

# FIERE

*Furthering Innovative Entrepreneurial Regions in Europe*

## WP 6 – Dissemination

### Deliverable 6.2 - Social Media Action Plan

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for CESIE

[www.cesie.org](http://www.cesie.org)

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## Introduction

This document was drafted for the Grundtvig multilateral project “FIERE – Furthering Innovative Entrepreneurship Regions of Europe” (540477-LLP-1-2013-1-IE-Grundtvig-GMP), financed with the support of the Lifelong Learning Programme of the European Commission.

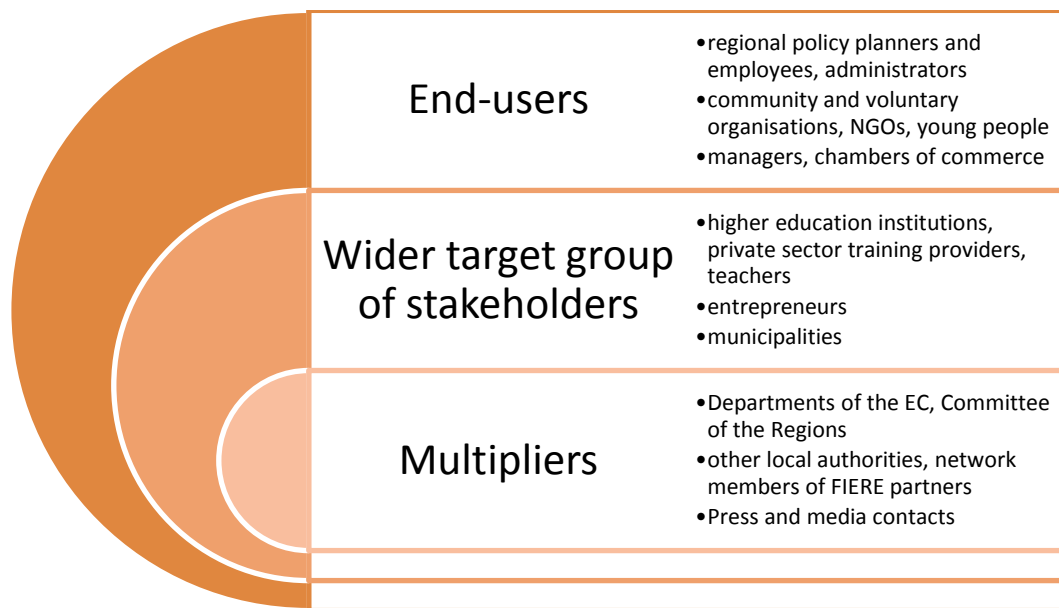
This document focuses on a specific yet important aspect of the project’s dissemination and communication strategy, i.e. social media channels, outlining the target groups that need to be reached as well as the responsibilities of partners and a timeline for dissemination activities through social media.

The aim of this Social Media Action Plan is to:

- outline how the FIERE project can utilize social media channels to promote awareness of the value and use of innovative entrepreneurship skills in regional organisations;
- identify how FIERE can use platforms such as Facebook, Twitter, LinkedIn, and other social media outlets to promote a better understanding of the concept of innovative entrepreneurship and to disseminate the outputs of the project to a wider audience;
- ensure dissemination on FIERE outcomes and deliverables to visitors on tablet and mobile phone platforms;
- investigate usage of video channels such as YouTube and Vimeo to distribute FIERE-related materials.

## Who shall we disseminate to?

The following categories constitute the project's main target groups.



Stakeholders and target groups may differ in each participating country. The aim of our dissemination activities will be to identify these stakeholders in each of our regions and to reach out to them at different levels and through different approaches and media channels.

→→→ **Action:** All partners to identify these stakeholders in their Regions and include them in their contacts database list. Also, think of Young Entrepreneurs Associations in your countries, Regional Representations to the EU, Enterprise Europe Network (EEN) local contact points in participating countries (<https://een.ec.europa.eu/about/branches>), etc.

## What shall we disseminate?

In order to pursue the aim of the FIERE project, and therefore to raise the skills capabilities of regions, dissemination and communication activities will play a fundamental role.

Some of our project activities will have a direct impact on our end-users. For example, the reports on users' innovative entrepreneurship skills (WP2), the training workshop for mentors (WP 3), the pilot actions (WP5), as well as the training programme handbooks (WP3) and the write up of the case studies (WP4) will be directly beneficial to staff in regional bodies and in voluntary and community organisations.

