

# SPRING

## Sustainable Practices of Integration

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### D5.7 - Social Media Coverage @M4

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## 1 LIST OF ABBREVIATIONS AND DEFINITIONS

Please complete with the abbreviations used in the document

Abbreviation	Definition
AB	Advisory Board
EU	European Union
SG	Steering Group
TBC	To be confirmed
WP	Work Package
KPI	Key Performance Indicators
CSA	Coordination & Support Action
CSO	Civil Society Organisation

## **2 INTRODUCTION**

The Social Media Coverage is a document focusing on the communication aspects of SPRING with the objective to engage in and respond to the wider public debate online through sharing knowledge and evidence provided under the project.

### 3 THE PURPOSE OF SOCIAL MEDIA COVERAGE

The creation and use of social media accounts responds more broadly to some of the objectives of WP5 “Communication and Dissemination: creating innovative knowledge exchange tools on sustainable practices of integration”. Among other things, the WP aims to promote the dissemination of evidence in the integration. This is particularly relevant for SPRING, which operates in the field of knowledge transfer and addresses stakeholders’ knowledge gaps and habits by providing ad-hoc evidence and tools co-designed with final users. Additionally, in line with the practice and guidelines developed under the H2020 programme, WP5 aims to raise awareness on the project as a whole and its different phases as well as EU funding.

Social media coverage is embedded in a wider communication, dissemination and exploitation plan (D5.5) developed by ISMU in collaboration with all SPRING partners between @M1 and @M4. More specifically, the strategy lays out three main communication objectives within the SPRING project to which the social media coverage directly contributes:

1. Build brand awareness among stakeholders and the European community. SPRING should become a recognised label with a clear identity and purpose among existing communities of practices working on migrant integration
2. Become a reference for all the practitioners working for migrant integration through policies and practices implementation, such as stakeholders working on “newly arrived migrants” - meaning those arrived within the last 5 years, including temporary and precarious migrants.
3. Feed the debate on issues connected with migrant integration process whether on a local or European scale. Efforts to be present in major international fora, conferences, meetings and other organisations that might have influence on national and European policies towards migrant integration.

Against this background, social media coverage is critical to reach out to the target population of SPRING (integration stakeholders, namely practitioners) while catering to the broader public. As per the Grant Agreement, partners were bound to create dedicated social media accounts that would allow for sharing quality content - a Twitter and a LinkedIn account. Creating tailored, quality content strategized according to the specific needs of social channels selected for being popular with practitioners should ensure meaningful content and sustainable promotional efforts. For the same logic, right after the project started partners agreed to open a Facebook account too.

The decision-making and strategic process behind the social media coverage responds to the decentralised management governance of SPRING with different bodies tasked with steering the project from different angles. The creation and implementation of a Communication Task Force is part of good practice developed by partners through past H2020 projects, particularly Coordination and Support Actions (CSA) that strongly focus on knowledge systematisation and transfer. These included the Research Social Platform on Migration and Asylum (ReSOMA), a H2020 project fostering regular exchanges among stakeholders and researchers around evidence and in reaction to salient policy topics on top or emerging into the EU agenda.

The Communication Task Force is tasked with developing and coordinating the communication, dissemination and exploitation aspects of SPRING. It gathers communication staff from partners as well as researchers responsible for key project outputs, with the objective to develop the project visual identity and – in this case – the communication and dissemination strategy. It also ensures communication coherence among partners and their respective channels while exploring innovative and effective ways to engage more actively with practitioners on social media. Finally, it allows for the

identification of relevant social media groups and relevant opportunities to starting conversations and disseminate results, thus harnessing the potential of the community of practitioners in the online sphere.

As for the individual social media, partners decided that the three accounts would serve complementary aims and sub-populations:

- The **Twitter** account “@H2020\_sprING” will raise awareness on the project and reach out to different audiences (policy makers, CSOs, academics but also the wider public).
- The **Facebook** page <https://www.facebook.com/SPRINGH2020Project> will mainly be used to promote project events and ensure live streaming.
- The **LinkedIn** page <https://www.linkedin.com/showcase/spring-sustainable-practices-of-integration> will help in reaching out to audiences and encouraging networking through SPRING. It will also serve as a link between professionals and for an easier access to the SPRING website. Ideally each expert involved in the project could use their personal LinkedIn profile to talk about the project findings.

