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D1.5: SOCIAL MEDIA ENGAGEMENT STRATEGY



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ABSTRACT

aWISH project aims to develop and offer a cost-efficient solution to evaluate and improve the welfare of meat-producing livestock at a large scale, across Europe. This approach will be developed and evaluated in close collaboration with all actors involved, from primary producers up to policy makers and citizens.



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GLOSSARY OF ACRONYMS

Acronym / Term	Description
AW	Animal Welfare
AWI	Animal Welfare Indicators
aWISH	Animal Welfare Indicators at the Slaughterhouse
BP	Best Practices
BPGs	Best Practice Guides
CA	Consortium Agreement
CD	Communication and Dissemination
CD&E	Communication dissemination and exploitation
EIP-AGRI	agricultural European Innovation Partnership
EU	European Union
GA	Grant Agreement
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
NGOs	Non-profit Governmental Organisations
SMEs	Social Media Engagement Strategy
SoMe	Social media
WP1	Work Package 1



1. Introduction

The main objective of aWISH is to develop and offer the ability to evaluate and improve the welfare of meat-producing livestock throughout Europe via automated monitoring of animal-based welfare indicators at the slaughterhouse in order to provide feedback and suggest best practices to those responsible for the various stages of production (farmer, slaughterhouse, transporter, catching team). This approach will be developed and evaluated in close collaboration with all actors involved, from primary producers up to policy makers and citizens.

The aWISH project will build the capacity to enhance farm animal welfare at large scale level as efficiently and effectively as possible. This goal is reflected in the focus on broilers and pigs and the methodological approach. Pig and broiler animal welfare indicators are measured using automated technologies at the slaughterhouse and existing data sources. aWISH data platform is providing feedback and benchmarking visualizations for the different actors in the production chain. Integrated animal welfare assessment is based on the collected data, methodologies for aggregated animal welfare (AW) assessment at farm and developed chain and regional levels. The key concept of aWISH includes guidance on best practices, including impact assessment and the outcomes of impact assessment on socio-economic and environmental level of these best practices.

The social media strategy is included in the communication, dissemination & exploitation (CD&E) plan which is generated by Work Package 1, and its main goal will be interacting with stakeholders (from farm to fork) and guaranteeing the CD&E of project results.

The specific objective of CD&E WP1 is to create awareness and engagement of the multi-actor community, via a participative approach with all stakeholders involved, and the communication and dissemination of the project results via multiple routes, in order to maximize the impact and exploitation of the results.

In addition, the social media strategy will include objectives such as social networks, target groups, templates, event calendar and developing a content strategy.

Divided into chapters, the deliverable is organized to cover the following:

Chapter 1 – This chapter makes a short introduction to Deliverable 1.5 and explains the methodology and the reason why this work was needed for the aWISH project implementation.

Chapter 2 – The main part of this deliverable shows the CD&E plan, target groups, social media platforms, key performance indicators (KPIs) and monitoring.

Chapter 3 – This chapter summarizes conclusions after gathering and analysing everything that is necessary to show the functioning of the social media engagement strategy of the project in the best way.



2. CD&E plan

The aim of communication activities is to attract the attention of multiple audiences to the aWISH project – from people with a general interest in sustainable farming and food production to those who can benefit directly from the project, and who might therefore also want to engage with specific project activities (farmers, advisors, scientists, politicians, and the civil society) or simply follow the project and its progress.

The purpose of this social media strategy plan is to provide an overview of the planned communication activities to all project partners and to provide information on what, how, who and when for each of the activities. In addition to a plan for implementation of communication activities it also includes a plan for monitoring and updating activities as the project progresses.

CD&E plan defines the strategy, communication channels and tools and activities for dissemination that will be undertaken so the plan is adopted and easily applied by all aWISH partners. In addition to defining the strategy for CD&E, the plan includes:

- Social media strategy objectives,
- Target groups,
- Key messages and objectives for each target audience,
- Social media platforms,
- Sharing content,
- The development of monitoring tools and
- KPI evaluation

This is done in close interaction with WP leads and WP1 task leads, representatives of different stakeholder groups from the scientific community and revised throughout the project.

