



FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



Deliverable 7.4

Report on social media activities

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1. Introduction

The success of the FAIRshare project relies on the effective dissemination of the project activities, results, and outcomes, as well as on-going communication and engagement with different actors in society throughout the duration of the project. The use of social media is essential for communication and dissemination of the project activities, as it is a two-way communication tool, that enables not only the project to communicate with our target audience(s), but to receive immediate feedback from the FAIRshare and broader community.

The FAIRshare social media strategy was defined in D7.2 - Social media engagement strategy and actions commenced, in April 2019, by AC3A. The deliverable was then updated in August 2020, with help from CONSULAI and Teagasc. The deliverable included the description of the social media strategy's objectives, platforms, target audience(s), activities, and Key Performance Indicators (KPIs).

In this document, CONSULAI, the leader of WP7, analyses the current project social media activities in line with the previously established KPIs, which will also be analysed and adapted if needed.

2. Previously defined Social Media Strategy

FAIRshare has created 4 social media accounts ([Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#)) and has been feeding them with content for the past 41 months. To maintain a strong presence on social media, and establish consistency, guidelines were defined to establish how the accounts should be managed:

- It was planned to publish:
 - 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 in English
- All posts should include multimedia contents, such as links, photos, or videos
- Appropriate hashtags should be used to a maximum of five hashtags and a minimum of 2
- The hashtags #FAIRshare and #H2020 are mandatory to all project posts



- When appropriate, other accounts or people should be mentioned using @ + name

Regarding the production of content, all partners have divided responsibility. Partners have been 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. Publication responsibilities have been rotating from Teagasc to CONSULAI, every other month.

A rotational social media content calendar was developed to engage partners in the communication and dissemination plan, making sure that in all posts we have the contribution of each partner within the project. The social media channels have been used as a tool to communicate and disseminate:

- Results and outcomes of the project
- Our videos, including “FAIRshare talks”
- DATS inventory
- To promote the UC Tender across Europe
- Seminars, webinars, and other relevant events

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

To link and create traffic between the different project communication channels, a greater focus has been given to the news published on the website, using it as the main source of the social media posts sharing.

FAIRshare’s social media strategy also stated that other than creating content, FAIRshare partners in charge of social media would like, comment and retweet/share interesting tweets/publications that related to the project or its scope, or that mention the project. When appropriate, it was also decided to 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 and benchmark related H2020 projects looking for synergies.

3. Analysis and Discussion of KPIs

In this section a small description of the social media activities FAIRshare has organised, will be detailed, as well as an analysis of the KPIs of the project's social media. The current number of followers on each social media channel, can be seen below, in Table 3:

Table 1 - Current number of followers in FAIRshare social media channels

	Expected number of followers	Number of followers M41	% Achieved KPI
Facebook	600	659	110%
LinkedIn	400	896	224%
Twitter	700	1 572	225%

When we compare the expected number of followers, established in the project social media strategy, with the current number of followers in M41, we can conclude that FAIRshare has reached its goals in terms of number of followers. Not only have all project accounts reached their KPIs, but LinkedIn and Twitter have even reached double the number of expected followers.

The expected number of followers defined in the Social Media Strategy, was selected considering a benchmarking of other similar H2020 projects. Nevertheless, as FAIRshare has already reached its target a new goal for the number of followers will be established.

On a regular basis FAIRshare benchmarks its social media metrics with other similar H2020 projects, counting the number of followers, posts per month, and engagement rates. Overall FAIRshare ranks among the top 5 projects with the best social media metrics.

The new metrics are available in Table 2 below:

Table 2 - New expected number of followers

	Achieved number of followers	New expected number of followers
Facebook	659	700
LinkedIn	896	1 015
Twitter	1 572	1 900

These new metrics are defined, considering that growth rates until the end of the project would follow the same trajectory since M36. Table 3 below sums up this information and calculations:

Table 3 - Current number of followers on each social media channel

	Number of followers M36	Number of followers M41	Growth rate percentage
Facebook	622	659	6%
LinkedIn	778	896	13%
Twitter	1261	1 572	20%
YouTube	63	67	6%

In the table above, we compare the number of followers FAIRshare’s social media channels had at the end of the second technical reporting period (M36) and by April 14th, 2022. This helps us to understand if the growth hacking strategy is working or if it needs to readjust. In general, we can conclude, that all project social media platforms have increased their number of followers over this period. Twitter is the network that attracted the most followers, not only in absolute number but also in percentage, in this interval. LinkedIn has also presented an interesting growth rate, reaching almost nine hundred followers. Facebook on the other hand has a smaller growth rate and a smaller number of followers, appearing as a network that does not attract as many people. The project’s YouTube channel also has a small growth rate; however, this network was established to be used as a video repository that is shared across the other social media networks.

