

## D7.7 Fan page on Facebook, Instagram and YouTube video channel

Type: Websites, patents filling, etc.

*(Public)*

**Project Acronym: EDU-ARCTIC**

**Project Title:**

“Edu-Arctic – Innovative educational program attracting young people to natural sciences and polar research”

**NUMBER — 710240 — EDU-ARCTIC**

### Document information summary

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<b>Leader Partner:</b>	FINI
<b>Main Author(s):</b>	Barbara Biskopsto Hansen
<b>Reviewed by:</b>	Agata Goździk, Anna Wielgopolan, Joseph Cheek
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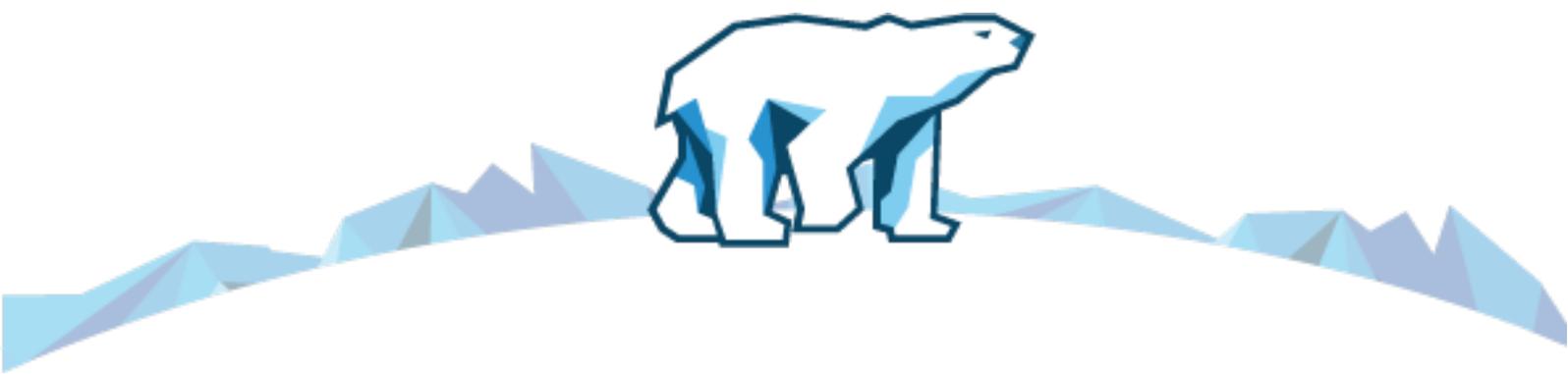


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## Executive summary

The current report pertains to the Deliverable D7.7 *Fan page on Facebook, Instagram and YouTube video channel*. The document contains description of five social media channels created for the EDU-ARCTIC project on **Facebook, Twitter, Instagram, LinkedIn and YouTube**. A general description of each medium has been provided. The report also contains detailed information on EDU-ARCTIC channels: link, responsible beneficiary, description of content, date of launching, number of followers.

This report describes the work being conducted under Task 7.4 *Social media*, within WP7. *Dissemination and promotion of the EDU-ARCTIC Program*. The strategy of using social media was described in the deliverable D7.1 *Dissemination strategy and plan*, delivered in month 6.

### 1. Objectives of using social media for EDU-ARCTIC

Social media are used by the EDU-ARCTIC Consortium to generate project audiences in order to increase awareness of the EDU-ARCTIC project and its tools, as well as awareness about Arctic research, STEM education, gender gap in science etc. The types of social media targeted include Facebook, Twitter, LinkedIn, Instagram and YouTube channel. Those communication channels are characterized by tremendous popularity, especially among youths, in order to reach them directly where they are most active. With regular activity (several posts a week) we aim at getting many "likes" and "followers" on all of the channels, and consequently we broaden our dissemination platform so that when the EDU-ARCTIC project has something to announce, it will be seen by a large audience. What is more, social media is very effective through community-based input, interaction, content-sharing and collaboration, so information is widely distributed by other users.

Distributing materials via those channels is cost free – except if we decide to do paid “boosted” campaigns on Facebook and Twitter. Our social media pages cooperate closely with the web site EDU-ARCTIC and other promotion and communication tools of the project.

### 2. Description of social media channels created for EDU-ARCTIC

#### 2.1 Facebook

<https://www.facebook.com/eduarctic>

**General Information:** Facebook is online public free social networking site, where it is easy to connect to many people from all over the world at the same time. Today there are more than 1 billion users worldwide. Mark Zuckerberg created Facebook back in 2004. Users must be 13+ years old to set up an account.



**Responsible beneficiary:** FINI

**Input from other beneficiaries:** contribution with content to be published

**EDU-ARCTIC content:** Both information on the EDU-ARCTIC project and news, happenings regarding the project and post regarding STEM, education, research, climate-change and other subjects related to Arctic. We use the Facebook platform to distribute materials and information about the EDU-ARCTIC project, including pictures, text and videos.

**Target-group:** Pupils and teachers of secondary schools as well as other interested user.

**Date of launching of EDU-ARCTIC channel:** 24<sup>th</sup> October 2016

**Number of posts since launch:** 60 (ca. 6 per week)

**Number of followers** (as on 28<sup>th</sup> December 2016): 287

## 2.2 Twitter

<https://twitter.com/eduarctic>

**General Information:** Twitter is a social networking and microblogging service, enabling registered users to read and post short messages, so-called tweets. Twitter messages are limited to 140 characters and users are also able to upload photos or short videos. Tweets are posted to a publicly available profile or can be sent as direct messages to other users. Twitter is one of the most popular social networks worldwide. Twitter was created in March 2006 and has now more than 317 million users (as of September 2016). Twitter is very popular both among young and older users. It is a fast and easy way to get information out to a lot of users.

