



D11.5

Project Communication Means Second

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DELIVERABLE PEER REVIEW SUMMARY

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1 Introduction

1.1 Purpose and scope

This deliverable is intended to provide an overview of website specifically designed for Psymbiosys project. This document is thought both for consortium partners and a wider audience of people not involved in the project. Indeed, it has a two-fold objective:

1. To support project partners in using the website, thus sharing documents and materials. In this way, project coordination and collaboration will be enhanced.
2. To help external user in understanding website organization, particularly contents and materials accessible. In this way, communication outside the project consortium is facilitate, thus resulting in a better comprehension of Psymbiosys concepts, activities and outcomes.

1.2 Relation to other PSYMBIOSYS WPs and Tasks

This deliverable is related to WP11 activities, particularly to task WP11.2 “Awareness Workshops, Product-service Training, Marathons, Communication and LivingLabs”.

The main objective of this task is to address new ways of communication and impact awareness creation, including the design and implementation of communication means, the organisation of industrial workshops in the relevant Regions (second phase) and the organisation of product-service innovation Marathons in the four test cases.

To this scope, this document aims at provides a description of social media strategy for PYMBIOSYS project and an overview of results achieved Y1 as well as expected Y2-Y3 results.

1.3 Structure of the document

The documents is articulated into two sections:

- Chapter 2 describes PSYMBOSYS strategy on Social Media and presents the PSYMBIOSYS presence in the most important social networks.
- Chapter 3 shows quantitative results obtained at the end of the first year of PSYMBIOSYS project and set expected (quantitative) results for the next two years.

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2 PSYMBIOSYS in Social Media

2.1 PSYMBIOSYS Social Media Strategy

Recent studies indicate that people as well as European businesses are increasingly engaged with social related technologies and social media and 73% of the enterprises use such applications to build their image and market products¹. PSYMBIOSYS, having recognized the ever growing outreach of social media in Europe, has proceeded with their integration in its online dissemination strategy, identifying them as key components in the enhancement of project’s visibility and the information of a wider audience on project’s results and ongoing activities.

In this context, social media will be used extensively during PSYMBIOSYS in order to share news and results of the project and gain visibility as well as to establish a more lively, bidirectional communication with its audience going beyond just “pushing” dissemination.

In order to better perform the above actions and establish a strong presence, a progressive, scalable strategy is followed divided into four different phases depending on the project’s year. According to this strategy, different sets of objectives were brought forward for each year of the project with reference to the use of PSYMBIOSYS social media channels. In particular:

- I. In the first year of the project, and after defining, in its beginning, the PSYMBIOSYS social media strategy, the main focus is to build online awareness for the project, through (a) the creation of PSYMBIOSYS accounts for the selection social media channels, (b) the engagement with relevant projects and initiatives and (c) the reproduction of relevant content from other accounts followed. Identification of influencers in PSYMBIOSYS-related domains and engagement with them during this first year shall be also attempted since it is expected to significantly help towards a wider diffusion of PSYMBIOSYS results in the next years of the project.
- II. During the second year of the project, the PSYMBIOSYS-related events and activities are expected to gradually appear more often along with the initial public project results. To this end, the main objective for this year is to better diffuse knowledge, both PSYMBIOSYS-specific (to the extent that it is possible), namely project’s events, material and results, and PSYMBIOSYS-related, continuing reproduction of relevant content from external entities. Engagement with relevant projects, new researchers and industry representatives will continue to be an important objective in order both to stay up-to-date with other initiatives’ news and to inform them for PSYMBIOSYS advancements.
- III. For the third and last year of the project, the social media outreach will culminate through the systematic and intense use of PSYMBIOSYS social media channels for the - as wide as possible - communication of concrete PSYMBIOSYS outcomes. Reproduction of relevant content from other accounts will be less intense to “leave room” for the effective promotion of the project’s results and experiences.
- IV. Finally, after the end of the project, PSYMBIOSYS social media accounts will remain active for some time, sharing only PSYMBIOSYS outcomes, in order to support their transfer, promotion and efficient post-project exploitation.

The following figure provides a visual overview of the phased social media strategy described above.

¹ http://ec.europa.eu/eurostat/statistics-explained/index.php/Social_media_-_statistics_on_the_use_by_enterprises

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Figure 1: PSYMBIOSYS social media strategy per year

2.2 Social Media Channels

In order to effectively support the strategy presented above, a number of different social networks were chosen, each one with a different role for the PSYMBIOSYS project. As depicted in Table 1, social media accounts were created in some of the most popular networks. From these networks, **Twitter**, **Slideshare**, **Youtube** and **Paper.li** are prioritized. **Facebook** and **LinkedIn** are also adopted, but the intended use and engagement is anticipated to be smaller only through dedicated discussions or by viewing significant content. Additionally, **ResearchGate** is also used in order to raise awareness for project’s publications and connect with relevant researchers. **Google+** was created for PSYMBIOSYS for completeness purposes and will be only used if deemed necessary (e.g. to strengthen its dynamics during the coming years or being able to contribute uniquely- in a way that the other networks cannot- in the social media strategy).

