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Social media engagement and growth hacking



NEFERTITI

Networking European Farms to Enhance Cross Fertilisation and Innovation Uptake through Demonstration

Social media engagement and growth hacking



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Abstract

Social media networks are the key to creating project awareness, community engagement, content distribution, etc. NEFERTITI Social media strategy (SMS) will act as a further guideline for all activities undertaken through social networks, aiming to enhance visibility of on-farm demonstrations on specific themes and boost dissemination of best practice to the farming actors, with the ultimate goal to support and contribute towards information flow, farmer-to-farmer learning, networking between demo-farms and innovation actors, uptake of innovations and innovative approaches in agrisector.



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1

Executive Summary

NEFERTITI 



1. Executive Summary

Chapter 2 gives an overview of the main idea behind the NEFERTITI project and the goals it aims to achieve during the course of 4 years. It also sets the context for communication and dissemination activities.

Chapter 3 outlines the NEFERTITI Social media strategy objectives, defined in line with the SMART framework and gives more details about the growth hacking approach that will be undertaken ensure maximum outreach of NEFERTITI.

Chapter 4 provides insights into the main target groups of the NEFERTITI project: the most relevant measures and related outputs in the context of social media activity.

Chapter 5 defines main social media networks that will be used in order to reach as diverse as possible target groups. In particular, it focuses on dissemination of video material that will be produced, as well on utilizing partners' social media activity.

In Chapter 6, social media content strategy is presented, defining different content types, mechanism that will enable information flow between Social Media Manager and partners. Additionally, it lists social media calendars in order to have a well organised and systemized approach towards the social media content generation.

Chapter 7 offers a deeper insight into how monitoring of social media activity will be conducted, using more sophisticated tools for data analysis such as Mixpanel platform.

Chapter 8 provides concluding remarks of the strategy and summarizes benefits of the foreseen approaches and methodology.

Chapter 9 provides Annexes that are used to provide additional information to the main body of the document: social media calendars and tables for recording effectiveness trackers and social media audit.

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Context: NEFERTITI Project



2. Context: NEFERTITI Project

NEFERTITI is a unique project with a goal to boost innovation uptake, improve peer-to-peer learning, network connectivity between demonstration and pilot farms across Europe. In order to achieve this goal NEFERTITI establishes 10 interactive thematic networks and brings together 45 regional hubs of demo-farmers and the involved actors (advisors, NGOs, industry, education, researchers and policy makers) in 17 countries. The final goal of NEFERTITI project is to contribute to a more competitive, sustainable and climate-smart agriculture.

NEFERTITI address 10 themes of the key concern to the farming communities around Europe, covering three main agricultural sectors: animal production, arable farming and horticultural production. The themes have also been chosen regarding their innovation potential, demonstration potential and the cross-fertilisation potential among the themes, the sectors and the actors. Selected themes are closely linked to the H2020 Thematic Networks defined by EIP-AGRI.

A monitoring and learning program supports the systematic extraction of lessons learnt, lessons to be shared with wide audiences including AKIS actors and public authorities. A web-based platform unlocks the experience, actors, demo details and the related content for wide spread sharing, enhanced by dedicated production of relevant material (including high-quality professional videos) in each language of the partners. In addition to this, NEFERTITI will engage a policy dialogue with EU Regions to match farmers and policy makers' interests in view of the networks sustainability.

Communication of demo-farm activities and dissemination of practical-oriented outcomes are an important key to the success of this project. Work Package 7 (WP7) is dedicated to effectively promoting NEFERTITI goals and results and reaching out farming actors across Europe. In order to achieve this goal, NEFERTITI plans to employ a variety of tools and measures and undertake a multi-actors approach linking farmers, advisors, researchers, businesses, and other actors.

Social media networks can make a difference in almost any area of business and they are the key to creating project awareness, community engagement, content distribution, etc. NEFERTITI Social media strategy (SMS), as part of WP7 - Task 7.4, will act as a further guideline for all activities undertaken through social networks, aiming to enhance visibility of on-farm demonstrations on specific themes and boost dissemination of best practice to the farming actors, with the ultimate goal to support and contribute towards information flow, farmer-to-farmer learning, networking between demo-farms and innovation actors, uptake of innovations and innovation approaches in agri-sector.

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3

Methodology



3. Methodology

NEFERTITI Social media strategy (SMS) aims to promote practical-oriented outcomes of the project and to support networking among farming and innovation actors across Europe, but more importantly to enhance visibility of demo-farm activities and what they can offer to the farming community, given their importance in farmer to farmer learning. Recent research has demonstrated consistently that ‘other farmers’ are farmers’ most frequently reported source of information and an effective way for farmers to access and adopt innovative practices.

