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TRAINING EUROPEAN PROJECT MANAGERS ON THE USE OF SOCIAL NETWORKS

PROJECT NUMBER: 2020-1-PT01-KA202-078341

SOCIAL EU HANDBOOK FOR PROJECT MANAGERS

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CONTENT

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1. INTRODUCTION, BACKGROUND AND METHODOLOGY

The **SOCIAL EU Project – Training of European project managers in the use of social networks** – aims to develop and test of an innovative training approach and methodology for EU project managers on how to best use social media in order to reach wider and diverse audience with their projects.

Training European project managers, particularly those working in Erasmus + KA2, on a better use of social network is key to allow Europe to spread its messages and values, reach more people with the opportunities offered and increase awareness at local level of what Europe is doing for the communities in each member state.

To achieve these goals, the project partnership has focused on the creation of the following materials:

1. SOCIAL EU Competence Framework (https://www.socialeu.eu/report-skills-gaps-social-media-communication-eu-project-managers/)
2. SOCIAL EU Training Package
3. SOCIAL EU Online learning platform (https://www.socialeu.eu/courses/social-eu/)
4. SOCIAL EU Handbook for project managers

Therefore, this document represents the fourth output of the project, i.e. the **SOCIAL EU Handbook for Project managers** and aims to complete the training package with all the previous outputs, so that the target group can easily refer to it as stand-alone outcome without having to consult the former outputs nor having to participate in the online course, materials already open and available on the above links and on the official project website: https://www.socialeu.eu/.

Consequently, this study tool will address 5 cross-cutting and crucial aspects of project communication, especially with regard to the social networks employed by the project. These aspects are presented in the following sections and will be divided into the chapters mentioned hereunder:

- Analysing your Social Networks
- Choosing your Social Networks
- Planning your Social Media Strategy
- Doing your Social Networking
- Monitoring your Social Networks

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These chapters have been established on the basis of the Competence Framework carried out at the beginning of the project, which addresses the training needs and skill gaps in the use of social media by EU project managers across Europe.

In order to enhance the impact achieved with the **SOCIAL EU Handbook**, all the chapters mentioned above will follow the same structure and dynamics. Hence, each of the five chapters will contain an **overview of the contents** addressed in the training curriculum of the project, so that project managers can obtain a document for quick and easy consultation, to solve particular questions related to the contents of the chapter or to reinforce the contents of the course integrated in the online learning platform.

Furthermore, it will also be possible to **examine a total of five case studies** alluding to best practices connected to the different chapters, so that project managers can obtain an example to follow for each of the realities addressed in the communication of a project, from the conception of a communication plan to the monitoring of all relevant aspects, covering all the various stages between these points.

Lastly, the target group will have the opportunity to **discover a different tool per chapter** that will enable them to leverage the knowledge acquired in all of them and to apply these tools on a practical level in their own specific settings. The in-depth exploration of these five tools will include their description, usefulness, functionalities, recommendations and possible tips on their use and implementation in social networks.

Through all the information in this Handbook, **the European project managers will gain the necessary knowledge and skills** to reach their target audiences, create a greater impact through their projects, raise awareness and spread the messages and values of what European projects are accomplishing for the communities in each member state.

To conclude and round off this last deliverable of the project, a series of conclusions drawn from the elaboration of this Handbook will be presented, as well as the achievements of the project in general and the milestones reached with its implementation so far. All of this without forgetting the great expansion that the SOCIAL EU project may have and the future impact that its sustainability may create in project managers all over Europe.

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2. ANALYSING YOUR SOCIAL NETWORKS

2.1. ANALYSIS: OVERVIEW

HOW TO ANALYSE THE TARGET OF A PROJECT

- ☑ Find your audience: direct vs. indirect target group
- ☑ Analyse target group features
- ☑ Research through online questionnaires
- ☑ Create tailored content and engagement

HOW TO ANALYSE THE KIND OF CONTENTS FOR COMMUNICATION

- ☑ Content creation strategy
- ☑ Cohesive cross-platform content
- ☑ Short vs. long publications:
  - Blog posts
  - Articles
  - Infographics
  - Newsletters
  - Videos
  - Case studies
  - Podcasts

HOW TO ANALYSE THE MOST APPROPRIATE SOCIAL MEDIA TO USE ACCORDING TO THE PROJECT

- broad audience, most popular network, competence
- limited characters, hashtags, direct and concise posts
- more professional, networking, academic posts
- younger audience, visual & immersive content

HOW TO ANALYSE THE PARTNERSHIP & THE WORKING TEAM

- ☑ Partner's experience with social networks
- ☑ Collaboration and shared responsibilities
- ☑ Different social media national backgrounds
- ☑ Different types of organisations:
  - Public administration
  - Education institutions
  - Universities
  - NGOs
  - SMEs

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2.2. ANALYSIS: DARE – CASE STUDY

2.2.1. PROJECT DESCRIPTION

The DARE – DisAble The BarRiErs project (https://dare-project.de/) is an Erasmus+ project that aims at empowering youth organisations and youth workers to achieve greater implementation of inclusive youth mobilisation projects for young people with special needs, including visual, hearing, physical impairments, etc.

This project ran from February 2019 to August 2021 and involved partners from Germany, Poland, Greece and Italy. Its outcomes include:

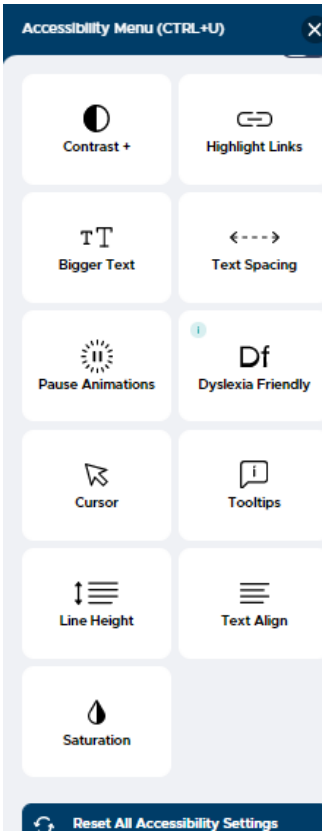
2.2.2. WHY IT IS A GOOD PRACTICE?

Project DARE is a good practice for this chapter for several reasons, detailed below on the basis of the four points addressed in the previous section:

HOW TO ANALYSE THE TARGET OF A PROJECT

First, the partnership has successfully identified and visually and clearly indicated both the direct and indirect target groups on its website.

It has also carried out the appropriate analysis of this target group in order to be able to adapt all the contents to it.
To this end, they have included an accessibility menu with a multitude of functionalities that facilitate access and visualisation of the contents included on the website, which is why it is highly recommended to include all communications related to the dissemination of the project on this platform.