In Table 4 below, some other relevant metrics are shared:

Table 4 - Relevant social media metrics

	Expected KPI	Expected KPI for M41	Facebook	LinkedIn	Twitter	Achieved KPI for M41	% Achieved KPI
Reached audience (number of people that visited project profiles)	30 000	20 500	215 438	-	37 792	253 230	1 235%
Impressions (number of times the project profiles were visited)	50 000	34 000	-	31 570	297 900	329 470	929%
Interactions (number of likes, shares, and comments)	25 000	17 000	9 371	469	12 033	21 873	129%

Even though above we had concluded that Facebook seems like a less attractive social media channel, FAIRshare’s Facebook page counts with the most reached audience number as well as the second highest number of interactions. Meaning that project posts are reaching outside the project network and are incentivising engagement with the project itself. This reached audience is bigger on Facebook than other social media networks, due to the use of Facebook Ads for publications related to EU Tenders and specific deliverables, as detailed below.

Since Twitter is the social media channel that generates the most impressions, FAIRshare has been publishing content on this network on an average of 2-3 times per week, plus retweets. As the content is more visible on Twitter, we can conclude the majority of interested stakeholders follow the project on this network and find the content relevant to their interests.

On Facebook and LinkedIn, on average there have been only two post per week. However, LinkedIn has a larger number of followers, we are aware that the FAIRshare community of interested stakeholders on LinkedIn is larger. To ensure both these groups stay interested and engaged with the project, FAIRshare will boost social media activity on both of these social media channels.

The project awareness rate on social media can be calculated by dividing the number of interactions by the number of followers in a social media channel. The calculations for the three social media channels are available below in Table 5.

Table 5 - FAIRshare awareness rate on social media

	Facebook	LinkedIn	Twitter
Awareness rate	1 422%	191%	765%

Looking at the data above, we can conclude that Facebook is the social media network where we have the most engagement per number of followers. This value makes sense considering that in this account Ads were used, to further disseminate the project, as described above. When considering the other two social media accounts we can conclude that on FAIRshare has more organic engagement per follower than LinkedIn.

Regarding YouTube metrics, project videos have had, in total 2 578 views so far, the numbers are available in Table 6 below.

Table 6 - Detailed YouTube metrics

	Expected KPI	Expected KPI for M41	Achieved KPI for M41	% Achieved KPI
YouTube views (number of times FAIRshare videos were watched)	5 000	3 400	2 578	76%

As YouTube views are still below the expected KPI, an extra push will be made in the next year to promote the project's YouTube channel and increase the number of views and ensure a maximum dissemination of the videos. Project partners will be encouraged to share, the relevant content with external stakeholders, in the different events they will attend. Project videos will also be frequently shared on FAIRshare's social media channels and newsletters.

FAIRshare has created two different Video Series, one called [FAIRshare Talks](#) and the other, the [Good Practices Vignettes](#). Both series are available in the projects YouTube channel, and the project's website (as linked above).

FAIRshare Talks follows from Task 3.4 - Co-design of communication interventions for different advisor/farmer contexts. This task focused on the solutions for the day-to-day problems of farmers and their advisors, and the project uses this series to disseminate successful testimonials of advisors in solving problems using DATS. By sharing these videos on our social media, and using Facebook Ads to promote them, the project aims to share these solutions widely with the community that has been growing on social media networks. FAIRshare has also used Facebook Ads to ensure effective dissemination happens across different audiences. This tool ensures we reach the desired target audiences, as it is possible to segment audiences by countries, ages, interests, etc. It also ensures the impact of the series increases and allows FAIRshare to reach beyond the community already created by the project. This is proven by the higher reached audience that our promoted content has achieved.

The Good Practice Gallery which houses the 'Vignettes' or videos is an ongoing series which has resulted from Task 2.3 – 'Collection of data on good practice DATS, completing the vignettes'. For this task partners have been identifying and collecting good practices and then distilling these down to select and share several good practices using engaging videos. The vignettes are developed using a storyboarding methodology to create scripts or the 'story' and these are then turned into interactive videos using different software packages by the task leader Teagasc. These videos are seen as a better way to engage with target audience and deliver the relevant message in a coherent and interactive manner. Finally, these good practice vignettes, are incorporated to the FAIRshare inventory.