Social media strategy will: (i) Define target groups (in compliance with the NEFERTITI’s target audience), (ii) define social networks that will be used, (iii) define a content strategy, social media templates and publishing calendar, (iv) set an evaluation procedure for all KPIs and corrective measures to be undertaken.

Main purpose of our digital presence through social media is to inform farming actors about demo farm visits, attract them and engage in demo activities, but also to spread the lessons learnt and increase the information flow, support efforts to boost innovation uptake and networking between farming and innovation actors across Europe. It will also lead to more diverse traffic streams towards NEFRRTITI website and platform.

Active efforts towards building NEFERTITI ecosystem will be continuously made under Task 7.4 “Social media engagement and growth hacking”, during the entire course of the project, M1-M48.

3.1. Growth hacking approach

Best practices of the growth hacking approach (Image 1) will be adopted in order to most efficiently grow base of the NEFERTITI social media followers, facilitate exchange of know-how and networking, but also to raise awareness of benefits that novel technologies can offer to farmers.

Growth hacking approach focuses on low-cost alternatives to traditional marketing such as social media and targeted advertising, and finding the most optimal way to achieve long-term end-user sustainability, not just a short-term gain.

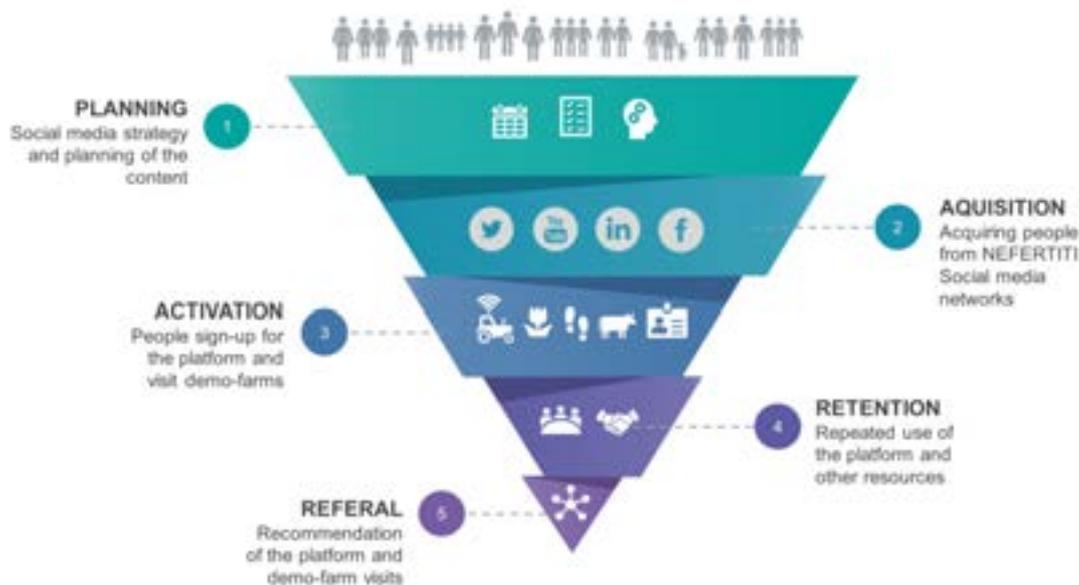


Image 1



With this approach we aim to achieve rapid growth of social media followers from targeted groups, but also to nourish and maintain their interest in NEFERTITI by carefully selecting, tailoring and pushing relevant content in an organised way, to ensure maximum outreach and engagement of farmers in the project activities, but also to position NEFERTITI as a reliable and credible knowledge reservoir and source of information to which they will repeatedly return. In order to acquire as many followers as possible, partners will be encouraged to recommend NEFERTITI social media networks (by sharing, liking or inviting followers) to their professional circles.

Growth hacking heavily relies on careful data analysis which will be collected and complemented using various analytic tools, such as Google Analytics, Mixpanel, Social media dashboards and analytics, etc. This will be further elaborated in Section 6.

With a robust social media strategy, dedicated data analysis and strong content, reaching, engaging and retaining targeted NEFERTITI audience is within our reach. However, it should be noted that content uploaded to the platform and activities planned during the demo-farm visits strongly contribute to the success of the growth hacking approach, especially in regards of activation (signing up to the platform and visiting demo-farm activities), retention (repeated use of the platform services and other resources) and referral (recommendation of the platform and our activities to other parties).

