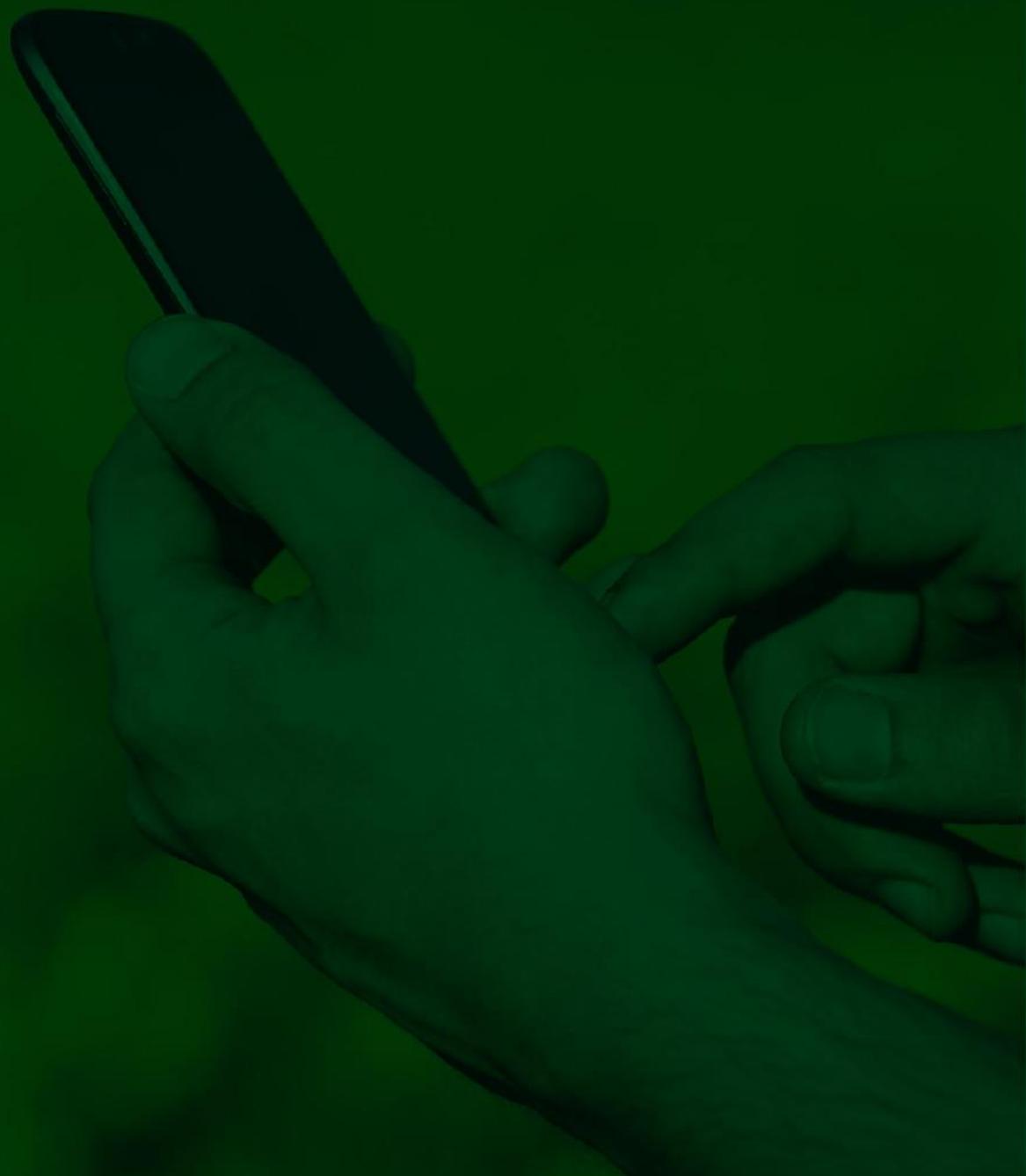




# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



## Deliverable 7.3

### *Midterm report on plan implementation*

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

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## Technical References

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## Index

1. Introduction.....	4
2. Social Media: What was planned .....	5
3. Social Media: What has been done & future steps.....	8
a. KPIs.....	8
b. Communication.....	11
c. Content .....	16

## Table Index

<b>Table 1</b> - FAIRshare's Target Audiences.....	5
<b>Table 2</b> - FAIRshare current metrics .....	8
<b>Table 3</b> - Percentage of FAIRshare KPIs achieved.....	9
<b>Table 4</b> - Percentage of followers achieved .....	9
<b>Table 5</b> - Type of communication by each social media channel.....	12
<b>Table 6</b> - FAIRshare's Target Audiences.....	13



## 1. Introduction

FAIRshare is a European project under the Horizon 2020 Research and Innovation Program. 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.