CHANNEL	NAME	ACCOUNT URL
	@PSYmbiosys	https://twitter.com/PSYmbiosys
	The PSYMBIOSYS Weekly	https://paper.li/PSYmbiosys/1435246583#
	PSYMBIOSYS	https://www.slideshare.net/PSYMBIOSYS
	PSYMBIOSYS	https://www.youtube.com/channel/UCni7CDRwQCpPk11FvG_voQQ
	PSYMBIOSYS Product-Service Symbiotic SYStems – Psymbiosys	https://www.facebook.com/Psymbiosys
	Product-Service sYMBIOTic SYStems-PSYMBIOSYS	https://www.linkedin.com/groups/ProductService-sYMBIOTic-SYStemsPSYMBIOSYS-8337422/about
	PSYMBIOSYS Project	https://www.researchgate.net/profile/Psymbiosys_Project2
	PSYMBIOSYS Project	https://plus.google.com/101136469202495937721/posts

Table 2: PSYMBIOSYS Social Presence

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As already mentioned, each social network is used for different purposes in order to distribute different types of PSYMBIOSYS public material. Specific guidelines and plans for each one of them are presented below:

Twitter. Twitter is used to post in a daily basis original PSYMBIOSYS content (e.g. participation to workshops, plenary meetings, news, publications) and relevant content from other accounts or websites. For the Twitter account, 4-5 tweets per week are suggested posting both original PSYMBIOSYS content (e.g. participation to workshops, plenary meetings, news, publications) and relevant content from other accounts or websites. As a general approach for the whole duration of the project, we will follow back accounts that follow PSYMBIOSYS and we will timely respond to any private message. The existence and regular use of a specific hashtag for the project (e.g. #PSYMBIOSYS) could be also useful while monitoring relevant hashtags can help to identify and promote relevant content. In this context, re-tweeting is also used in order to gain more followers and keep the account active whenever necessary. During the first months of the PSYMBIOSYS Twitter account existence, relevant accounts, including “influencers” -namely accounts that have a large number of followers-, have been followed in order to gain follow-backs and establish project’s presence.

- Twitter Account: @PSYmbiosys
- Hashtag for the project: #psymbiosys
- Hashtags to be monitored: #ProductService, #manufacturing, #servitization, #servicedesign
- Twitter Metrics to be measured: # of followers, #mentions, #tweets, Klout score

- **Paper.li**. Paper.li is an easy way to collect, publish and share content on the web and thus increase engagement rates and gain more followers on Twitter that are interested in the content shared by PSYMBIOSYS. The Paper.li content is updated weekly (i.e. every Monday) and is automatically published in Twitter.

Paper.li name: The PSYMBIOSYS Weekly

- Metrics: **Paper.li will be used as a way to enhance certain metrics on other social media accounts, such as Twitter and Facebook**

- **Slideshare**. Slideshare is expected to increase awareness of the PSYMBIOSYS public results by uploading and sharing (selected) public PSYMBIOSYS presentations and favoring relevant, interesting presentations. It needs to be noted that the uploaded material will be then further diffused in all social networks where PSYMBIOSYS is present. Particular attention will be paid to ensure that relevant tags will be added on each presentation in order to optimize search and access to the corresponding material.

- Slideshare name: PSYMBIOSYS
- Slideshare Metrics to be measured: # of slideshares, # of followers, # of views per slideshare

- **Youtube**. In YouTube, all PSYMBIOSYS videos will be hosted and other relevant clips will be followed. Appropriate tags will be added in each video to optimize search and access

- Youtube Channel name: PSYMBIOSYS

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- Youtube metrics: #of views (other more specialized metrics: time watched, # of likes, # of shares).

- **Facebook**. In Facebook, a PSYMBIOSYS fan page was created under the name “Product-Service sYMBIOTic SYStems-PSYMBIOSYS” for communicating mainstream information to the public. Facebook’s content is not expected to be updated on such a regular basis as on Twitter and it comes directly from the PSYMBIOSYS page or the partners (who can also directly post content in the page) related to the PSYMBIOSYS events (workshops, meetings etc.), news and publications. In the case of Facebook, visualized content, such as presentations or photos from meetings and participating workshops, are mostly used to attract the attention of the public.
 - Facebook Fan Page Name: Product-Service sYMBIOTic SYStems-PSYMBIOSYS
 - Facebook Metrics to be measured: Post reach, Engagement, Page likes

- **LinkedIn**. A LinkedIn group was created to promote interaction between the consortium and other interested external stakeholders. The group is strictly business-oriented in order to initiate discussions on any topic of interest to PSYMBIOSYS to which feedback is needed.
 - LinkedIn Group: Product-Service sYMBIOTic SYStems-PSYMBIOSYS
 - LinkedIn Metrics to be measured: # of members, # of discussions

- **ResearchGate**. ResearchGate shall gather all PSYMBIOSYS-related publications and share them with interested researchers in order to further diffuse the research done in the context. All publications made by the Consortium that are relevant with the PSYMBIOSYS project should be communicated to NTUA in order to be added in the ResearchGate profile.
 - ResearchGate name: PSYMBIOSYS Project

3 Communication monitoring

3.1 Social media Report for Y1

During the first year of the project, PSYMBIOSYS achieved to establish an active presence, raise awareness for the project and engage a targeted audience.