3.2. SMART objectives

Setting meaningful goals and objectives that align with what farming community finds useful and engaging is a critical part of this strategy.

The SMS will set impactful social media objectives, following the SMART framework. We aim to define objectives that will be: **S**pecific, clearly stating what is that we want to achieve; **M**easurable, in order to be able to know when the objectives were achieved; **A**ttainable and realistic to achieve, **R**elevant to our targeted groups and **T**imely - content should be pushed towards audiences when it is most relevant to them.

In order to support and contribute towards the overall NEFERTITI goals and targets, SMS sets the following SMART objectives and KPIs:

1	Increase awareness of NEFERTITI project, thematic networks and hubs at EU, national and local levels
	No. of posts about project, networks and hubs: 240
2	Drive traffic to NEFERTITI platform
	No. of platform links on YT videos: 50 No. of paid ads: 8 No. of general posts: 120
3	Increase number of views of NEFERTITI videos
	No. of posts of YT videos: 150
4	Promote and increase visibility of demonstration farm activities: open days on innovative commercial farms, field trials, or technical days on experimental farms in order to attract visitors and enhance information flow
	No. of posts about farm activities: 300



5	Promote and increase visibility of 30 EU networks field cross visits for coaches and demo-farmers
	No. of posts about cross visits: 150
6	Increase visibility and promote two international conferences on demo-activities and AKIS
	No. of posts: 30 No. of paid posts: 2
7	Disseminate best practices of demo-activities and increase number of downloads for technical booklets and recommendations to improve the capacity and to ensure proper exchange of knowledge between farming actors across European countries
	No. of posts: 50 No. of paid posts: 5
8	Support 3 demo-campaigns carried out by hubs that will be held simultaneously in several countries
	No. of paid campaigns: 6

Table 1.

Accomplishing these objectives will result in an increased networking and learning opportunities among open farms and farmers in Europe.

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Target Audience



4. Target audience

One of the key question that SMS will try to answer is WHO is our audience. Successful dissemination and communication of NEFERTITI project results and outcomes requires better understanding of the needs of various actors and end-users related to the project. This will be further analyzed and characterized under Work Package 1.

Interviews will be conducted by all project partners with the potential actors in 10 NEFERTITI networks and belonging hubs, to determine their needs, and factors facilitating or hindering current knowledge flows between demo-activities.

NEFERTITI SMS is foreseen as a living document that will be regularly assessed and updated as new information become available. As soon as results of WP1 become available, they will be taken into account and acted upon.

Demo-activities and their consequent dissemination will be carried out in a multi-actor approach, involving individual farmers, farmers’ discussion groups, farmers’ associations, companies (input or machinery companies), farm advisory services, research institutes, etc. NEFERTITI will also pay attention to transfer the knowledge and know-how gained by the project to a wide range of stakeholders from the agrifood players to policy makers and implementers (policy briefs and recommendations).

Special efforts will be dedicated to establish and nourish the links between the project in general and its networks in particular with the EIP-AGRI at EU, national and regional levels. This will be done at both the human and information technology levels.

4.1. Analysing key NEFERTITI stakeholders

Table below lists the main farming and innovation actors that NEFERTITI project aims to reach and engage during the course of the project. Here we also provide main measures to reach targeted audiences that can be supported through social media activity, as well as related outputs that can be pushed towards the target audiences and promoted using social media.

TARGET AUDIENCES	MEASURES supported through social media activity	RELATED OUTPUTS promoted through social media
COMMERCIAL FARMERS	<ul style="list-style-type: none"> -Two International farmers on the IAB - Participation in the hub activities and field cross-visits - Participation to knowledge exchange meetings of the projects - NEFERTITI conferences 	<ul style="list-style-type: none"> - Thematic networks of EU farmers - Local web-based platform - Videos of their demo-farms - Thematic technical knowledge reservoir - Articles in local popular farmers journals - Best practices for establishing and monitoring demonstration
AGRICULTURE ADVISORY SERVICES	<ul style="list-style-type: none"> - Participation in the hub activities and field cross-visits - Participation to knowledge exchange meetings of the projects - NEFERTITI conferences 	<ul style="list-style-type: none"> - Best practices information and videos - Local web-based platform - Thematic networks of EU advisors - Joint recommendations with the RUR 14 - ‘AgriLink’ project
COMPANIES, NGOS, BASIC,	<ul style="list-style-type: none"> - Participation in the hub activities and field cross-visits - field cross-visits 	<ul style="list-style-type: none"> - Best practices for establishing and monitoring demonstration - Technical videos on demo-activities