The FAIRshare project has a social media engagement strategy published at the beginning of the project (D7.2). Summarizing, the published strategy defined the following objectives for the social media platforms:

- 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.

This report will provide an overview on what was planned at the beginning of the project and where we are now in the implementation of the strategy and in terms of Key Performance Indicators (KPIs). Also, this report aims to assess the project's social media presence until now and evaluate the following steps to maximizing

the impact and successful exploitation of FAIRshare results as these platforms allow to reach an extremely wide and targeted audience.

## 2. Social Media: What was planned

The social media strategy was tailored to the target audiences with specific key messages by social networks platform and defined the growth hacking strategy.

As this project follows a multi-actor approach, different groups of target audiences were identified that link with their main interests. Refer to the below table of the FAIRshare’s target audiences and respective Key Messages (**Table 1**).

*Table 1 - FAIRshare's Target Audiences*

GROUP	STAKEHOLDERS	CONTENTS
Advisory services	<ul style="list-style-type: none"> <li>• Public advisory services</li> <li>• Private advisory services</li> <li>• Freelance advisors</li> <li>• EUFRAS – European Forum for Agricultural and Rural Advisory Services</li> <li>• Knowledge Exchange (KE) Organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present Innovations in Digital Agricultural Tools and Systems (DATS)</li> <li>• Promote multi-actor’s groups</li> <li>• Promote advisory training</li> <li>• Present testimony and roadmaps</li> <li>• Engage with other advisors</li> <li>• Knowledge exchange among advisors</li> <li>• Engage with farmers</li> <li>• Best practices shared among peers</li> <li>• Promoting how the digital solutions tackle emerging challenges in the industry (e.g. during COVID-19 crisis)</li> <li>• Maintaining active interest and involvement in FAIRshare multi-actor networks and tools.</li> <li>• Asking advisors to take part in surveys to better understand their needs and interests regarding DATS in different countries across Europe</li> <li>• Present project results and outputs</li> </ul>

GROUP	STAKEHOLDERS	CONTENTS
<b>Farmers &amp; farming community</b>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Farmer's associations</li> <li>• Farmer's cooperatives</li> <li>• Copa-Cogeca</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present Innovations in Digital Agricultural Tools and Systems (DATS)</li> <li>• Promote multi-actor's groups</li> <li>• Present testimony from farmers to farmers</li> <li>• Engage with advisors</li> <li>• Asking farmers to answer surveys to better understand their own perspectives and needs along the digital road.</li> <li>• Sharing best practices with demo videos</li> <li>• Presenting the possibilities of online trainings and virtual cross visits</li> <li>• Present project results and outputs</li> </ul>
<b>Digital industry actors</b>	<ul style="list-style-type: none"> <li>• Services providers (DATS developers, ICT companies, Trainers, ...)</li> <li>• European Agricultural Machinery Industry Association (CEMA) network, particularly internal expert groups: High Level Group Research and Project team Agriculture 4.0.</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present agricultural innovations</li> <li>• Promote multi-actor groups</li> <li>• Present multi-actor group' results</li> <li>• Present project results and outputs</li> <li>• Disseminate available tools within machinery industry to foster an active exchange of information among all sides</li> </ul>
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>• Decision-makers at regional and national and European levels</li> <li>• European Rural Development Network (ERDN)</li> <li>• National Rural Networks (NRNs)</li> <li>• European Innovation Partnership (EIP)</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present project's events</li> <li>• Present project results and outputs</li> <li>• Supporting broad dissemination of the end-user material from the project through EIP-AGRI website</li> </ul>
<b>Research &amp; Education</b>	<ul style="list-style-type: none"> <li>• Agricultural schools</li> <li>• Research &amp; higher education institutions</li> <li>• Researchers</li> <li>• Students &amp; post-docs</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present Innovations in Digital Agricultural Tools and Systems (DATS)</li> <li>• Present project results and outputs</li> <li>• Promote multi-actor's groups</li> <li>• Present multi-actor's group's results</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• National and European media</li> <li>• Specialised media (e.g. farmers journals)</li> <li>• Press and journalists</li> </ul>	<ul style="list-style-type: none"> <li>• Present FAIRshare project &amp; platform</li> <li>• Present project's events</li> <li>• Promote project's newsletters</li> <li>• Sharing project's communication materials</li> <li>• Present project results and outputs</li> </ul>

