Deliverable D11.6 "Facebook profile"

Revision date
28/03/2018

Dissemination Level	
Public	☒
Restricted to other programme participants (including the Commission Services)	☐
Restricted to a group specified by the consortium (including the Commission Services)	☐
Confidential, only for members of the consortium (including the Commission services)	☐

Due Date of Deliverable
31/03/2018

Date of issue by Beneficiary
09/04/2018

Date of approval by SC
18/04/2016

Reference WP
WP 11 – Communication, networking and patients' involvement

Reference Activity
Task 11.3 – Communication and dissemination materials

Beneficiary in charge
FSJD

Start date
01/01/2018

Duration
2 years

Project Coordinator
Consorzio per Valutazioni Biologiche e Farmacologiche

Index

1. List of authors

Name	Institution
Begonya Nafria	Fundació Sant Joan de Déu
Estibaliz Urarte	Fundació Sant Joan de Déu

Executive Summary

This document defines the communication plan designed for the launching, maintenance and monitoring of the ID-EPTRI Facebook profile. The objective of this fanpage is the dissemination of the main project highlights among the scientific public and the civil society. Publications programmed for this profile will contain relevant information about the project. The contents will guarantee a correct transference of this information to European patients and families and other stakeholders. It is also planned to spread the results of the different activities included in the project and occasionally, employ the profile as a divulgation channel to increase the awareness about paediatric basic research.

Facebook is one of the most used social media platforms worldwide. Therefore, a Facebook profile will be a perfect opportunity to extend the scope of ID-EPTRI. The present communication proposal includes a detailed launching strategy and a complete description of the Facebook profile's image, contents and tone. This will help to reach the desired public and achieve the mentioned goals. It underlines the importance of the kind of language employed in the publications, which should be short, simple and visually attractive to encourage the potential readers to follow the page and interact with it.

In order to increase the number of followers during the first weeks of the launching, certain actions will be executed, such as the completion of the full profile information, the set of a vanity URL, the preparation of a rich content schedule, and the publication of the profile in the partners' websites. Finally, an assessment of the profile traffic indicators will be performed with the purpose of refining the strategy of publications.

2. Importance of social media

Social media have become valuable and powerful communication tools. These channels improve project visibility and enhance data dissemination throughout non-scientific audiences. One of the advantages of social media is that they allow an earlier delivery of the message to target audiences than other channels. It is essential to adequate the content that is going to be shared to the target audience. Another key point in social media communication strategies is to maintain an optimal frequency of publication and to plan suitable posting times. To do so, the first thing to take into account is the platform which will reach our goals in the most effective way.

In addition to the Facebook fanpage, Linkedin and Youtube profiles will be released, which will be addressed to different audiences and with a communication strategy aligned between them.

FSJD will be responsible for the social media management.

3. Facebook as a dissemination tool

Facebook is one of the most popular social media platforms worldwide and it is useful to disseminate information in an open environment. A publication posted on Facebook has a much higher lifetime than a tweet on Twitter, where news live only for a few seconds in the timeline. For this reason, a Facebook fanpage has been launched at the beginning of the project and the appropriate communication strategy will be described in this report.

4. Objectives

The general objective of the creation of the Facebook profile is to spread the word about the milestones of EPTRI among the scientific audience and the lay public. General objectives are the following:

- Ensure that patients and their families throughout Europe have access to the information and follow up the project.
- Disseminate the outcomes of patients' participation in the activities of the project.
- Educate the general population about the topics/areas of interest of the project.

5. Target audiences

Identification of potential external target audiences is a priority in order to achieve an effective communication through the Facebook fanpage. ID-EPTRI addresses several target audiences, from project partners and regulatory agencies to scientific communities and civil society. The latter includes patients, families, patients' associations and advocacy groups, a public that can be easily targeted through social media.