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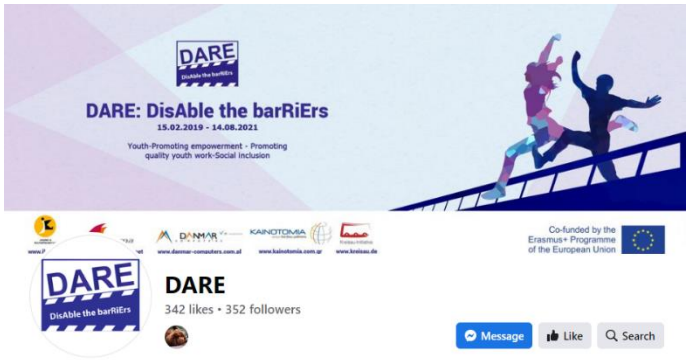
HOW TO ANALYSE THE KIND OF CONTENTS FOR COMMUNICATION

The content selected for the communication of the project includes a wide range of cohesive cross-platform content in both short and long-form publications:

- On their website we find a section entitled "News", with videos presenting the project, as well as 4 newsletters and an entire section dedicated to their "Blog" promoting the project and its results, all of them including the accessibility features mentioned above.
- In their social networks we can find photos, articles, case studies, resources and useful links for the target group.

HOW TO ANALYSE THE MOST APPROPRIATE SOCIAL MEDIA TO USE ACCORDING TO THE PROJECT

As for the analysis of the most appropriate social network for the project, the website is the platform that most promotes the accessibility of these contents by the target group. However, a link has been included on this website so that they can access the selected social media: Facebook.



Follow us on: facebook

In addition to reaching a wide audience through this site, they have also created a public discussion group to offer participants the opportunity to express themselves freely and share relevant publications, as well as to browse the content posted by the partnership.

HOW TO ANALYSE THE PARTNERSHIP & THE WORKING TEAM

Finally, as far as the partnership is concerned, the website includes a section where there is detailed information about each partner and pictures of the partnership can be found on social media so that the target group can check out who lies behind all the work.

To conclude, the partners have been able to establish a good communication strategy and share all the results, events and information related to the project on a continuous and regular basis, with around 4 posts per month for each month of the project.

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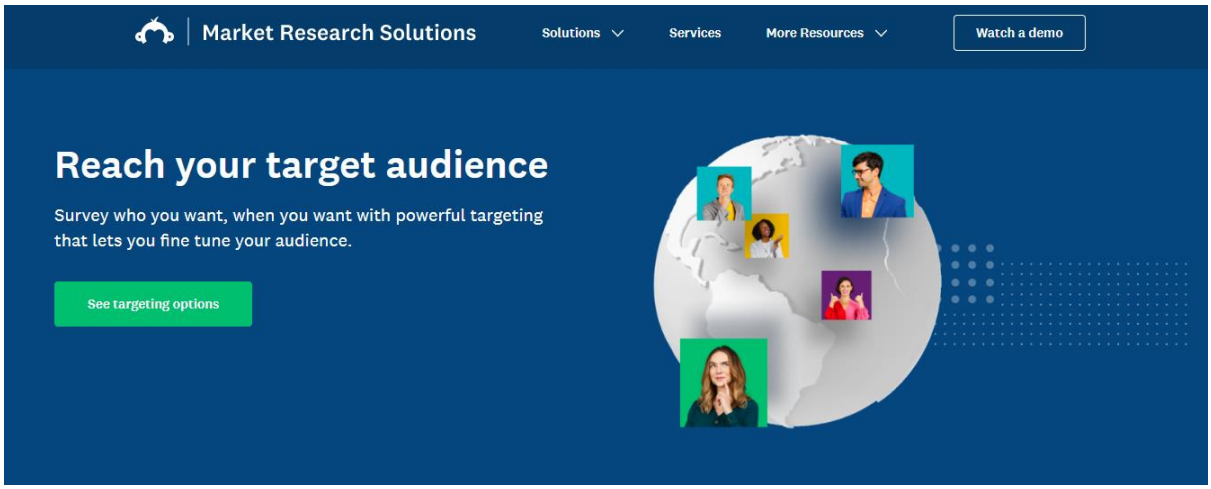
2.3. ANALYSIS: SURVEYMONKEY EXPLORATION

There are many useful tools that can help us to reach the desired audience in order to maximise the impact of our European project, for example, Google Analytics, SEMrush, Social Mention, Audiense, Typeform, Google Trends, Google Keyword Tool, etc. All of them offer different functionalities and benefits, and, although many of them are completely free, others offer monthly subscriptions to access advanced features that allow you to get enhanced functions.

However, in this section we will explore one of the free tools that provide us with valuable feedback and insights for our project. It is a survey tool called SurveyMonkey.



Since the first step to be successful in analysing our target group and creating tailored content and engagement for this group is to get to know our audience, the first step should be to find out who belongs to this group and what their common characteristics are.

One of the most efficient ways to do this is through research via online questionnaires. This is one of the several functionalities of SurveyMonkey.

BUT, WHAT OTHER BENEFITS DOES THIS TOOL HAVE TO OFFER?

- Agile market research platform
- Over 230 customised templates
- Full control to customise the search results according to our needs.
- Question bank with 13 different types of questions
- AI-powered analytical model
- Logic Function, that allows to hide or show questions based on the answers of the participants.

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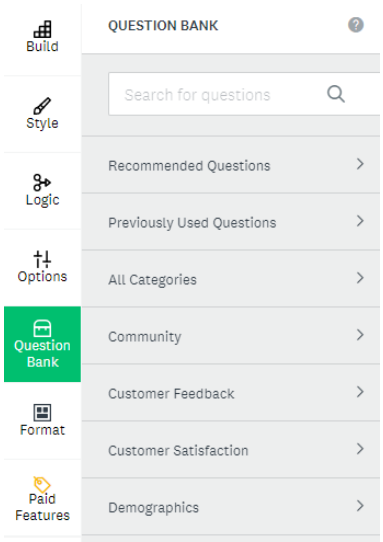
When entering this tool, the first thing you will be asked is a series of questions to be able to establish the ideal number and profile of respondents you will need to obtain the best results according to your needs.

You can then create and design your survey with the help of the available question bank, with a multitude of customisation options, allowing you to change anything you may need to change in your survey.



Once generated, you will have the opportunity to preview the results in different formats and collect the responses in "question summaries", "insights and data trends" and "individual responses". You will also have the chance to collect an analysis of the responses obtained in the form of a presentation created directly by the platform, so you can speed up the interpretation of results in order to implement your content creation strategy according to the feedback from your target group.

TIPS AND RECOMMENDATIONS

Before conducting the analysis of our target group through this tool, we first need to explore their behaviours and needs with a view to connecting with this group, which is why we need to correctly target the questions in our questionnaires.

To achieve this, there are three main aspects to bear in mind:

- Be specific, clear, and concise in your questions
- Include both direct and indirect audiences.
- Use audience-oriented language

The aim of these questionnaires is to get to know your target group, so don't forget to focus on characterising their profile by asking questions about their:

- Age range
- Gender
- Location
- Occupation
- Education
- Income level
- Needs to be covered
- Interests
- Hobbies
- Etc.