The strategy planned the following target audiences per platforms:

- **Facebook:** General Public, Farmers & Farming Community and *media*;
- **LinkedIn:** Research & Education, advisory services, policy makers and digital industry actors;
- **Twitter:** Advisory services; farmers & farming community, media, policy makers, digital industry actors, general public and research & Education.

The KPIs for the project's social media were defined at the beginning of the project, in the Communication and Dissemination Plan. Then, after the project's first year a few changes were made to these KPIs to make them more realistic. The Expected Values, the Altered Values and the Current Values will be listed below.

FAIRshare planned to reach a broad audience and a larger community by M42.

The planned goal was:

- **Facebook:** 600 followers;
- **LinkedIn:** 400 followers;
- **Twitter:** 700 followers.

YouTube hasn't been considered as a social media channel for this report, as it hasn't been used as such, it has only been used as a repository for project videos, that are then shared on the remaining social networks. The KPI defined for YouTube was 2 500 views.

There were also defined a list of KPIs to be monitored throughout the project, and respective values planned at the beginning of the project. The list of KPIs can be found below:

- **Number of social media visits per network** – 75 000;
- **Numbers of content views** – 45 000;

- **Audience reach** – 60 000;
- **Number of interactions per network** – 50 000.

After the changes made to the Communication and Dissemination Plan made, after the project's first year, the KPIs were adjusted to the following numbers:

- **Number of social media visits per network** – 12 500;
- **Audience reach** – 30 000;
- **Number of interactions per network** – 25 000;
- **Numbers of impressions** – 50 000.

This last version of the KPIs is the one that will be compared to the actual values, after the 17 months of social media activities, from June 2019 to October 2020.

### 3. Social Media: Achievements & future steps

#### a. KPIs

Below is **Table 2**, with the project's current KPIs, as of October 20, 2020.

*Table 2 - FAIRshare current metrics*

Metrics	Actual value		
	Facebook	LinkedIn	Twitter
Number of social media visits per network	*	858	2 398
Audience reach	14 525	*	*
Number of interactions per network	1 035	879	2 115
Number of impressions	22 197	1 737	87 436
Number of followers	503	326	642

*\* These social media channels don't have the respective metric available*

Below, Table 3 is comparing the current KPIs to the ones defined in the last version of the Social media Strategy:

**Table 3 - Percentage of FAIRshare KPIs achieved**

Metrics	% of achieved KPIs
Number of social media visits per network	13%
Audience reach	48%
Number of interactions per network	5%
Number of impressions	223%

Regarding the number of followers on the project's social media accounts, here is the number of followers VS expected KPIs:

**Table 4 - Percentage of followers achieved**

Social Media platform	Expected	Actual number of followers	% of achieved followers
Facebook	600	503	<b>83%</b>
LinkedIn	400	326	<b>82%</b>
Twitter	700	642	<b>92%</b>
YouTube	2.500	1.539	<b>62%</b>

In the last few months, FAIRshare has been encouraging project partners to share the project's posts and social media pages with their network as part of the growth hacking strategy, which has been working well, as can be seen by the numbers above. Meaning that, at this stage, the project social media platforms are close to achieve the expected KPIs in terms of number of followers and audience reach, that will probably be achieved by M42, as it was expected.

However, as the publications are reaching a very good number of users, the project social media platforms needs to focus on the interaction with the community, which is still quite low, more precisely, the engagement with the target audiences in order to help achieve the project's objectives. WP7 is working closely with all partners to discuss social media contents related to results coming

from different tasks, to understand how to disseminate them in the most appropriate way.