## 4 SETTING UP THE SPRING TWITTER ACCOUNT

### 4.1 COHERENCE WITH THE VISUAL IDENTITY AND COMMUNICATION STRATEGY

As stated in the Communication, dissemination and exploitation plan (D5.5), consistent and aesthetic visual identity is a very effective way of increasing brand recognition and its message. As a result, at the beginning of the project partners developed visual components that reflect the essence of the entire SPRING project, tapping into the communication skills represented within the consortium. This included an expressive and consistent graphic identity (logo, publication covers, typefaces, colours), a catchy name, acronym or statement that reflects the message behind the project (i.e. promoting knowledge exchange based on existing evidence), a link between the logo and the process of integration, which is visually translated into the IN of the logo.

As for the social media coverage, partners developed specific visuals that should be used specifically on Twitter, LinkedIn and Facebook, e.g. cover pictures for Twitter, Facebook and LinkedIn and an icon featuring “IN” and visually linked to the word “INtegration” featured in the project claim.

Shortly after the SPRING Kick-off Meeting, a Communication Task Force meeting was convened on 20/05/2021. By that time ISMU (WP5 Leader) had held bilateral talks with YoungMinds (responsible for the development of the project coordinated image) that resulted in some draft visuals and communication proposals discussed with both the Communication Task Force and ultimately greenlighted during the 2<sup>nd</sup> Steering Group Meeting (21/05/2021).

A number of proposals were relevant for the social media coverage and, as a result, took additional time for Communication Task Force members to finetune and agree on proposals through bilateral calls with ISMU and email exchanges. Decisions included:

- Choosing hashtags for the whole project (#SpringProject #IntegrationPractices) in order to facilitate consistent dissemination of project midterm and final results across social media platforms while building and feeding the brand identity
- Choosing relevant stakeholders (individuals and organisations) to tag in social media posts
- Setting up the Twitter, LinkedIn and Facebook pages

## 4.2 FIRST OPPORTUNITY FOR SOCIAL MEDIA COVERAGE: THE SPRING LAUNCH CONFERENCE

Taking into account the project timeline and the sequence of activities, outputs, publications and deliverables produced under SPRING, partners identified the Launch Conference as a preliminary opportunity to apply social media coverage and therefore enact the Communication, dissemination and exploitation plan.

In early May partners started setting up communication related to the Launch Conference. In preparation for the 1<sup>st</sup> Communication Task Force Meeting (20/05/2021), SOLIDAR was asked to create a joint Facebook event between its account and the SPRING one while YM produced visuals for the save-the-date in line with the project coordinated image. As of 20/05, partners disseminated the save-the-date with information on the event, speakers involved and the project as a whole. More specifically, this social media action was promoted both through the SPRING social media accounts and through partners' individual accounts. This twofold approach allowed partners to create their own content making social media promotion a truly joint effort within the Consortium.

During the event, online coverage was ensured thanks to a Zoom link that was embedded on the Facebook page of SOLIDAR and SPRING with partners directly promoting the link. A series of tweets was launched from the SPRING account with quotes and statements from various speakers and main takeaways to inform the public debate around knowledge exchange and prepare the target audience for the upcoming SPRING activities, e.g. co-design and feedback sessions with practitioners.

Thanks to the social media promotion and live coverage, the Launch Conference earned 10.625k impressions on Twitter from different audiences during the live tweeting. Below some examples of thread discussions published during the live event.

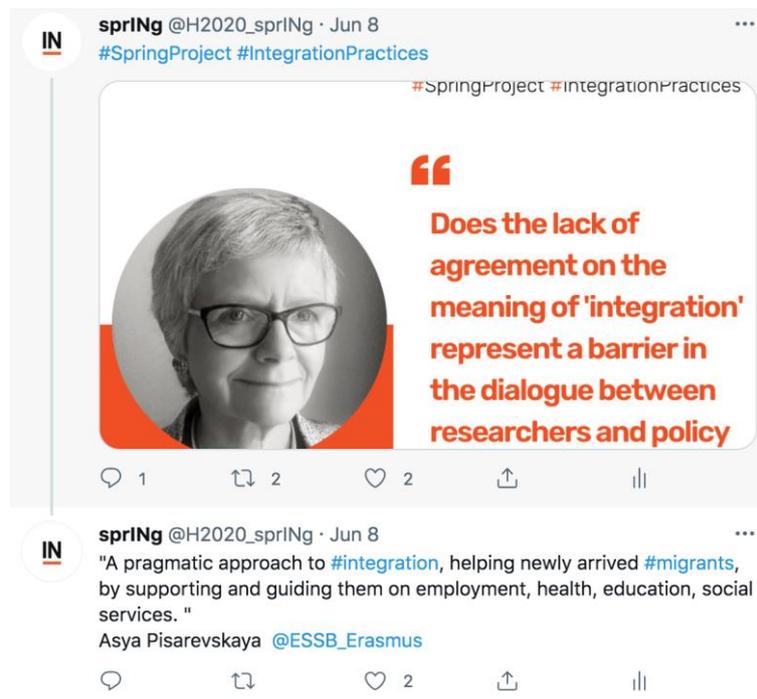


Figure 1 - Sarah Spencer moderating Session 1 “The role of knowledge exchange in advancing practices”



