

Social Media Networks

D9.5 Report on social media use



Historical revisions

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- Fundación Laboral de la Construcción
- Instituto de Ciencias de la Construcción Eduardo Torroja
- Fundación Estatal para la Formación en el Empleo
- Instituto Nacional de las Cualificaciones
- Centro de Investigación de Recursos y Consumos Energéticos
- Institut de Robòtica i de Tecnologies de la Informació i de les Comunicacions

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☐ Restricted to other programme participants (European Commission included)

☐ Restricted to a group defined by the partnership (European Commission included)

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Índex

SUMMARY.....	5
TWITTER.....	7
FACEBOOK.....	11
LINKEDIN	14
OVERALL CONCLUSIONS.....	15
ACTIONS TO BE IMPLEMENTED	15

Summary

Fundación Laboral de la Construcción, as a coordinator of the Construye 2020+, created and launched the profiles of the project during June and July 2018, in the following social media networks, according to the Dissemination and Communication Plan (D9.1): Twitter, Facebook and LinkedIn.

Fundación Laboral de la Construcción, as the coordinating entity of Construye 2020+ communication and dissemination, with the approval of the rest of the partners of the consortium, has chosen Twitter, LinkedIn and Facebook as the optimal ways to gain echo and visibility through the target audience groups. The social networks profiles were created on June 2018 and launched on July 2018, according to the Project Communication Plan (D9.1).

Social networks allow to segment the messages to the different audiences and to spread the actions of Communication (especially the project, towards multiple audiences) and the actions of Dissemination (on the available results, to the specific audiences). In this way, we will be able to inform and engaging with society to show how it can benefit from the project, on the one hand, and enabling the take-up and use of results, on the other.

Before the implementation of these profiles, the partnership agreed on a strategic proposal for the management of these communication channels. It was specified the objectives, the target groups, the main diffused contents and the execution strategy of the social networks:

The **main objectives** to be achieved through the Construye 2020+ social media profiles:

- Increasing awareness and knowledge about the project and its objectives.
- Establishing a new and alternative communication channel between partners, stakeholders, different targets and media.
- Creating new professional relationships, develop related networks and generate new contacts.
- Providing information about the development of the project and its objectives.
- Providing information and knowledge related to green jobs, construction industry growth, sustainability, BIM and Lean Construction, energy renovation and energy efficiency, to consolidate Construye 2020+ as an informational reference in its field.

The **audience** is structured into five target groups according to the Communication Plan:

1. Partners in the Construye 2020+ project and those responsible for managing the Horizon 2020 Programme.
2. Key players, professionals from the political, educational, economic, social and environmental fields (spheres).
3. National Group of Experts (NAG) in the political, educational, economic, social and environmental fields (spheres).
4. Workers, middle and senior professionals in the construction industry, professional associations, trade unions, SMEs and business associations, vocational training centres, trainers, students, international networks and other related projects, etc.
5. Public Administration -local, regional, national, European- and associated institutions, media, end users and citizens in general (consumers, owners, tenants...).

The **contents** (in Spanish and in English) that are being disseminated through social networks are:

- Information about the project.
- Press releases about the project and its objectives.
- Information on activities organized by the consortium partners, in relation to the project topic.
- Information on topics related to the project.
- Contents of the different sections of Construye 2020+'s website.

The **communication strategy** implemented in the social networks has been based on a proactive action strategy. We have chosen to maintain a profile of disseminators of information sharing the progress of the project, the outcomes and other activities implemented from the partnership. We have bet on a solid and quality community, interested in sustainability, competitiveness, training and construction sector professionalism and gender issues.

With this strategy, we are gradually building our reputation and influence.

Therefore, we must emphasize that the strategy of the project in social networks has focused on:

- Generating a solid and quality community, with common interests and that will help us to spread the advances of the project and to create positive synergies.
- Increasing engagement not only on the project, but also in the central topic of the project: transition towards an efficient, sustainable and competitive industry.
- Improving the branding. For this, we have tried to reinforce the image of the project through social networks. We have promote an international vision, through the content dissemination in Spanish and in English.
- Increasing the traffic to our profiles through the connection of the contents between the different social networks, the use of hashtags and adding us to the daily conversation that took place in the different channels.

