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FIRST REPORT ON
SOCIAL MEDIA
GROUP ACTIVITIES
AND IMPACTS

Deliverable No: 3.3

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AQUACOSM-plus

Network of Leading Ecosystem Scale
Experimental Aquatic Mesocosm Facilities
Connecting Rivers, Lakes, Estuaries and
Oceans in Europe and Beyond

PROJECT NUMBER:

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1. Abstract

Social media are important tools to engage with both academic and public audiences. Accounts on all relevant major social media platforms (Twitter, Facebook) have been created in the frame of the H2020 project AQUACOSM (ID: 731065). Due to their increased number of followers and impact, those accounts were used also for the outreach activities of AQUACOSM-plus project taking advantage of the established branding and standing in the stakeholder community.

To date, the Twitter account has 1,611 and the Facebook account has 331 followers (as of 27th July 2021). The AQUACOSM-plus YouTube channel was created in the frame of the AQUACOSM-plus project and all videos from previous webinars organised in the frame of Work Packages (WP) 3 and 6 have been uploaded along with the How-To guide on the submission of Metadata generated in the Work Package 4.

One more account on the LinkedIn platform will be created in September 2021 to further engage with the academic and industrial communities.

Social Media accounts will continue to play a significant role in the communication of AQUACOSM-plus project activities, calls and opportunities to all target audiences (academic, general public, education and industry).

2. Social Media Accounts

In order to reach as many people as possible from various disciplines, backgrounds and geographical areas, accounts in all major and relevant social media (Facebook, Twitter and YouTube) were created at the beginning of the AQUACOSM project (project number 731065) that is running with an overlap of 17 months with the follow-up project AQUACOSM-plus. Those accounts were playing a significant role in disseminating all AQUACOSM activities and opportunities to scientists, students, the general public and any other stakeholder. Since these social media accounts had already a substantial and growing number of followers/subscribers, it was decided to continue the use also for the communication of the activities of the current AQUACOSM-plus project, thereby keeping a well-established stakeholder community informed and engaged.

These social media platforms were used to post news, events and comments relevant to the project's activities. Also, most posts include links to the project's website where visitors can find more information.



2.1 Twitter

The [twitter](#) account was created in January 2017. To date (30th July 2021), it has gained 1,622 followers (Figure 1).

The Twitter account of the project has been used to announce all new calls and opportunities of the project, (such as the announcement of the first AQUACOSM-plus TA call on March 2021 that earned 5,918 impressions), for the communication of the actions (e.g. the presentations of AQUACOSM-plus activities during the 2nd International Symposium of mesocosm research in April 2021, the workshops on the Grand Challenges and the Science communication), the presentation of some of the facilities (like the video presentation of the AquaScale Lab that was produced after the Video Filming workshop organised by the project – see below – tweet on May 6 2021) as well as new job offerings (such as the position of the new EU-project administrator of the project on July 2021 that eared 2,686 impressions within 3 days). The account has also been used to announce relevant news from other projects and Research Infrastructures such as the JERICO-S3 TA calls.

