



D7.2 Social media and channels set up

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Publishable executive summary

The BUS-GoCircular project will use the following communication channels to spread the progress, milestones and main results of the project via 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 analysing the social networks that will be most appropriate to publicize the BUS-GoCircular project among members of the scientific community but also to the general public.

Moreover, aside from presenting the main social networks linked to the project, it is important to highlight their KPIs (Key Performance Indicators) to administrate properly the platforms and analyse them with criterion.

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1. 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 BUS-GoCircular on social media

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

3.1. Twitter

BUS-GoCircular profile on Twitter (Figure 1) is available from September 2021: <https://twitter.com/BusGoCircular>

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.



Figure 1 Twitter dashboard

3.1.1. Relevant metrics on Twitter

Followers	Number of Twitter users following the account.
Retweets	Total number of times tweets have been retweeted by other users.
Favorites	Total number of times tweets have 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

BUS-GoCircular profile on LinkedIn (Figure 2) is available from October 2021:

<https://www.linkedin.com/company/busgocircular>

LinkedIn is the largest professional social network in the world. It currently boasts more than 300 million professional profiles. It is a tool that allows users to connect with the professional sector institutions such as the stakeholder groups present in the BUS-GoCircular project.

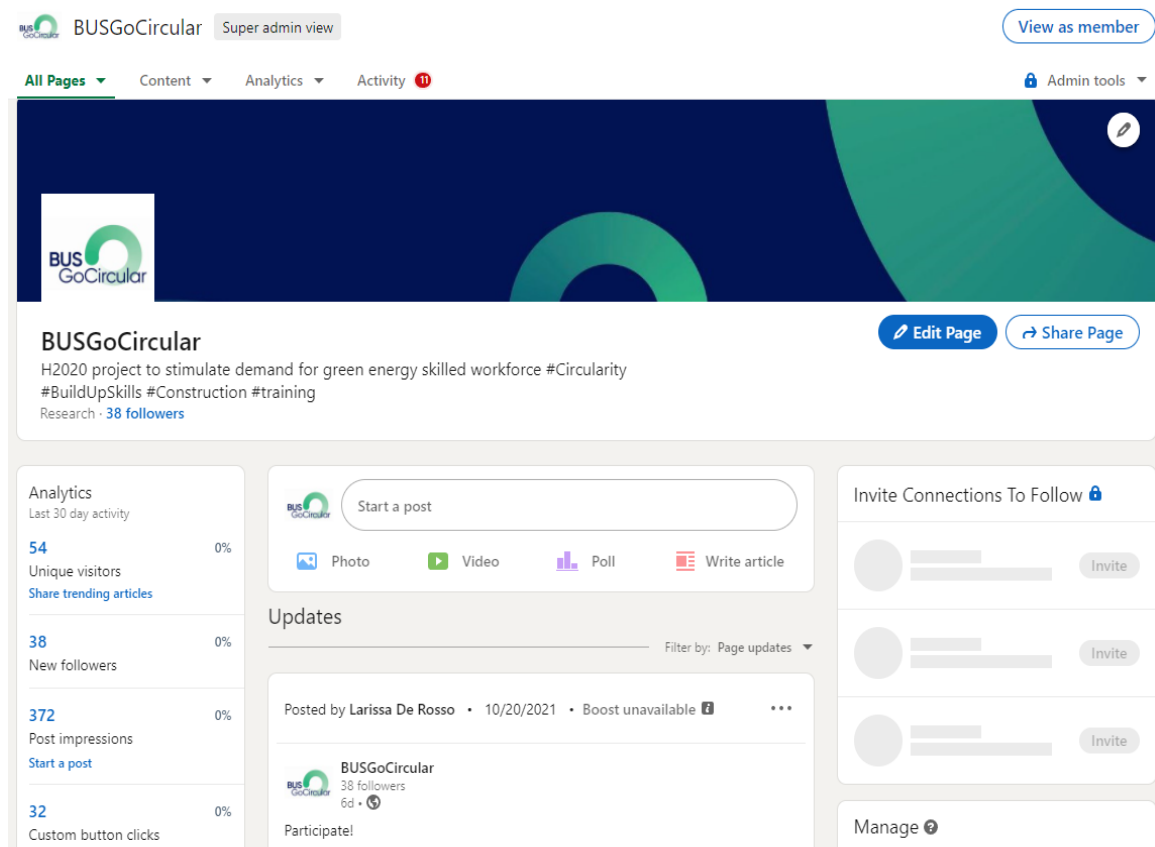


Figure 2 LinkedIn dashboard

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. YouTube

It is the most successful video channel. When the BUS-GoCircular project generates enough videos, it is convenient to organize the YouTube videos in the channel in order to group them into a thematic lists or "playlists" to which we can add videos from other channels, which will also help us create a community.

