



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



Deliverable 7.2

Social media engagement strategy and actions commenced

This report only reflects the views of the author(s).

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Summary

The FAIRshare project (Grant Agreement No.818488) has received funding from the European Union' Horizon 2020 Research and Innovation Programme. The views and opinions expressed in this report do not represent the official position of the European Commission and are entirely the responsibility of the authors.

Table 1 - FAIRshare's partners

PARTNER NUMBER	ORGANISATION	ACRONYM	COUNTRY
1	TEAGASC – Agriculture and Food Development Authority	TEAGASC	Ireland
2	The CIRCA Group Europe Limited	CIRCA	Ireland
3	Eigen Vermogen Van Het Instituut Voor Landbouw En Visserijonderzoek	ILVO	Belgium
4	Comite Europeen Des Groupements de Constructeurs Du Machinisme Agricole	CEMA	Belgium
5	South Eastern Europe Advisory Service Network	SEASN	Croatia
6	Inagro, Provinciaal Extern Verzelfstandigd Agentschap In Privaatrechtelijke	INAGRO	Belgium
7	Agricultural University of Athens	AUA	Greece
8	Zuidelijke Land-en Tuinbouworganisatie Vereniging	ZLTO	Netherlands
9	Instituto Navarro de Tecnologias e Infraestructuras Agroalimentarias SA	INTIA	Spain
10	Innovation for Agriculture	i4agri	United Kingdom
11	Fundacion Cajamar	CAJAMAR	Spain
12	CONSULAI, Consultoria Agroindustrial LDA	CONSULAI	Portugal
13	Association de Coordination Technique Agricole	ACTA	France
14	Magyar Agrar-,Elelmiszergazdasagi Es Videkfejlesztési Kamara	NAK	Hungary
15	Berner Fachhochschule	HAFL	Switzerland
16	Stichting Wageningen Research	WR	Netherlands
17	Öko-BeratungsGesellschaft mbH	NATURLAND	Germany
18	Ministerio de Agricultura, Alimentación y Medio Ambiente	MAPAMA	Spain
19	Association Des Chambres D'Agriculture de L'Arc Atlantique	AC3A	France
20	Landwirtschaftskammer Österreich	LKO	Austria
21	Viesoji Istaiga Lietuvos Zemes Ukio Konsultavimo Tarnyba	LAAS	Lithuania
22	Stiftelsen Ruralis Institutt For Rural – OG Regionalforskning	RURALIS	Norway

1. Introduction

FAIRshare is a European project under the Horizon 2020 Research and Innovation Programme. The project scope fits within the desire of improving agricultural productivity and sustainability, innovation support actions, digital capacity building, a stronger European and regional AKIS (Agricultural Knowledge and Innovation Systems), faster implementation of new technologies with better social inclusion. Therefore, the core concept of FAIRshare is to strengthen the digital capacity of the AFKIS, more precisely independent farm advisors in Europe to support farmers in getting the most value. Also, this project uses a multi-actor approach to co-create and co-ordinate actions, which will enable independent farm advisors, and thereby, their farmer clients.

With its multi-actors approach the project must think about how it'll use social media to inform different actors, how it'll chose the right network and the right information. Because farmers use social media differently than advisors or industry actors. So, it's important to develop a strategy that'll reach every actor on social media.

2. Objectives

The FAIRshare Social Media platforms aims to:

- Create awareness for the project and its scope;
- Engage and encourage people to visit our website;
- Encourage the subscription of our newsletters;
- Encourage visitors to contribute to our DATS inventory/Permanent Networking Facility (PNF);
- Boost the participation in FAIRshare events;
- Share FAIRshare's results and outputs.

As the success of the FAIRshare project relies on effective dissemination of the projects' activities, results and outcomes as well as on-going communication and engagement with different actors in society throughout the duration of the project, this social media strategy have the following objectives:

- Tailor each social media network by the different target audiences;
- Define a social media growth hacking strategy by determining the key performance indicators;
- Tailor the key messages to each social media platform;
- Reach a bigger audience and achieve a larger community by the M42 of the project.

The goal is to achieve by M42:

- **Facebook:** 600 followers
- **LinkedIn:** 400 followers
- **Twitter:** 700 followers
- **YouTube:** 2.500 views
- Boost the engagement with the community;
- Ensure a suitable communication in each social media platform according to the platform target audience.