For publications we follow a previously defined criteria:

- A minimum rate of five tweets per week for Twitter and a minimum weekly three post for Facebook and in LinkedIn as a forum we only disseminate information of the project and the discussion topics established by the consortium.
- Publications will include, as far as possible, links to Construye 2020+'s website in order to generate traffic to contents, news, documents and materials uploaded in the web.
- In addition, social networks are connected and present on the project website to achieve a closer interaction between the web platform and social networks, allowing greater impact on a wider audience.
- Likewise, images will be favoured and widely disseminated, if possible, as well as links to other news and websites of interest to the project.
- The informational tone will be sought, avoiding opinions or value judgments.
- Content of related activities, made by other partners of third parties related to the project, as well as information on Construye 2020+'s topics will be retweeted and shared.

The profiles to be followed through the social network will be related to:

- Partners (their institutions and professionals).
- Agencies and European authorities.

Twitter

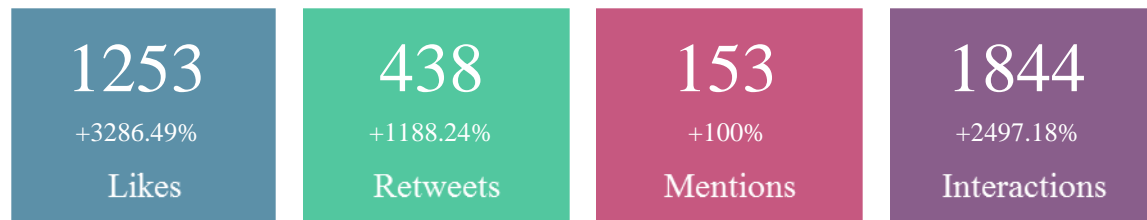
Construye 2020+ Twitter profile has **275 followers** and **243 tweets** spread about the project or related topics, complementing and supporting the dissemination work of the project. As usual, the profile is updated daily with content related to the project topics, unless specific activities or other facts.

