

DESTINATIONS

ELBA • LAS PALMAS GC • LIMASSOL • MADEIRA • MALTA • RETHYMNO

D11.5

Social media accounts in Facebook and Twitter set up

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Project Partners mainly concerned by this package

Organisation	Abbreviation	Country
Horários do Funchal, Transportes Públicos	HF	PT
Agência Regional da Energia e Ambiente da Região Autónoma da Madeira	AREAM	PT
Câmara Municipal Do Funchal	CMF	PT
Secretaria Regional da Economia Turismo e Cultura	SRETC	PT
Agência Regional para o Desenvolvimento da Investigação, Tecnologia e Inovação	ARDITI	PT
Limassol Tourism Development and Promotion Company Ltd	LTC	CY
Municipality of Limassol	LIMA	CY
Stratagem Energy Ltd	STRATA	CY
Dimos Rethimnis	RETH	EL
The Research Committee of the Technical University of Crete	TUC	EL
Comune Di Rio Marina	RM	IT
Comune Di Portoferraio	PF	IT
MemEx S.R.L.	MEMEX	IT
Authority for Transport in Malta	TM	MT
Valletta Kunsilli Lokali – Valletta Local Council	VLC	MT
Universita ta' Malta	UoM	MT
Ministry of Tourism	MOT	MT
Guaguas Municipales sociedad anonima	Guaguas	ES
CINESI S.L consultoria de transport	CINESI	ES
Ayuntamiento de Las Palmas de Gran Canaria	LPGC	ES
Ingeniería Electrónica Canaria S.L	INELCAN	ES
Sociedad Municipal de Aparcamientos de Las Palmas de Gran Canaria	SAGULPA	ES
Euro Project Consult	EPC	FR
Istituto di Studi per l'Integrazione dei Sistemi	ISINNOVA	IT
European Integrated Project	EIP	RO
Sustainable Services	GV21	ES
Vectos (South) Ltd	VECTOS	UK

Conférence des Régions Périphériques Maritimes d'Europe	CPMR	BE
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Dissemination Level: PC = Project Coordinator, PM = Project Manager, SM=Site Manager, TC=Technical Coordinator, WPL= Workpackage Leader, PEM= Project Evaluation Manager, PDM= Project Dissemination Manager, LDM=Local Dissemination Manager

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1. Executive Summary

During the first 6 months of the project and under the guidance of the SATELLITE Support Group (SSG), the following social media accounts were created or adhered to:

- Twitter
- LinkedIn
- Facebook
- Flickr

The three social media were selected by the SSG. Furthermore, SSG has proposed and we have accepted the creation of a Flickr account in order to upload photos of the various events, workshops and conferences organised during the life of the project. The social media accounts and activities form an integral part of the Dissemination & Communication Strategy that has been delivered to the Commission as deliverable D11.1.

2. SATELLITE Social Media Guidelines

Purpose

This document provides a basic social media strategy designed to help CIVITAS partners targeting certain stakeholders via Twitter or . This is to support with the overall profile of the CIVITAS projects, and the partnering cities.

2.1 Goal

To keep key target groups informed about progress in the projects.

2.2 Target groups

Citizens, end users, local interest groups (cycling groups, city groups, researchers, news etc)

2.3 Setting up accounts:

- **Twitter**

Where cities have an established Twitter account, for example, they can tweet by using #CIVITAS_PROJECTNAME e.g. #CIVITAS_DSTNTNS and include in each tweet reference to @CIVITAS_EU then it will be picked up by our channels.

- **Facebook**
Facebook posts are longer and again would be ideally sent out via city pages. Also, encourage project partners to sign up to the CIVITAS Facebook page, which can be found at: <https://www.facebook.com/Civitas-Initiative-355555381152607/>
- **Linkedin**
Encourage project partners to sign up to the CIVITAS LinkedIn Urban Mobility Group: <https://www.linkedin.com/groups/4286016/profile>
- **Flickr**
Individual albums for projects have been set up on a dedicated Flickr account <https://www.flickr.com/photos/143590607@N08/albums> The Project Dissemination Manager is responsible for keeping this updated with photos from the cities showing the progress of measures both before and after implementation.

If the city does not have a Twitter/Facebook account, consider using one of the other channels below. Cities may like to set up a Twitter account if they feel like this is a good channel to reach out to citizens, but should do so as the city and not as a CIVITAS city only. The project dissemination manager may also add content to the Social Media calendar (see section 4).