3. Social Media Platforms

FAIRshare has accounts in four social media platforms, Facebook, Twitter, LinkedIn and YouTube. These platforms were chosen to ensure a broad strategy, including social media networks with different features that serve different audiences. See more below:

Table 2 - FAIRshare's Social Media Platforms

PLATFORM	PURPOSE	AUDIENCE
Facebook	<ul style="list-style-type: none"> ● Creating relationships and offering a space for discussion ● Sharing links, photos, infographics, events and workshops ● Engaging via comments, likes, mentions, shares and direct messages 	<ul style="list-style-type: none"> ● General Public ● Farmers & farming community ● Media
Twitter	<ul style="list-style-type: none"> ● Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links ● Engaging via comments, mentions, retweets, likes and direct messages ● Link with other projects creating fruitful synergies 	<ul style="list-style-type: none"> ● Advisory services ● Farmers & farming community ● Media ● Policy makers ● Digital industry actors ● General Public ● Research & Education

PLATFORM	PURPOSE	AUDIENCE
LinkedIn	<ul style="list-style-type: none"> • Sharing developments and results, links to other social media, events etc • Engaging via comments, likes and shares • Link with other projects creating fruitful synergies 	<ul style="list-style-type: none"> • Research & Education • Advisory services • Policy makers • Digital industry actors
YouTube	<ul style="list-style-type: none"> • Sharing videos related to the project scope and project outputs • Engaging via comments and likes/ follows • Disseminate outputs & results of the project 	<ul style="list-style-type: none"> • Media • Research & Education • Policy makers • Advisory services • Farmers & farming community • Digital industry actors • General Public

4. Audience

As this project follows a multi-actor approach, there's more than one target audience to reach by social media. In the table below, the different audiences are matched with their main contents of interest.

4.1. Target Audiences

Table 3 - FAIRshare's target audiences

GROUP	STAKEHOLDERS	CONTENTS
<p>Advisory services</p>	<ul style="list-style-type: none"> ● Public advisory services ● Private advisory services ● Freelance advisors ● EUFRAS – European Forum for Agricultural and Rural Advisory Services ● Knowledge Exchange (KE) Organizations 	<ul style="list-style-type: none"> ● Present FAIRshare project & platform ● Present Innovations in Digital Agricultural Tools and Systems (DATS) ● Promote multi-actor's groups ● Promote advisory training ● Present testimony and roadmaps ● Engage with other advisors ● Knowledge exchange among advisors ● Engage with farmers ● Best practices shared among peers ● Promoting how the digital solutions tackle emerging challenges in the industry (e.g. during COVID-19 crisis) ● Maintaining active interest and involvement in FAIRshare multi-actor networks and tools. ● Asking advisors to take part in surveys to better understand their needs and interests regarding DATS in different countries across Europe ● Present project results and outputs
<p>Farmers & farming community</p>	<ul style="list-style-type: none"> ● Farmers ● Farmer's associations ● Farmer's cooperatives ● Copa-Cogeca 	<ul style="list-style-type: none"> ● Present FAIRshare project & platform ● Present Innovations in Digital Agricultural Tools and Systems (DATS) ● Promote multi-actor's groups ● Present testimony from farmers to farmers ● Engage with advisors ● Asking farmers to answer surveys to better understand their own perspectives and needs along the digital road. ● Sharing best practices with demo videos ● Presenting the possibilities of online trainings and virtual cross visits ● Present project results and outputs