Generally, stakeholders in the livestock production chain have similar value proposals like sustainability, meat quality and improving AW. However, needs can be wrongly prioritized or key issues, barriers, challenges and barriers along the value chain can remain unaddressed. To ensure valid, timely and relevant identification of specific needs and towards achieving various project results, application of a multi-actor approach is perceived as a crucial element that allows co-creation with the stakeholders.



2.1 SOCIAL MEDIA STRATEGY OBJECTIVES

To contribute to the achievement of overall ambition of the CD&E activities and fulfilment of CD&E objectives, general social media objectives are:

- Create awareness for the project and its scope,
- Engage and encourage people to visit our website,
- Encourage subscription of our newsletter,
- Boost participation in aWISH events and
- Disseminate aWISH’ s results and outputs.

As the success of the aWISH project relies on effective dissemination of the projects’ activities, results and outcomes as well as ongoing communication and engagement with different actors in society throughout the duration of the project, the aWISH Social Media Strategy has the following specific objectives:

- Tailor key messages to each social media platform for the different target audiences;
- Define a social media growth hacking strategy by determining the key performance indicators;
- Reach a wide audience outside the consortium and achieve a larger community by M48 of the project. Reached audience refers to the number of people that viewed the project’s accounts or posts. Impressions refer to the number of times that the project’s posts/contents were seen. A more reached audience means that we are reaching a broad segment and more impressions usually means that our content is interesting, and that people are seeing it multiple times. Some social media networks such as Twitter only measure impressions (described in detail in CD&E plan).

The goal is to achieve the following KPIs by M48:

NETWORK	FOLLOWERS	IMPRESSIONS/CONTENT VIEWS
TWITTER	150	8000
LINKEDIN	250	15000
YOUTUBE	-	100

Table 1. Expected KPIs by M48 in the different social media networks



2.2 TARGET AUDIENCES

aWISH recognizes that the project has the potential to reach out to several target groups, which should be well understood in order to increase the opportunities of outreach. The CD activities intend not only to disseminate the outcomes of the project at multi-actor level, but also to develop awareness and engage the multi-actor community from farm to fork for sustainable, fair and AW friendly production.

The aWISH project intends to develop and offer a cost-efficient solution to evaluate and improve the welfare of meat-producing livestock at a large scale, across Europe, where the direct users of findings, results and decision support tools will be stakeholders such as suppliers, clients, policy makers, scientific community, and others.

With the social media strategy, we intend to reach the same stakeholders as described in CD&E Plan deliverable.

Overall, the aWISH project will involve a broad range of stakeholders and target audiences, all of whom will be affected by the project in different ways. It will be important to engage with these stakeholders and target audiences throughout the project to ensure that the solution is effective and meets the needs of all parties involved.

Consumers and the public can also be considered as important stakeholders and target audiences for the aWISH project. The project aims to develop a solution that improves animal welfare standards in the meat-producing industry, which is of interest to consumers who are increasingly concerned about animal welfare and ethical food production. Overall, by engaging with consumers and the public, the aWISH project can help promote transparency and accountability in the meat-producing industry, which could lead to improved animal welfare standards and more sustainable practices, but also better marketability (described in detail in CD&E plan deliverable).

In this sense, it is very important to involve the different target audiences through social media channels:

- I) Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers)
- II) Clients (Retail, Food Sector and Consumers)
- III) Scientific Community (Researchers, Higher Education, Institutions, Students)
- IV) Policy Makers
- V) Certification org., AW non-profit organization, and Citizens.



Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers)	
Interests	aWISH project's social media channels can serve as a platform for technology development, collaboration, and market opportunities for suppliers in the animal agriculture industry, including veterinarians, advisors, tech providers, and other suppliers.
Purposes	Stay informed, contribute to the development of solutions, and potentially collaborate with the project to improve animal welfare outcomes in the meat-producing industry.
Clients (Retail, Food Sector and Consumers)	
Interests	The sustainability and animal welfare aspects of the project that optimizes efficiency and resource use, reduces GHG emissions, and shows greater resilience to climate change by considering agronomic, technical, environmental, economic, institutional, infrastructure and social advantages and constraints.
Purposes	To share knowledge about aWISH issues; to raise awareness of the potential of aWISH to strengthen the resilience of European agricultural production systems and improve AW and at the same time ensure efficiency of production in terms of the use of resources such as water, nutrients, land and ecosystem services – thus creating balance and synergy between efficiency and resilience.
Scientific Community (Researchers, Higher Education, Institutions, Students)	



Interests	In the academic content generated including scientific papers, scientific presentations in seminars and conferences, papers, reports, data bases, as well as events and workshops. They may also be engaged by the results, innovation processes and associated policies, and new ideas and successes; potentially looking for links to new projects or ongoing work.
Purposes	To share and discuss results from the project within the scientific community and encourage more research and innovation to develop resilient farming systems and improve AW; to reach the academic community, to make the results available for bachelor and master students (student workshops or classes) and to offer links to those working in similar fields.
Policy Makers	
Interests	The practical outcomes of the project and experiments where the messages are clear and there is evidence to support impact pathways. Interest in ways to get involved in events or workshops. Interest in the impact of climate change on the feed supply chain and on the health and animal welfare monitoring at large scale.
Purposes	To share knowledge on the impact of increasing circularity and animal welfare issues and improvement in European agriculture on food supply by assessing changes in the feed and food flows with the rest of the world under future climatic scenarios. To share knowledge on GHG emissions mitigation through animal nutrition, breeding and housing innovations. To identify the innovations and to co-design the validation will ensure relevance and maximize the adoption of best practices.
Others (NGOS, Certification Org., and Citizens)	



Interests	aWISH project's social media channels can serve as a platform for transparency, collaboration, and education around animal welfare issues in the meat-producing industry, which can be of interest to NGOs, certification organizations, and citizens alike.
Purposes	The purpose of NGOs, certification organizations, and citizens following the social media channels of aWISH is to foster greater awareness and engagement around the issue of animal welfare in the meat-producing industry and to contribute to the development of solutions that improve animal welfare outcomes.

Table 2. Target audiences



2.3 SOCIAL MEDIA PLATFORMS

A social media engagement strategy is set up using social media platforms Twitter, LinkedIn, and YouTube (Table 2) to ensure an extensive dissemination of project results and outcomes. However, in the Grant Agreement (GA:101060818) Facebook is also mentioned. The social media strategy was discussed at the WP1 and Project Steering Group meeting since some of the partners showed their concern regarding the project's presence on social platforms. Therefore, it was decided for aWISH that Twitter, LinkedIn and YouTube will be used at the level of project communication and in English, while Facebook will be used at the national level, in local languages and shared by partners in their own channels, following the contents created in English by CONSULAI on WP1. All the project partners were informed of our decision and it was stressed to them not to share any sensitive material arising or in connection with aWISH project on social media.

A multiplicity of end-user materials (factsheets, leaflets, policy briefs, EIP-AGRI practice abstracts, scientific publications, articles in agriculture press, newsletters, and videos) will be produced, in physical and digital formats, and translated to the different languages of the consortium if relevant, enabling broad engagement.



TWITTER	
LINK	https://twitter.com/HEurope_aWISH
PURPOSE	Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links. Engage via comments, mentions, retweets, likes and direct messages.
AUDIENCE	Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers), Clients (Retail, Food Sector and Consumers), Scientific Community (Researchers, Higher Education, Institutions, Students), Policy Makers, Others (NGOS, Certification Org., and Citizens).
LINKEDIN	
LINK	https://www.linkedin.com/company/heuropeawish/?viewAsMember=true
PURPOSE	Sharing the project's development and outputs, links to other social media channels and website, events etc. Engage via comments, likes and shares.
AUDIENCE	Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers), Clients (Retail, Food Sector and Consumers), Scientific Community (Researchers, Higher Education, Institutions, Students), Policy Makers, Others (NGOS, Certification Org., and Citizens).
YOUTUBE	
LINK	https://www.youtube.com/channel/UCsJqDiyWm_OUt9cBDS4lq0A
PURPOSE	Sharing video. Engage via comments and likes/follows.
AUDIENCE	All target audiences.