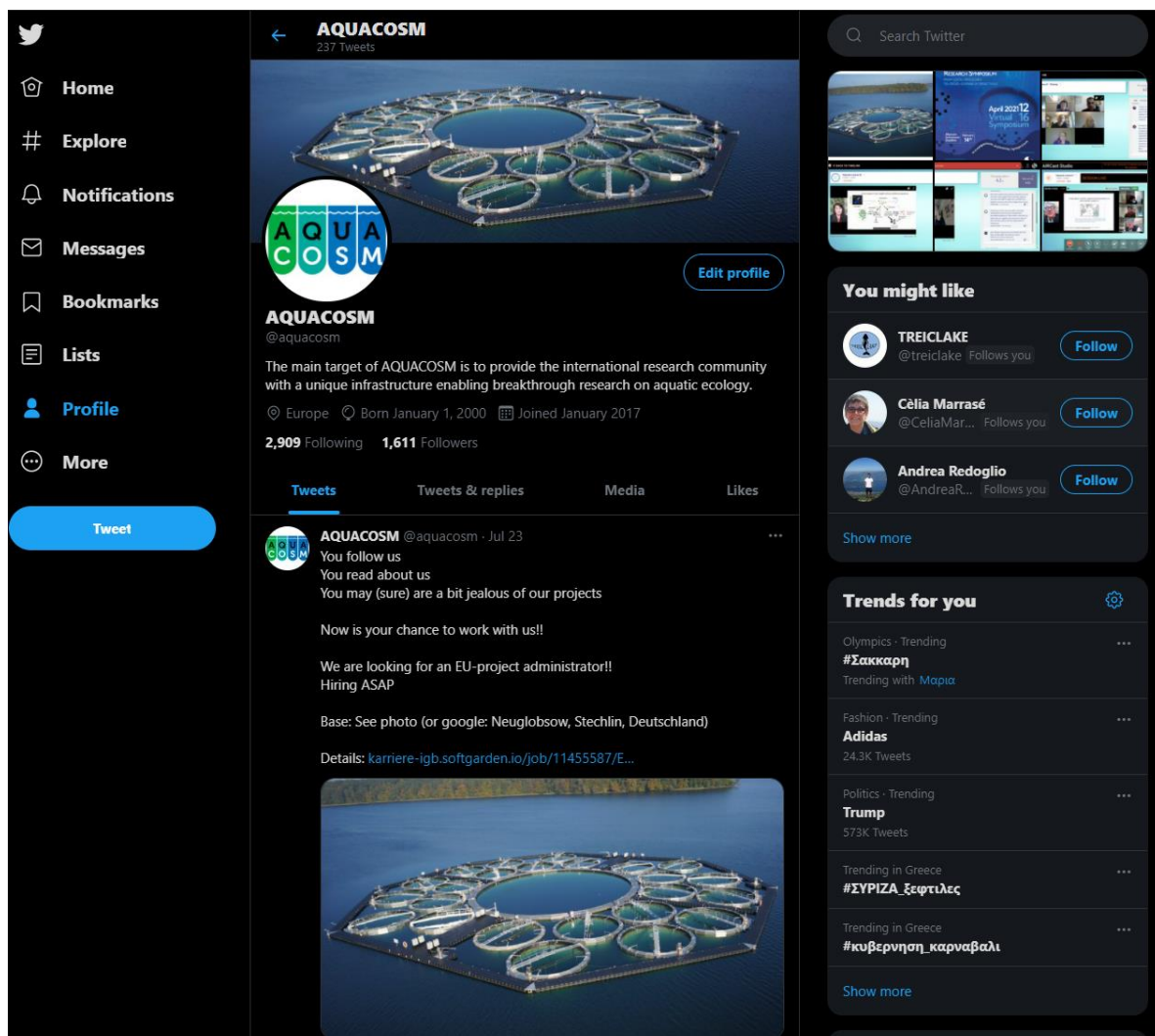


Figure 1. AQUACOSM and AQUACOSM-plus Twitter account (<https://twitter.com/aquacosm>)



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2.2 Facebook

Similar to the account on Twitter, the AQUACOSM account on [Facebook](#) was created in January 2017 at the beginning of the AQUACOSM project (Figure 2).

It has 331 followers and 304 page likes. Like the Twitter account, it has been used for the announcement of all calls, actions and opportunities of the AQUACOSM-plus project.

In addition, the Facebook messenger application has contributed to the stakeholder communication, e.g., to answer questions and receive comments regarding the TA calls and the participation on the 2nd International Symposium on aquatic mesocosm research.