In both these series we use real people's testimonies, and good practices allowing farmers and advisors to speak in the first person, share their experiences, problems, and solutions. This way, when target audiences view our series, they can identify personally with the problem, reaching them from an emotional point of view. This strategy was planned to increase the engagement rate.



Below the reached audience of both video series is presented in Table 7.

Table 7 - FAIRshare video series metrics

	FAIRshare Talks	Good Practice Vignettes
Reached audience	21 110	2 324

This reached audience was achieved by the teasers made announcing the series, by the articles made with partners and the videos themselves across all the digital platforms.

Looking at the data above, we can conclude that the FAIRshare Talks have been having a better performance than the Good Practice Vignettes, but this can be correlated to the fact that the Good Practice Vignettes are a recent endeavour for the project. Going forward, before any other videos are released the dissemination strategy of the series should be revised. It could be further disseminated in the project newsletters, partners should be informed each time there's a new video, as a way to ensure partners are aware of series' updates and encourage them to share the videos within our organisations and relevant contacts. Furthermore, when the videos are posted on social media, partner institutions will be tagged in the publications ensuring further engagement on social media. This way FAIRshare will be able not only to disseminate relevant content, in an engaging format to interested stakeholders, but it will also boost the number of reached audience across all digital platforms.

4. Posting Responsibilities

Posting responsibilities have been on Teagasc and CONSULAI, on a rotative basis. However, moving forward, to improve further communication between both entities, a social media management tool, Hootsuite, will be implemented. Hootsuite is comprehensive social media management tool with ample analytics capabilities that will facilitate the use and growth of FAIRshare's Social Media platforms. It is one of the most recognised solutions in the SM management segment, presenting a wide range of solutions, extending beyond posting to collaboration, scheduling, and analytics. This approach will allow us to plan the content, to schedule posts, manage the community and monitor the KPIs all in one platform. This way Teagasc and CONSULAI will be responsible on a rotative basis of managing Hootsuite, creating content, and scheduling posts, ensuring a more collaborative way of managing social media accounts.

5. Next Steps

The social media strategy defined at the beginning of the project has been very successful. It has allowed FAIRshare to reach, across all platforms a community of 3 127 followers, an audience of 253 230 and published 756 posts.

As we reach the final phase of the project, WP7 will focus mainly on the dissemination of results, and the social media strategy will be slightly adapted to communicate these accordingly. To feed FAIRshare channels with results related content, the project will promote the FAIRshare DATS Inventory, the training materials, and the assessment tool. As well as the outputs and lessons learned from the Cross Visits. Moreover, a social media rubric will be created to present the 267 DATS on the inventory, and to promote their use to the community. The rubric will be shared every two weeks and will be called “Did you know?”, and in each post a DATS from the inventory will be presenting sharing its objective, and target groups. All posts will be linked to the DATS page on the Inventory, as a way to attract the audience to the inventory allowing them to get to know more DATS and functionalities of the webpage.

In this new phase of social media communication, the following key messages will be selected and used, available in **Table 8**.

Table 8 - FAIRshare Key Messages

	Key messages
Advisory services	<ul style="list-style-type: none"> • 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 • Your (advisory) DATS can enhance problem-solving of other advisors; Be connected and develop synergies with other DATS and/or advisors • Through pilot observations of DATS adoption, a clear understanding of the issues affecting the adoption will be developed • A need assessment tool has been created for advisors and their organizations to use to prepare farmers for the digital age.
Farmers & farming community	<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 • Active involvement and participation of farmers in cross visits will help to formulate a clearer level of knowledge of the use, understanding and reach of digital advisory services
Digital industry actors	<ul style="list-style-type: none"> • 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

	Key messages
Policy makers	<ul style="list-style-type: none"> FAIRshare will develop a roadmap as input for policy making at EU, national and regional level 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
Research & Education	<ul style="list-style-type: none"> Digitalization is available to and impact the wider farming community, and has the potential to transform the way farms are managed and operated FAIRshare will proactively support the sharing of more than 300 tools developed and used by farm advisors, researchers, farmers, agricultural students, etc. Detailed content will be made available in different languages at the FAIRshare web platform, to raise researchers' involvement beyond those associated with the project
Media	<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 Enhancing the digitization of European farming systems will prove beneficial to the wider population, as well as to all the actors working in the chain