Table 3. Social media platforms



2.3.1 TWITTER

A Twitter profile has been created to provide our followers with high-quality and timely content. @HEurope_aWISH (Figure 1) aims to disseminate a variety of topics of great concern to our followers, referring to the topics in relation to our thematic networks. In addition to tweets about the presentation of the main goals of the project, newsletters will be published on the Twitter page of the project aWISH. First newsletter (Figure 2) was made with the main objective of presenting the project and letting people know about it. The designers made sure that the covers used for Twitter were consistent with the colours and elements of the project. In Figure 3 you can see what the Twitter covers look like.



Figure 1. Twitter page aWISH

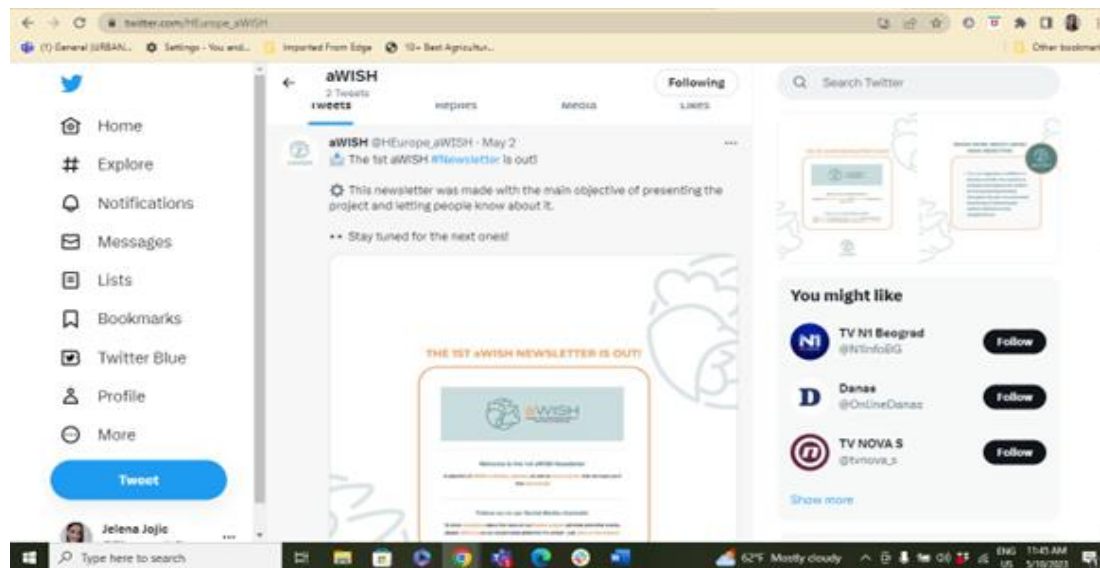


Figure 2. First newsletter on twitter page





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Figure 3. Twitter cover

2.3.2 LINKEDIN

On the LinkedIn platform a page dedicated to the aWISH project will be set up to reach more target audiences. In Figure 4 you can see how the linkedin page of the aWISH project looks. Target groups and those interested can join us on this journey to make a positive impact on animal welfare.



