



SPARCS

D8.2 Social Media channels

31/10/2019

Veronika Cerna

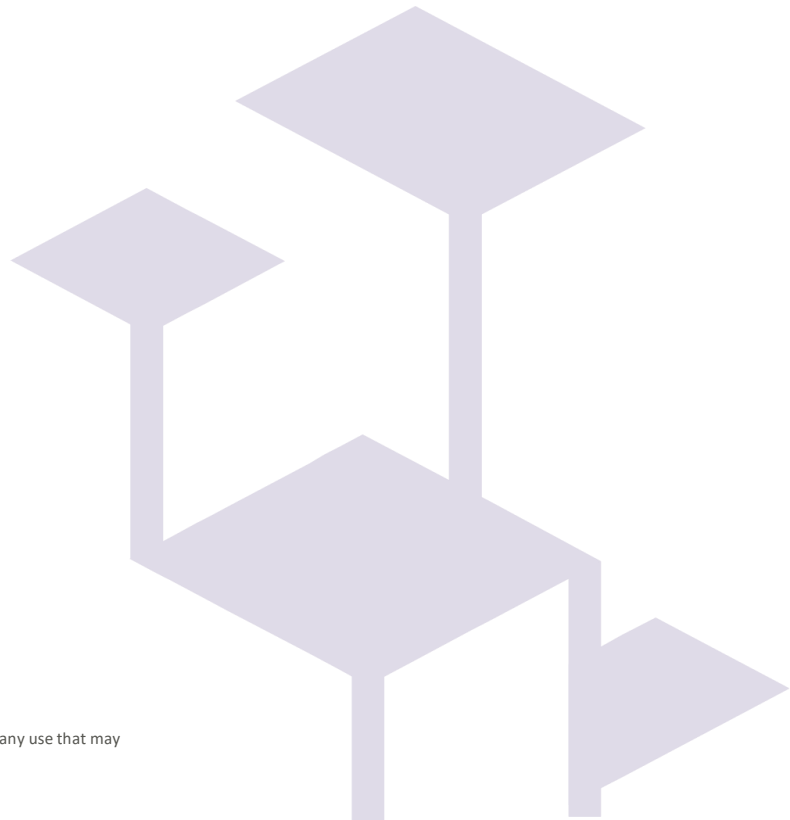
GOPA Com.

Disclaimer

The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose.

The user thereof uses the information as its sole risk and liability.

The document reflects only the author's views and the Community is not liable for any use that may be made of the information contained therein.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 864242

Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration

No & name	D8.2 Social media channels				
Status	Released	Due	M1	Date	2019-10-31
Author(s)	Veronika Cerna				
Description of the related task and the deliverable. Extract from DoA	<p>T8.3 Online and Offline Communication Tools (GOPA) M1-M60</p> <p>To maximise the impact of communication activities, presence on social media is created. Social media on EU level will focus on relationships with citizens, multipliers and journalists and help with interaction with other stakeholders and H2020 projects and initiatives, promoting the project overall, its outcomes and best practices. On city level, SPARCS will use social media to foster a dialogue about the future of the city between the citizens, researchers, city administration and SPARCS. Dialogue will be encouraged and exchange between the lighthouse and Fellow cities and foster it on topical level across other H2020 projects and initiatives.</p> <p>D8.2 Social media channels (GOPA): This is a deliverable that will showcase the initial setup (text copy and images) of the social media channels. It will show the setup in a word document (screenshots) and outline the basic strategy for the channels and basic visual identity.</p>				
Participants	GOPA				
Comments	N/A				
V	Date	Authors	Description		
0	2019-10-29	WP Leader	Deliverable checked by WP leader and released to the Coordinator and the Quality Manager for quality check and subsequent submission to the EC		
1	2019-10-31	VTT	Coordinator and the Quality Manager submit the deliverable to the EC		