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3. CHOOSING YOUR SOCIAL NETWORKS

3.1. SELECTION: OVERVIEW

While social media has been around since the world wide web, advances in user interfaces, emerging platforms and a digital mindset in global populations has resulted in a surge in popularity in recent years. The most common social media platforms are Facebook, Instagram, Twitter, LinkedIn, and YouTube. More specifically for the projects, social media platforms can be used and are being used for both communication and dissemination. They allow you to reach an extremely wide, but also targeted audience to maximize the impact and successful exploitation of your project's results.
These are some first steps for the social media platforms in EU projects for better usage.

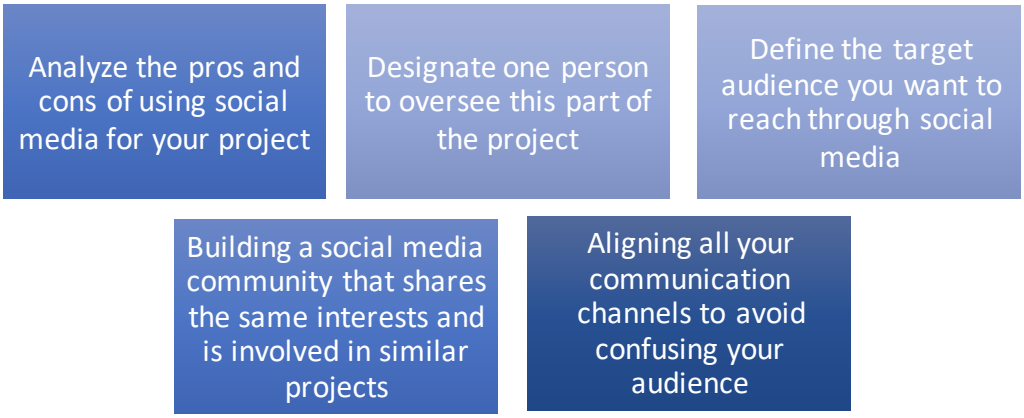

Figure 1. First steps for the Social Media Platforms in EU projects

Whatever social media channels you choose, and for whichever purposes or goals, there are some very important guiding rules that can, and should, be applied across all channels.

Figure 2. The do's of social media strategy in EU Projects

However, there are many differences between these social media platforms that must be taken into account. Each platform has different usage, audience, and purpose. So, it is very important to understand how they work and use the appropriate platform on your projects.

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3.2. SELECTION: BEWELL PROJECT – CASE STUDY

The BeWell project is funded by Erasmus plus and promotes green and digital skills for the European Health workforce. This project is a very good example of its dissemination activities because the partners make the best use of social media platforms. The project uses Twitter, LinkedIn, and YouTube.

The choice of social media is depending on the topic of the project, the target group, its age, and the status, in order to attract the appropriate people. The main target group of the BeWell project is both professionals and medical students. So, because LinkedIn is the world's largest professional network on the internet, it is an important dissemination tool for this project. Also, Twitter which is an online news and social networking site, and YouTube which attracts over one billion regular users, are the appropriate platforms for both target groups.

Of course, regardless of which platform you use, you should constantly update your feed with the aim of continuous dissemination and contact with your followers! Do not forget to use the same name and the logo as a profile picture on each social platform, such as BeWell! More specifically, below represents some of the best practices that the project uses in social media platforms, and you may adopt them.

1. BEST PRACTICES FOR TWITTER POSTS:

- taking care and paying attention to every tweet
- using visual assets wisely
- making retweets usually
- pinning the most important tweets
- inviting the audience to follow you and adding the links of the other social media accounts on the description
- using the related hashtags
- create and always using the main hashtag of your project
- using the appropriate emoji if needed

2. BEST PRACTICES FOR LINKEDIN POSTS:

- making posts that always be professional and helpful in tone
- making reposts from partner's accounts
- making questions to have interaction
- using visual assets wisely
- adding the partners to the post
- inviting the audience to follow you and adding the links of the other social media accounts on the description
- using the appropriate emoji if needed
- using the appropriate hashtags
- create and always using the main hashtag of your project

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3. BEST PRACTICES FOR YOUTUBE:

- making mainly short videos
- using the same theme on your videos
- promoting tirelessly
- being consistent with the creation and posting of quality content
- making comprehensive captions
- creating the appropriate title for the video and using the main hashtag
- adding the links of the other social media accounts to the description
- using the main hashtag of your project

The hashtag is a very important thing for all the platforms! BeWell uses different hashtags related to the project, but it has created a main hashtag (#BeWellEU), which is used on every post on each platform. In the following represented examples of 2 posts on Twitter and LinkedIn, in which you could see the hashtags that are used and the main hashtag. In these posts you could also observe some of the best practices that have already been referred!

Figure 3. Posts on Twitter and LinkedIn

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3.3. SELECTION: CANVA EXPLORATION

Because the content of the post is the most important thing, you need a tool that help you make the most attractive post for your project or your company. Canva is an application for editing photos, videos, presentations, posters, documents, and other visual content. You can create unique social media posts with the theme, the colors, and the logo of your project or your company in a simple way.
Canva provides you with ready-made designs, allows you to create something completely your own and work with your team. Below is the homepage of the website. You will find:

- the home that allows you to turn to the home page
- the various templates that you can use and be inspired
- the projects that you have already design
- the designs for your brand, which is not free
- the content planner to make a schedule, which is not free
- the apps that you can import media, discover content, edit a photo, and share your design
- the smart mockups, in which you can create product mockups
- creating a team, which allows you to collaborate with your team
- the trash, in which there are the designs you do not need or want anymore
- the search bar to help you find the appropriate template
- the purple question mark in case you have any queries such as " How to upload image", so that Canva can show you the steps