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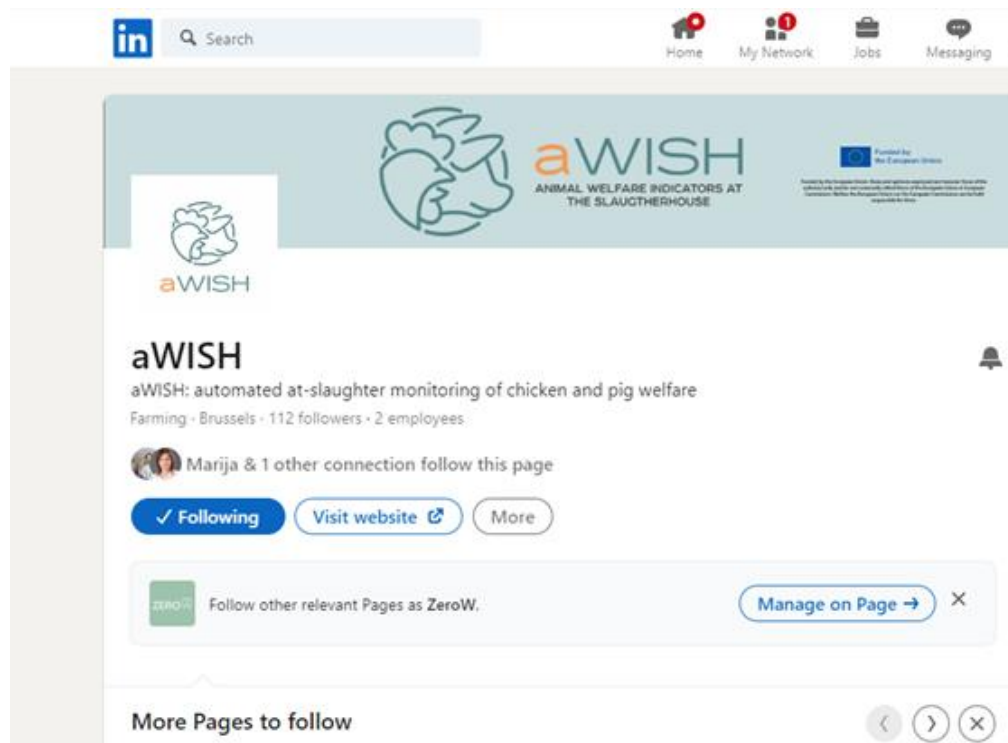


Figure 4. LinkedIn page of the aWISH project



2.3.3 YOUTUBE

Promotion of the project via the YouTube channel has not yet started but is planned as part of social media networking. All topics related to the aWISH project will be posted on the YouTube channel to promote the activities of the project in this way. Figure 5 shows the cover image for the YouTube channel.



Figure 5. YouTube cover image



2.3.4 CONTENT STRATEGY

CONSULAI will be responsible for creating content for social media channels. An online platform called “Buffer” will be used to manage content and schedule posts. The content strategy is described in detail in CD&E plan deliverable.

At the aWISH project, we embrace a collaborative approach to content creation, with a process that involves following tasks:

- Send an email to all partners asking if they have any content to share,
- Make sure the content is not repeated,
- Be proactive in preparing content for each of the four media platforms including images and text, in line with the content guidelines,
- Examples of good contents include: sharing our activities (field visits, workshops, etc.), events and successes; sharing activities and good practices related to the project scope; disseminate results of each task/WP.
- For the aWISH YouTube channel, all the videos produced by the partners (including music, photos or/and video credits) must be sent by email to CONSULAI (dlopes@consulai.com or afale@consulai.com). CONSULAI will be responsible for editing and publishing the videos, aligned with the project identity.

The Buffer platform will be run by CONSULAI, which will be responsible for creating, scheduling and publishing posts as well as managing the community across different aWISH accounts. The community management includes posting content at scheduled time, and different tasks for each of the media platforms such as:

On Twitter:

- Check the homepage (and partners pages) for interesting tweets to potentially retweet if they relate to the project itself.
- Check for direct messages and respond if possible.
- Reply to comments on tweets.
- Respond to @s or mentions.
- Check who has followed us and follow them if appropriate.
- Only after some content has been created and there is a pinned tweet with links to the website actively follow people who fall into the project stakeholder group.



On LinkedIn:

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.
- Check who has followed or liked us and follow them if appropriate.
- Potentially find new people/ groups to follow/ like.

On YouTube:

- Reply to comments.

On Facebook:

- It will be used at national level by the partners.

LANGUAGE: The main language will be English. If we are sharing content related to a specific event/workshop that was i.e. in Portugal, we will kindly suggest to Portuguese partners to repost it on their channels in national language, to be more friendly for the participants to engage and share. This will be replicable in other countries' events.