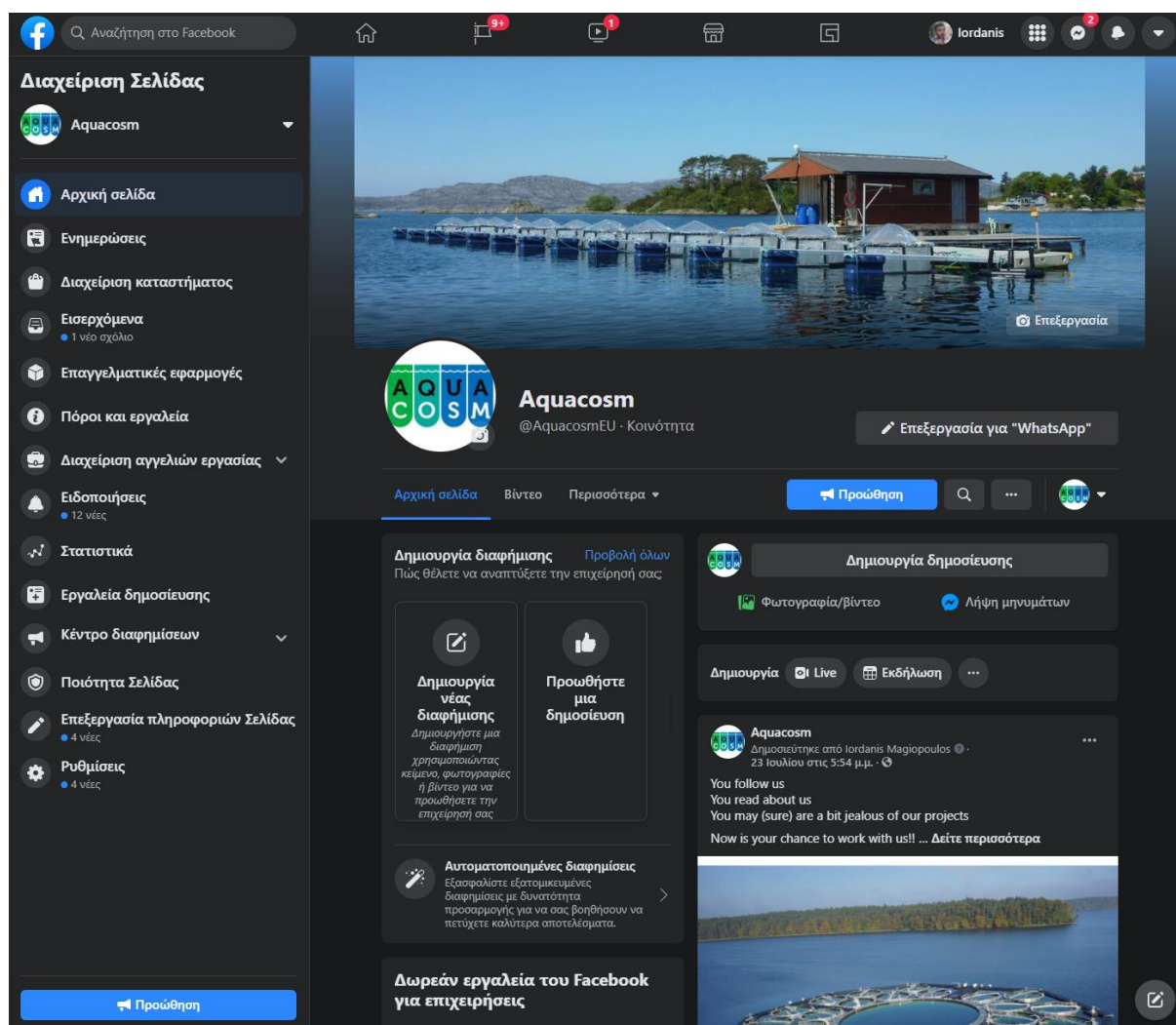


Figure 2. AQUACOSM and AQUACOSM-plus Facebook account (<https://www.facebook.com/AquacosmEU>)



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2.3 YouTube

The [AQUACOSM-plus channel](https://www.youtube.com/channel/UCUJUY-IsOKVvdR6IUdPG5sQ/featured) on the YouTube platform (<https://www.youtube.com/channel/UCUJUY-IsOKVvdR6IUdPG5sQ/featured>) was created in September 2020 mainly in the frame of the AQUACOSM-plus project (Figure 3), thereby extending the previous social media presence and providing additional formats for more comprehensive and in-depth content.

Until today (27th of July 2021), the channel has 49 subscribers, 12 videos have been uploaded and 3 playlists have been created. All videos have collected 854 views with 90% of them being from non-subscribers. Facebook and Twitter accounts were used to inform users of these platforms about all new videos that were uploaded on the channel.

2.3.1 YouTube Playlists

In the playlist **“Training”** the videos from webinars regarding AQUACOSM-plus Science Communication and also regarding Video Filming for Science Communication (part of the WP3 activities) have been uploaded and viewed in the interested community.

In the playlist **“Metadata – A How-To guide for metadata submission for AQUACOSM-plus project”** all relevant training videos generated in the frame of WP4 activities have been uploaded. With increasing numbers of activities in the Transnational Access programme and associated metadata provision by users, we also anticipate the viewer numbers of this playlist to increase further.

Finally, the playlist **“Consequences of global change on aquatic ecosystems”** contains all 4 presentations from the respective webinar organized in the frame of WP6. The great participation and interest in this webinar series during the live virtual events is also reflected in the comparably high viewer numbers of this playlist.