ORIENTED & APPLIED RESEARCH ORGANISATIONS	<ul style="list-style-type: none"> - Participation in knowledge exchange meetings of the projects - NEFERTITI conferences 	<ul style="list-style-type: none"> - Local web-based platform - Articles in local popular farmers journals
REGIONAL POLICY MAKERS & ESIF MANAGING AUTHORITIES	<ul style="list-style-type: none"> - Dedicated workshops - Dedicated demo-activities - NEFERTITI conferences 	<ul style="list-style-type: none"> - Local web-based platform - Policy recommendations on governance and financing of demonstration - Thematic networks of EU Regions
EU POLICY MAKERS	<ul style="list-style-type: none"> - Participate to the NEFERTITI conferences 	<ul style="list-style-type: none"> - Policy recommendations on governance and financing of demonstration
EIP-AGRI SERVICE POINT	<ul style="list-style-type: none"> - Connecting hubs with EIP OGs and TNs - Disseminating the project findings - Invited to the meetings and - NEFERTITI Conferences 	<ul style="list-style-type: none"> - Local web-based platform - Thematic technical knowledge reservoir - Recommendations on governance and financing of demonstration. - Strategy for network sustainability
NATIONAL RURAL NETWORKS	<ul style="list-style-type: none"> - Participate actively in the hub activities - Connected with EU Regions - NEFERTITI Conferences 	<ul style="list-style-type: none"> - Local web-based platform - Thematic technical knowledge reservoir - Technical videos on demo-activities - Recommendations on governance and financing of demonstration. - Strategy for network sustainability
EDUCATION: AGRICULTURE SCHOOLS & UNIVERSITIES	<ul style="list-style-type: none"> - Participation actively in the hub activities - NEFERTITI Conferences 	<ul style="list-style-type: none"> - Local web-based platform - Thematic technical knowledge reservoir - Technical videos on demo-activities - Recommendations on governance and financing of demonstration. - Strategy for network sustainability

Table 2.

4.2. Crafting key messages

<p>FARMER Hermann K. Steinfeld, Germany</p>	<p>DEMONSTRATION FARM VISIT</p>
	<p>Embrace innovations and novel approaches in order to improve productivity, income and sustainability, enable easier ways of working, enhance quality, reduce costs of sowing, or, for instance, minimize post-harvest losses.</p>

Figure 1



POLICY MAKER Louis N. Brussels, Belgium	NEFERTITI CONFERENCE
	We aim to align our activities with three interlinked 'sustainable primary production' themes: integrated ecological approach from farm to landscape, resource management and healthier plants and livestock.

Figure 2

RESEARCHER Gabrielle P. Lyon, France	KNOWLEDGE-EXCHANGE MEETING
	NEFERTITI sees a potential role for networks to improve the bottom up influence on research programs, bridge the gap between researchers and farmers and to initiate new projects and innovations aligned with needs of farming community.

Figure 3

ADVISOR Dirk B. Spijkenisse, the Netherlands	NEW RESULTS
	We have formulated new recommendations for improvement of network connectivity, exchange over networks and peer-to-peer learning among farmers.

Figure 4

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5

Social media networks



5. Defining Social media networks

Social media networks prove to be an efficient channel of reaching out to stakeholders and end-users. The popularity of certain networks vary in different regions and countries, leading to different recommendations on exploitation of social media platforms such as Facebook or Twitter. For instance, in Serbia Facebook has gained more popularity over other social media networks such as Twitter or LinkedIn, which are more popular with academic and business circles. On contrary, in Western EU countries, Twitter and LinkedIn have gained more attention, therefore attracting a huge pool of users of different backgrounds and profiles.

Keeping this in mind, with NEFERTITI we aim to exploit networks elaborated in the following sections, however, we will take into account countries' particularities in this respect. NEFERTITI SMS also foresees a comprehensive involvement of all the partners' social media networks, which will be analysed in more details in section 5.6.

Given that the outreach of the demo-farms is often limited to its regional context, even though demo's on similar topics are organised all over Europe, employing NEFERTITI social media accounts that will be managed in English we plan to tackle one of the NEFERTITI's main challenge: to connect the apparent interest in these topics over the regions and to create a better knowledge flow, to improve accessibility of the activities and related partners, and to improve exchange over the activities.

