordinated by Burgas Free University /BFU/ with contributions from all partners.

Objectives

The main objective of the communication and dissemination activities is to promote the Green-4-Future project and spread its results to the largest possible audience – at the national, European, and international level.

In more detail, the goals are as follows:

- to create awareness and raise awareness of the Green-4-Future project, its content and results within target groups

- to raise social awareness of the importance of green entrepreneurship

- to build and interact with an engaged community

- to create interest among target groups and wider audience about the project's intellectual outputs

- to increase visibility of the project, maximise its impact and boost the successful exploitation of project results

- to convince individual end-users to adopt and/or apply the project's results

Target audiences

There is an initial categorisation of the most relevant target groups for communication and dissemination activities:

- consortium partners

- VET professionals

- entrepreneurs or would-be entrepreneurs

- policy makers from the business, environmental and VET sectors

- researchers and research institutions

- national and international authorities

- private sector (especially SMEs)

- NGOs

- general public

Channels

Social media channels such as Facebook, LinkedIn, Twitter, and YouTube will play a major role in interacting with our target audiences through the lifecycle of the project. They will play an active role in fuelling the conversation and engaging our audiences with the project and its results.

At the start of the project, BFU will register and set up accounts with the following social networks on behalf of Green-4-Future project:

- **Facebook page** – it allows us to post a variety of content (posts, pictures, videos, reports, links). Facebook allows showcasing the project and its results to different audiences in an informal way. Facebook allows posting of a variety of content including pictures, videos, event invitations or reports, as well as links to presentations or available multimedia material. Facebook page has fans who like the page, not friends. A page has also the advantage to allow for several nominated users under different types of profiles (admin, editor, reviewer). Facebook content has a longer "life", which means it will appear in people's Newsfeeds longer than posts on other platforms such as Twitter. As a result, it is not necessary for the posts to be so frequent (as on other platforms such as Twitter) to share information.

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- **Twitter** – it allows us to post short text messages (up to 280 characters). We will use Twitter to publish short comments, make announcements or retweet relevant content. This is a very fast-moving, interactive platform that needs to be checked regularly and often. In this way, with the right message, news, announcements, and comments can quickly reach a wide audience.

- **LinkedIn profile** – it allows us to post text, photos, videos, and links. LinkedIn is a network site for professionals and will be used to connect with policymakers, professionals and groups interested in entrepreneurship and entrepreneurship education with a focus on green technologies and the circular economy.

- **YouTube channel** – it allows publishing audio-visual content.

The project website will have direct access to these social networks by clicking over the icons situated on a visible part of the website.

Responsibilities and obligations

All partners are welcome to contribute to the project's social media activities, but BFU is responsible to oversee all of this, to manage social media accounts, centralise the information to be shared and communicate.

Each partner organisation should specify one person who will be responsible for the implementation of the social media strategy at the institutional level. These people should be in continuous contact with BFU. They are responsible for the carrying out of the specified in the Calendar Social Media-related activities for their organisation.

Each partner (person), as the author of a post about the project on social media, assumes responsibility for the message published on the social media platform and is obliged to strictly adhere to the privacy and data protection policies of this platform. All social media platforms have their own privacy and data protection policies.

Regular exchanges of information between the coordinator, frontline staff, and the team responsible for the social media strategy implementation can help ensure the project is promoted adequately, by enabling the social media team members to draft relevant content and post it on time.

Callidus in their role of Dissemination leader is responsible to provide the project newsletters and other developed common promotional materials (leaflets, posters, etc.) to BFU in order these materials to be appropriately disseminated via social media channels selected.

SRC, in their role to administer, maintain and update the project website, is responsible on a regular basis to inform BFU about all updates of the site content.

To reach the widest possible audience, it is strongly recommended that all individuals included in the consortium to retweet and share the project's posts and relevant content with the appropriate audiences.

All partners are obliged to document their activities in social media platforms using the reporting table provided in the Dissemination plan Annex 1: Report dissemination activities.

Social media style guide

Social media style guide acts as a cornerstone for the entire Green-4-Future social media strategy. This is a foundational document that ensures clarity and consistency.

Below are provided with some tips aiming to help in the provision of accurate, fair, and consistent messages about the project which hold the social media reader's attention:

Overall voice and tone

Green-4-Future's social media voice is professional, motivating and always positive. We try to always be informative, clear, and helpful. We want to create an environment where conversation and experimentation are encouraged. We will always make sure that our posts are conversational and open-ended but never stiff or boring.