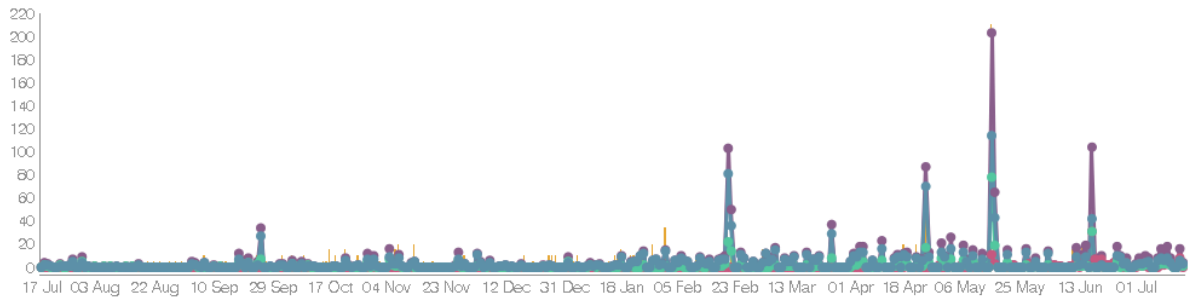


@Construye2020EU

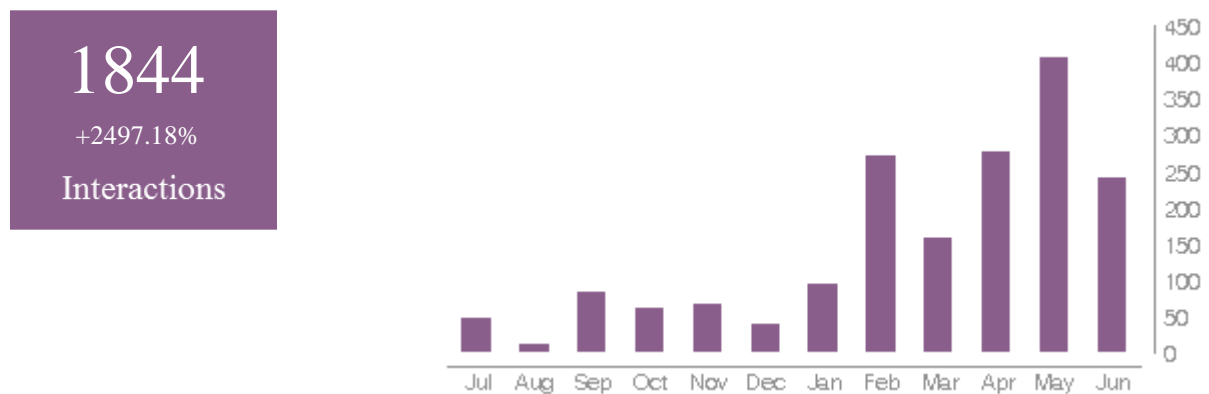
#Construye2020Plus

In order to carry out detailed analysis of the Twitter profile, we have used the **platform's Metricool**. The data extracted from the tool correspond to the life of Construye 2020+ profile (July 2018 to July 2019) and have been evaluated manually to have a communication work evolution of the project in that social network. We have analysed the following Key Performance Indicators (KPIs): likes, retweets, mentions and interactions.





During this year of activity, we have reached **1253 likes**, **438 retweets**, **153 mentions** and **1844 interactions** with our community. As can be seen in the following graph, the Twitter profile of Construye 2020+ has experienced an upward trend. The highest number of all KPIs was reached in May 2019 coinciding with the **Build Up Skills workshop** held at **Construmat'19** in Barcelona.



The interactions of Twitter users with the Construye 2020+ profile mark the engagement of the public with the project. In this case, the graph shows the growth of this KPI in the last year, which means the increase in public involvement with the objectives and also with Construye 2020+.

In the ranking of tweets with more public interaction that is shown hereunder, we must highlight the publications on events, conferences, meetings and workshops in which the project has been presented. Therefore, we observe the preference of our public for images and graphic elements that indicate the evolution of the project.



In conclusion, we value the growth of Twitter positively, because the target audience on Twitter is mostly professional, although we are aware of the need for the consortium to increase efforts and strengthen the presence of Construye 2020+ on the network. To achieve this aim, we recommend continuing with the proactive attitude, participating in events and disseminating the project profiles in forums, using the main hashtag of the project #Construye2020Plus and increasing the number of mentions and the use of the hashtag.

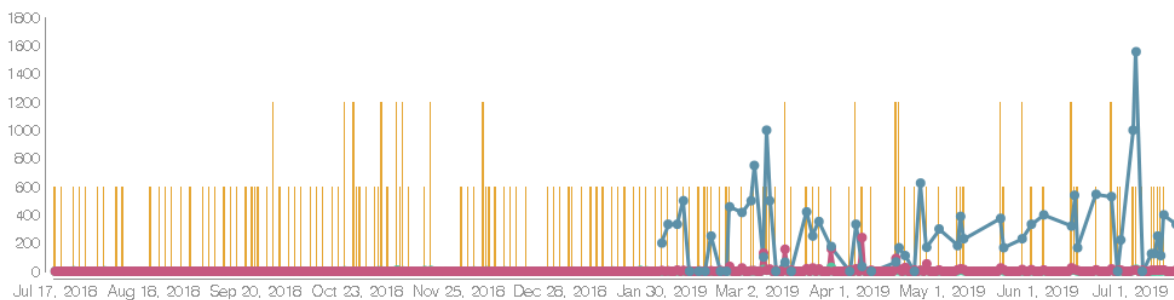
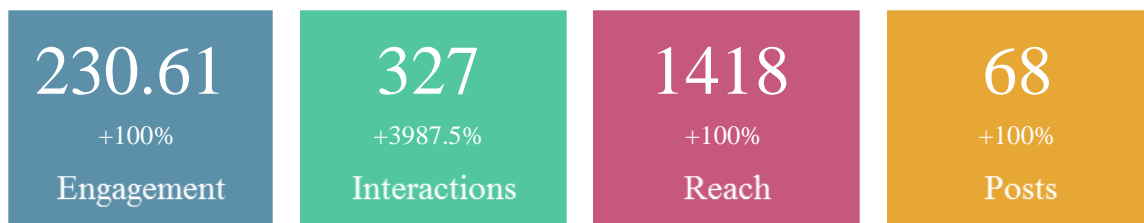
Facebook