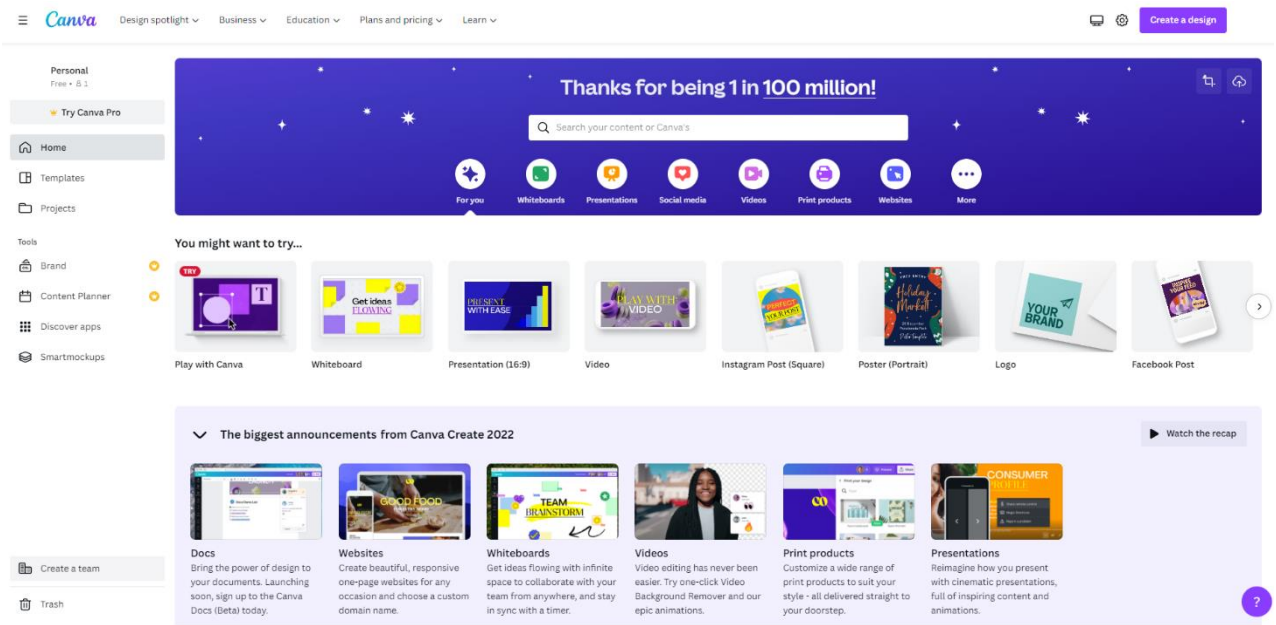

Figure 4. Canva's homepage

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How to create a design from scratch? Click to the option "Whiteboard" and start with the following steps:

- choose the appropriate dimension
- choose the appropriate background. You could import a picture or choose a color. Do not forget that your posts should match in color!
- choose the appropriate fonts. The font should be proportional to the style of the post!
- add different elements to make your post beautiful such as graphics, pictures, video and of course the text
- search whatever you look for
- share what you have created

On the other hand, Canva provides a variety of templates for many categories and for your convenience you can use them. Even if you want to design from scratch, take a look and explore what the platform suggests for you to take ideas and become inspired. Click on the search bar, write a keyword from what you want to design and Canva will give you so many ideas. Below represented an example of the suggested templates for Newsletters!

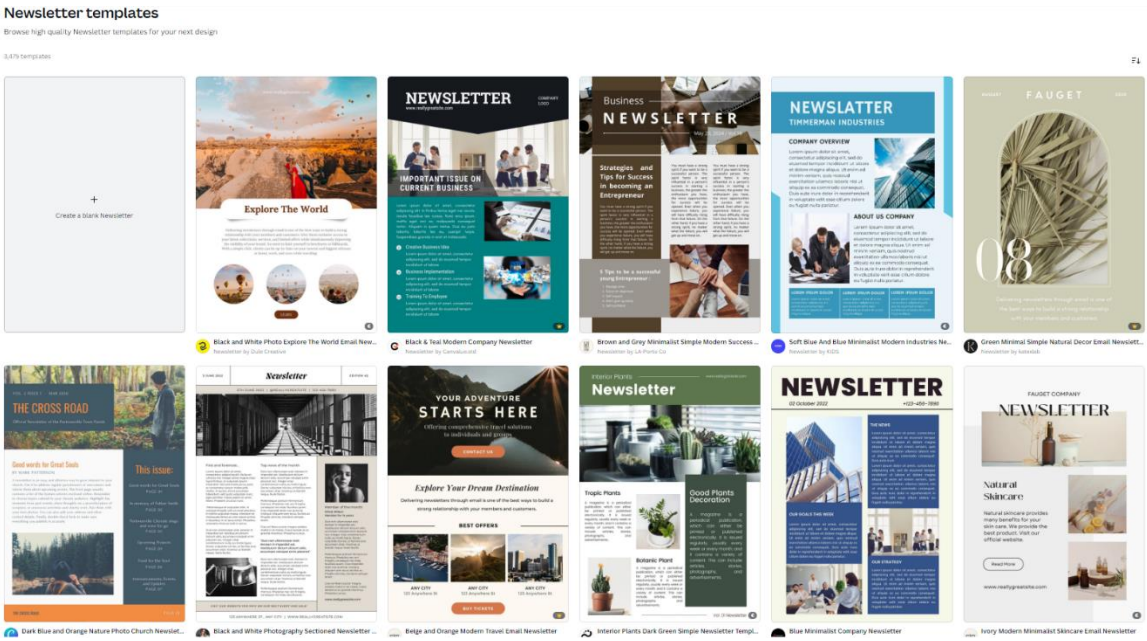

Figure 5. Newsletter templates on Canva

Make an account, notice what your followers like and create the most attractive posts!

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4. PLANNING YOUR SOCIAL MEDIA STRATEGY

4.1. STRATEGIC PLANNING: OVERVIEW

Strategic dissemination planning requires a detailed plan that takes different aspects into consideration. To develop an effective and efficient strategic plan, it is necessary to take into account several variables, which are interconnected and complementary.
The crucial aspect is the definition of the strategic planning structure (with the definition of objectives, target groups, key messages, etc).
It is essential to involve all the partners within it to model the plan according to the needs and considerations of the partners. In this way it is possible to divide roles and responsibilities between each of the partners involved, which allows to reach a higher level of efficiency.
Of absolute importance is the analysis of the target groups (primary and secondary) to be reached through the dissemination strategy. Once this aspect has been defined, it is possible to identify the key message for each type of target group: in this way the chances of creating content that can actually reach them increase. The dissemination strategy should not underestimate the importance of the choice of communication tools and channels: it is essential to find those that best suit the needs and requirements of your target groups, combining them with the objectives of the project.

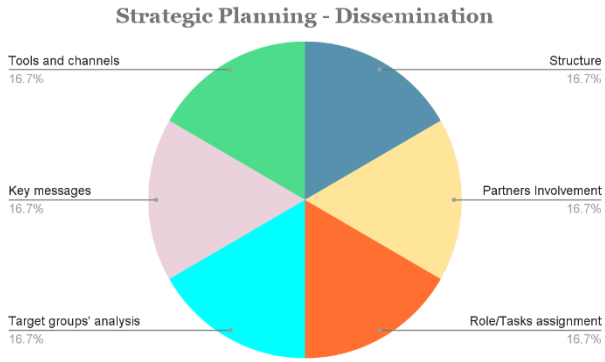

Figure 6. Key aspects of strategic planning in dissemination

4.1.1. HOW TO DEFINE YOUR TARGET GROUPS?

An in-depth analysis of the target groups is the key to the success of the dissemination strategy. How to carry out a precise and detailed analysis of the target groups?
The definition of the target groups of the planning strategy plays an important role. It is essential to first identify the primary and secondary target groups of the project, trying to understand the reasons they can be considered as such, related to the objectives of the project and the communication strategy. Once this analysis has been carried out, we proceed to identify the key message to convey to them, together with the most appropriate communication tools and channels.

Figure 7. Defining your target groups

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4.1.2. KEY STEPS OF AN EDITORIAL CALENDAR

Once the structure of the plan has been elaborated and the target groups identified, it becomes essential to translate the ideas into reality by defining an editorial calendar, in order to favour online dissemination activities.
Define the publication strategy and the content to be transmitted, carrying out continuous feedback and analysis to see what to keep and what to change in the strategy.