GROUP	STAKEHOLDERS	CONTENTS
Digital industry actors	<ul style="list-style-type: none"> • Services providers (DATS developers, ICT companies, Trainers, ...) • European Agricultural Machinery Industry Association (CEMA) network, particularly internal expert groups: High Level Group Research and Project team Agriculture 4.0. 	<ul style="list-style-type: none"> • Present FAIRshare project & platform • Present agricultural innovations • Promote multi-actor groups • Present multi-actor group' results • Present project results and outputs • Disseminate available tools within machinery industry to foster an active exchange of information among all sides
Policy makers	<ul style="list-style-type: none"> • Decision-makers at regional and national and European levels • European Rural Development Network (ERDN) • National Rural Networks (NRNs) • European Innovation Partnership (EIP) 	<ul style="list-style-type: none"> • Present FAIRshare project & platform • Present project's events • Present project results and outputs • Supporting broad dissemination of the end-user material from the project through EIP-AGRI website
Research & Education	<ul style="list-style-type: none"> • Agricultural schools • Research & higher education institutions • Researchers • Students & post-docs 	<ul style="list-style-type: none"> • Present FAIRshare project & platform • Present Innovations in Digital Agricultural Tools and Systems (DATS) • Present project results and outputs • Promote multi-actor's groups • Present multi-actor's group's results
Media	<ul style="list-style-type: none"> • National and European media • Specialised media (e.g. farmers journals) • Press and journalists 	<ul style="list-style-type: none"> • Present FAIRshare project & platform • Present project's events • Promote project's newsletters • Sharing project's communication materials • Present project results and outputs

5. Activities

Other than creating content, FAIRshare partners, in charge of social media, will:

- Like, comment and retweet/share interesting tweets/publications that related to the project or its scope, when appropriate;
- Like, comment and retweet/share tweets/publications that mention the project, when appropriate;
- Respond to direct messages;
- Regularly check who has followed/liked the project account and follow/like them, when appropriate;
- Share relevant posts from partner organisations;

- Find interesting accounts/groups to follow/like;
- Benchmark related H2020 projects looking for synergies.

6. Key Performance Indicators (KPIs)

- As social media is a valuable tool for connecting and building strong relationships with the project's target audience, defining KPIs is extremely important to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience;
- One of the main objectives of the FAIRshare project is to engage, enable and empower the advisory community by sharing tools, expertise and motivations, therefore, continually evaluating metrics on social media and understanding if we are reaching and engaging with qualified people, is crucial to achieve the goals and maximise the project's impacts.

The main performance metrics (indicators) to monitor are:

- Project mentions;
- Number of followers/subscribers;
- Reached audience – post reach percentage (Post views/total followers X 100);
- Engagement rate (per page/social media network);
- Number of visitors;
- Number of impressions.

The above-mentioned key performance indicators were chosen for the following reasons:

- **Project mentions** – tags or mentions indicates that people are having conversations about the project, and as the entire point of social media is to build a relationship with the target audience is a very important indicator to monitor;
- **Number of followers/subscribes** – this metric is important to evaluate the growth of the projects' social media community;
- **Reached audience** – although this indicator is just an estimate, allows the project partners to understand how far the projects' message is travelling and consequentially will help to readjust the strategy (post contents, hours of publication, frequency of posting, etc.);
- **Engagement rate** – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extend of the reached audience, but also on how much engagement is able to generate. Usually the community engage with the profiles on social media when the content is relevant, interesting and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy;
- **Number of visitors** – refers to the number of people that visits the project profile on the different social media platform. It is important to understand the growth opportunity that the pages have as well as is the content is relevant;
- **Number of impressions** – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages is important to understand the growth opportunity that the social media page has. Usually a higher number is better.

These metrics are registered every month and internal reports are produced every three months, to evaluate the current strategy.

Number of new posts per month is also registered, for comparison and analysis purposes.

7. Key messages/target audience

Table 4 - FAIRshare's Key Messages

TARGET AUDIENCE	KEY MESSAGES
Advisory services	<ul style="list-style-type: none"> • Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability; • Digitalisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated; • Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface; • Farm advisors have a high impact in decision making in farm businesses; • FAIRshare is aiming to enable and empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations; • Advisors are invited to address challenges for embedding digital tools in different advisory and farming contexts across the EU; • DATS (DATS): data generating applications, web and phone apps, mappings, specific social media platforms, training tools up and downstream services both direct and indirectly involving the farmer and the advisor community; • Digitalisation has the potential to transform the way farms are managed and operated, and rural advisors will have an important role; • FAIRshare is creating a dynamic learning experiences for the European Advisory Community; • Your (advisory) DATS can enhance problem-solving of other advisors; Be connected and develop synergies with other DATS and/or advisors; • You will increase your profile in the project and thereby increase the likelihood of being asked to participate in other project activities (i.e. Workshops/ focus groups/cross visits/etc.); • Your DATS could be selected as a Good Practice; • Through pilot observations of DATS' adoption, a clear understanding of the issues affecting the adoption will be developed; • A need assessment tool will be co-created for advisors and their organizations to use to prepare farmers for the digital age. Suitable digital tools will be identified relevant to the farmer's individual needs and capability in terms of handling; • More than 80% of Europe's 40,000 advisors will benefit, providing more digitisation benefits to Europe's 12.5 million farmers.