5.1. Facebook

A dedicated Facebook page has been created: "Nefertiti – Networking European Demonstration Farms" (@NEFERTITI.EU). As one of the main social media networks used by farmers globally, Facebook represents a powerful channel for carrying out messages to our target groups. Facebook page will be updated regularly with relevant content, such as project results, recommendations, pictures, illustrations, infographics, white papers, cheat sheets or articles with content relevant to the thematic networks and our followers.



Image 2

5.2. Twitter

In addition to Facebook page, Twitter profile has been created in order to provide our followers with high-quality and timely content. @NEFERTITI_EU has already gained significant attention by M3, given that the project activities did not started yet. Through Twitter we aim to disseminate variety of topics of great concern to our followers, referring to the topics in relation to our thematic networks such as data driven decisions for dairy producers, optimizing soil quality, organic production, arable crop sensing and variable rate applications, etc.

In order to raise awareness about NEFERTITI project, but also to build brand awareness, Social Media Manager will use, but not limited to, the following trendy hahstags: **#agtech**, **#agrinnovations**, **#technology**

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#NEFERTITIEU, #farmdemo, #H2020 #agbots, #AKIS, #demonstration, #knowledge, #agriculture, #farming, #smartfarming, #eipagri, #multiactor, #networking, #thematicnetworks, etc.

NEFERTITI will also send an automatic “thank you” note to new followers using direct messaging, that will be modified depending on the stage of the project, e.g. in case we are promoting demo activities, direct message will contain additional “call to action” for followers to join us during demo activities.

Tweets will be posted in English, however, Social Media Officers will be regularly encouraged to translate relevant social media posts to their circles and post them on their institutional social media accounts.

Social Media Manager will identify main influencers in farming community to follow and communicate with.



Image 3

5.3. LinkedIn

In order to reach even more diverse target audiences, a dedicated group to NEFERTITI topics will be set up on LinkedIn platform. It will be open to everyone interested in Exchange of know-how, networking opportunities for farmers, innovation actors and researchers, policy makers and other representatives of farming community or policy recommendations and guidance.

5.4. YouTube and video promotion

Disseminating NEFERTITI videos is of a great importance to the overall communication efforts. FIBL and other partners will produce a set of videos during the demonstration campaigns, cross visits and exchange with non-EU Demo-farms, but also a series of tutorial videos. Demo-farmers will be interviewed as well as other experts. Videos will be pushed towards farmers and other farming actors, using not only a YouTube channel, but other social media networks as well.

All videos will be uploaded to in the YouTube channel FarmDemo set up by the RUR-11 project PLAID and AgriDemo F2F. NEFERTITI videos will be further distributed via other social media channels, such as Twitter, Facebook and LinkedIn.

Video material will be created based on demo activities in order to share technical content but also to highlight best practices.



Video topics will be carefully selected within the process in Task 7.1, and dynamically adapted according to the progress of the project. Selection criteria are: suitability for visualisation and the potential to provide maximal practical recommendations to farmers, advisors and/or agricultural teachers. Lecture-style videos (tutorials) will be produced to enhance the impact on key findings of WP1 (e.g. T1.4 Best practice recommendations), and WP5 (e.g. T5.4 Lessons learnt about practice, methods and collective learning). In total, 45 (1 video per hub) practical videos (2-4 minutes) and 5 tutorials (5-10 min) will be produced. Practical videos will be produced – whenever possible – in local language, tutorials preferably in English. Practical videos will be transcribed, translated, and subtitled in selected partner languages. To accelerate the diffusion of the video, partners will promote them on their national web-platforms and social media accounts.

5.5. Analysing platforms for events promotion

One of the main objectives of SMS is to promote networking between farming actors, attract visitors to attend demo farm activities and cross visit events. Demonstration events, such as open days on innovative commercial farms, field trials or technical days on experimental farms allow to make farmers aware of innovative solutions, to understand their practical implementation under real farming conditions and to directly learn from their peers.

Although these events will be promoted using other relevant channels, such as local newspapers, web-portals and similar visited by farming community, event platforms such as **Eventbrite** or **Facebook** can be useful channels for enhancing visibility of events and illustrating their usefulness to target groups.

5.6. Mapping and utilizing partners' social media activity

NEFERTITI project consortium consists of 32 partners distributed across 17 countries. This is a powerful network from which the NEFERTITI project social media communication could greatly benefit.

A map of the partners' social media accounts, with associated number of followers will be created in the following months in order to better plan and distribute our contents and ensure maximum impact.