Moreover, the table hereunder summarises the project deliverables that are set as public and that will have to be published on our website or other channel:

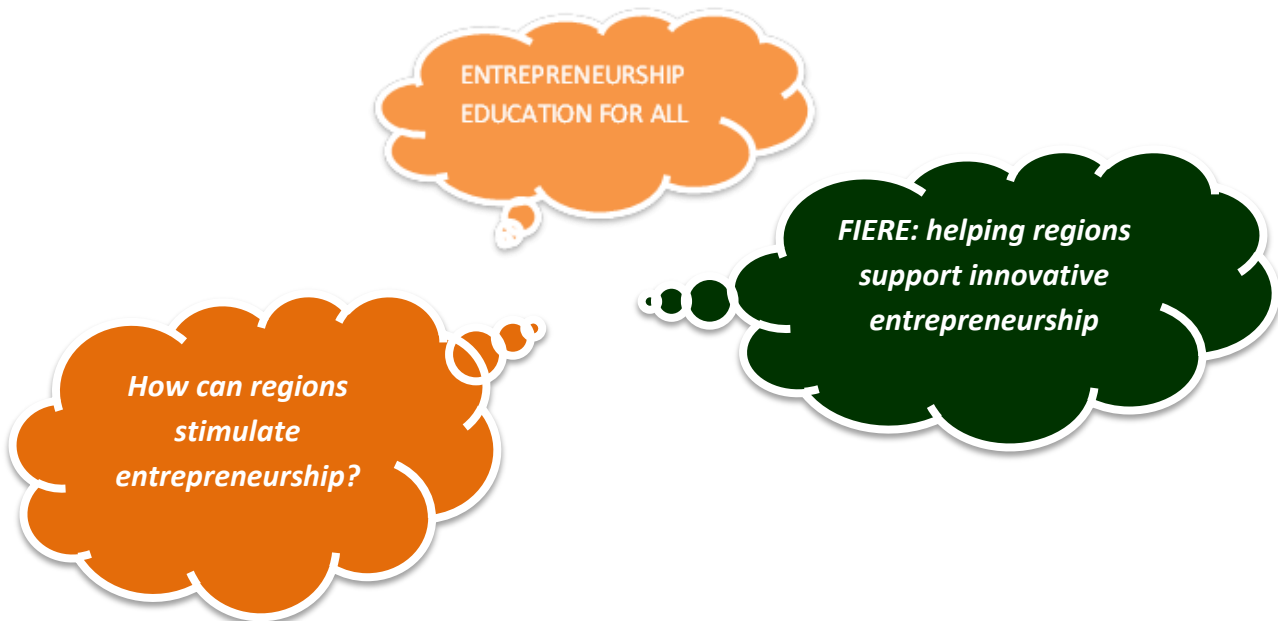
WP	Deliverables set as public	Date
2	n. 2.1 Innovative entrepreneurship literary review	3/2/2014
	n. 2.2 Pilot and main survey innovative entrepreneurship skills questionnaire (all languages)	3/6/2014
	n. 2.3 National and composite reports on users' innovative entrepreneurship skills (all languages)	3/9/2014
3	n. 3.1 Adult education course specification (all languages)	31/1/2015
	n. 3.2 Trainee Handbook (all languages)	31/3/2015
	n. 3.3 Innovative entrepreneurship trainer/mentor handbook (all languages)	3/4/2015
	n. 3.4 Network of regional innovative entrepreneurship mentors (EN)	31/5/2015
4	n. 4.1 Best practice innovative entrepreneurship skills case studies (all languages)	3/3/2015
5	n. 5.1 Training provision	31/10/2015
	n. 5.2 Pilot innovative entrepreneurship training workshops	31/10/2015
6	n. 6.1 Website (all languages)	1/2/2014
	n. 6.2 Fiere Social Media Action Plan (EN)	1/3/2014
	n. 6.3 Fiere brochure (all languages)	1/3/2014
	n. 6.4 Fiere Publicity workshops (all languages)	1/5/2015
	n. 6.5 Fiere international workshop (EN)	2/11/2015
	n. 6.6 Fiere Report (all languages)	1/12/2015

Apart from publishing and disseminating these deliverables that are set as public, it is important that in the course of the project activities, we disseminate information on innovative entrepreneurship in our regions and communicate updates on the project steps, in order to maintain a contact with end-users, and to involve the wider target group of stakeholders that might find our products and activities useful.

### A few FIERE slogans or key words

In order to help us understand and let our target groups understand the issues raised by FIERE, we thought of suggesting some key words or catch phrases relevant to the project which we may also use in our social media communication.

