



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



MS 23 (MS 7.6): Active popularisation of project activities and outcomes on social networks





Document Summary

Milestone Title: **Active popularisation of project activities and outcomes on social networks**

Version: 1

Milestone Lead: **NAAS**

Related Work package: **WP7**

Author(s): **Dimitar Vanev (NAAS), Dajana Vujaklija (BIOS)**

Contributor(s): xxx

Communication level:

- **CO Confidential, only for members of the consortium (including the Commission Services)**

Project Number: 7727053

Grant Agreement Number: **7727053**

Programme: **NEFERTITI**

Start date of Project: **January, 1, 2018**

Duration: **4 years**

Project coordinator: **Adrien Guichaoua**

Abstract

NEFERTITI Programme promotes the creation of interactive thematic networks related to the agriculture sector to promote knowledge, learning and the adoption of innovative techniques through the exchange of information between different actors and live demonstrations..



1

Means of verification



Means of verification

In order to communicate and disseminate at multi-level the sectorial/thematic technical solutions, to raise awareness of the NEFERTITI project and finally to communicate project activities and disseminate project outcomes, the **Social Media Strategy (SMS)** was developed and used as a guideline for all SM activities under NEFERTITI project. The following document aims to provide explanation on how the Social Media Networks are used for active population of NEFERTITI project, its activities and outcomes.

The popularity of certain social media networks vary in different countries. Therefore, for active popularization of project activities and outcomes, NEFERTITI project exploit different Social Media Networks and has established active accounts / profiles / pages on the following social media platforms: Twitter; Facebook; LinkedIn and YouTube. These accounts are regularly used to enhance visibility of demo-farm activities, to support networking among farming and innovation actors across Europe, and to promote practical-oriented outcomes of the project.

Objectives

As proposed in “Social Media Engagement Strategy“, the main objective of NEFERTITI Social Media Strategy is 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. Specific objectives are to:

- Enhance visibility of on-farm demonstrations on specific themes and other NEFERTITI events
- Boost dissemination of best practice to the farming actors
- Raise awareness about the NEFERTITI project
- Attract relevant stakeholders to engage with NEFERTITI activities



2

Social Media Content Types



3

Social Media Channels



Social Media Channels

NEFERTITI accounts / profiles / pages are publicly available and updated on regular bases. All NEFERTITI social media channels demonstrate an integrated dissemination, communication and awareness-raising efforts. The official language of all NEFERTITI social media channels is English, but Social Media Officers of partners' organisations are encouraged to translate relevant content to their languages and post them on their institutional social media accounts.

A. Twitter

By creating and maintaining Twitter profile that offers high quality, informative and visually appealing content, NEFERTITI aims to develop online community of farmers, advisors, farm associations, researchers, other EU projects, EU policy makers and other agricultural actors.



Figure: NEFERTITI Twitter profile, @NEFERTITI_EU

The NEFERTITI Twitter profile is @NEFERTITI_EU. The total number of Twitter followers is 1,084 with constant growth from beginning of the project up to 30.06.2020. The number of posts related to project activities and outcomes is 706, while the posts are gaining up to 40000 monthly impressions. In order to raise awareness about NEFERTITI project and activities following hashtags have been mostly used: #farmdemo, #agriculture, #farming, #H2020, #NEFERTITIEU, #smartfarming

B. Facebook

A dedicated Facebook page “Nefertiti – Networking European Demonstration Farms” (@NEFERTITI.EU) has been created and updated on regular basis with relevant content.