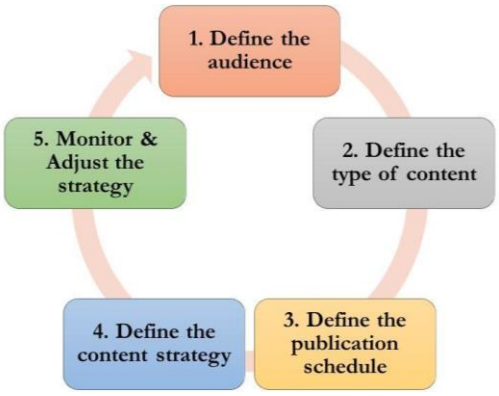

Figure 8. Key steps of an editorial planning

4.2. STRATEGIC PLANNING: INITIATE – CASE STUDY

The strategy of the INITIATE project can be considered as an example of best practices in strategic planning for several reasons.
The communication and dissemination strategy are developed to identify the project stakeholders and to set the strategic communication goals to make sure relevant information, messages and project's updates are related to the target audience via the most appropriate channels.

4.2.1. ADVANTAGES OF THE INITIATE STRATEGY

Here is a summary of the strengths of the dissemination strategy of the analysed project.

1. Structure
The first aspect that can define this strategy as a best practice to follow is its structure, which includes a description of the overall objectives, the identification of the primary and secondary target audiences (also defining their detailed analysis), the key messages (to be defined according to the target groups to be addressed to), as well as the best tools.
The dissemination strategy includes:
- The objectives
- Primary and secondary audience segmentation
- Detailed audience analysis to better design the messages that need to be conveyed
- Recognition of the key messages to be relayed to the different audiences
- Identification of the best tools and channels to be used

The abovementioned structure of the dissemination plan ensures the development of a completed plan, to make sure to be able to reach out to the different target groups as well as making a concrete impact on them.

2. Involvement of all partners
Defining a clear, effective strategy is fundamental for all project partners to have a detailed analysis of the framework they are working in. The main aim of the strategic plan is identifying the most relevant stakeholders and key messages to promote the results
of the INITIATE process.

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A very important aspect to consider is that relating to the definition in the smallest details of strategic planning, indicating every single aspect and a person responsible for each task. It is essential to assign responsibilities in each area, as it must be clear from the beginning, always leaving open the possibility of making any adjustments.

3. Role and tasks assignment

Another factor is the deep analysis of every single objective of the project and assigning each of them a precise communication and dissemination objective. The project aims to achieve several interconnected objectives, which is why it is important to consider all the links between them. For each goal to be achieved, a concrete dissemination strategic plan has been outlined to be followed (both for online and offline dissemination).

4. Detailed analysis of each project's target group

An in-depth analysis of the target groups is key to the success of the dissemination strategy. Knowing each target group well and the reasons for its involvement allows you to more easily elaborate a message that is able to respond to your needs in the best possible way.
It is essential to carry out this analysis with all the target groups of the project, both primary and secondary ones.

Aspects to consider when defining the target group

- Specific definition of its characteristics and needs
- Why is it called a target group?
- What are the expectations of the target group?
- What is the key message / information to share with the following target group?

5. Key messages

A crucial aspect in the strategic planning phase is that relating to the message you want to convey, which could be considered as a way to transmit to the target groups the different phases and steps of the project.
The key messages of the analyzed strategy are based on the principles of clarity, credibility, consistency, honesty, completeness and are mainly disseminated among the main recipients. The strong point is the fact that these messages are not only aimed at strengthening relations with the target audience, but with a view to implementing potential high-level public relations campaigns and events in the years to come.
Being able to enter the minds and hearts of the recipients, being listened to and remembered for a long time, can be considered as an added value that can be used for the definition of future strategic planning.

6. Tools and channels

There are many tools that allow us to carry out concrete strategic planning. This project provides a variety of interconnected and complementary channels to convey the key messages of this dissemination strategic plan to different audiences and the decision to choose one over the other depends on the message itself, the audience and the desired result of the activity. The project partners are all involved in communication and dissemination activities and act as multipliers.

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4.3. STRATEGIC PLANNING: FLOWLU EXPLORATION

For effective strategic planning in the field of dissemination, a tool that can be useful is certainly Flowlu.

Flowlu is an all-in-one collaboration software that gives you a clear overview of everything that happens on a day-to-day basis in the workplace. Flowlu offers tools such as task management, project management and agile project management, knowledge management and collaboration tools, providing excellent services when working in your NGOs.

4.3.1. WHY TO USE IT?

Easy and simple to use, very structured and organised, a great mix to develop, update and constantly check your strategic plan for the dissemination.
Starting to use Flowlu is immediate, since creating an account is very simple and takes less than a minute: it could be done with your email address as well as your Google account.
After successfully signing up for Flowlu, you will get an email confirmation with the link to your account and login details.

When you sign up for a new account, you create both a NGO account and a user account. Each NGO account can be used to collaborate with several users that will be linked to this NGO account. Therefore you can collaborate with all team members and partners involved in the consortium with instant messaging, notifications, and much more.

Moreover, it is possible to manage projects from the desktop or even from any mobile device using the Android and iOS apps, which allows you to be always updated and receive messages about the progress of the planning strategy.

4.3.2. ADVANTAGES OF FLOWLU

1. An easy-to-use project planning
The Gantt chart, phases and tasks allows you to organise complex projects into easily manageable units. This characteristic is fundamental above all in the phase of definition of the dissemination strategy, as it allows one to take into consideration the different key aspects of the same.

2. Activity Tracking
The platform offers a real-time overview of the progress of the different phases of the project. It is possible to analyse in detail each phase of the dissemination strategy, in order to have a complete visual overview of the progress made over time, by viewing a visual representation of a series of phases for a current project. This provides a high level of transparency that allows you to understand the status of an at a glance.
It is a fundamental aspect because it allows the project manager to prioritise the work that is main at that moment, making changes and replanning whenever it is necessary to reschedule.

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3. Problem tracking

Another crucial aspect is monitoring the overall status of the project with a simple problem log. In this way you can easily trace the cause of the problem, comparing the different data present and providing suggestions to solve the problem as soon as possible.

4. File sharing

This aspect allows you to work jointly with all project partners on a given task, in real time and sharing every necessary file. Saves time and facilitates easier communication. Project managers and team members don't have to worry about sending files via email, uploading, downloading files and so on.

5. Prioritization

The platform also helps in defining the priorities that must be addressed, providing interesting features that allow the project manager to evaluate which phase needs to be analysed and put under control.

Flowlu: Key Aspects
Easy yo use and manage
Online mind maps and agile project management tools to plan and track
Collaborate with team members/partners
Managing projects from desktop or mobile devices

Figure 9. Flowlu strengths

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5. DOING YOUR SOCIAL NETWORKING

5.1. HANDS-ON: OVERVIEW

Try to write the main information in a short text. Social networks are based more on a visual impact and users jump rapidly from one content to another.
A short text with few but main information is more suitable to obtain good results than long sentences. Only a little percentage of people usually click on the "Read more".

The visual impact of a post is the main thing on social networks. Whether you are posting an image, a video, or an article, the post preview is the first thing that can keep the attention of the users while scrolling between many contents.
Spend a little bit more time choosing, editing or planning a good image for your posts.