Figure 2 - Thread discussion on Session 1



Figure 3 - Closing remarks by Jemma Pinyol Jiménez

The day after the Lunch Conference, ICMPD organised the Technical Workshop that aimed at engaging with practitioners and other stakeholders around knowledge gaps and needs in the field of integration practices. The event kicked off the two-year participatory process where SPRING will make evidence available to and build tools for practitioners in order for them to develop and sustain integration practices that are innovative and sustainable. From a social media perspective, the event was not public and could therefore not be given visibility through the project accounts. However, after the event ICMPD produced some graphic recordings with key highlights that were disseminated on social media.

### 4.3 KEY PERFORMANCE INDICATORS (KPIs)

#### SPRING Twitter Account [https://twitter.com/H2020\\_sprING](https://twitter.com/H2020_sprING)

Since its inception in May 2021, the SPRING Twitter Account has been a key channel to promote the SPRING project, connecting with different audiences, e.g. CSOs, Policy Makers and other H2020 projects. The Twitter account give direct visibility to the SPRING launch conference and the virtual workshop.

In June 2021 the SPRING followers were 106 and the tweets earned 21.7K impressions (i.e. number of times a SPRING tweet shows up) over this 28-day period.



Figure 4 - Example of a Tweet

#### SPRING Facebook Account <https://www.facebook.com/SPRINGH2020Project>

The SPRING Facebook account has been set up to promote in particular the project's events while also allowing live streaming.

The SPRING and SOLIDAR Facebook event reached 2.405 people. The live streaming has now reached 160 views.



Figure 5 - Facebook live streaming

**SPRING LinkedIn Account** <https://www.linkedin.com/showcase/spring-sustainable-practices-of-integration>

The LinkedIn account has been opened to reach a wide network of stakeholders by connecting different expertise and knowledge.

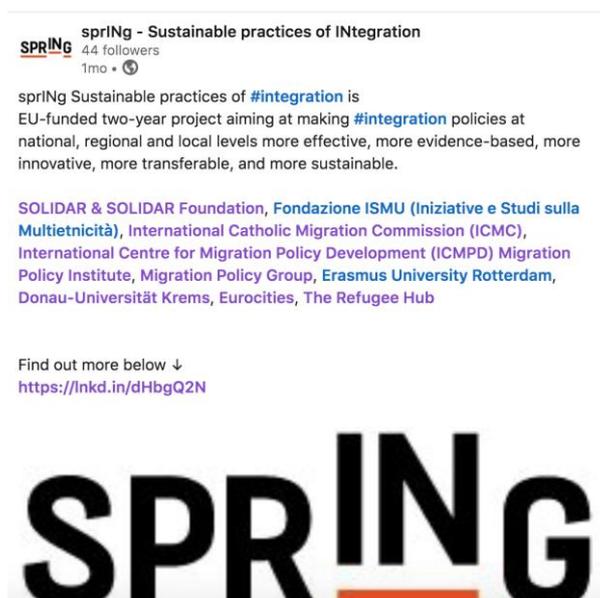


Figure 6 – Example of a LinkedIn post

## 5 CONCLUSIONS

The creation and use of SPRING social media accounts responded more broadly to some of the objectives of WP5 “Communication and Dissemination: creating innovative knowledge exchange tools on sustainable practices of integration”. The Social media coverage was developed as part of a wider communication, dissemination and exploitation plan (D5.5). The Communication Task Force was tasked with developing and coordinating the communication, dissemination and exploitation aspects of SPRING as part of a decentralised management governance of SPRING with different bodies tasked with steering the project from different angles. Partners decided that the three accounts would serve complementary aims and sub-populations (policy makers, CSOs, academics but also the wider public for Twitter; promotion of project events and ensure live streaming for Facebook; reaching out to audiences and encouraging networking through SPRING for LinkedIn).

In line with the Communication, dissemination and exploitation plan (D5.5), partners developed visual components that reflected the essence of the entire SPRING project, tapping into the communication skills represented within the consortium.

Based on the SPRING project timeline and the sequence of activities, outputs, publications and deliverables produced under SPRING, social media coverage was preliminary applied to the Launch Conference. During the event, online coverage was ensured thanks to a Zoom link and a series of tweets with quotes and statements from various speakers and main takeaways. These actions helped inform the public debate around knowledge exchange and prepare the target audience for the upcoming SPRING activities, e.g. co-design and feedback sessions with practitioners.