According to the Facebook rules, we decided to create a **Facebook Page** for the dissemination of Construye 2020+, which has **24 followers** and **24 Page Likes**. At this point, it is important to note that the reach of the posts are conditioned by the Facebook algorithm that determines the relevance of our posts content for each followers, decreasing the information scope.

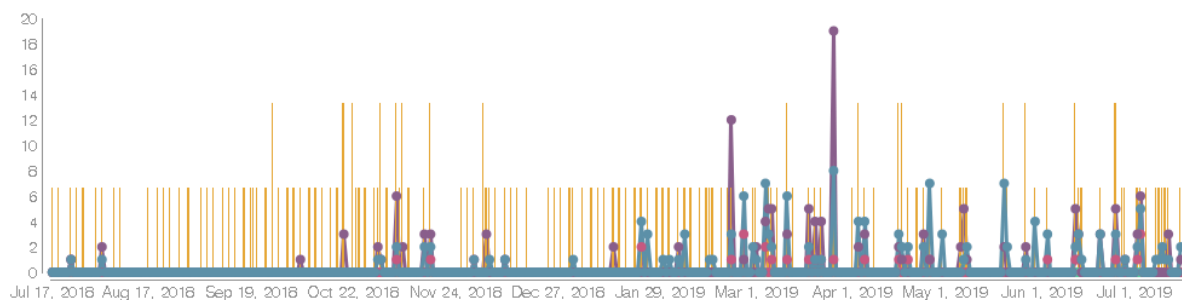


@Construye2020Plus

To evaluate the page, we used **Metricool** to extract the lifetime data from the profile (July 2018 to July 2019). First to analyse the publications we have selected the following KPIs: reactions, comments, shares and clicks.



During the period analyzed, we have published 68 post, which have obtained a total of 327 interactions and have reached 1418 people, achieving an engagement of 230.61%. The graph shows the growth of engagement, achieving high peaks in the recent months, meanwhile publications have remained stable over time. The scope, as we have commented, is marked by the platform itself and its dissemination policy.



Of the 327 interactions reached by Construye 2020+, Facebook followers have reacted 146 times, shared the post in their respective profiles 30 times and made 150 clicks, in relation to the comments we have only received one. In conclusion, the data show the need for all partners to encourage conversation on this social network.

In summary, we observe that social networks are gaining engagement according to the progress of the project, the development of results and communication actions. According to the graphs, the highest peaks of interactions have been obtained in the last period of activity.

After analyzing the publications, we observed that the posts that have received the greatest interaction from the public are those that talk about events in which Construye 2020+ has been present.