6. Logo and graphical identity

The Facebook fanpage profile picture shows the official logo of the ID-EPTRI project and the cover photo is taken from the header project's website, including the phrase referring to the EU funding: "*This project has received funding for the European Union's Horizon 2020 programme under Grant Agreement No. 77554*" (Figure 1).
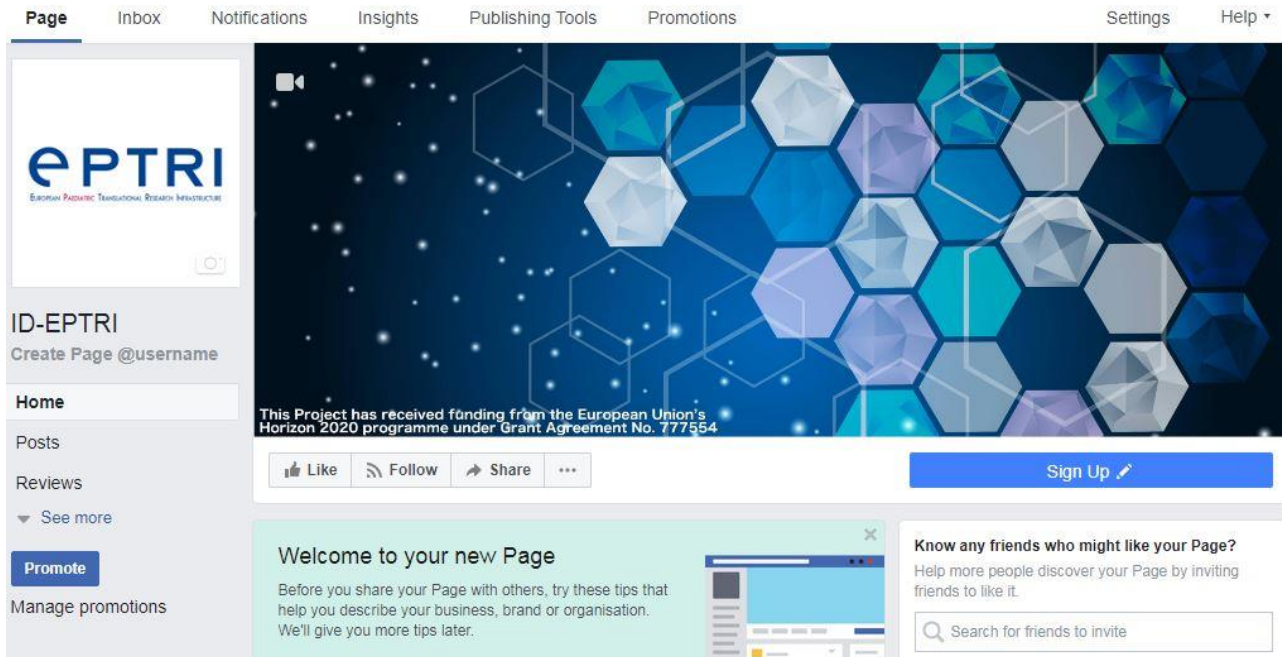
Figure 1: Screenshot of the Facebook profile

7. Style guide

To ensure that clear, concise and unified messages are delivered through the Facebook profile, a quick style guide has been designed. The kind of language and the images chosen should be consistent through all the publications, creating a harmonized style that will guarantee a correct dissemination of the provided information.

7.1. Language

English will be the official language of the Facebook page since it is the most used language worldwide. However, Facebook provides automatic translation of the publications to make the content accessible to all the non-native English speakers in Europe.

7.2. Voice and tone

Tone adds a specific flavor to the voice based on factors like audience, situation and channel. Regarding the new Facebook profile, publications should include a unified voice and tone.

Publications with short share text and engaging quotes work better on Facebook than those containing long sentences with an intricate language. It is also essential to explain things clearly and give the audience enough information for the better understanding of all the messages.

As the target public of Facebook is mainly non-scientific, the tone must be friendly, conversational, respectful, neutral and serious, but not too solemn. Technical words are not recommended and opinionated or irreverent language should be avoided (Annex nº1).

In case there is no possibility to use a friendly word, the original technical wording will be employed and a brief definition will be provided in brackets.

7.3 Links

One of the most basic search engine optimization techniques is the use of SEO-friendly URL structures. A Facebook post is more successfull when including a brief text and other elements such as pictures, videos or links. A friendly link will help rank the Facebook fanpage as highly as possible in the most widely used search engines like Google. In order to achieve this purpose, links should be shortened through Bitly, a link creating tool. Instead of having shortened URLs consisting of random letters and numbers, Bitly allows to customize links with the characters of your choice (Figure 2). In this case will be used in order to summarize the content of the shortened link. It is also recommended to attach certain emoticons to the URLs, as these give a sense of proximity.

Figure 2: Screenshot of a Facebook publication containing a shortened and customized URL

7.4 Images

Using images is an excellent way to grab attention to a Facebook publication. A social media post accompanied by a photo is ten times more likely to get engagement. Brains respond rapidly to images and color in comparison to other types of information. For this reason, images are vital on social media: they help to have a higher impact, build loyalty, communicate vital information, and increase engagement.