Green-4-Future tone is usually formal. When you are writing, consider:

- Minimise the use of abbreviations, except generally recognised acronyms and accepted hashtags.
- Limit the number of technical words that only experts are likely to understand. Instead try to use layman's terms.
- Use visual aids in your tweets as much as possible, and tag relevant handles. Keep your posts short, clear, and catchy.
- Publish content in other languages, to reach local communities.
- Usage of an appropriate, inoffensive language will get responses and stimulate debate.
- Be receptive to the readers' arguments - if you do not agree, defend your position without being rude.
- Gain/maintain credibility by sharing worthwhile, relevant content and show respect for other cultures and ideas, online as well as offline.
- Be aware that libel and defamation laws apply.

Content

- Before you post, ask yourself if you would be interested in reading this, or clicking the link to know more.
- Include a photo, video, GIF, infographic, link or poll to liven up the text and make it more intriguing. The image credit should be put next to the picture.
- Visual content (as above) is very effective as it conveys a lot of information in an appealing, easily digestible way.

- Share information about the project results and products, new papers and scientific publications, events, conferences and training courses, breaking news and hashtags relevant to the project, etc.
- Highlight the project's impacts and its contribution to society.
- Tag appropriate handles, to ensure your content reaches the widest audience possible.
- Make sure everything you post is accurate — nobody wants to follow an unreliable information source.

- Events – keep in mind that live posts or pictures of events may not necessarily be relevant content for people who did not attend. They are more likely interested in the outcomes of such events (minutes, reports, links to presentations and interviews, etc.).

Formatting posts

Here are the formatting guidelines we suggest, in general:

- Stick to sentence case across all networks.
- Get to the point with the first sentence.
- Keep text short.
- Consider bullets when possible.
- Break sentences into separate paragraphs.
- Place an emoji in as many posts as possible unless your voice does not call for it.
- Shorten all links.
- Keep room for hashtags and mentions, but do not clutter the post with them.

Media formats

As for general media guidelines, consider the following:

- Use software that offers templates and design tools like Canva or Adobe Spark. Customise the templates.
- Include logos on media without going overboard.
- Make your content as natural-looking and diverse as possible. Avoid corny stock photos.
- Always stick to the same fonts and colours.
- Consider user-generated content that conveys your message and voice.

Handling hashtags and handles

Hashtag # - added in front of any word or phrase in a post, this makes it easier for users to locate specific content or themes.

Examples: #innovation, #ErasmusPlus, #green #KA2 #Green4Future #environment etc.

Using a hashtag makes the keyword or phrase in the post searchable. It is like a label that clusters and links similar content, the same way keywords do when scientific papers are published.

Advantages of using hashtags:

- To increase outreach — enable the joining to bigger, topic-specific conversations.
- To capitalise on existing trends — finding emerging hashtags to boost the project with the right audience.
- To consolidate and group content — helping those who took part in an event search for related coverage using the event's hashtag.
- To encourage interaction — bringing new opinions and views into a discussion about a specific topic.

Handle @ - Unique username mainly used to identify a person or a project's account.

It always starts with the @ symbol, followed by a name or phrase to identify the account. For example, the European Commission's Twitter handle is @EU_Commission.

Advantages of using handles:
- To send a direct reply to someone, by starting your message with their handle.
- To link to someone else's account (known as a 'mention') by using their handle elsewhere in your post. This will link your post to the mentioned user's account.

Handling emojis
Emojis are a way to inject a sense of vibrancy and personality into our posts.
Here are some hints for emojis:
- Make sure all emojis are relevant to the Project and post.
- Try to keep emojis at the end of each post. Sometimes they work inside the middle, but most of the time it causes a distraction from reading.
- There is no need for emojis on LinkedIn.
- Stick Facebook emojis to the end of posts.
- It is possible to use more emojis on tweets and Twitter replies, unless it is not in line with your voice.

News
It is possible to publish news outside the project and its activities.
News from the outside world is tricky on social media, so you can post news that's entirely relevant to the project goals and are from reliable sources.

Proper spelling and grammar
Utilise a spelling and grammar checker like Grammarly to help you avoid typos and grammar mistakes.
Do not substitute any words with emojis.

Visual identity of the project
The project logo, programme logo and the disclaimer are elements which should be used according to guidelines regarding the branding of the project provided in the dissemination strategy as well as in line with the rules of the programme.

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Facebook guidelines

What can you post?
- Text (no character limit), photos, GIFs, videos, links, etc.

How can you use it?
- To showcase the project and results in an informal, highly accessible way.
- Vary your content (pictures, videos, polls, links…) and tag other profiles and pages in your posts, to reach a wider audience.

How to make a great Facebook post
- Facebook has changed over the years from primarily text-based communication to a mixture of all kinds of media. Successful posts use short, interesting "teasers" (usually 2 or 3 sentences) for context along with colourful images, short videos, and links to other good content that followers will enjoy.
- Stay positive. Facebook users tend to share and interact with inspiring, funny, and life-affirming pieces. Get creative by building your own memes with text overlayed onto unique images.
- Pose questions, tell stories, and use language that encourages commenting and interaction with the page.
- Interact with the followers and fans, as well as other people who comment on posts in your feed. Conversation is a great way to increase engagement and build a loyal fan base.
- Add comments to your older posts to bring it up in the newsfeed again.
- Post often, but not too often in the optimal times.