The NEFERTITI SMS foresees a plan that will massively employ this network in order to reach as wide as possible pool of end-users in partners' countries, enable networking and knowledge transfer, by making farmers and other stakeholders aware of our activities.

Social Media Monthly Content Calendar (ANNEX 1) will be shared with Social Media Officers appointed by each partner organisation: based on the relevance for the regional or local followers, created social media posts will be further disseminated either in English or national languages and then posted through partners' social media accounts.

5.7. Liaisons with other relevant projects

WP7 dissemination plan will build on the dissemination plans and targets of PLAID and AGRIDEMO-F2F projects for an effective and logical transfer of successful methods, tools, best practices, and targets groups. This approach implies to social media activity as well: exchange of timely and contextual information will build collaboration networks and will enlarge the number of reached users both for NEFERTITI and PLAID and AGRIDEMO projects.

In order to build upon solid base of followers that joint PLAID/AgriDemo YouTube Channel has gained over time, NEFERTITI will also publish its videos through this account, reaching wide audience to whom our video material is also relevant, given the similar focal points of three projects.

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6

Content strategy



6. Content strategy

Strong content is the key to success of the strategy.

The visually appealing material will have relevant content, will be easy to understand and in accordance with languages and mind sets of the project partners' countries. All partners will participate in social media activities, so the synergetic effect will ensure widespread of NEFERTITI's goals. Task 7.4 will closely monitor the contents' impact on different groups across the demo-farms ecosystem.

In order to make the social media content viral the SMS will set the strong social media content strategy that will define our approaches towards aligning our end-users needs and requirements with information we are offering to them.

6.1. Defining content

The content will be created in one of the three formats adapted to the needs of the farmers and other representatives of the farming community, according to their sector and their country. Materials will be crafted in such a way to appeal to the average EU farmer:

- 1) easy-to-read texts,
- 2) pictures, illustrations, infographics, white papers, cheat sheets, etc. with relevant content,
- 3) video materials.

More details on video content was given in Section 5.4.

Content will be distributed to social media networks according to relevance and preferred content type of the network, e.g. text and live videos on Facebook; short videos on YouTube channel FarmDemo set up for both NEFERTITI project as well as for RUR-11 AgriDemo-F2F and PLAID projects, pictures on Twitter and Facebook, etc.

The project will feature the following main elements: exchange activities, connecting means and structured output (selected demo-activities) around which the social media content and activity will be built. For creating visually appealing content (infographics, cheat sheets, etc.) free online tools such as Canva will be used.

Content will be inspired by topics of 10 thematic networks that have been chosen regarding their innovation, and demonstration potential and the cross-fertilisation potential among the themes and sectors.

6.2. Information flow and content providers

NEFERTITI consortium consisted of 32 partner organisations requires a specially designed approach in order to ensure smooth information flow between Social Media Manager and Social Media Officers (SMOs) appointed by each partner. For the most optimal approach in collecting materials and information based on which a number of posts will be generated, list of Social Media Officers will be created early on in the course of the project.

Bi-monthly online meetings will be held with Work Package leaders in order to map activities and publication of forthcoming results and accordingly plan social media activities and contents that should be widely distributed over networks.

Social Media Manager from BioSense will create content in close collaboration with Project coordinator and WP 7 leader. Apart from disseminating content through centralised NEFERTITI SM accounts, posts will be further shared and disseminated across European regions and countries through a network of SMOs.



A network of appointed SMOs on local, partner country is of a great importance to enable information and knowledge created under NEFERTITI project to further penetrate the ecosystem of European farming community.

6.3. Content calendars and translations

In order to have a well organised and systemized approach towards the social media content generation, but also to provide a clear overview and plan for the future actions, a set of social media calendars will be created.

Following calendars will be available online and shared with project partners:

- a) ANNEX 1 Social Media Monthly Content Calendar
- b) ANNEX 2 Annual Overview of NEFERTITI Social Media

BioSense will create monthly overview of the content in full details with regards to any content posted online. The main purpose is to keep everything in order and in time.

Additionally, BioSense will create Annual calendar content, with predefined topics and posts that reflect stakeholders' interests (provided by dissemination manager, NAAS).

All posts that are planned to be published via social media accounts will be available in a Shared Google spread sheet.

Based on relevance to the region, partners (appointed Social Media Officers) will translate and post different contents to their respective networks.

It is worth noting that some of the SM post will not be available in advance and thus not available for translations, such as on-spot tweets from meetings, field visits, and so on.

6.4. Social media campaigns and paid promotions

Social media campaigns refer to particular set of posts predefined to promote specific action or event: demo farm visit, demonstration campaigns, "felfie" (farmers' selfie) campaigns and similar.