The following table presents certain metrics regarding social media dissemination, highlighting its vivid presence. As the table reveals, PSYMBIOSYS has achieved a strong presence in various Web 2.0 channels with numerous posts in social networks, while also utilising state of the art Web 2.0 applications (Paper.li to enhance engagement on Twitter, Slideshare for presentations etc.) for sharing information and material over the Internet. The metrics as recorded for the first year are satisfactory and in line with the expectations and plan for Year 1.

Activity	Achieved until February 10 th , 2016	Target for Year 1	Comments
PSYMBIOSYS entries in the social media accounts	246	200	Photos, Videos, News Items, Discussions, Presentations
Followers in the different PSYMBIOSYS social media accounts	222	150	Twitter, LinkedIn, Facebook, Slideshare, ResearchGate, Youtube
Number of times a PSYMBIOSYS message was reproduced in the Web 2.0 (re-tweets, shares etc.)	121	100	Re-tweets, Shares

Specific attention should be given to Twitter that, due to the relative shortage of original PSYMBIOSYS content, was the most frequently used social network, along with Paper.li.

Along these lines, in Twitter the following results were achieved:

- ✓ **2.970.000** impressions²
- ✓ **34** mentions³ of @PSYmbiosys
- ✓ **221** likes on PSYMBIOSYS content on social media (tweets, posts etc.)
- ✓ **101** link clicks⁴
- ✓ **43** Klout⁵ score, reflecting PSYMBIOSYS active influence in the twitter landscape.

Further, interesting insights can be drawn from Twitter Analytics concerning the profiles of the followers of the PSYMBIOSYS twitter account. As depicted in the following figures, the great majority of followers are men, with their top interests revolving mainly around technology, tech

² Source: Twitter Analytics, indicating number of people to whose timelines PSYMBIOSYS tweets appeared

³ Source: <http://tweetchup.com/>

⁴ Clicks on a URL or Card in a tweet

⁵ Source: <https://klout.com>

news, business, entrepreneurship and finance. Additionally, the vast majority of PSYMBIOSYS twitter audience is from Greece and from the United States, highlighting the fact that social media give the opportunity for a wider dissemination as well as the possible global interest for the issues PSYMBIOSYS tackles.

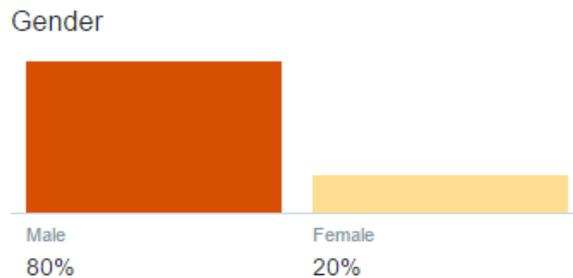


Figure 2: Gender of PSYMBIOSYS Twitter follower



Figure 3: Top Countries of origin for PSYMBIOSYS Twitter followers

Figure 2: Top Interest for PSYMBIOSYS Twitter followers

3.2 Expected Results for Y2 & Y3

In general, the presence of the project in the Social Media landscape can be considered as very promising and satisfactory, given the fact that this is the first year of the project. Publishing outcomes and results coming from the PSYMBIOSYS implementation, as well as from the application of the PSYMBIOSYS components in practice in its use cases is expected to further increase the interest of the European Manufacturing industries for the project, the product-service symbiotic perspective and therefore for the PSYMBIOSYS messages transmitted via Social Media channels. The existence of concrete PSYMBIOSYS results will enable the effective activation of certain PSYMBIOSYS social networks that remain now inactive or in low use-levels. This fact along with the continuation of engagement with a wider audience in the EU at business and scientific level – i.e. research organisations, industry and major vendors, large (public) organisations, etc.- that participate in social networks is expected to further build PSYMBIOSYS awareness, largely increase visibility and drive traffic to the PSYMBIOSYS website.

To this end, the following table summarizes the targets set for the social media strategy for Years 2 and 3 of the PSYMBIOSYS project implementation.

Activity	Target for Year 2	Target for Year 3	Comments
PSYMBIOSYS entries in the social media accounts	400	500	Photos, Videos, News Items, Discussions, Presentations
Followers in the different PSYMBIOSYS social media accounts	350	550	Twitter, LinkedIn, Facebook, Slideshare, ResearchGate, Youtube
Number of times a PSYMBIOSYS message was reproduced in the Web 2.0 (re-tweets, shares etc.)	150	200	Re-tweets, Shares