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## M2: SOCIAL MEDIA CHANNELS OPERATIONAL



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



## 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. 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.





<b>Suppliers (Veterinarians, Advisors, Tech Providers and Other Suppliers)</b>	
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.
<b>Clients (Retail, Food Sector and Consumers)</b>	
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.
<b>Scientific Community (Researchers, Higher Education, Institutions, Students)</b>	



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.
<b>Policy Makers</b>	
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.
<b>Others (NGOS, Certification Org., and Citizens)</b>	



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*



### 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.



<b>TWITTER</b>	
LINK	<a href="https://twitter.com/HEurope_aWISH">https://twitter.com/HEurope_aWISH</a>
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).
<b>LINKEDIN</b>	
LINK	<a href="https://www.linkedin.com/company/heuropeawish/?viewAsMember=true">https://www.linkedin.com/company/heuropeawish/?viewAsMember=true</a>
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).
<b>YOUTUBE</b>	
LINK	<a href="https://www.youtube.com/channel/UCsJqDiyWm_OUt9cBDS4lq0A">https://www.youtube.com/channel/UCsJqDiyWm_OUt9cBDS4lq0A</a>
PURPOSE	Sharing video. Engage via comments and likes/follows.
AUDIENCE	All target audiences.

*Table 3. Social media platforms*



### 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

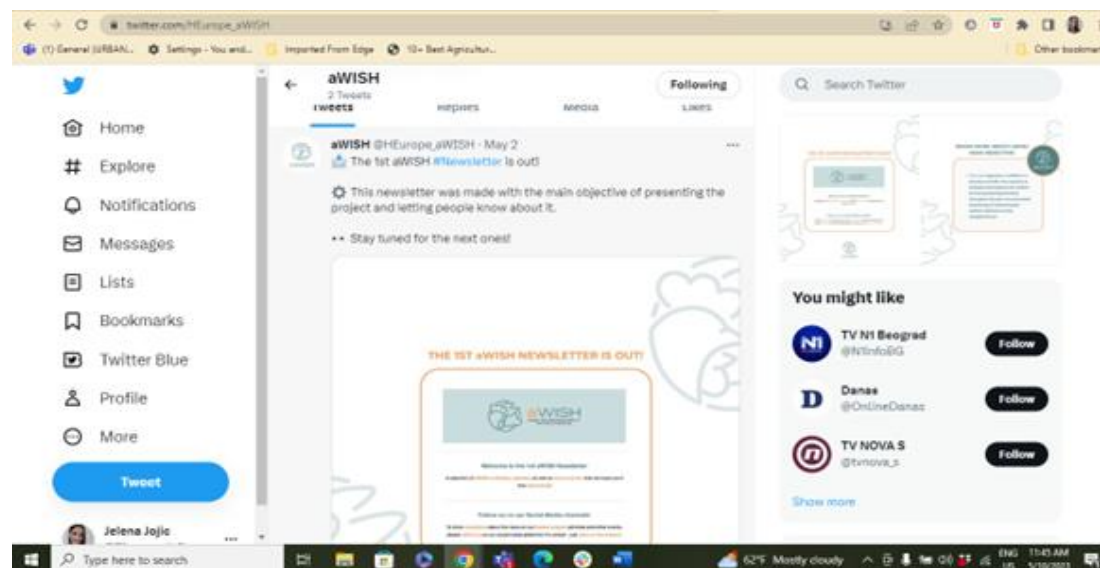


Figure 2. First newsletter on twitter page





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Figure 3. Twitter cover

### 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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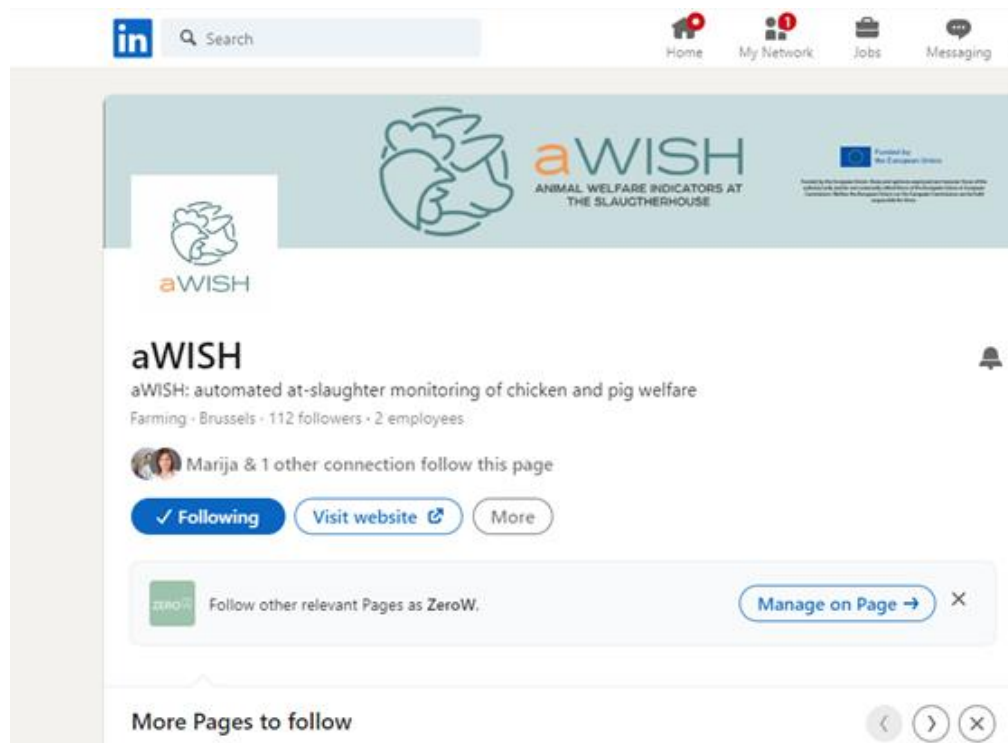


Figure 4. LinkedIn page of the aWISH project



### 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*



### 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](mailto:dlopes@consulai.com) or [afale@consulai.com](mailto: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
<b>Learning</b>	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.
<b>Sharing</b>	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.
<b>Co-Developing</b>	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.
<b>Socializing</b>	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.
<b>Advocating</b>	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



### 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](mailto:dlopes@consulai.com) or [afale@consulai.com](mailto: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.

### 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).