The same message can be written in different ways according to the target you are talking to.
Always remember you are not talking to everyone but to a specific target, according to your project, and the social network you chose for disseminating the project results.
Depending on this, you'll choose the best words, expressions and also emojis to be more target oriented.

Disseminating projects on social media means creating a network of people who is interested in our project. Using tags is a good way to involve all the project partners as well as contacts involved in the project's activities in the dissemination.
Also, hashtags are a good way to attract new followers if used in the proper way.

Social networks allow you to express your creativity by using the platform's potential. Nowadays you can publish almost any kind of content: photos, banners, infographics, events, live streamings, videos, reels, and articles. Having a variety of content on your page will allow you to reach more people. You only have to choose the kind of content you and the partnership can produce at the best and start posting.

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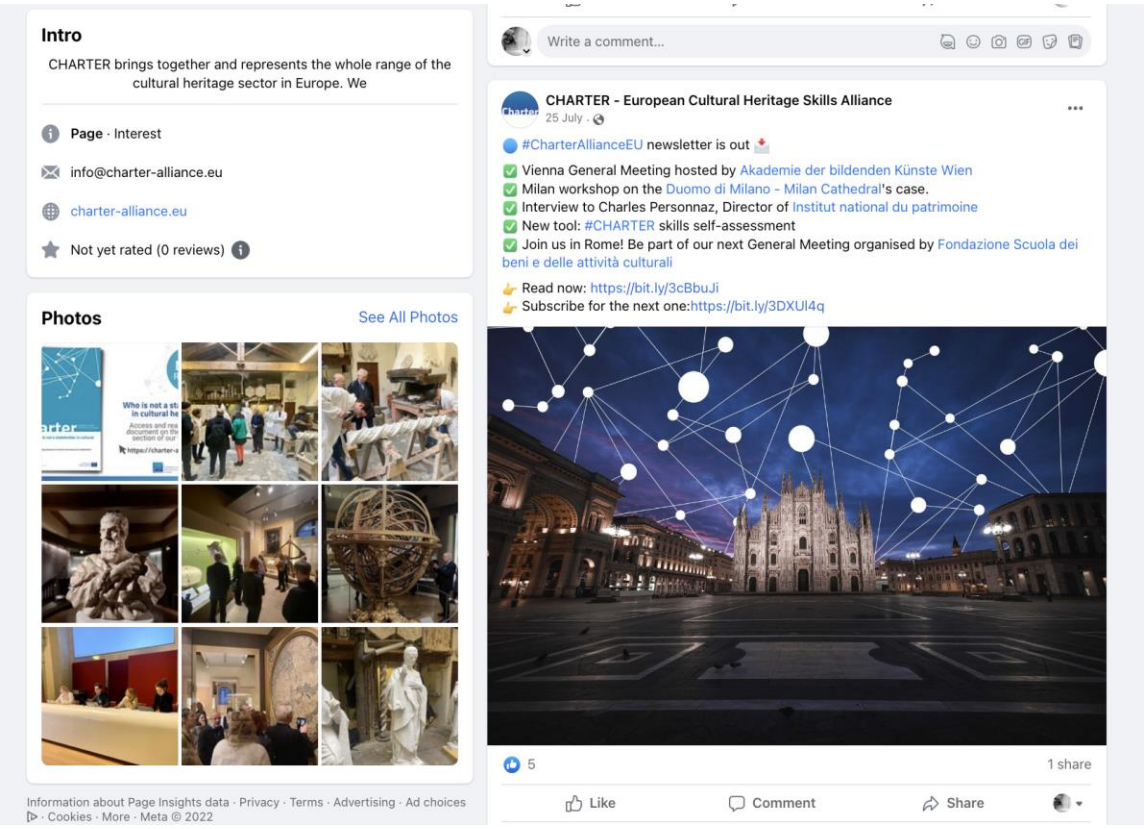
5.2. HANDS-ON: CHARTER ALLIANCE – CASE STUDY

https://linktr.ee/charter.alliance.eu

Charter Alliance project is a clear example of how to use social media to disseminate project. There is a particular attention on all the contents they post. It's easy to find in this example all the elements of the perfect content:

- It has an impacting image.
- It's customized with the project's visual identity.
- It has a short and clear message.
- It engages other pages using tags and frames the topic with the project hashtags.

Notice that the calls to action (read and subscribe) are clear and direct and they use a link shortener to make it even clearer and to monitor the number of clicks.



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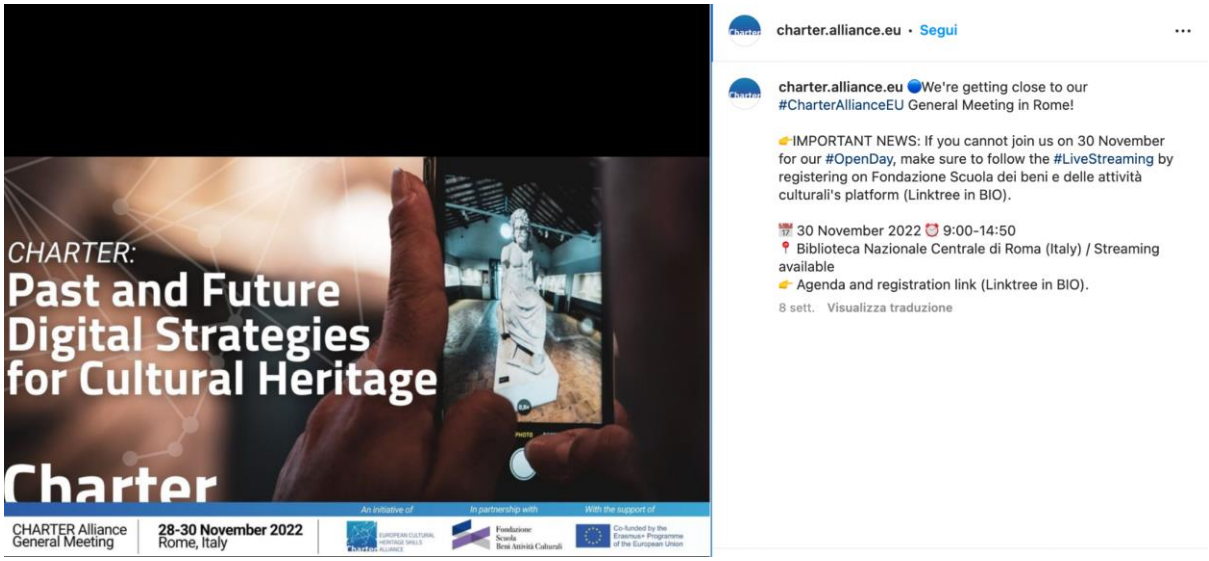
The visual identity is perfectly use and integrated on all the communication channels, including the web page and social media.

Most of their posts are customized with a recognizable brand identity and, if you navigate on more than just one of their social media channels, you'll easily see that the graphic design is the communicative link between all of them.



Another connection point in Charter Alliance communication on social media is a simple and straight language that is customed to its target.