How often should you update your Facebook Page?
- Minimum: 4 times a month per each partner.
- Avoid sharing a bunch of posts in quick succession

Twitter guidelines

What can you post?
- Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters). Pictures can help increase engagement and make your posts stand out.

How can you use it?
- To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content.
- You can also use Twitter groups to cluster a group of projects on a similar topic.

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- If your institution, team members or other relevant organisations already have a strong, well established social media presence, get all these parties to communicate information about the project. This will help to reach already existing audiences.
- Share images and tag other Twitter accounts (up to 10), to build a relationship with the audience and make them aware (the account tagged receives a notification) of content that might interest them, in the hope that they might want to retweet it.

How to make a great Tweet

- Keep Tweets between 100 and 120 characters so others can modify or add short notes before retweeting.
- Take the time to write a proper sentence (yes, including grammar and punctuation) that fits within the character limit.
- Encourage conversation and build your audience by posing questions to elicit curiosity, quoting others (with proper citation), and thanking those who mention you or pass your message along.
- Include emojis[1] in your tweets
- Use the hashtag often, and wisely. (Do not overdo it with the number of hashtags, though, or your Tweet will not get as much traction.) Using hashtags is a great way to get your content out to a wider audience on Twitter. Useful Erasmus+ related examples in common use include #ErasmusPlus, #erasmuslife, #ErasmusPlusEffect and #epluspeople. General and trending topics related to the project and its activities may also have hashtags, so use them to join the conversation.
- Shorten links to get the most out of your Twitter real estate.
- Bright, strong images that accompany Tweets increase engagement and retweets.
- Maintain your own personality.

How often should you Tweet?

- Minimum: 6 – 7 tweets a month per partner.
- Avoid disappearing from Twitter for weeks or months.

LinkedIn guidelines

What can you post?

- Text (no character limit), photos, GIFs, videos, links, etc.

How can you use it?

- A networking site for professionals, it can be used for groups and has established networks on specific topics. Several projects have chosen LinkedIn to create new groups, share content and connect with already established groups.

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[1] https://emojipedia.org/flag-european-union/

How to make a great LinkedIn post

- LinkedIn is a business- and career-oriented platform, providing an opportunity to offer expertise on a topic that relates to the project audience. It is good to maintain a friendly but professional voice without being boring.
- Keep it short. Two or three sentences is all you need for an intro before an external link. Give the audience just enough to know why you shared it and what it means to them.
- Stay interested to be more interesting. Reply to those who comment on your posts and like any of their content that has value for you. Commenting on your own post can open up conversation as well, which leads to more engagement and increased visibility.
- Tagging people or companies that you are connected to adds authority to your posts. Make sure the posts are related and will be welcomed by those you are tagging.
- Do not forget the power of images on LinkedIn. When you share a link, the main image is what your audience will see in their feed. A relevant message with a vibrant image will get more attention than a simple text-based post.

How often should you post on LinkedIn?

- At least once a month per each partner, and no more than once each business day, which is optimal.

Content calendar

The content calendar will determine what, when, and how often to post. Important components of the content calendar are as follows:

1. Channel
2. Type of content
3. Publish date
4. Optimal times to post
5. Posting frequency

Based on content auditing and analytics data, we (BFU) can determine how often to publish content to increase levels of engagement with target audiences.

Monthly Content calendar[2]

Facebook	Month of the Project lifecycle			
	week 1	*week 2*	*week 3*	*week 4*

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[2] The Monthly Content calendar is in force for every month from the final approval of the Strategy to the end of the project lifecycle.

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content type	post	post	post	post
frequency	min 1 post a week per partner			
time	8-11 a.m.	8-11 a.m.	8-11 a.m.	8-11 a.m.

Twitter	Month of the Project lifecycle			
	week 1	*week 2*	*week 3*	*week 4*
content type	text; photos, links	text; photos, links	text; photos, links	text; photos, links
frequency	6 posts a month per partner (1 or 2 per week)			
time	8-11 a.m.	8-11 a.m.	8-11 a.m.	8-11 a.m.

LinkedIn	Month of the Project lifecycle			
	week 1	*week 2*	*week 3*	*week 4*
content type	post	post	post	post
frequency	min. 1 post a month per partner			
time	8-11 a.m.			