TARGET AUDIENCE	KEY MESSAGES
<p>Farmers & farming community</p>	<ul style="list-style-type: none"> • Electronic data generation, analytics and communication technologies potentially enables more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability; • Digitalisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated; • The major challenge is the integration of digital information, support services and farm data into day-to-day and strategic decision making on farms; • Farm advisors have a high impact in decision making in farm businesses; • FAIRshare is aiming to enable and empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations; • Active involvement and participation of farmers in focus groups and cross visits will help to formulate a clearer level of knowledge of the use, understanding and reach of digital advisory services • More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.

TARGET AUDIENCE	KEY MESSAGES
<p>Digital industry actors</p>	<ul style="list-style-type: none"> • Electronic data generation, analytics and communication technologies potentially enables more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability; • Digitalisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated; • Farm advisors have a high impact in decision making in farm businesses, so they must be aware and capable of using new DATS; • Your (ICT companies) DATS can enhance problem-solving of advisors; Be connected and develop synergies with other DATS and/or advisors; • The major challenge is the integration of digital information, support services and farm data into day-to-day and strategic decision-making on farms: FAIRshare will help your companies fill this gap creating connections between you and advisors; • Improve the accessibility and availability of your DATS; • Demonstrate the Value Added of your DATS for replication by advisors; • Your DATS could be selected to be part of a User Case in another advisory service; • Your DATS could be selected as a Good Practice, giving visibility and bettering your profile and your DATS; • More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers; • Enhancing the digitisation of European farming systems will prove beneficial to the wider population, as well as to all the actors working in the chain.
<p>Policy makers</p>	<ul style="list-style-type: none"> • FAIRshare aims to enable contextual EU policies for farmers and their advisers that actively engage with Digital Agriculture (DA) Decision-makers at national and European levels; • FAIRshare will develop a roadmap as input for policy making at EU-, national and regional level; • You (policy makers) be an active partner (e.g. attend the stakeholder seminars); • Relevant policy guidelines will be produced for consideration at EU and country level to better enable and empower advisors and farmers in the digital age; • FAIRshare will produce policy recommendations with impact in the advisory community, empowering the use of DATS, for faster and better decision-making on farms, improving agricultural sustainability; • More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.

TARGET AUDIENCE	KEY MESSAGES
<p>Research & Education</p>	<ul style="list-style-type: none"> ● Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability; ● Digitalisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated; ● Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface; ● Farm advisors have a high impact in decision making in farm businesses; ● FAIRshare will proactively support the sharing of more than 300 tools developed and used by farm advisors, researchers, farmers, agricultural students, ...; ● Detailed content will be made available in different languages at the FAIRshare web platform, to raise researchers' involvement beyond those associated with the project.
<p>Media</p>	<ul style="list-style-type: none"> ● Electronic data generation, analytics and communication technologies potentially enable more accurate, faster and better decision-making on farms, which has huge potential to improve agricultural sustainability; ● Digitalisation is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated; ● Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface; ● Farm advisors have a high impact in decision making in farm businesses; ● More than 80% of Europe's 40,000 advisors will benefit, providing more digitisation benefits to Europe's 12.5 million farmers; ● Enhancing the digitisation of European farming systems will prove beneficial to the wider population, as well as to all the actors working in the chain.

8. Guidelines

To maintain a strong presence on social media, there should be consistency, so here are some guidelines:

- There should be:
 - 3 posts per week, plus retweets and shares on Twitter;
 - 2 posts per week, plus shares on LinkedIn;
 - 1 post per week, plus shares on Facebook;

- All posts should be written in English;
- All posts should include multimedia contents, such as links, photos or videos;
- Appropriate hashtags should be used, to a maximum of 5 hashtags and a minimum of 2;
- The hashtags #FAIRshare and #H2020 are mandatory to all project posts, check ANEX 1;
- When appropriate, other accounts or people should be mentioned on the posts using @ + name;
- When partners/partner organisations tweet/post about FAIRshare, they should tag the project account (for instance, @H2020_FAIRshare on twitter), to ensure that the partner managing social media receives a notification, and retweets/shares, when appropriate.