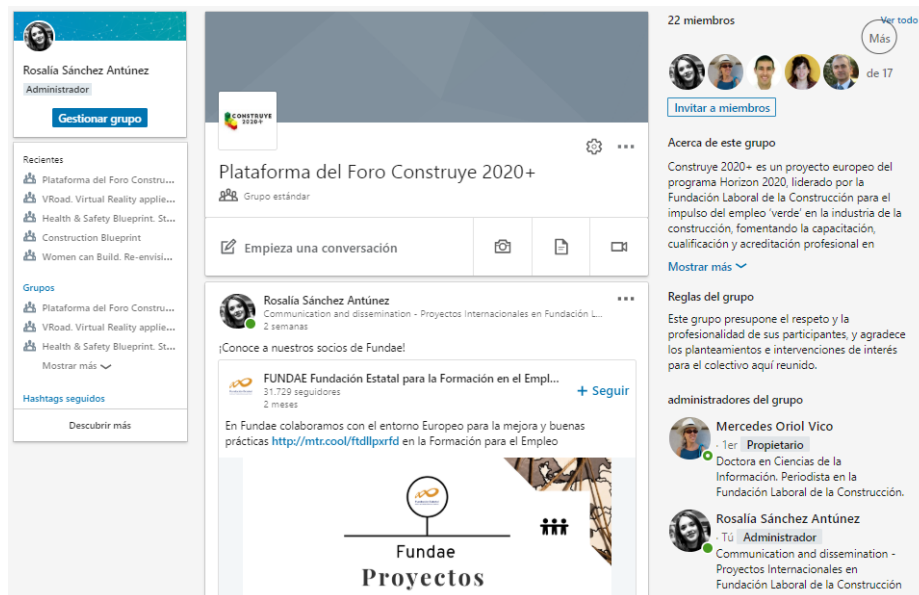


In conclusion, we recommend continuing to disseminate the events in which the project is presented with an emphasis on conversation and taking advantage of the forums on topics related to the project to echo Construye 2020+ and its networks.

In the case of Facebook we see that the audience is mostly generic. We think that, although for now, the profile has not achieved sufficient growth, it will surely increase with the Construye 2020+ Route, which is aimed at both the professional public and the general public (which uses Facebook more).

LinkedIn

LinkedIn has **22 members**. The objective of this social network is to generate dialogue and encourage the discussion among the community, for this reason we consider this channel the perfect platform to host the Construye 2020+ forum.



Group: *Plataforma del Foro Construye 2020+*

<https://www.linkedin.com/groups/12126592/>

According to the LinkedIn rules, it is not possible to know the statistics of the groups.

The LinkedIn Community is made up of people with varied profiles of the construction and engineering sector, as well as the presence of consortium members who are committed to promoting the platform. As happen in the other social networks the activity and the interactions have increased in consequence with the actions and the dissemination activities carried out by Construye 2020+.

As already explained in deliverable **D2.1 BUS National Platform (March 2019)**, after analyzing several options, for the Plataforma Foro Construye 2020+ it was decided to choose a LinkedIn professional group that would provide the accessibility, transparency, respect for privacy and fluidity of content that this Plataforma Foro Construye 2020+ needs.

Starting in September, the Forum will be promoted following the operating guidelines set out in the **D2.1 BUS National Platform**.

Overall conclusions

After this analysis we draw general conclusions that will help us to boost the future communication on social networks:

- ✓ The content that receives the most interaction is related to the **events or the communication activities of the project**: national and international events, congress, helix, etc.
- ✓ The **immediacy** of the contents improves the feedback and helps to gain followers.
- ✓ The growth of social networks are directly related to the development or to the project progress. Enhancing communication in all **work packages** is essential to reach the largest possible community.
- ✓ The publication of **photographs and graphic material** receive the greatest interactions from the public.

Actions to be implemented

To continue the social networks growth of Construye 2020+ we propose to implement certain actions:

- Increasing the **involvement of partners** on the social networks of the project, because the content reaches more public.
- Creating **attractive and dynamic content** that help to see the progress of the project.
- Continuing to **disseminate events and communication activities** to generate more feedback.
- Promoting **audiovisual** and graphic content.
- Joining the **World Days** to increase the number of followers and the engagement, because it helps us get into the daily conversation.
- Interacting with our **community** through questions, mentions, etc.
- Promoting the **Plataforma Foro Construye 2020+** following the operating guidelines.

Coordinador del proyecto



Fundación Laboral de la Construcción
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Fundación Estatal
PARA LA FORMACIÓN EN EL EMPLEO



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