For instance:



### Which channels do we use to disseminate?

The partnership will avail itself of three macro areas of dissemination:

- 1) Face-to-face activities  
These will include all foreseen dissemination events or conferences, such as the Publicity workshops but also any kind of activity that we might attend to in our regions.
- 2) Paper-based activities  
These include all deliverables that will be published and printed, such as the trainee handbook.
- 3) Online-based activities  
This encompasses the FIERE website, social media channels, the FIERE newsletter, posts on partner newsletters or websites and on platforms such as Exact4eu<sup>1</sup>.

→→→ Action: All Consortium partners should think about any local, national or European platform or blog round and about entrepreneurship where we could post articles on or link to them through Twitter or the FIERE Facebook page.

<sup>1</sup> <http://exact4.eu/>

## Social media channels

Social media marketing or networking centers on efforts to create content that attracts attention and encourages readers to share it with their social networks they're using. A message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source.

The reason why we decide to be present on LinkedIn, Facebook and Twitter is that when a project like FIERE joins social channels, people can interact with it. That interaction feels personal to users because of their previous experiences with social networking site interactions.

Social networking sites allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all user connections are able to see the message, therefore reaching more people. Social networking sites are the act of word-of-mouth model that is one of the most successful and oldest marketing model.



## We should be very active on the internet!

We should be:

- ✓ Easily reachable
- ✓ Easily understandable
- ✓ Interesting
- ✓ Using the latest services of Social networks
- ✓ Almost everywhere
- ✓ Interconnected!

We need:

**A) A website - [www.fiere-project.eu](http://www.fiere-project.eu)**

Target groups: **everyone (end-users, stakeholders at large, multipliers)**

Our FIERE website should be connected to Facebook and Twitter. It should be the basic place for all important information on project aims, activities, consortium members, etc. Moreover, by using “share”, “like” and “tweet” options it can be accessible by people using social networks. Lastly, the website should be tailored so as to allow tablet and mobile phone platform users to view FIERE outcomes and deliverables.

→→→ Action: The FIERE website is currently being developed by SERA. It will be maintained by SERA only using a Content Management System. Any information you would like to post on the website can be forwarded to SERA via drop box or email.

**B) A Facebook page - <https://www.facebook.com/pages/FIERE/282508931906528>**

Target groups: **people in our database list, press contacts, followers of the partners' Facebook pages, survey interviewees (WP2), entrepreneurs, young entrepreneurs, community and voluntary organisations**



On every kind of website we can find the Facebook page or like button. That means Facebook plays two important roles: firstly it is used as a space where organisations can create their fan pages and on the other hand it's the way we start to measure successfulness of the project's popularity.

What does Facebook allow us to do?

- it provides an informative page with all the types of information on statuses, links, photos, posters, events, etc.;
- All the people in our FIERE contacts database list should receive an invitation to join/like our FIERE Facebook page;
- every week the information on the FIERE page should be updated to create traffic.

The Facebook page is only useful if the partnership manages to keep it alive by publishing regular posts about the project and other related topics. It is highly recommended that all partners contribute to the Facebook page on a regular basis by liking, commenting and above all promoting the page and inviting new people. The main communication language will be English but all partners can also use contributions in their national languages. Furthermore, each partner can create events for the promotion of national activities.

→→→Action: Consortium members that use their professional/personal Facebook space should find a way to share information about FIERE, by sending invitations to like the page and its posts to people in their contacts database list and in their networks.

→→→Action: The Facebook page is currently administered by CESIE only. However, one person per Consortium member can have access to the administration of the FIERE Facebook page and thus be able to post and create events, also at national level.



### C) Twitter - #FIERE

Target groups: **followers of CESIE and other partners' Twitter pages, regional policy planners, stakeholders, EU level organisations such as the European Young Innovators Forum, Committee of the Regions, European Conference of Young Entrepreneurs, DG ENTR, DG REGIO**



Twitter is the closest network to the concept of buzz. It is the constant posting system that rests on the idea of the short sentences and reactions that show the positive or negative attitudes of its users. Messages can link to the FIERE website, Facebook profile, photos, videos, etc. This link provides followers the opportunity to spend more time interacting with FIERE online.

A hashtag is a word or a phrase prefixed by the symbol #. FIERE already exists as a hashtag. To gain new followers the main prospect is to use the hashtag by using the key words and phrases (such as #innovative entrepreneurship) that are associated to the work done by FIERE, the domain we are working in, the target groups we're addressing to. In the case of Twitter CESIE will use its own account to disseminate information about FIERE.