The publications that got a higher impressions and interactions numbers, were the ones related to:

- The DATS inventory available on the project's website;
- The presentation of the project partners;
- General news about the future of agriculture digitalization.

As an effort to try and achieve the established KPIs, FAIRshare will:

- Keep posting frequently (at least twice a week);
- Use the defined key messages to make sure the different target audiences are reached – start to differentiate the type of content/communication by each social media channels;
- Keep using the defined Hashtags (described below in this report);
- Engage project partners to increase awareness and maximize the impact of the project's social media contents in their own countries and consequently, to retweet/share and like the project's content;
- Keep interacting with relevant projects (H2020, EU or national) by tagging them in the relevant posts with related content;
- Reinforce interaction with EUFRAS by producing applicable content;
- Do Guest posting – invite experts in the area to write an article related to best and faster digital decision-making tools on farms that may improve agricultural sustainability. These articles will be posted on the project's website and then disseminated through the social media pages;
- Identify and work with opinion leaders and social media influencers in the farming community – This identification should be done until M24 in order to start working with them on M26. All partners will be included to help on the identification of key opinion makers.

The guest posting and the identification of social media influencers on the farming community will be the main action for the growth hacking strategy for the next months, as the project will be interacting directly with key opinion makers, about the DATS inventory and their importance to supporting a more productive and sustainable agriculture. This content will then be adapted to different social media channels according to the different target groups.

In addition, WP7 is preparing different dynamic and participatory methodologies for the consortium's periodic meetings to enable the different partners to promote the project's social networks.

## **b. Communication**

The project's communication plan states that a post/tweet should be made every week to share information about the project (e.g. presentation of partners or WP, newsletter, DATS platform, etc.) and like and share/retweet related content.

Currently, the social media is disseminating content that reaches all the specified target audiences (see Table 3) by using key messages. Some of the key messages tailored towards target audience have already been identified in D7.2, also available in **Table 6** below.

Assessing the results obtained so far with the implementation of the social media strategy (D7.2), it is concluded that we already built a stable community on all project's platforms. In order to create the community, the initial strategy applied was common across all social media channels which means that it was predominantly used the same type of communication and key messages in all social media channels, as the contents were mostly the same in every project's social media network.

Now that the community is created and the social media channels are stabilised, the type of communication that will be used in each of the social networks will be customised according to the typology of followers present in each of them. So far, it is known that most of followers are different from what was planned at the beginning of the project:

- **Facebook:** General public and farmers & farming community;
- **LinkedIn:** Researchers, advisory services, policy makers and business developers;
- **Twitter:** Farmers & farming community, research & education, other projects, digital industry actor and general public.

By the above exposed, the type of communication by each project's social media channel, from now on, should be:

*Table 5 - Type of communication by each social media channel*

Social Media platform	Type of communication
<b>Facebook</b>	Informal, non-expert → informative and engaging with society
<b>LinkedIn</b>	Specialised, formal → Dissemination and exploitation of results
<b>Twitter</b>	Informal, engaging → Informative and dissemination of results

*Table 6 - FAIRshare's Target Audiences*

TARGET AUDIENCE	KEY MESSAGES
<p>Advisory services</p>	<ul style="list-style-type: none"> <li>● 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;</li> <li>● Digitalisation impacts the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>● Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>● Farm advisors have a high impact in decision making in farm businesses;</li> <li>● FAIRshare is aiming to empower the independent farm advisor community, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations;</li> <li>● Advisors are invited to address challenges for embedding digital tools in different advisory and farming contexts across the EU;</li> <li>● DATS include: 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;</li> <li>● Digitalisation has the potential to transform the way farms are managed and operated, and rural advisors have a key role in this transformation;</li> <li>● FAIRshare is creating a dynamic learning experiences for the European Advisory Community;</li> <li>● Your (advisory) DATS can enhance problem-solving of other advisors; Be connected and develop synergies with other DATS and/or advisors;</li> <li>● 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.);</li> <li>● Your DATS could be selected as a Good Practice;</li> <li>● By piloting the use of DATs, a clear understanding of the issues affecting adoption will be developed;</li> <li>● A need assessment tool will be co-created for advisors and their organizations 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;</li> <li>● More than 80% of Europe's 40,000 advisors will benefit, providing digitisation benefits to Europe's 12.5 million farmers.</li> </ul>