About SPARCS

Sustainable energy Positive & zero cARbon Communities demonstrates and validates technically and socioeconomically viable and replicable, innovative solutions for rolling out smart, integrated positive energy systems for the transition to a citizen centred zero carbon & resource efficient economy. SPARCS facilitates the participation of buildings to the energy market enabling new services and a virtual power plant concept, creating VirtualPositiveEnergy communities as energy democratic playground (positive energy districts can exchange energy with energy entities located outside the district). Seven cities will demonstrate 100+ actions turning buildings, blocks, and districts into energy prosumers. Impacts span economic growth, improved quality of life, and environmental benefits towards the EC policy framework for climate and energy, the SET plan and UN Sustainable Development goals. SPARCS co-creation brings together citizens, companies, research organizations, city planning and decision making entities, transforming cities to carbon-free inclusive communities. Lighthouse cities Espoo (FI) and Leipzig (DE) implement large demonstrations. Fellow cities Reykjavik (IS), Maia (PT), Lviv (UA), Kifissia (EL) and Kladno (CZ) prepare replication with hands-on feasibility studies. SPARCS identifies bankable actions to accelerate market uptake, pioneers innovative, exploitable governance and business models boosting the transformation processes, joint procurement procedures and citizen engaging mechanisms in an overarching city planning instrument toward the bold City Vision 2050. SPARCS engages 30 partners from 8 EU Member States (FI, DE, PT, CY, EL, BE, CZ, IT) and 2 non-EU countries (UA, IS), representing key stakeholders within the value chain of urban challenges and smart, sustainable cities bringing together three distinct but also overlapping knowledge areas: (i) City Energy Systems, (ii) ICT and Interoperability, (iii) Business Innovation and Market Knowledge.



Partners



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 864242
 Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

Table of Contents

1. Introduction	5
1.1 Facebook	6
1.2 Twitter	7
1.3 LinkedIn Group.....	8



1. INTRODUCTION

The social media channels deployed will follow strictly the approach of “Going where the audience is” in order to be able to attract them, and partially, they will also play a dual role - in being a tool for engagement (and co-creation, especially on local levels) outside of the Platform. Therefore, we will reach out to those and provide them with the opportunity to engage with the content from the Platform outside of it.

We foresee the following division of social media and its content:

- **Own media**

We suggest creating and maintaining: **Twitter**, **LinkedIn** and **Facebook** as full channels to reach the general public, social media accounts and media outlets, whilst exploring additional channels, used as repositories: **YouTube** and **Slideshare** as tools for upload and dissemination.

In general, we foresee the following division:

- **Facebook**: to disseminate and to create a community and increase reach to
- **Twitter**: to promote, brand and establish SPARCS as the brand for innovative smart city solutions in Lighthouse and Fellow cities, increasing our online visibility and reach
- **LinkedIn**: to position SPARCS as a community of smart city experts, to discuss and influence with the key target audiences and to start collaboration within groups
- **YouTube**: to be able to continuously release smart city stories and SPARCS Showcases and Walking Tours as they become available.
- **Slideshare**: to share, disseminate and embed presentations of the projects, of the webinars and other important milestones.

- **Shared media**

Starting from scratch with the aim to build up a large community, shared media will play a crucial role in reaching the right target audiences, where they already are and attract them to the Platform. The SPARCS Consortium Partners, the stakeholders and multipliers will all be reaching out to their target audiences in a coherent and coordinated manner to increase the reach of SPARCS messaging and to create a community. Each partner profile will be identified and assigned to a target audience, so that we can target them specifically as well as provide them with the relevant content on a regular basis.

- **Paid media**

It is important to note that due to the ever changing algorithms, non-paid social media presence, while paramount, will not deliver a lot in terms of bringing the audiences to the Platform. To that end, we would suggest a supported paid campaign for some key milestones such as Knowledge Platform Launch or city-event or similar.

A detailed ‘Social Media Strategy’ will outline the peak moments (milestones, events), that will be supported when it comes to Paid media, as well as outline the editorial moments - strictly following the **editorial calendar** and **editorial document** to create coherence across all promotional content tools and channels. To that end, the first step would be to establish a full **list of all social media partner profiles** (could be a part of the **Multipliers and media list**) who would be able to disseminate and share the SPARCS content and via which social media tool.