Social Media Campaign Overview (ANNEX 3) calendar will be available to enable better coordination of campaigns between consortium partners: what campaign works to achieve, who is to be involved. Campaigns will be planned by BioSense, meaning that all posts will be created by BioSense team.

Funds will be allocated on paid ads and promotion of the content of the greatest importance to success of project objectives, such as demo visits, video promotion, policy recommendations, demonstration campaigns, NEFERTITI conferences, etc.



7

Monitoring and Evaluation



7. Monitoring and evaluation

Growth hacking heavily relies on careful data analysis. It should be noted that making sense of data and users' online behavior, can indicate what, when and where users are doing, however why they are undertaking certain activity is more a subject of discussion.

In order to monitor and evaluate success rate of social media activities, NEFERTITI SMS foresees implementation of several analytical tools, such as Google Analytics, Mixpanel Platform, Social Media dashboards (Buffer and similar), Facebook, Twitter, YouTube and LinkedIn Analytics, Google URL Generator services, etc.

While Google and Social Media Analytics are generally very popular tools for probing users' activity, Mixpanel is introducing more sophisticated data analysis. Mixpanel is an advanced analytics platform that provides tools for analyzing actions people take at websites, apps or platforms. Integration of Mixpanel with NEFERTITI website and platform will provide more detailed information about what users are doing within our contents and how they interact with each other. This will help us understand each user journey and in case of the social media employment, it will tell us how successful our efforts are to drive traffic towards platform and website.

Actionable metrics

Instead of tracking only simple metrics such as page views or sessions, clicks and shares, we will use actionable metrics that provide insight, guidance, and help us make better decisions in respect to our approach and content shared.

Mixpanel offers insight into how users engage with specific contents or events at our website and platform, that can be predefined, e.g. when a registration is made, an article is read, or message is sent. Engagements can be perceived as an improved page-view statistics that can indicate whether social media followers engaged with content after they entered the platform, or they decided immediately to leave. Based on this information, both social media and platform content can be adjusted.

By creating a funnel analysis, Mixpanel additionally helps identify where people drop off during their journey through the platform, so retention rates are improved.

In order to be able to track success rate of multimedia materials in attracting new visitors and users of the platform, each video will contain relevant link that will lead either to registration page or landing page of the NEFERTITI platform.

Our YouTube channel will be linked with our website through adequate tracking code, which will allow to insert link towards the page that is crucial for increasing the rate of platform visits or registration.

For instance, if a visitor clicks on the link displayed at the YouTube video and goes to the platform, but not register immediately, Mixpanel will allow us to track if the same visitor returned to our platform after a certain period of time and decided to become our user OR it did not find content relevant or engaging at the first place.

Not all user behavior can be tracked. One should keep in mind that some efforts to promote our results and activities do not lead to immediate retention of visitors and user, but they contribute towards raising awareness of the project, which might motivate them at some later stages to return to our services or recommend us to other parties.

Another way to track effectiveness of shared contents from our website or platform through social media is by help of Google URL Generator. Each link that will be shared will have an UTM code with associated tags (such as campaign source, medium or name). This will allow for more insightful assessment of the campaign success rate.



7.1. Effectiveness trackers, social media audit and corrective measures

Template for social media audit is provided as ANNEX 4 of this document. A social media audit is the process of reviewing of progress across social media channels over time – indicating if activities are not leading to desired growth of follower base, interest and engagement with the content. ANNEX 5 gives an overview of different effectiveness trackers that will be collected for social media networks activity.

All these activities will set the path for proper evaluation of our social media efforts and further guidance and corrective measures if necessary.

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Social media engagement and growth hacking



8

Conclusion



8. Conclusion

By setting impactful objectives, employing principles of growth hacking in our social media activity and committing efforts to perform detailed data analysis, we aim to successfully contribute towards the overall NEFERTITI goal: to realise added value from connecting existing initiatives of EU demonstration and pilot farms on thematic level, improving knowledge flows.

Main purpose of our digital presence through social media is to inform farming actors about demo farm visits, attract them and engage in demo activities, but also to spread the lessons learnt and increase the information flow, support efforts to boost innovation uptake and networking between farming and innovation actors across Europe

NEFERTITI SMS is foreseen as a living document that will be regularly assessed and updated as new information become available. As soon as results of WP1 become available, providing more details about needs and motivations of farming actors across Europe, they will be taken into account and acted upon.