NEFERTITI

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

MS23 (MS7.6): Active popularisation of project activities and outcomes on social networks

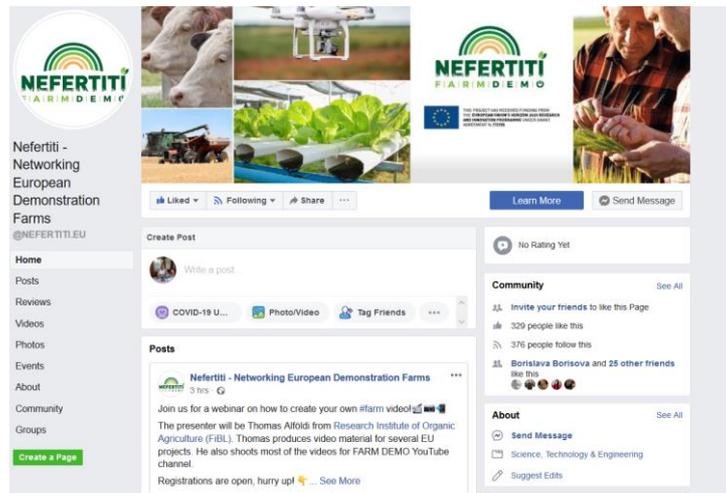


Figure: NEFERTITI Facebook page, @NEFERTITI.EU

Up to 30.06.2020 NEFERTITI Facebook page counts 376 followers and 302 posts. An average reach of content shared on NEFERTITI Facebook page is 560 people per month.

C. LinkedIn

In order to reach even more diverse target audiences, an account dedicated to NEFERTITI topics has been set up on LinkedIn platform – **NEFERTITI H2020**.

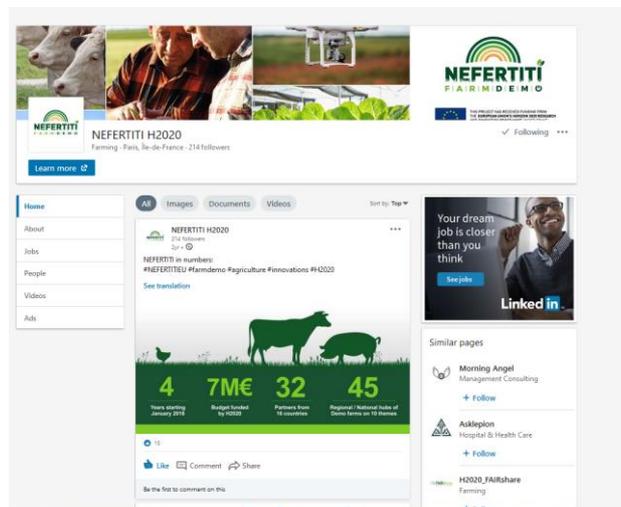


Figure: NEFERTITI LinkedIn page, @NEFERTITI H2020

NEFERTITI LinkedIn account has 214 followers and 190 shared posts. To increase a reach of published content, relevant hashtags are regularly used: #H2020, #horizonEurope, #horizon2020, #agricultureandfarming

D. YouTube channel

All videos created by the project are uploaded to the YouTube FarmDemo channel set up by the RUR-11 project PLAID and AgriDemo F2F.

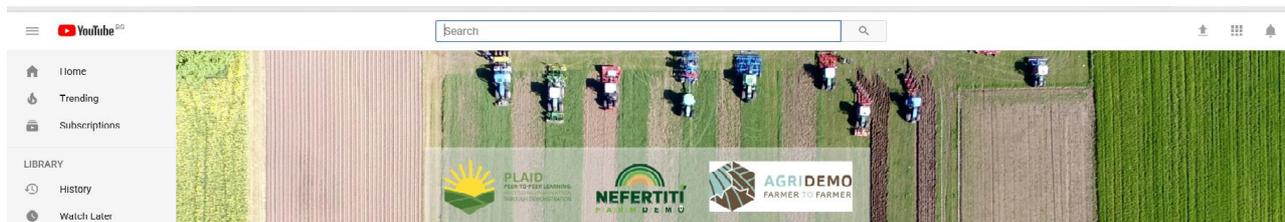


Figure: FarmDemo YouTube channel

Up to 30.06.2020 49 videos (including 10 videos for promotion of NEFERTITI Thematic Networks) are realized for NEFERTITI project and they are available in the FarmDemo YouTube Channel.