9. Production of content

Content creation is a task that will be distributed by all partners. Partners are asked to add dissemination materials to a SharePoint folder. This way, the project social media accounts will share information from all corners of Europe, covering the work of all WPs and project partners.

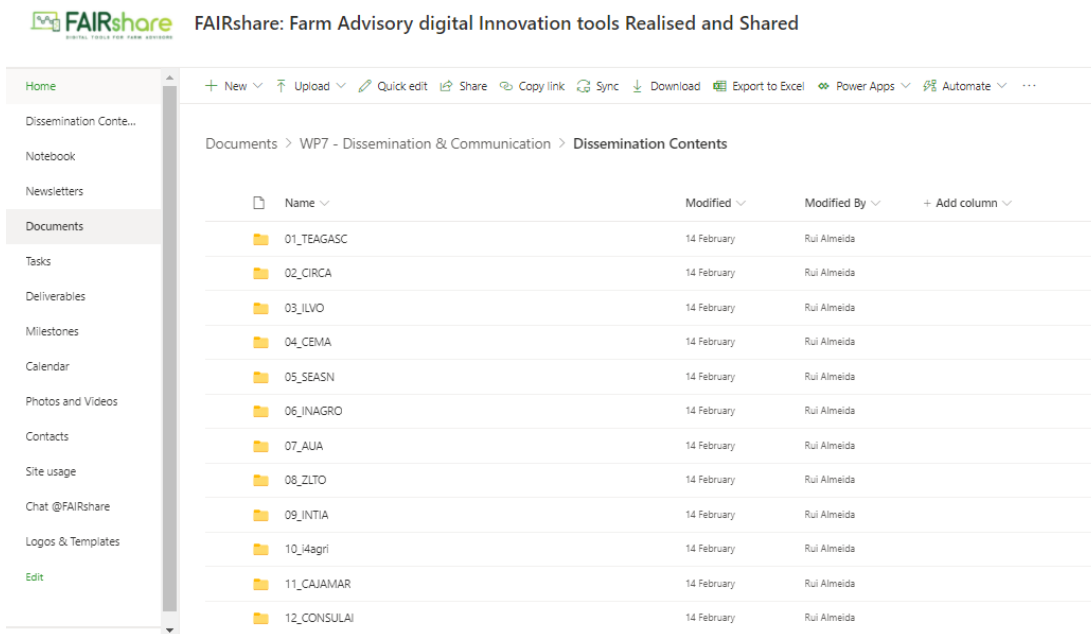


Figure 1 - FAIRshare's SharePoint Social Media Content Folder

Whenever partners are attending conferences/seminars to present the project, partners will be encouraged to have a strong social media presence during the event.

10. Publication responsibilities

Publication responsibilities will rotate from Teagasc to CONSULAI, every other month. Partners will keep in mind that information disseminated from each platform should differ in tone based on the most prevalent audience, as explained in Table 2; Table 3 and Table 4.

Table 5 - FAIRshare's Publication Responsibilities

MONTH	PARTNER IN CHARGE
SEPTEMBER	Teagasc

MONTH	PARTNER IN CHARGE
OCTOBER	CONSULAI
NOVEMBER	Teagasc
DECEMBER	CONSULAI

The rotation will continue for the duration of the project.

ANEX 1 – Suggested Hashtags List

The Hashtags #FAIRshare and #H2020 are mandatory on all social media posts. The remaining hashtags should be chosen from the list below, as appropriate:

- #DigitalInnovation
- #DigitalAgriculture
- #Digitalization
- #Advisors
- #Farmers
- #Agriculture
- #Innovation
- #FAIRshareCommunity
- #AdvisoryCommunity
- #PrecisionAgriculture
- #DigitalSocialInnovation
- #Data
- #DigitalTools
- #DATS
- #DigitalAdvisoryTechnologiesAndServices
- #Multiactor
- #MachineLearning
- #ThematicNetworks
- #ConsortiumMeeting
- #AdvisoryTools
- #AdvisoryServices

New hashtags can be added to this list, whenever appropriate.