→→→Action: Consortium members should sign-up to Twitter and follow CESIE (@cesieong) in order to view tweets published by CESIE on FIERE. Moreover, they are invited to retweet posts on FIERE and address them to their own Twitter followers, and tweet on FIERE associating the hashtag #FIERE with other hashtags such as #innovative entrepreneurship, etc.

## D) LinkedIn



Target groups: **professionals, partners' LinkedIn circles, regional policy planners, teachers, entrepreneurs, etc.**

As an important social network for professionals, LinkedIn is the space for discussions between professionals. LinkedIn is one of the best solutions to build relationships with professionals, including regional and community organisations staff, therefore with the people we're targeting.

Unlike traditional media vehicles, LinkedIn was designed for social engagement. Once published on LinkedIn, our content and experiences work to reach specific audiences with relevant messages.

CESIE will use its own organization account page to publish information about the project.

On organisation pages we can showcase the most important content and ideas, as well as the project activities and deliverables. On our organisations pages we can build a community of professionals who follow us for valuable insights and information.

→→→ Action: Consortium members should follow CESIE's LinkedIn profile (<http://www.linkedin.com/company/cesie>) through their professional accounts in order to view and comment on articles on FIERE. Consortium members are also advised to connect with one another.

## E) YouTube



Target group(s): **community and voluntary organisations, NGOs, young people, network members of FIERE partners.**

YouTube is for uploading:

- Videos of events, such as the FIERE publicity workshops or the International Workshop in Brussels;
- Videos of interviews or of the train the trainer activities on innovative entrepreneurship;
- Collage of pictures of relevant project milestones.

CESIE's Youtube account and any other partners' accounts will be used for streaming any video we might produce within the project's lifespan.

## Social Media Action Plan

We decided to expand the social media action plan to also include a timeframe for other kinds of media communication, such as face-to-face activities, paper-based activities and other online initiatives. This global dissemination plan will be updated and detailed by CESIE once we receive all partners' planning templates (available at [https://www.dropbox.com/sh/sdk4rgmcgqi742d/1ri\\_xxz80C](https://www.dropbox.com/sh/sdk4rgmcgqi742d/1ri_xxz80C)) by the end of March 2014 for the first part of the project (Feb – Nov. 2014).

TYPES of ACTIVITIES	TARGET GROUPS	ACTIVITIES	DEADLINES/ FREQUENCY	WHO
Face-to-face activities	Regional policy planners, managers, administrators, community and voluntary organisations, NGOs, EU institutions, regional representations to the EU, etc.	User needs interviews (WP2)	April – May 2014	All partners locally
		Brussels Open Days 2014 <sup>2</sup>	6-9 Oct. 2014	?
		Training workshops for mentors (WP 3) & 6 Publicity workshops (WP 7)	May – Sept. 2015	All partners locally
		International Workshop in Brussels (WP 7)	Nov. 2015	All partners
Paper-based activities		Trainee Handbook (WP 3)	March 2015	CESIE to publish on website & all partners to disseminate
		Innovative entrepreneurship trainer/mentor handbook (WP 3)	April 2015	CESIE to publish on website & all partners to disseminate

<sup>2</sup> Partners should find out whether their regional representations to the EU will be present at this year or next year's edition of the Open Days – a fair for the socio-economic promotion of European regions held in Brussels each year. If so, it would be interesting to promote our project in this context ([http://ec.europa.eu/regional\\_policy/conferences/od2014/index.cfm](http://ec.europa.eu/regional_policy/conferences/od2014/index.cfm)).

Online based activities (including social media)	Regional policy planners, entrepreneurs, other local authorities, stakeholders, NGOs, young people, Chambers of Commerce, network members of FIERE partners	<b>FIERE website</b> – publish posts on project updates	At least once every 2 months	CESIE
		FIERE updates on <b>partners' websites/network platforms/newsletters</b>	Every 5-6 months	All partners
		<b>FIERE Facebook and Twitter</b> – to publicise events and opportunities of participation, share updates from the website, disseminate newsletters, liaise with stakeholders, and contribute to raise awareness on innovative entrepreneurship in Europe.	At least once a month	CESIE
		Sharing of information posted on FIERE social media and website through <b>partners' social media</b> .  Sending information, news, reports, etc. to CESIE to be publicised through FIERE social media.	At least once every two months	All partners
		<b>FIERE Newsletter</b> updates/Publicity brochures	At least 3: - March 2014 - October 2014 - May 2015	CESIE
		<b>LinkedIn posts</b>	At least once every 6 months	CESIE

→→→ Action: Consortium member should look for events linked with entrepreneurship in their cities, regions and try to participate in order to share ideas on innovative entrepreneurship and expand the FIERE network.