E. Partners’ social media

All partners synergistically participate in social media activities to ensure widespread of information about NEFERTITI's activities and outcomes. Various content have been posted using “@NEFERTITI_EU”, #NEFERTITIEU or #FARMDEMO” by partners’ organisations. Partners through their institutional social media accounts helped increase the impact of NEFERTITI Project by sharing events, pictures and news related to NEFERTITI networks/hubs demo events.

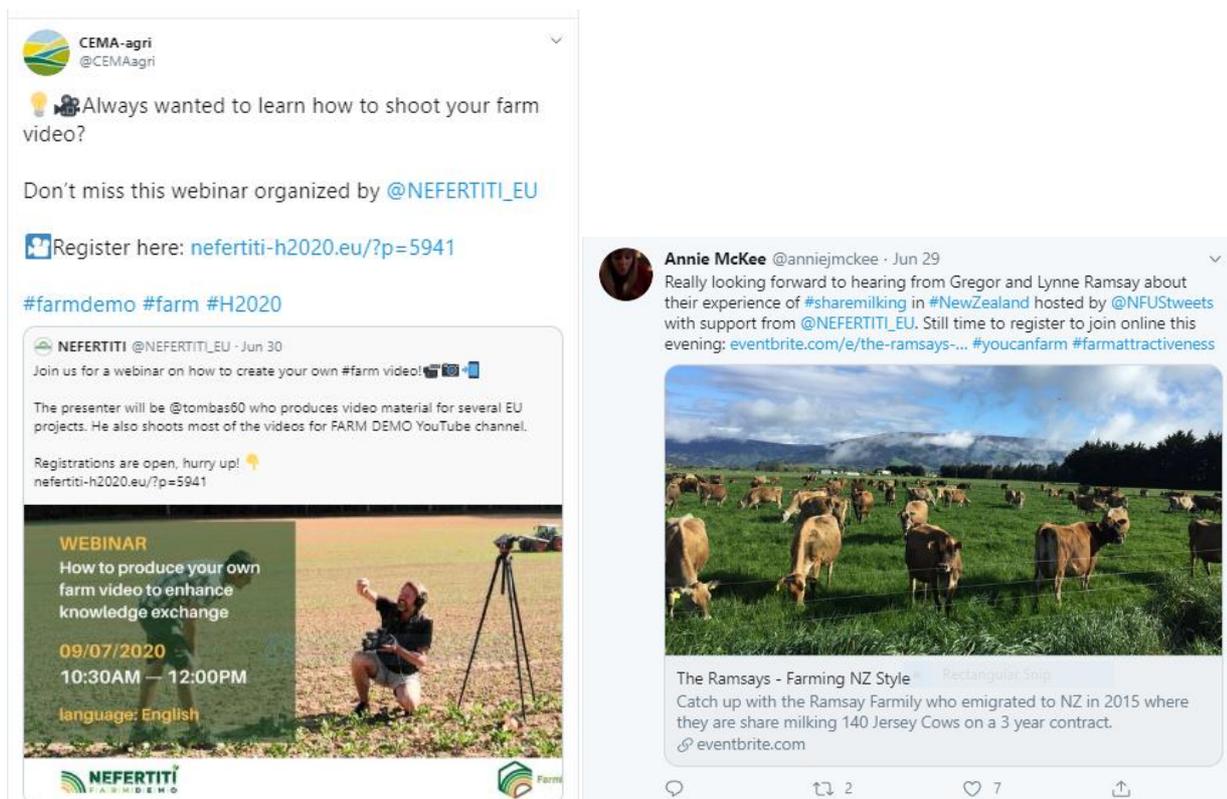


Figure: Posts on partners’ social media

NEFERTITI

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



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 772705

NEFERTITI PARTNERS