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9

ANNEXES



9. ANNEXES

9.1. ANNEX 1 Social Media Monthly Content Calendar

DAY	DATE	TIME	TOPIC	MESSAGE	LINK	CAMPAIGN NAME	CHARACTER COUNT	IMAGE
MONDAY	2/4/2018	9:00:00						
MONDAY	2/4/2018	12:00:00						
WEDNESDAY	4/4/2018	9:00:00						
WEDNESDAY	4/4/2018	12:00:00						
FRIDAY	6/4/2018	9:00:00						
FRIDAY	6/4/2018	12:00:00						



9.2. ANNEX 2 Annual Overview of NEFERTITI Social Media

1: Annual Calendar Overview for NEFERTITI - Excel

Annual Content Calendar Overview

Month	DATE	CONTENT TOPIC	EVENT / CONTENT							
JANUARY										
	ADDITIONAL NOTES FOR THE MONTH									
	FEBRUARY									
		ADDITIONAL NOTES FOR THE MONTH								
		MARCH								
			ADDITIONAL NOTES FOR THE MONTH							
			APRIL							
				ADDITIONAL NOTES FOR THE MONTH						
				MAY						
					ADDITIONAL NOTES FOR THE MONTH					
					JUNE					
						ADDITIONAL NOTES FOR THE MONTH				
						JULY				
							ADDITIONAL NOTES FOR THE MONTH			
							AUGUST			
ADDITIONAL NOTES FOR THE MONTH										



9.3. ANNEX 3: Social Media Campaign Overview

SOCIAL MEDIA CAMPAIGN	
1	UNIQUE CAMPAIGNERS
2	CALL-TO-ACTION
3	CAMPAIGN CALENDAR
4	START DATE
5	END DATE
6	THE CAMPAIGN PROMOTION
7	RELEASE DATES
8	SO-SCHEDULED
9	FOLLOW-UP POST
10	SOCIAL MEDIA PLATFORMS
11	FACEBOOK
12	YOUTUBE
13	LINKED-IN
14	INSTAGRAM
15	WHATSAPP
16	EMAIL
17	TELEPHONE
18	VIDEO
19	TEXT
20	IMAGE
21	VIDEO
22	TEXT
23	IMAGE
24	VIDEO
25	TEXT
26	IMAGE
27	VIDEO
28	TEXT
29	IMAGE
30	VIDEO
31	TEXT
32	IMAGE
33	VIDEO
34	TEXT
35	IMAGE
36	VIDEO
37	TEXT
38	IMAGE
39	VIDEO
40	TEXT
41	IMAGE
42	VIDEO
43	TEXT
44	IMAGE
45	VIDEO
46	TEXT
47	IMAGE
48	VIDEO
49	TEXT
50	IMAGE
51	VIDEO
52	TEXT
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73	TEXT
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81	VIDEO
82	TEXT
83	IMAGE
84	VIDEO
85	TEXT
86	IMAGE
87	VIDEO
88	TEXT
89	IMAGE
90	VIDEO
91	TEXT
92	IMAGE
93	VIDEO
94	TEXT
95	IMAGE
96	VIDEO
97	TEXT
98	IMAGE
99	VIDEO
100	TEXT



9.4. ANNEX 4: Social Media Audit

SITE	LINE	PROFILE NAME	FOLLOWERS	DATE OF LAST ACTIVITY	FREQUENCY OF POSTS	MONTHLY REFERRAL TRAFFIC	% OF CHANGE (LAST YEAR)	% OF CHANGE (LAST MONTH)	CLICKS PER POST
FACEBOOK									
FACEBOOK									
TWITTER									
TWITTER									
LINKED-IN									
LINKED-IN									
YOUTUBE									
YOUTUBE									
OTHER									
OTHER									



9.5. ANNEX 5: Effectiveness Trackers

The screenshot shows an Excel spreadsheet with the following structure:

- Columns:** A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S.
- Row 1:** Contains the title "SOCIAL MEDIA EFFECTIVENESS TRACKER".
- Row 2:** Contains the following headers: "DATE OF POST", "SOCIAL MEDIA PLATFORM", "TARGET AUDIENCE", "CALLS TO ACTION", "META-RANGE", "POSTS", "COMMENTS / REPLIES", "SHARES / RETWEETS", "LIKES / FAVORITES", "CLICKS", and "TOTAL ENGAGEMENT".
- Rows 3-23:** These rows are currently empty, with only the "TOTAL ENGAGEMENT" column containing the number "0".



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F | A | R | M | D | E | M | U



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