You'll never find more elements than the needed ones:

- they never overboard in excessive text details.
- Emojis are used in a coherent way.
- Tags and hashtags are proportioned to the text, never compromising its meaning and clearliness, but always involving the right contacts (Tags) and underlining the right topics (Hashtags).

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5.3. HANDS-ON: RESHARE CONTENT FROM OTHER USERS' EXPLORATION

Resharing other post profiles on your social channel may certainly help you. Sharing will make you interactive with other users, in addition to expanding your profile and helping you reach more profiles. Also, we cannot forget that if you do, could others share your best posts too.

Depending on the social network we are talking about, it will be easier to share content (just pushing a button) or we will need to use other applications.

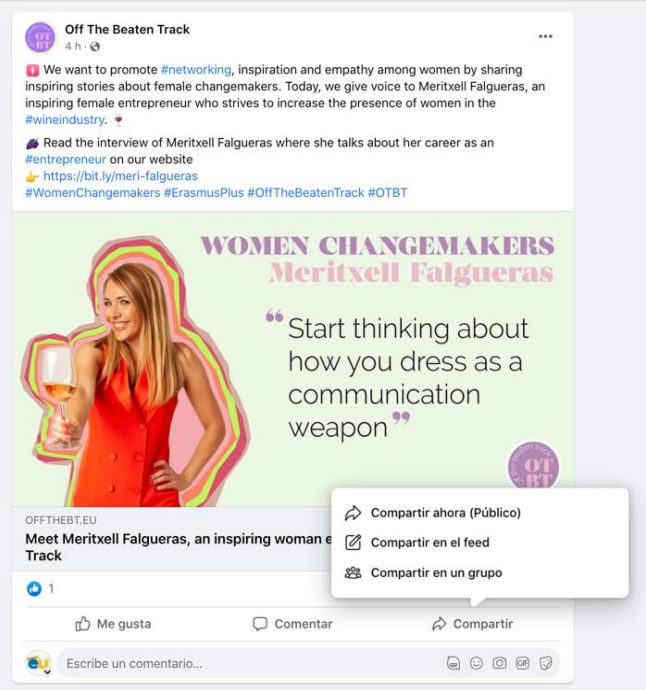
Facebook

In Facebook, you have three options that let you share directly from the post.

- Share now (to the public): in one click, you get the post directly into your profile feed.
- Share on the feed: You can add text to the summary and catch the attention of the reader.
- Group Sharing: Sharing into groups that may be relevant to the content.

On **Linkedin** it's the same, you have a button where is easy to share posts of others.

You can share the post directly or edit it by adding an abstract text that generates interest.



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Instagram

Here it is a little longer, so you can share the posts of others in your stories but if you want to publish their post in your feed, you must use an external application.

Reposta, is a free app that following these steps you will be able to share posts from others giving credits.

1. Open the Instagram by clicking on the IG icon at the top right.

2. Tap (instagram post) to copy the link address.

3. Touch Copy link

4. Reopen the Reposta

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6. MONITORING YOUR SOCIAL NETWORKS

6.1. FOLLOW-UP: OVERVIEW

WHAT IS SOCIAL MEDIA MONITORING?

Social Media Monitoring is often confused with other terms like social media listening or social media intelligence.

Social media monitoring is the collection of social media conversations and messages into an extremely useful database. It is often used as part of the research stage for developing a social media strategy.

Monitoring tells you what your followers are saying, while **listening** tells you why those conversations are happening.

Social Media Intelligence is an overarching term covering a few key areas of social analytics, including social media monitoring and social media listening, with a focus on Competitor Analysis.

WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA MONITORING?

- ☑ Unfiltered opinions: You can assemble the unfiltered insights and perceptions of consumers.
- ☑ Time travel: Some programs have the capacity to access data and travels even further back in time.
- ☑ Other forms of media: Photos, videos, and gifs frequently allow us better understanding what people are thinking, saying, and doing than a more typical research strategy would be able to.
- ☒ No promises can be made: you never know what you will (or won't) find.
- ☒ Insights are more persuasive when they are accompanied by supporting data: This is frequently how they perform best.

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6.2. FOLLOW-UP: STEP – CASE STUDY

PROJECT TITLE

STEP Project (Societal and political engagement of young people in environmental issues) www.step4youth.eu

DESCRIPTION OF THE PROJECT

STEP project received funding from the European Union's Horizon 2020 research and innovation programme. Project developed and pilot tested a cloud eParticipation SaaS platform enhanced with web / social media mining, gamification, machine translation, and visualisation features, aiming to promote the societal and political participation of young people in the decision-making process on environmental issues. The project employed innovative social media analytics and monitoring tools, as part of effective strategies that were developed, to engage young citizens in the pilot activities and increase their motivation to participate. Six pilots in an operational environment have taken place in four countries: Italy, Spain, Greece, and Turkey, with the participation of one regional authority, four municipalities, and an association of municipalities. 97 public dialogues were tested, encompassing a wide range of environmental issues on which young citizens participated in decision-making. STEP's pilots managed to engage approximately 10.000 users within a time period of 9 months.

WHY IS IT A BEST PRACTICE IN THIS FIELD?

This deliverable provides an account of the development and testing of the Social Media Monitoring Tool (SMMT) that has been carried out during the second period of the STEP project.

How to analyse the target of the project

The project's primary means of dissemination is its website, STEP. It has been created in order to satisfy the demands established by the project's target audiences and stakeholders (young people; local, regional, and national authorities; participants in the decision-making processes for youth and the environment; NGOs; and the general public). The website's pages were created with the goal of giving all target audiences and stakeholders access to the necessary data and materials in an intuitive manner.

How to analyse the aim of the project

The focus during the second project period was to align the STEP Social Media Monitoring Tool (SMMT) with the end users' needs, aiming at better achieving its primary objectives, i.e.

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the monitoring of social media for analysing discussions related to environmental and regional issues, and for better understanding the audience of social media campaigns and user communities. To this end, the SMMT development team adopted an iterative approach, in which improvements and new features were added to the tool and feedback was collected by relevant partners (Public Authority (PA) officers from pilot sites, STEP integration team, and project coordinator) with the goal of further refining and fine tuning the tool output.

How to analyse the appropriate social media use according to the project

One of the key issues that have been studied during this period concerns the improvement of relevance for the collected content and the automated extraction of topics of interest from large amounts of social media discussions. To this end, we devised a set of STEP-oriented concept/topic classifiers with the goal of discarding posts that are irrelevant to the core STEP topics (environment, sustainability, climate, etc.) and to classify the relevant ones into a set of general topics of interest.

DOES IT HAS ANY ADDITION BENEFITED SMMT IN ANY MULTIPLE WAY?

- resulted in improved quality of content and thus higher end user satisfaction,
- led to the removal of a sizeable amount of irrelevant posts, thus reducing storage and indexing requirements and improving response times,
- enabled the filtering of content based on concept (i.e. more powerful browsing capabilities for end users), and
- made possible the characterization of monitored discussions and user communities in terms of broad topics of interest. Furthermore, state-of-the-art topic detection and visualization methods were employed with the goal of studying the discussed topics in large-scale collections of social media posts. As a last activity towards improved content relevance, we describe the implementation of a feedback collection and relevance ranking mechanism.

