



Dedicated to stimulate demand for sustainable
energy skills in the construction sector

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Report:	D.6.4 Social media and channels
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CHANGE RECORDS

Version	Date	Author	Changes
Version I	30-10-2020	IVE	First version provided

SUMMARY

The BUSLeague project will use the following communication channels to spread the progress, milestones and main results of the project: website, social networks and newsletter. Aware of the revolution that the use of social networks has brought about in communication in recent years, this report focuses on analyzing the social networks that will be most appropriate to publicize the BUSleague project among members of the scientific community but also to the general public.

I INTRODUCTION

Social networks are part of the digital transformation of recent years and have been incorporated into all areas of life, including research, innovation, and knowledge transfer.

Currently, social networks are considered as the most immediate and interactive information dissemination channel and represent a true revolution in communication. For this reason, an optimal scientific communication strategy must develop dissemination and advertising campaigns on social networks, as it has been shown that its media reach in society increases exponentially.

Its advantages include ease of use, the ability to reach mass audiences, speed of spread and the ability to be used anywhere and at any time.

The main objective of social networks is to capture the reader's attention through short messages and direct their steps to the project website where the information will be explained in more detail. Any content is suitable to be published on our social profiles, from the publication of a press release on research results to the organization of events, conferences, or workshops, among other actions.

2 TIPS FOR GOOD USE

- **Planning:** determine well the objectives in terms of content, the people we are targeting and the goals to be achieved.
- **Dedication:** use social media regularly and dedicate enough time to ensure a consistent presence without ups and downs.
- **Humanization:** introduce team members, encourage their interaction, and move away from anonymity.
- **Education:** debate politely and justify with arguments, not with principles of authority.
- **Responses:** always reply to comments, even negative ones, and contribute to the dialogue.
- **Messages:** write in an understandable, attractive, natural and close way. Don't forget to include images.

3 ACTIVE PROFILES OF BUSLEAGUE ON SOCIAL MEDIA

Prioritizing quality over quantity, the consortium agreed to create only two social media profiles at the beginning of the project, which are Twitter and LinkedIn. Both social networks are complementary and have a clear professional objective closely aligned with activities focused on research and dissemination of results.

3.1 TWITTER

BUSLeague profile on Twitter is available from October 2020: <https://twitter.com/Busleague1>

Most experts consider Twitter as the essential social network in research today since it serves as a source of information in real time and has a professional purpose. It is a microblogging network that allows you to publish short texts or “tweets” of up to 280 characters, accompanied by multimedia content or links to other pages.



Fig. 1: Twitter dashboard

3.1.1 Relevant metrics on Twitter:

Followers	Number of Twitter users following the account
Retweets	Total number of times tweets has been retweeted by other users.
Favorites	Total number of times tweets has been marked as a favourite by other users.
Impressions	Number of times a tweet was loaded onto a device's screen.
Engagement Rate	Any actions (including retweets and favourites) taken on a tweet, divided by the number of impressions this tweet received.

3.2 LINKEDIN

BUSLeague profile on LinkedIn is available from October 2020: <https://www.linkedin.com/company/busleague/>

LinkedIn is very effective in transferring research to business.



Fig. 2: LinkedIn dashboard

3.2.1 Relevant metrics on LinkedIn:

Followers	Number of LinkedIn users following the business page
Impressions	The total number of times at least 50% of the update was visible for more than 300 milliseconds.
Engagement rate	LinkedIn calculates update engagement rate by adding the number of interactions, clicks, and new followers acquired, divided by the number of impressions the post receives.
Click-through rate (CTR)	Number of clicks versus impressions.

3.3 Other social networks to consider in the future

As the project progresses, and taking into account the needs that arise, the possibility of creating other profiles on networks such as YouTube or Instagram will be analyzed.

3.3.1 YOUTUBE

It is the most successful video channel. If the BUSLeague project generates enough videos, it is convenient to create our own YouTube channel and group the videos into thematic lists or "playlists" to which we can add videos from other channels, which will also help us create a community.

3.3.2 INSTAGRAM

It is the trendy network specialized in images and the one with the most growth in recent times. If the BUSLeague project generates images periodically, with a sufficient level of quality, and that are interesting to the community, we may consider creating our own account on Instagram.

4 EXISTING PROFILES OF OTHER ENTITIES TO COLLABORATE WITH

Other people and other entities that add value and comment on topics of interest to the progress of the project should be added to the BUSLeague conversation. The objective is to achieve a network of related and supportive entities that, through their active participation, help increase the engagement rate and the reach of BUSLeague publications on social networks.

On the one hand, it is important to actively involve all consortium partners who will be able to contribute from their corporate company accounts (with the support of communication department personnel if necessary) but also from their personal profiles if they are used with professional purposes.

And on the other hand, as part of the National Implementation Plans and dissemination activities at the national level, each participating country must list the entities and social profiles to which they have access and could serve as a vehicle for transmitting BUSLeague information.



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