

DELIVERABLE D.C.6.2

TWITTER AND SOCIAL NETWORKS INFO DELIVERING

Version 1
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1. Introduction

In accordance with the project communication strategy, COMA has coordinated the web communication strategy to ensure adequate coverage of project activities on the social media platforms, aiming at both professional and public audience. The social media have been used to widely engage, enlarge and consolidate the community of stakeholders around Transfarm 4.0.

The project has addressed a wide audience, including the project partners, the leading stakeholders, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established.

COMA has developed the social media campaign as it was enshrined in the communication strategy by identifying the appropriate social networks to exploit (Twitter, LinkedIn, YouTube), the target audience to address, the appropriate tone, code to use and message to channel and a coherent set of actions performed to reach specific objectives.

The existing partners' social media networks have been leveraged to distribute news and contents about Transfarm 4.0: moreover, partners have been asked to share news with COMA upon the events and activities taking place.

2. Twitter

COMA set the twitter public profile of the project which is linked to the website of Transfarm 4.0 where the main digital content is stored. The twitter profile leveraged on the presence of multiple precision agriculture stakeholders on the platform to maximise the engagement of the audience and reach the highest number of users. COMA updated the information and content of the twitter profile by posting new tweets based on the material provided by the partners.

The twitter profile has been called "Transfarm 4.0 - Precision Farming Community". This title has been chosen in line with the communication strategy of the project, since the ambition of the project was to reach out to the widest audience related to precision agriculture. As a result, the identification of the project with a broad community of stakeholders interested in precision farming paved the way to draw the attention of different segments of stakeholders coming from academia, advisory, industry and civil society. The twitter profile ID is @transfarm_eu. The most used hashtag on Transfarm 4.0's tweets have been #openinnovation #precisionfarming #interreg #cooperationiscentral.

The homepage of the twitter profile highlights a link to the project website.

As anticipated by the Communication Strategy, the social media activities have been geared in the beginning towards the general goal of raising attention on the themes of precision agriculture and on promoting the consolidation of a community of stakeholders open to actors from Central Europe, but also from other European areas. In a second phase, the focus shifted to technical aspects and to the experimental work being done in the three pilot actions. In the final phase, more emphasis was given to messages highlighting the need for political action, to draw the attention of regional policy makers towards precision agriculture.

The twitter account has produced 346 tweets since September 2019 and at the time of the final event of the project was followed by 513 and followed 474 accounts.



3. LinkedIn

As LinkedIn is a business-oriented social media platform, the activities COMA managed here were much more focused on community-building and engagement within relevant linkedin groups, which could provide high visibility to the project and can allow to reach interested audience. COMA has regularly updated the profile and delivered new content with the support of the other partners.

The LinkedIn company page of Transform 4.0 is called “Transform 4.0 - Precision Farming Community | Interreg Central Europe Project”. The participation of COMA and the other partners in virtual and in-person events, along with the animation of LinkedIn groups devoted to topic revolving around precision agriculture, drew particular attention towards the company page. During the lifetime of the project, it has been followed by 333 LinkedIn accounts.

4. YouTube

Transform 4.0 joined YouTube on 11 November 2020. The YouTube channel (Transform 4.0 - Precision Farming Community) has been used to store and broadcast clips and footages of the pilot and the other activities of the project. It hosts 44 videos. Additionally, COMA’s YouTube channel broadcasted live video of the final event and the project website is linked to a precision farming portal, created by CREA during Transform 4.0, which hosts further short clips about the project and interviews to stakeholders and experts.