YouTube	Month of the Project lifecycle			
	week 1	*week 2*	*week 3*	*week 4*
content type	Video material[3]			
frequency				
time				

Evaluation

To ensure accurate monitoring and reporting of dissemination activities in social media, BFU will report the following metrics:

- Number and increase in followers

- Awareness (Impressions and Reach)

- Referral traffic

- Engagement (likes, shares, comments, and clicks)

- Social media audience demographics

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[3] SRC is responsible for production of project-related videos.

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Social media strategy overview

Social media				
Objective	The main objective of the communication and dissemination activities is to promote the Green-4-Future project and spread its results to the different target audiences.			
Audience	- consortium partners - VET professionals - entrepreneurs or would-be entrepreneurs - policy makers from the business, environmental and VET sectors - researchers and research institutions - national and international authorities - private sector (especially SMEs) - NGOs - general public			
Message type	Photo, video, link, host Q&A session	Text, photo, video, link	Text, photo, video, event, article, link	Video with short description and keywords
Frequency	Minimum 3 times a month per partner.	Minimum 6 – 7 tweets a month per partner.	At least once a month per each month per partner.	Depends on the availability of content. One video per month will be sufficient.
Role of media	Primary media. The use of the media will start in January and will be used throughout the project life cycle.			Secondary media. It will be used mostly throughout the second and third year of the project life cycle.

Social Media Team (SMT)

Scheduling social media posts will be done on a monthly basis. Activities will be broken down by day or hour, depending on the volume and cadence of our publishing schedule. The easiest way to organise a content calendar is by using a separate tab for each month within Google Sheets or an Excel spreadsheet.

Templates will be made for the most frequently used post types, which will be available in Google Drive or Canva.
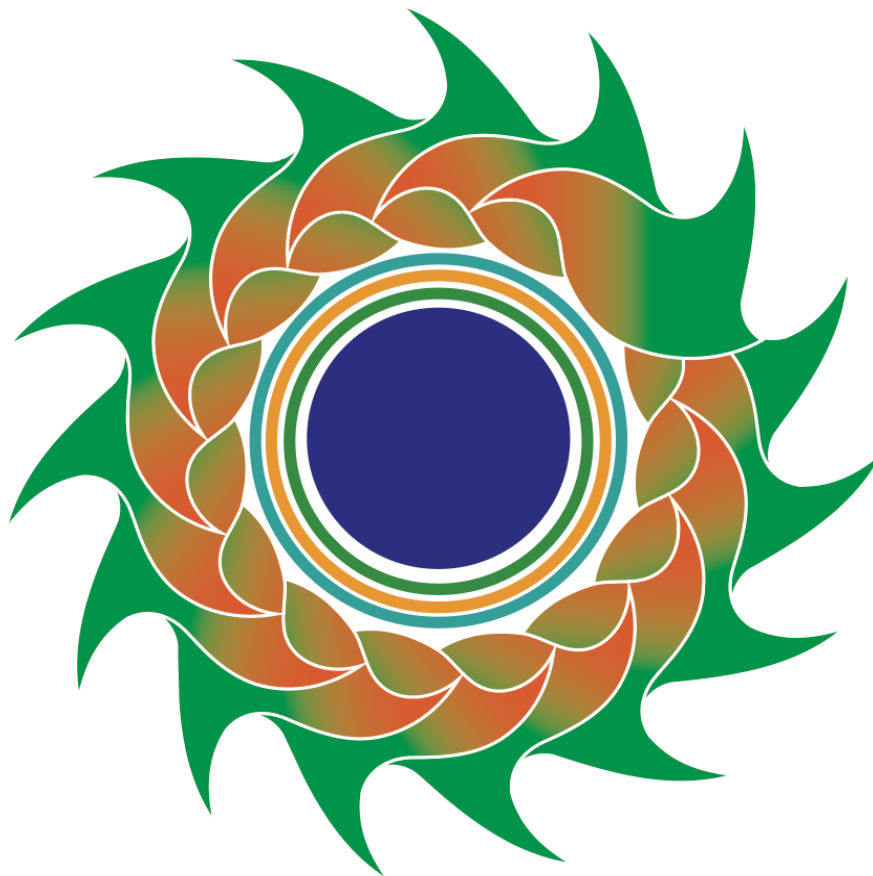
BFU is responsible for social media strategy, but all partners contribute as relevant. Social media team includes key people responsible for the social media at each partner.

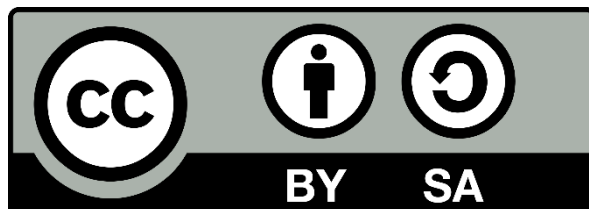| Green-4-Future SMT Members		
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