BUS-GoCircular profile on YouTube (Figure 3) is available from October 2021

<https://www.youtube.com/channel/UCXu4Rjs5WDXBE-yqda5kt5A>

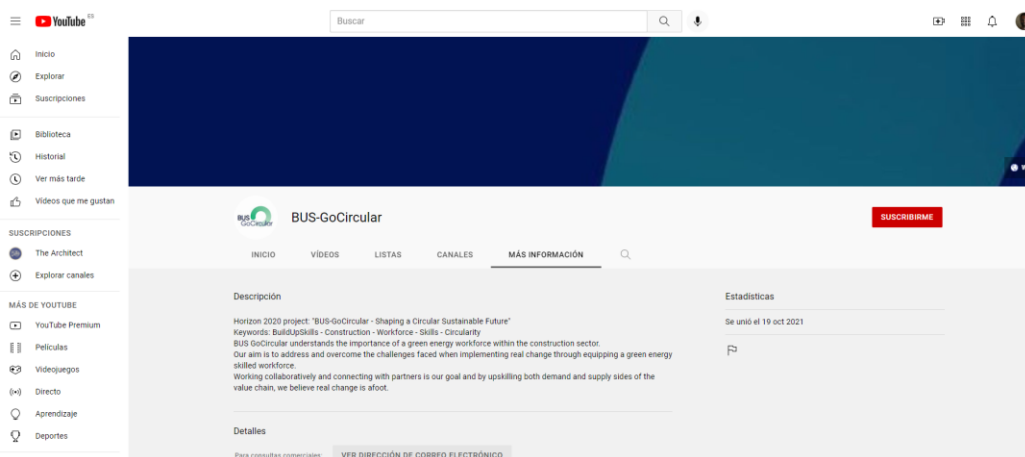


Figure 3 YouTube dashboard

3.3.1. Relevant metrics on YouTube

Watch Time	The amount of time your viewers have spent watching your videos
Average View Duration	Video’s ability to keep a viewer engaged
Subscriber Growth	By digging into the type of videos your subscribers watch, you can find content that your ideal audience likes and make more of those content types.
Engagement	Comments tell you how your viewers feel about your videos.
Number of Video Views	Total number of views a video has isn’t that much of an important KPI
Number Of Unique Viewers	The number of unique viewers is a metric that helps you understand how active your audience is
Audience Retention	Audience retention tells you how much of your video your audience watches.
Traffic Sources	Tracking who your audience is and where they come from helps you understand them better. Once you understand how a viewer finds you, it is much easier to target the right keywords and add better tags that will put you in front of similar viewers.

4. Other social networks to consider in the future

There are other social networks tools to consider that as the project evolves may be possible to consider their incorporation.

Regarding the social media web and the E-Newsletter, its set-up and development strategies will be reflected in the corresponding deliverables D7.3 and D7.4 of this project.

4.1. Instagram

It is the trendy network specialized in images and the one with the most growth in recent times. If the BUS-GoCircular 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.

5. Existing profiles of other entities to collaborate with


Other institutions/workers that add value and comment on topics of interest to the progress of the project should be added to the BUS-GoCircular 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 BUS-GoCircular publications on social networks.

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 for professional purposes.

Also, as part of the National Implementation Plans and dissemination activities related to the objective goals at national level, each participating country must involve the entities and social profiles to which it has access, and which could serve as a vehicle for the transmission of BUS-GoCircular information.

As part of the National Implementation Plans and dissemination activities at the national level, each participating country must list the entities stakeholders or members from their external advisory board to which they have access and could serve as a vehicle for transmitting BUS-GoCircular information.



More information about the project

<http://www.busgocircular.eu/>

Follow us

<https://twitter.com/BusGoCircular>

<https://www.linkedin.com/company/busgocircular>

Colophon

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