**Responsible beneficiary:** FINI

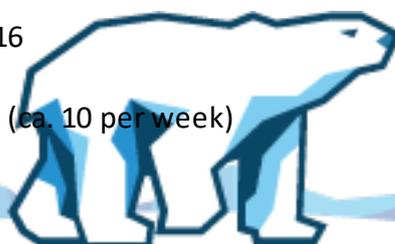
**Input from other beneficiaries:** contribution with content to be published

**Content:** Subject concerning Arctic issues, STEM, Arctic Research, Education, gender issues in education and research, Polar and arctic news, Fun and interesting facts for our target-group and other arctic-related issues and facts.

**Target-group:** Pupils and teachers of secondary schools

**Date of launching:** 25<sup>th</sup> October 2016

**Number of posts since launch:** 100 (ca. 10 per week)



**Number of followers** (as on 28<sup>th</sup> December 2016): 58

### 2.3 Instagram

<https://www.instagram.com/eduarctic/>

**General information:** Instagram is a mobile social network that allows users to edit and share photos as well as videos. In June 2016, there were approximately more than 500 million active users. Instagram is most popular with teens and young Millennials (41 percent of users are 24 years of age or younger).

**Responsible beneficiary:** FINI

**Input from other beneficiaries:** contribution with content to be published

**Content:** Information on the EDU-ARCTIC project and news, happenings regarding the project. Additionally, news concerning Arctic issues, STEM, Arctic Research, Education, gender issues in education and research, Polar and Arctic news, Fun and interesting facts for our target-group and other Arctic-related issues and facts.

**Target-group:** Pupils and teachers of secondary schools

**Date of launching:** 25<sup>th</sup> October 2016

**Number of posts since launch:** 27 (ca. 3 per week)

**Number of followers** (as on 28<sup>th</sup> November 2016): 24

### 2.4 LinkedIn

[https://www.linkedin.com/company/15225245?trk=vsrp\\_companies\\_res\\_name&trkInfo=VSRPsearchId%3A104723081478863658825%2CVSRPtargetId%3A15225245%2CVSRPcmpt%3Aprimary](https://www.linkedin.com/company/15225245?trk=vsrp_companies_res_name&trkInfo=VSRPsearchId%3A104723081478863658825%2CVSRPtargetId%3A15225245%2CVSRPcmpt%3Aprimary)

**General Information:** LinkedIn is a business and employment-oriented social networking service that operates via websites. Founded on December 14, 2002, and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

**Responsible beneficiary:** FINI

**Input from other beneficiaries:** contribution with content to be published



**Content:** The main target groups on LinkedIn are individuals and , networking-groups dealing with Arctic issues, polar research and STEM education. The aim is to join different networking groups on LinkedIn focused on the aforementioned, to network with teachers of secondary schools and others, to raise awareness of the EDU-ARCTIC project. Contact between EDU-ARCTIC and teachers about the project and what is happening.

**Target-group:** Teachers and people dealing with Arctic issues, polar research and STEM education.

**Date of launching:** 25<sup>th</sup> November 2016

**Number of posts since launch:** 3

**Followers** (as on 25<sup>th</sup> November 2016): 5

## 2.5 Youtube

<https://www.youtube.com/channel/UCAXMalFigsqOYQjfbAc0BA>

**General Information:** YouTube is an online public communications site. The site allows for registered users to upload and make available to the public their videos for viewing. Anyone who goes to the site can view the videos that are posted on this site. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. YouTube has over a billion users — almost one-third of all people on the Internet — and everyday people watch hundreds of millions of hours of clips on YouTube . YouTube has launched local versions of the platform in more than 88 countries and can be navigated in a total of 76 different languages (covering 95% of the Internet population). More than half of YouTube views come from mobile devices. It is now the most popular site among all teens. According to report '2013 TRU Youth Monitor', fifty percent of teens surveyed cited YouTube as their favourite social medium. It is also very popular amongst teachers due to dedicated channels with teaching materials.

**Responsible beneficiary:** IGF PAS

**Input from other beneficiaries:** contribution with content to be published

**Content:** T The EDU-ARCTIC YouTube channel is a repository of all video materials developed during the project, including promotional video in all languages (English, Polish, French, German, Danish, Norwegian, Swedish), short videos from conferences and workshops, etc. All recordings from webinars (about 300 VIDEOS 30 minutes to 1 hour long) will be also placed there to increase the availability of lessons and to share them with those, who were not able to participate live. This will constitute some very rich and searchable content. Moreover, the channel will be available to all videos and other audiovisual materials



developed by Consortium partners or acquired by them, provided that they own copyright or applicable license.

**Target-group:** Pupils and teachers of secondary schools, educators, policy makers

**Date of launching:** 4<sup>th</sup> October 2016

**Number of videos published:** 8

**Views:** 1154

**Subscribers:** 8

### 3. Final remarks

In the description of the Task 7.4 *Social media* in the Annex No. 1 to the REA/EC Grant Agreement four channels were mentioned: Facebook, Instagram, YouTube and LinkedIn. The Consortium decided to widen the number of social channels, by adding Twitter. The decision was made regarding the information from Scientix2 Project Manager, that Twitter was the most effective means of reaching out to STEM teachers in Europe.

All the channels will be gradually supplemented. The Consortium will be active in promoting the channels both through their institutional and personal contacts.