WHAT ARE THE TOOLS THAT STEP PROJECT FOLLOW?

The STEP social media monitoring tool has the following features:

-Building collections from RSS feeds and social networking sites (Twitter, Facebook, Google+, YouTube, and Flickr) by entering relevant keywords and/or user accounts

-Collection of contributors to social media material

-Detection of prevalent subjects and languages in each collection

-Collection of content in the form of objects (posts made on social networks, such as tweets, Facebook and YouTube videos, etc.)

-Sorting of items based on publication time (recency), popularity, and relevance

-Analytics over collections with a variety of visualisation widgets

-Filtering of items in a collection based on language, platform (Facebook, Twitter, YouTube, etc.), publication date (since-until), and originality (original content or shared)

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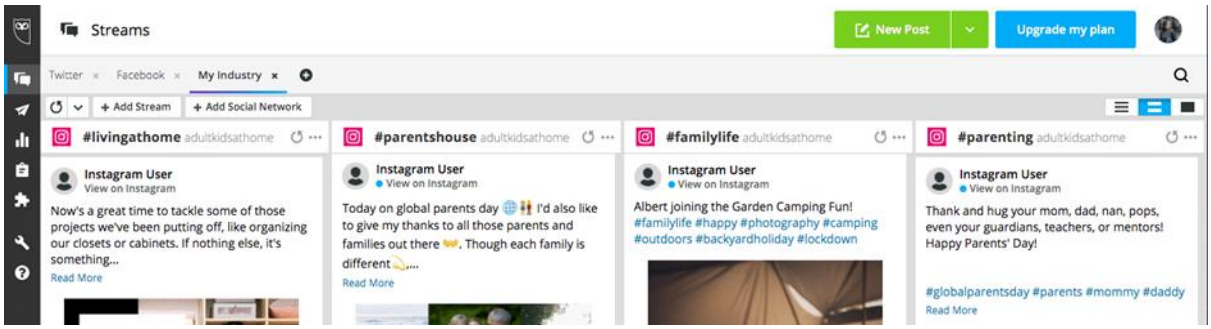
6.3. FOLLOW-UP: HOOTSUITE EXPLORATION

It is one of the most popular social media monitoring tools and according to its own webpage, it has over 15 million users. It is likely to be used in a significant number of social networks, which includes the most common ones, and it is easy to use and intuitive. It helps to monitor a brand and what customers think about it in social networks.

Hootsuite



DESCRIPTION

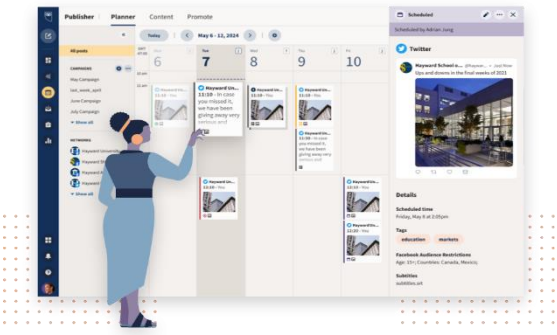
Hootsuite is a social media management platform. The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+ and YouTube. It helps organizations use social media to launch marketing campaigns, identify and grow audience, and distribute targeted messages across multiple channels.

Hootsuite is an incredibly useful application for managing social media network channels.

It enables you to view multiple streams at once and monitor what customers are saying. You can post updates, read responses, schedule messages, view statistics, and much more.

WHAT ARE THE 7 KEY BENEFITS OF USING HOOTSUITE?

- ☐ **Monitor Multiple social media streams in One Place**
  With Hootsuite, you can post updates, review responses, and connect with your customer base on over thirty-five popular social networks, including: Twitter, Facebook, LinkedIn, Google, and several other platforms via third party apps (including Instagram, Tumblr, and others).
- ☐ **Schedule Posts in Advance**
  Another important reason to use Hootsuite is that it allows you to schedule messages across all your favourite social media platforms in advance.



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☐ **Easily View Analytics Data**

Hootsuite's unique analytics feature gives you an in-depth view of how well your social media strategy is working.

☐ **Hootlet Plug-In Allows You to Share Information Easily**

Hootlet is a terrific bookmark plug-in that allows you to easily share content across the web with your followers.

☐ **Social Media Listening**

This can be an excellent way to bring in new clients, simply by being highly in tune to their needs!

☐ **Manage Customer Service on social media Efficiently**

With Hootsuite, you can view customer questions in one single place without having to check multiple social media sites.

☐ **Team Collaboration**

This tool allows you to add multiple team members to the social media accounts of your choice, allowing you to see first-hand who is posting what information and who has scheduled posts.

KEY FEATURES:

- Campaign Analysis
- Campaign Management
- Content Management
- Engagement Analytics
- Monitoring

PROS:

☑ One of the simplest social media managers in the market
☑ Easy to use
☑ Even the free package offers a number of highly functional tools
☑ Access to many social networks.
☑ All-in-one interface
☑ Out-of-the-way posting interface
☑ Unique app directory

CONS:

☒ You cannot see the people who retweet my posts or tweets
☒ Interface can be confusing
☒ Longer learning curve
☒ Costs can mount up

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7. CONCLUSIONS AND RECOMMENDATIONS

Throughout the SOCIAL EU Handbook for project managers there is an innovative training approach and methodology, which not only provides European Project Managers with enhanced knowledge and reference materials on how to use, analyse and manage their social networks, but also contributes to reaching a wider audience and thereby raising awareness of European values among the wider European public, which in turn provides them with the opportunity to learn more about and access these educational and training programmes across all Europe.

By means of all the chapters of this Handbook, it has been possible to observe how to approach the Communication and Dissemination strategy of a European project as far as social networks are concerned, from the beginning to its completion, going through all its phases (analysis, selection, strategic planning, hands-on, and follow-up of a European Project social networks).

Therefore, for each of them it has been of great importance to have an overview of the contents developed during the whole project, in order to be able to gather a reference guide for the target group.

Regarding the case studies, a total of five European reference projects (DARE Project, BE WELL Project, INITIATE Project, CHARTER ALLIANCE Project and STEP Project) have been studied and collected and have been referenced for further consultation as good practice. As a result, project managers from all over Europe, should they have any doubts about how to proceed with their strategy, can have five case studies to refer to in order to find an example to follow.

Additionally, following the structure and organisation of the Handbook, five useful reference tools for the target group have been successfully compiled, one for each phase of the social media process and strategy. Thus, project managers can expand their toolbox by exploring each of the tools presented within the Handbook (SurveyMonkey, Canva, Flowlu, Charter Alliance and Hootsuite). This is an in-depth expansion of the practical resources available to these managers, who are now in a position to fully exploit their projects, reach their audiences and create greater impact.

These are many of the great achievements of this Handbook for Project managers, who are now in a position to multiply their knowledge of social media and who, from now on, will have all the necessary information and resources to be able to efficiently continue educating the European population through their respective and diverse projects.

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