A “Social Media Workflow”, as a part of the overall coordination will set out the principles of sharing via city and partner profiles:

- Tagging / mentions



- Sharing/resharing
- Sharing own content with always mentioning SPARCS where relevant
- Localisation and vice-versa uptake of local information to the overall SPARCS social media channels

SPARCS will investigate the use of any social media and be in compliance with the GDPRs before committing to a channel.

All three active channels: Facebook, Twitter and LinkedIn have been created and to that end also started activities as is presented below.

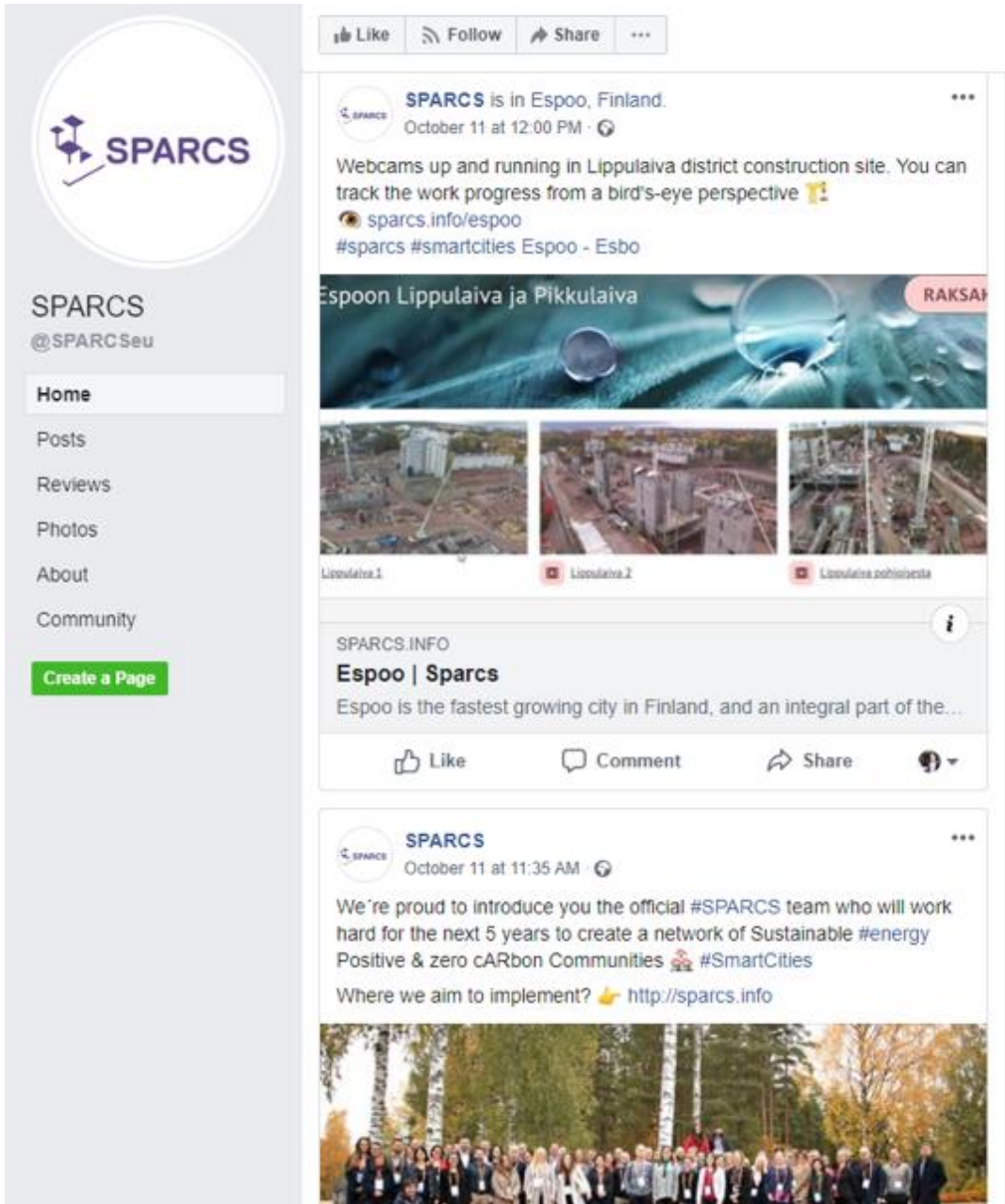
The repository channels: YouTube and Slideshare will be created as soon as we have created content to populate them (e.g. video, audiovisual material or presentations).