TARGET AUDIENCE	KEY MESSAGES
<p><b>Farmers &amp; farming community</b></p>	<ul style="list-style-type: none"> <li>● 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;</li> <li>● Digitalisation is available to and impacts the wider farming community. It has the potential to transform the way farms are managed and operated;</li> <li>● The major challenge is the integration of digital information, support services and farm data into day-to-day and strategic decision making on farms;</li> <li>● Farm advisors can provide significant support to in decision making in farm businesses;</li> <li>● FAIRshare is empowering independent farm advisor, creating a vibrant movement for farm advisory digital tools through sharing of tools, expertise and motivations;</li> <li>● 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</li> <li>● More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.</li> </ul>

TARGET AUDIENCE	KEY MESSAGES
<p><b>Digital industry actors</b></p>	<ul style="list-style-type: none"> <li>• 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;</li> <li>• Digitalisation impacts the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Farm advisors can provide significant support to decision making in farm businesses, so they must be aware and capable of using new DATS;</li> <li>• Your (ICT companies) DATS can enhance problem-solving of advisors; Be connected and develop synergies with other DATS and/or advisors;</li> <li>• 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;</li> <li>• Improve the accessibility and availability of your DATS;</li> <li>• Demonstrate the Value Added of your DATS for replication by advisors;</li> <li>• Your DATS could be selected to be part of a User Case in another advisory service;</li> <li>• Your DATS could be selected as a Good Practice, giving visibility and bettering your profile and your DATS;</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers;</li> <li>• Enhancing the digitisation of European farming systems will prove beneficial to the wider population, as well as to all the actors working in agri-food chains.</li> </ul>
<p><b>Policy makers</b></p>	<ul style="list-style-type: none"> <li>• 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;</li> <li>• FAIRshare will develop a roadmap as input for policy making at EU-, national and regional level;</li> <li>• You (policy makers) be an active partner (e.g. attend the stakeholder seminars);</li> <li>• 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;</li> <li>• 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;</li> <li>• More than 80% of Europe’s 40,000 advisors will benefit, providing more digitisation benefits to Europe’s 12.5 million farmers.</li> </ul>

TARGET AUDIENCE	KEY MESSAGES
<b>Research &amp; Education</b>	<ul style="list-style-type: none"> <li>• 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;</li> <li>• Digitalisation impacts the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>• Farm advisors can provide significant support to decision making in farm businesses;</li> <li>• FAIRshare will proactively support the sharing of more than 300 tools developed and used by farm advisors, researchers, farmers, agricultural students, ...;</li> <li>• Detailed content will be made available in different languages at the FAIRshare web platform, to raise researchers' involvement beyond those associated with the project.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• 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;</li> <li>• Digitalisation impacts the wider farming community, and has the potential to transform the way farms are managed and operated;</li> <li>• Rural advisory community must be mobilised to take ownership of digital tools and to advocate and animate at the user interface;</li> <li>• Farm advisors can provide significant support to decision making in farm businesses;</li> <li>• More than 80% of Europe's 40,000 advisors will benefit, providing more digitisation benefits to Europe's 12.5 million farmers;</li> <li>• 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.</li> </ul>

### c. Content

Most of the content posted on the FAIRshare social media accounts are related to the project, or the project partner's activities – results, workshops, relevant news, etc. From now on, greater focus will be given to the project workshops, and to explore each of the DATS already in the FAIRshare inventory.

Content creation will remain a collaborative task between CONSULAI, Teagasc, AC3A and the remaining partners.

On SharePoint a folder has been created where all partners are encouraged to share dissemination materials appropriate for social media. Having diverse content is a priority for FAIRshare as it allows for engagement of a broader audience.

The project also uses a series of Hashtags, to create new topics of conversation, or to engage with ongoing conversations. There are two mandatory Hashtags #FAIRshare and #H2020 implemented across all platforms. A list of suggested hashtags can be found below:

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

- #ThematicNetworks
- #ConsortiumMeeting
- #AdvisoryTools
- #AdvisoryServices