When adding images to online platforms, it is important to confirm that these are free to use. Pixabay and Wikimedia Commons are repositories for high quality public domain images. These two sources will be used to search for images for the Facebook profile posts.

8. Contents

The Facebook page will be used to circulate and disseminate information on the following:

- News: any piece of information relative to the project and released on the website or the press.
- Newsletters: the audience will be encouraged to join the newsletter through the EPTRI website.
- Information about partners: all partners involved in the project will be promoted periodically on the Facebook fanpage.
- Activities addressed to patients/advocacy groups to be performed along the project.
- Tools and deliverables with a public dissemination level.
- Meetings and events developed during the project.

- Participation of the partners in events where the project is disseminated.
- Press releases.
- Educational campaigns for the health literacy about the areas of interest of the project such as biobanks and biological sample donation, paediatric formulation, etc.

All publications must be linked to the pertinent information on the website to increase traffic and reinforce the visibility of the project.

9. Rules for participation

A specific section for the "Rules of participation" will be included in the Facebook profile. Questions or comments received will be answered as soon as possible. In case of not being able to respond due to the technical nature of the question, we will let the user know that the problem will be solved in 24/48 hours.

Complex or scientific questions will be addressed by the Communications Team to the right partner of the project, and we will inform about it to the Facebook user that posed the question. Once the answer is received, it will be published in the Facebook fanpage.

10. Publication frequency

Facebook is the most used social network in the world with more than 1000 million active daily users. In order for the publications to reach the target public on Facebook, a minimum of three publications a week will be posted. This ensures that the audience has a steady stream of updates from the project.

Publications will be generally programmed but the pertinent adjustments will be performed along the project when needed. Regarding the optimal time of the day or day of the week of publication to reach a wider public, these will be surveyed through time and appropriate changes will be accomplished. Additionally, a monthly plan of publications will be sent to the WP11 coordinator to be approved (see Annex nº2).

11. Launching strategy

The Facebook profile launching and viral strategy includes the following actions:

- Addition of a cover photo, profile picture, and completion of the full profile information, including links to the other key channels. All relevant information should be included: full description, mission statement and other possible additional information.
- Verification of the page by arranging the username and the URL (*vanity URL*).
- Preparation of a content schedule for at least a month. It is important to launch the page by publishing at least one good post followed by frequent postings for the first few days in order to build a nice page.
- Preparation of encouraging contents (including questions) and open to discussion.
- Publication of the Facebook icon on the EPTRI website.
- Petition to all partners to link the Facebook profile into their websites in order to gain new followers.

12. Statistics

Developing an effective communication plan in Facebook requires a thorough study of traffic indicators. These statistics can help in developing strategies to ensure you are targeting the desired audience in the most effective way.

In order to develop the best strategy of publications (content, format, timeline, etc.) it is essential to collect and analyse the usage statistics of the profile. Facebook provides the right tools and information for this

purpose and we have identified the most relevant metrics for this specific project. These will be collected and monitorized every month in an Excel sheet. Some of the metrics to be considered are the overall page followers, sex, age or country of the visitors and the device employed to access the profile. The template for the Excel sheet is included in the Annex (nº3).

13. Document History

Date	Author	Changes
22/03/2018	Estibaliz Urarte	First Draft
24/03/2018	Begonya Nafria	Comments and revision
28/03/2018	Mariangela Lupo	Comments and approval

Annex

Annex 1: Launching publication example

Annex 2: Template for the monthly publication planning

Week of the month	Day to be published	Post headline	Keywords	Content	Link	Image	Video	Status
W1								
W2								
W3								
W4								

Annex 3: Template for the statistic report

Page followers profile

	January	February	March	April	May	June	July	August	September	October	November	December	2018
Total Page Followers													
New followers													
Sex													
Age													
Country													
City													
Device													
Engagement													

Contents and participation of the users

	January	February	March	April	May	June	July	August	September	October	November	December	2018
Post published													
Post clicks													
Post reach													
Likes													
Loves													
Comments													
Shared posts													
Messages in the wall													
Negative comments													
Questions													
Clicks on the web													

Visibility

	January	February	March	April	May	June	July	August	September	October	November	December	
Likes+loves + comments+ shares/followers	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	#¡DIV/0!	