1.1 Facebook

Location: <https://www.facebook.com/SPARCSeu>

Alias: @SPARCSeu





1.2 Twitter

Location: <https://twitter.com/sparcseu>

Alias: @sparcseu





The screenshot shows the Twitter profile for SPARCSeu (@SPARCSeu). The profile bio states: "Sustainable energy Positive & zero cARbon Communities". It includes links to "EU" and "sparcs.info", and notes that the account was joined in October 2019. The profile picture is a circular logo with the SPARCS text and a stylized figure.

The main content area displays two tweets:

- A retweeted tweet from **Stadt Leipzig** (@StadtLeipzig) dated Oct 25. The text reads: "Netzwerk für den Fortschritt: In der finnischen Partnerstadt @EspooEsbo haben wir uns mit internationalen Projektpartnern getroffen, um digitale Lösungen zu entwickeln, wie Immobilien energieeffizienter werden können. Das Vorhaben ist Teil des EU-Projektes @SPARCSeu." The tweet includes a night-time photograph of a city skyline with a prominent illuminated tower.
- A tweet from **SPARCSeu** (@SPARCSeu) dated Oct 24. The text reads: "SPARCS has officially been launched! 🎉 For the kick-off meeting, we brought together our 31 partners with whom we agreed on the next five-year work plan 📅 What is the aim of our smart city initiative? Read on to find out 📄 sparcs.info/node/161"

On the right side of the page, there is a promotional banner for Twitter with the text: "Want to take advantage of all the new Twitter features? It's simple – just log in." Below this is a "Worldwide trends" section listing several hashtags and their tweet counts, such as #MissTrans (2,543 Tweets), #SpeakYourselfTheFinal_D3 (1,26M Tweets), #ThankYouBTS (77.1K Tweets), saad hariri (6,871 Tweets), #BTSourUniverse (135K Tweets), #LoveYourselfForever (121K Tweets), Imen Es, Joonis (74.5K Tweets), Aerith, and Advent Children.