The extension of the AQUACOSM social media presence to the YouTube platform is also reflected on the project website. During the AQUACOSM-plus website update (D5.1), the social media icons were updated to include the AQUACOSM YouTube channel (<https://www.aquacosm.eu>). In addition to that, a list of the project’s videos with corresponding YouTube links is displayed in the [media section](#) of the website.



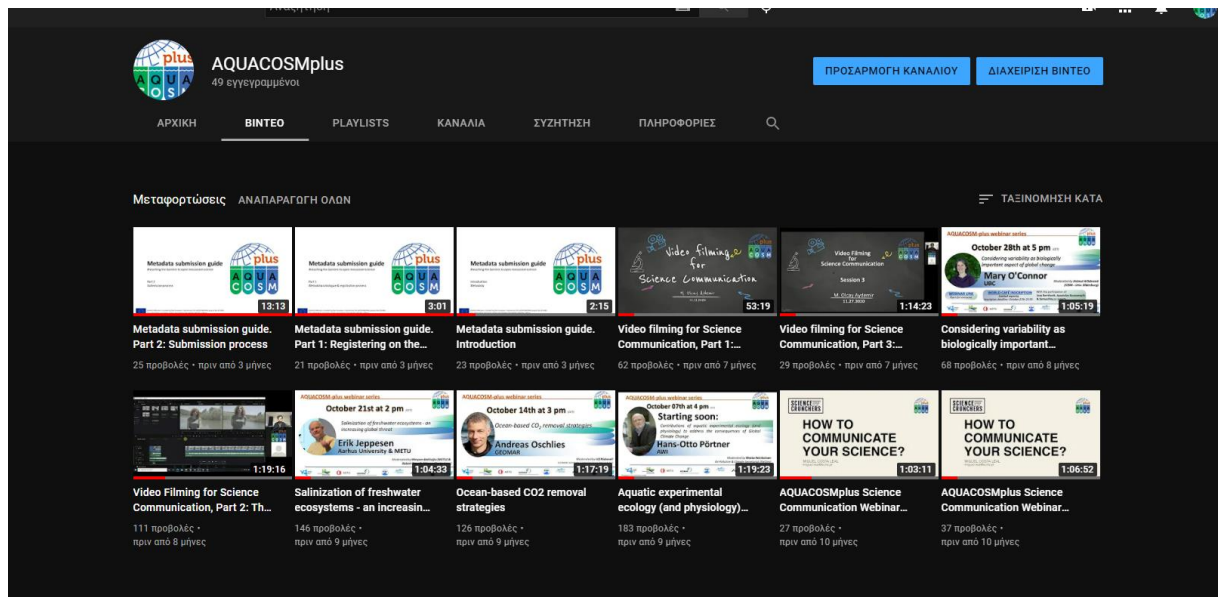


Figure 3. The AQUACOSM-plus YouTube channel (<https://www.youtube.com/channel/UCUJUY-IsOKVvdR6IUGPG5sQ/featured>)

3. Future Actions

- In September 2021 a new account will be opened on the LinkedIn platform to further engage with industrial and scientific community. Accounts on additional social media platforms may be opened if such relevant platforms become popular during the next reporting period.
- Videos from all presentations (including AQUACOSM-plus activities presentations) from the 2nd International Symposium on Aquatic Mesocosm Research will be uploaded on the AQUACOSM-plus YouTube channel – currently, we are in the process of asking consent of the presenters for uploading and editing the respective recordings.
- All existing social media accounts will continue promoting AQUACOSM-plus activities and open calls in the next period.



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4. Dissemination Activities Related to this Deliverable

AQAUCOSM-plus Social Media activities routinely use tags, handles and hashtags to engage with other projects and European Research Infrastructures (RIs). The aim is to maximise the impact of the AQAUCOSM-plus social media activities and promote cross project and cross Research Infrastructures (RIs) collaboration and cooperation.

For example, the first AQAUCOSM-plus Call for Transnational Access feature a project on the MEDIMEER infrastructure in a collaboration between the JERICO-S3 and AQAUCOSM-plus projects. This call was distributed widely through the JERICO-S3 social media channels <https://twitter.com/JERICORI/status/1362081684900970496>, achieving more than 250 views.



Figure 4: Screenshot of the JERICO-RI tweet advertising the announcement of the AQAUCOSM-plus call for Transitional Access on the MEDIMEER infrastructure.