2.4 Content strategy

There are three main components to any successful social media content strategy:

1. **type of content** (see below) tailored to target group,
2. **time of posting** (see infographic for optimal times)
3. **linking in with existing channels** /stakeholders/groups
4. **frequency of posting** (at least once a day)

1. Type of content – example



2. Time of posting – optimal times by social media type

POST, PIN, & TWEET
The Best Time to Outreach

FACEBOOK **TWITTER** **LINKEDIN**

BEST TIME

- FACEBOOK**: 1 pm - 4 pm (reach to the highest average click through)
- TWITTER**: Mondays - Thursdays 1 pm - 3 pm
- LINKEDIN**: Tuesdays - Thursdays

PEAK TIME

- FACEBOOK**: Wednesdays 3 pm
- TWITTER**: Mondays - Thursdays 9 am - 3 pm
- LINKEDIN**: Noon 5 pm - 6 pm

WORST TIME

- FACEBOOK**: Weekends Before 8 am After 8 pm
- TWITTER**: Everyday after 8 pm Fridays after 3 pm
- LINKEDIN**: Mondays and Fridays 10 pm - 6 am

FACT

- FACEBOOK**: Photos generate higher engagement (53% more likes, 104% more comments)
- TWITTER**: Tweets with images result in: 36% increase in clicks, 31% increase in visits, 41% increase in retweets, 68% increase in favorites, 33% increase in visitor-to-lead conversion rate, 55% increase in leads
- LINKEDIN**: 41% of visits are from a mobile device up from 38% last October

PINTEREST **TUMBLR** **GOOGLE+**

BEST TIME

- PINTEREST**: Saturday Mornings
- TUMBLR**: Friday Evenings 7 pm* (Receives most clicks over 24 hours)
- GOOGLE+**: 9 am - 10 am

PEAK TIME

- PINTEREST**: Fridays 3pm (for fashion and retail)
- TUMBLR**: Sundays - Tuesdays 7 pm - 10 pm
- GOOGLE+**: Wednesdays 9 am

WORST TIME

- PINTEREST**: Sharing during normal work hours
- TUMBLR**: Before 4 pm
- GOOGLE+**: Early Mornings Evenings

FACT

- PINTEREST**: 55% of Pinterest users have engaged with retailers and brands via Pinterest (Compared to 48% of Facebook users)
- TUMBLR**: Users spend 14 minutes per visit (That's 1.3 minutes longer than the average Facebook visit)
- GOOGLE+**: Fastest growing demographic: 45-54 year olds

Social Media is an important extension of your business.

Whether you're posting, pinning or tweeting, it's important to consider when you're doing it to better reach your audience.

SUREPAYROLL
A Paycom Company

IN PARTNERSHIP WITH **ADVERTAGE**

¹ <https://www.surepayroll.com/resources/blog/post-pin-tweet-best-time-to-outreach>

4. Frequency of posting & timeline

Twitter:

City level: e.g. 3-5 x per week via city owned Twitter channels.

PDM level: 1 x per month via CIVITAS calendar

Facebook: Facebook isn't as fast-moving as twitter, but pages still need to be regularly updated to stay 'live'

City level: 3 x per week for city owned Facebook channels.

PDM level: 1 x per month for the main CIVITAS channel.

LinkedIn:

City level: City partners are encouraged to write posts which they can share via the CIVITAS group account ([example](#))

PDM level: The Project Dissemination Manager is encouraged to start a conversation in the group e.g. on project updates every four months – this may be simply sharing the article which they have produced for the CIVITAS quarterly newsletter update.

Flickr: PDM level: At least 3 x per year with photos from each city

2.5 Social Media calendar:

ICLEI Europe has set up a special social media calendar to support Project Dissemination Partners in the promotion of their projects. Content that PDMs would like to share via social media on behalf of the cities can be added here so that it will be shared via Twitter @CIVITAS_EU and /or CIVITAS Facebook:

<https://docs.google.com/spreadsheets/d/1RPjmwSPXLOCJGrVpoAa4JBHCXtysfBTuhSe-mnTDqo/edit?ts=58415350#gid=2076003126>

2.6 Resources

Have a dedicated individual in each city to look after your social media accounts.

2.7 Evaluation

For Twitter the following free tools are available to run monthly check-ups using the following tools to seeing which content is and is not working:

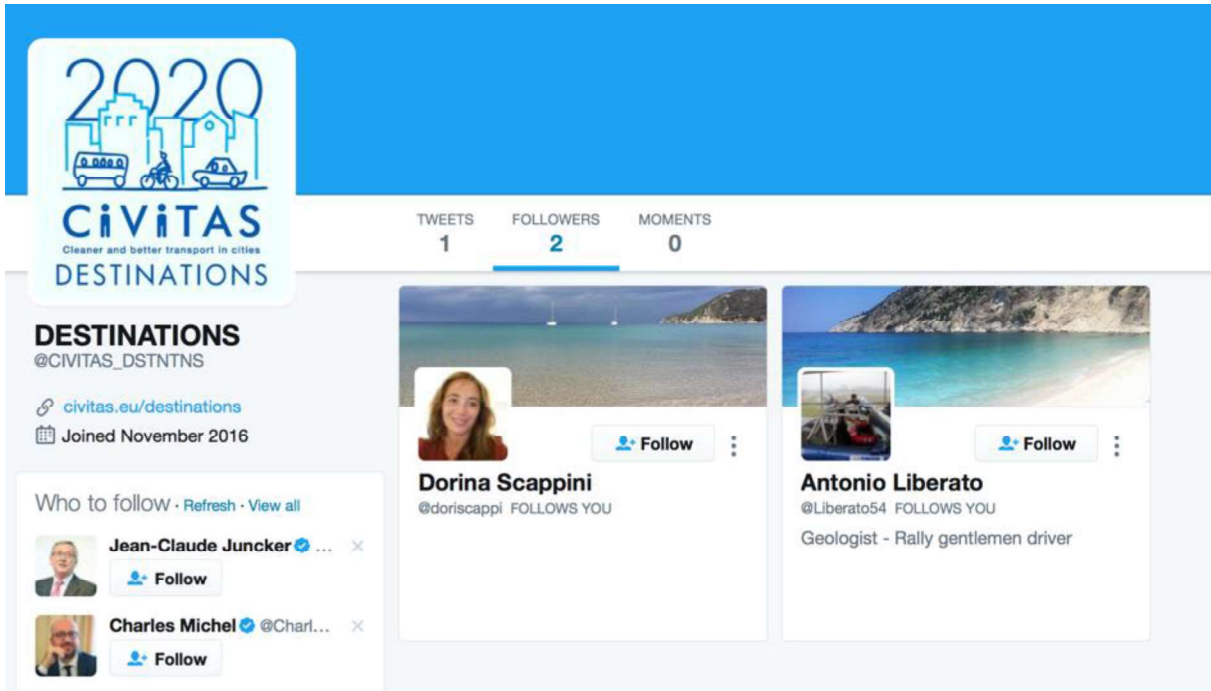
www.followerwonk.com

www.topsy.com

www.tweetarchivist.com.

3. Twitter

A twitter account has been established as of January 2017. All six DESTINATIONS sites have been informed that they can also tweet by using #CIVITAS_DSTNTNS. #CIVITAS_DSTNTNS and include in each tweet reference to @CIVITAS_EU then it will be picked up by the main CIVITAS_EU channel that may choose to re-tweet.






@CIVITAS_DSTNTNS



 CIVITAS Initiative Retweeted



SAGULPA @SAGULPASA · Mar 13

 Inauguramos dos nuevos puntos de recarga en el parking intermodal del Rincón   como parte del proyecto @CIVITAS_EU

 Translate from Spanish



CIVITAS Initiative



CIVITAS Initiative @CIVITAS_EU · Mar 2

Madeira is a #CIVITAS_DESTINATIONS living lab - aiming to reduce pollution and improve green #mobility options
civitas.eu/destinations/m...



Madeira Islands, visitmadeira, Visit Portugal and Portugal



4. LinkedIn

Following instructions from SATELLITE Support Group, all DESTINATIONS project partners have been informed and strongly encouraged to sign up to the CIVITAS LinkedIn Urban Mobility Group: <https://www.linkedin.com/groups/4286016/profile>

5. Facebook

All 6 cities have been informed that they should make extensive use of their Facebook and ideally sent out messages, photos and project progress via their Facebook city pages. Also, we have encouraged project partners to sign up to the CIVITAS Facebook page, which can be found at: <https://www.facebook.com/Civitas-Initiative-355555381152607/>



6. Flickr

A Flickr account has been set up by SSG early in the project under the account number civitaseu@yahoo.com



7. The role of SATELLITE Support Action in Social Media

CIVITAS SATELLITE is the support action of the CIVITAS initiative

The objective of the CIVITAS SATELLITE Support Action is to coordinate and facilitate knowledge exchange and capacity building under the current and upcoming CIVITAS 2020 projects.

Launched in July 2016 and lasting for 4.5 years, this Horizon2020 funded support action will help increase the visibility and evaluate as well as disseminate the results of all CIVITAS 2020 projects; it will put capacity building (e-learning, webinars) and transfer/take-up tasks (peer-to-peer exchange and networking) at the heart of the activities.

Coordinated by the Polis network, CIVITAS SATELLITE brings together Rupperecht Consult, ICLEI, the Regional Environmental Center for Central and Eastern Europe (REC), UITP and Transport & Mobility Leuven (TML).

ICLEI is the partner of SATELLITE that has the specific responsibility to provide support to the Project Dissemination Manager and his team.

8. WP11 Social Media Deliverable

Del.	Name	WP	Lead	Type	Diss. level	Del. date	Description
D11.5	Social Media accounts in Facebook & Twitter set up	11	CPM R	DEC	PU	M6	Facebook, LinkedIn and Twitter & Flickr accounts will be established and regularly monitored and updated with the view to reinforce dissemination activities.