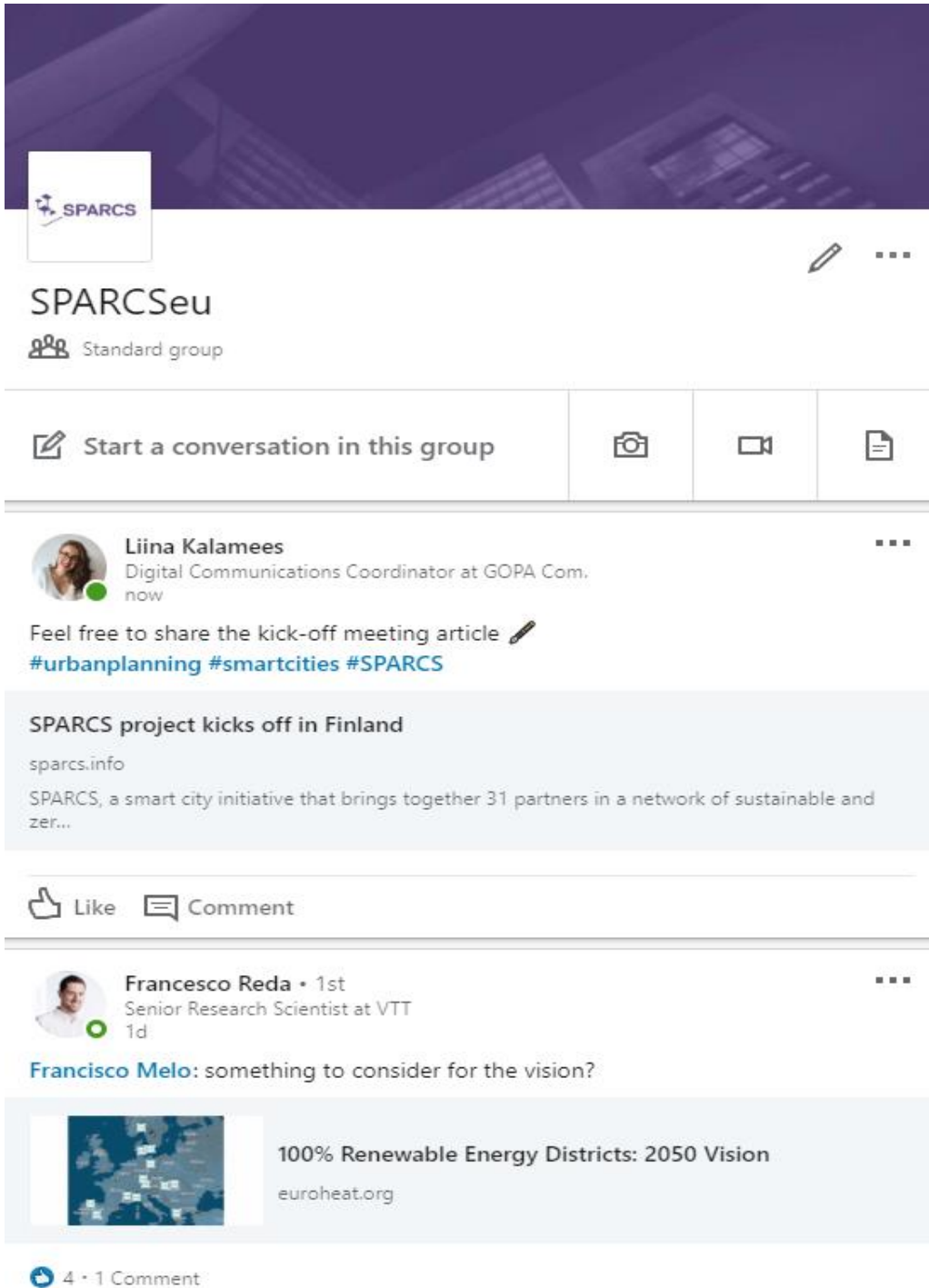
1.3 LinkedIn Group


Location: <https://www.linkedin.com/groups/8844545/>

Alias: SPARCSeu or by invitation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 864242
Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities



The screenshot shows a Facebook group page for 'SPARCSeu'. At the top, there is a purple header image with the SPARCS logo on the left. Below the header, the group name 'SPARCSeu' is displayed, followed by 'Standard group'. A navigation bar contains icons for starting a conversation, adding photos, videos, and documents. The main content area features a post by Liina Kalamees, Digital Communications Coordinator at GOPA Com., who posted 'now'. The post text reads: 'Feel free to share the kick-off meeting article  #urbanplanning #smartcities #SPARCS'. Below the text is a link to 'SPARCS project kicks off in Finland' with the URL 'sparcs.info'. The post description continues: 'SPARCS, a smart city initiative that brings together 31 partners in a network of sustainable and zer...'. Interaction options for 'Like' and 'Comment' are visible. Below this is a post by Francesco Reda, Senior Research Scientist at VTT, posted '1d'. The post text says: 'Francisco Melo: something to consider for the vision?'. The post includes a thumbnail image of a map of Europe with various locations marked, and a link to '100% Renewable Energy Districts: 2050 Vision' from 'euroheat.org'. At the bottom of the post, it shows '4 · 1 Comment'.