To follow the content strategy, in the table below you can see the stages of target groups Engagement Process in a Virtual Brand Community (Consumer Engagement Process in a Virtual Brand Community" Model (Brodie et al., 2011)) based on a same model. The objective of this model is to transform the targeted stakeholders into an engaged community with the project and between themselves:

Stage	Descriptions	Target groups	Actions
Learning	One way communication – project to stakeholders, where the individual knows what the project is about.	Suppliers, Clients, Scientific Community. Policy Makers. AW non-profit organization, consumers, and citizens	Present the aWISH general communication and infographics, publish contents about what has been done in the project so far, follow relevant institutions, like publications that use #aWISH or others related with the project.
Sharing	Targeted stakeholders share their knowledge within the project's theme – stakeholders to project.	Suppliers, Clients, Scientific Community. Policy Makers. AW non-profit organization	Informal talks with each target group to share their knowledge about their



			organization and to promote their participation.
Co-Developing	Communication in which we develop contents with the intervention of a recently formed community.	Clients, Scientific community, Policy makers, consumers	Feed community with their content, share scientific papers, interviews with consumers.
Socializing	Communication where we promote the socialization within the community - stakeholder to stakeholder.	Consumers, policy makers, suppliers	Questions to suppliers and consumers launched from specific stakeholders, aWISH strategies by the perspective of policy makers.
Advocating	Communication where the members of the community represent and defend the project - The objective is to be the stakeholders themselves to report advantages of the project.	Suppliers, Clients, AW non-profit organization, consumers, and scientific community	Events success dissemination of suppliers, success stories of consumers, sharing the project results by scientific community.

Table 4. Social media strategy stages



2.3.5 SHARING CONTENT

Any member of the aWISH consortium can share information to be posted on project's social media channels. If they have information about events, papers/articles or other materials that can be included in the content calendar, they should email CONSULAI (dlopes@consulai.com or afale@consulai.com). Any member of the aWISH consortium can share any of the project's social media posts within their own communities. Tag @aWISH and use project hashtag #aWISH.

All partners should be aware that the specific content of the project could be sensitive, and there will be no production of content that may be shocking, or that may cause some kind of sensitivity or embarrassment to those who view it, always considering the sensitive nature of the project's theme.

2.3.6 EVENTS AND CALENDAR

There will be an event calendar that will be populated with the key aWISH events. This will be available on the project consortium Teams workspace. These events should be reported on social media platforms using event hashtags and pictures in real time.

Other events that partners and individuals are attending and presenting aWISH information or workshops/events that are part of the research process should be included in the event calendar and reported on social media. These can be both via the direct posts from the aWISH account and through each individual tagging @aWISH and using appropriate hashtags (described in detail in CD&E plan).



2.4 KEY PERFORMANCE INDICATORS (KPIs) AND MONITORING OF THE SOME STRATEGY

The CD&E plan defines in detail the strategy, communications tools and channels and allows to boost the project impact and its implementation through KPIs. Table 2 shows social media communication strategies, tools and channels KPIs and important outputs of the project.

As social media is a valuable tool for connecting and building strong relationships with the project's target audience, defining KPIs is extremely important to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience, with the right key messages.

The main performance metrics (indicators) to monitor are:

- Project mentions
- Number of followers/subscribers
- Reached audience – post reach percentage (Post views/total followers X 100)
- Engagement rate (per page/social media network)
- Number of impressions

The above-mentioned key performance indicators were chosen for the following reasons:

- Project mentions – tags or mentions indicate that people are having conversations about the project, and as the entire point of social media is to build a relationship with the target audience is a very important indicator to monitor
- Number of followers/subscribers – this metric is important to evaluate the growth of the projects' social media community
- Reached audience – although this indicator is just an estimate, it allows the project partners to understand how far the projects' message is travelling and consequently will help to re-adjust the strategy (post contents, hours of publication, frequency of posting, etc.)
- Engagement rate – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extent of the reached audience, but also on how much engagement it is able to generate. Usually the community engage with the profiles on social media when the content is relevant, interesting and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy
- Number of impressions – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages, it is important to understand the growth opportunity that the social media page has. Usually a higher number is better.

These metrics are registered every month and monitored every three months (It is shown in the tables in the Annex 1 of the document) to evaluate the progress and effectiveness of the social media strategy. For evaluation of progress and effectiveness we will also compare it with other projects that we are involved in (described in detail in CD&E plan).



Network	Followers	Post/ Week	Videos	Hashtags/ post	Type of language	Use of multimedia	Account creation date
Twitter	-	1	-	-	Informal	Most times	April 2023.
LinkedIn	-	1	-	-	Formal	Most times	April 2023.
YouTube	-	-	-	-	Informal	Most times	April 2023.

Table 5. aWISH's Baseline and targets

It was planned to have 4 social media channels (Facebook, Twitter, LinkedIn and YouTube) but due to some discussion on content sensitivity, it was considered that the social media channel Facebook, will be used and disseminated nationally by partners who have Facebook. The official launch of the social media channels was thus delayed, to April 2023, waiting for the first metrics to be collected in April/May 2023.



2.4.1 KEY MESSAGES/TARGET AUDIENCE

SUPLIERS (VETERINARIANS, ADVISORS, TECH PROVIDERS AND OTHER SUPPLIERS)

KEY MESSAGES	<p>By providing high-quality products, services, and advice, suppliers can help farmers and other stakeholders improve animal welfare practices and outcomes.</p> <p>Suppliers can help by providing innovative solutions and tools that enable automated monitoring and data collection at various stages of the production process, including on-farm, during transport, and at the slaughterhouse.</p> <p>Suppliers can help to improve animal welfare standards and ensure the sustainability of the industry for years to come.</p>
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CLIENTS (RETAIL, FOOD SECTOR AND CONSUMERS)

KEY MESSAGES	<p>Awareness of animal products' stakes regarding animal welfare, sustainability and climate change.</p> <p>Awareness of livestock breeding stakes regarding animal welfare, sustainability, and climate change; and on scientific advances supporting pathways for improving animal welfare, reducing animal products carbon print, and enhancing resilience and sustainability.</p>
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POLICY MAKERS

KEY MESSAGES	<p>Responsibility to protect animal welfare and ensure that livestock are treated with dignity and respect throughout their lives.</p> <p>Policy makers should consider supporting collaboration between stakeholders to achieve shared goals related to animal welfare.</p> <p>Improving animal welfare can have economic benefits, such as increased efficiency, reduced waste, and improved product quality.</p>
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OTHERS (NGOS, CERTIFICATION ORG., AND CITIZENS)



KEY MESSAGES	Certification organizations, and citizens should emphasize the shared responsibility for promoting high animal welfare standards, the importance of the aWISH project, the need for collaboration between stakeholders, the increasing consumer demand for high animal welfare standards, and the importance of education and awareness.
SCIENTIFIC COMMUNITY (RESEARCHERS, HIGHER EDUCATION, INSTITUTIONS, STUDENTS)	
KEY MESSAGES	Scientific community should emphasize the importance of animal welfare, the innovative nature of the aWISH project, the need for collaboration between stakeholders, the importance of education and awareness, and the impact and relevance of their research in relation to animal welfare.

Table 6. aWISH Key messages



3. Conclusion

The aWISH project places high importance on protecting the Intellectual Property Rights (IPR) of participating SMEs, scientists, and companies to guarantee that all participants can operate in an environment that encourages innovation. This deliverable was designed to create and establish a social media strategy of the project. In this document, the internal and the external strategies were defined and explained in detail, as well as the methodology and the reason why this work was needed for the aWISH project implementation, social media and content strategy and social media platforms. For the strategy to be understood, information about the target groups, the channels and tools were neatly exposed. Later, KPIs were presented and are intended to monitor the implementation of the plan. The purpose of this plan is to provide an overview of the planned communication activities to all project partners and to provide information on what, how, who and when for each of the activities. In addition to a plan for implementation of communication activities it also includes a plan for monitoring and updating activities as the project progresses.

