

D6.4 Report on Social Media Pages



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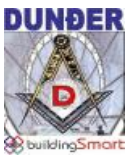
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Abstract	This document reports on the social media pages and activities dedicated to the communication and dissemination strategy as planned for the SMART4nZEB project.
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History of Changes

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2.0	Horia Petran	28 May 2020	Editing and suggested additions
3.0	Ciprian Nanu	28 May 2020	Additional comments inserted
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1. Executive summary

Even from the project proposal stage, all the consortium members in the SMART4nZEB project consider important to have a strong presence in social media channels, as these ones represents a good communication and dissemination fashionable trend in all countries of the project area (Romania, Slovenia, Poland, Serbia).

We aim to enhancing the project reach-out to specific target audiences and citizens too and ensure an active interaction with them along the project period implementation.

To ensure maximum usability and exploitation to the most possible project, partners already developed their owned networks in social media in case they do not have at the beginning of the project. Most of the project partners have been using social media regularly and successfully to communicate and interact with their customers and other stakeholders (mostly the cluster members and their networks of business).

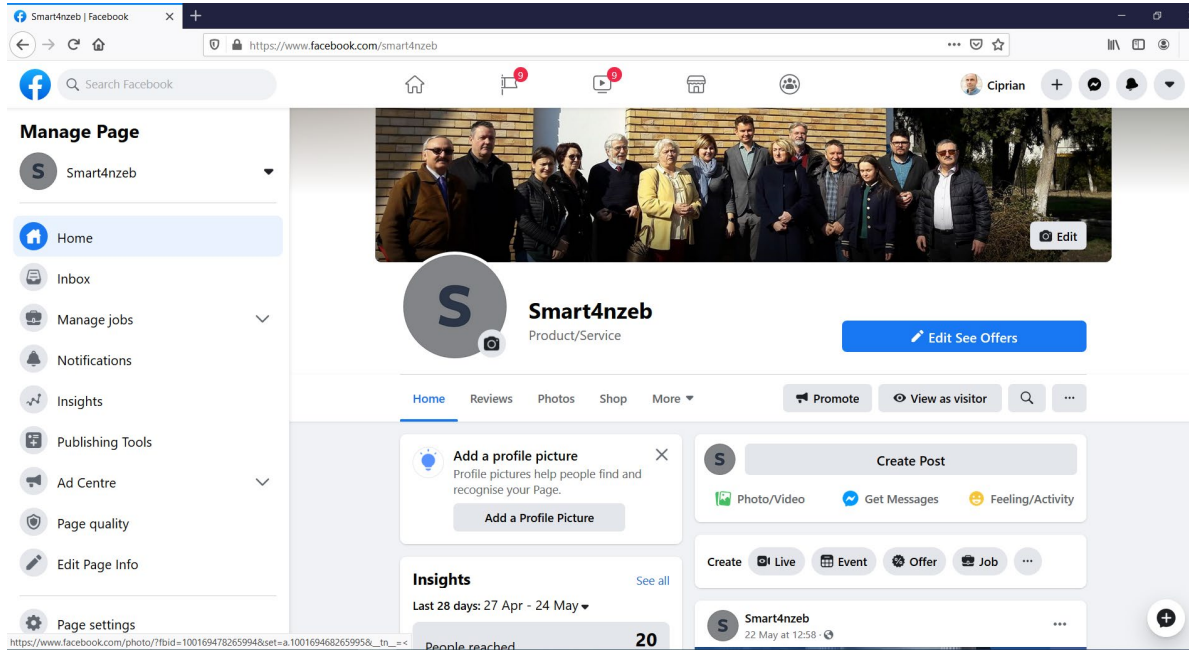
Having the responsibility (Task 6.2) by the project proposal, the Romanian Pro-nZEB Cluster created in the first months of the project implementation special pages of the SMART4nZEB for LinkedIn, Facebook and Twitter channels.

Some hashtags has been agreed to be used in all the social communication channels: #clusters_EU, #energyefficiency, #collaboration, #smart4nzeb, #clusterXchange, #ESCP4X and also mentioning project partners pages or profiles was suggested in order to link the communication channels for interaction with their own target groups.

2. Facebook

The SMART4nZEB Facebook page is aiming at establishing direct and simple communication channel with project target audiences, both in terms of other relevant groups as well as individuals, as Facebook is still considered one fashionable way of communication in all countries project. Although considered as main channel for communications of individuals in Central and Eastern Europe, the project Facebook page will serve for broad communications as well as a B2C (business to community) one.

A screenshot sample of the SMART4nZEB Facebook page is shown in the following figure.

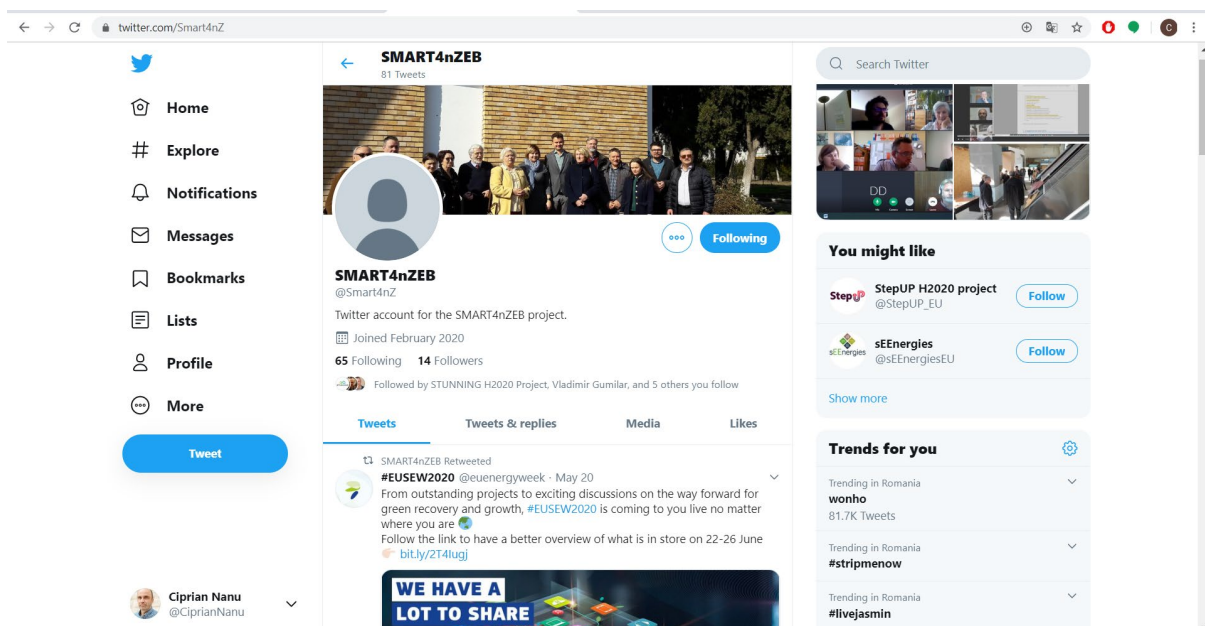


3. Twitter

The Twitter page has a central role in the SMART4nZEB communication activities, as it is the preferred one in terms of magnifying messages in B2B and B2C playgrounds. It will be for the use of all consortium members for massive, instant information of project achievements and results.

The same like the other social media channels, the project Twitter page has been set up the project responsible within first month of project implementation period.

The Twitter SMART4nZEB page is presented in the figure below:

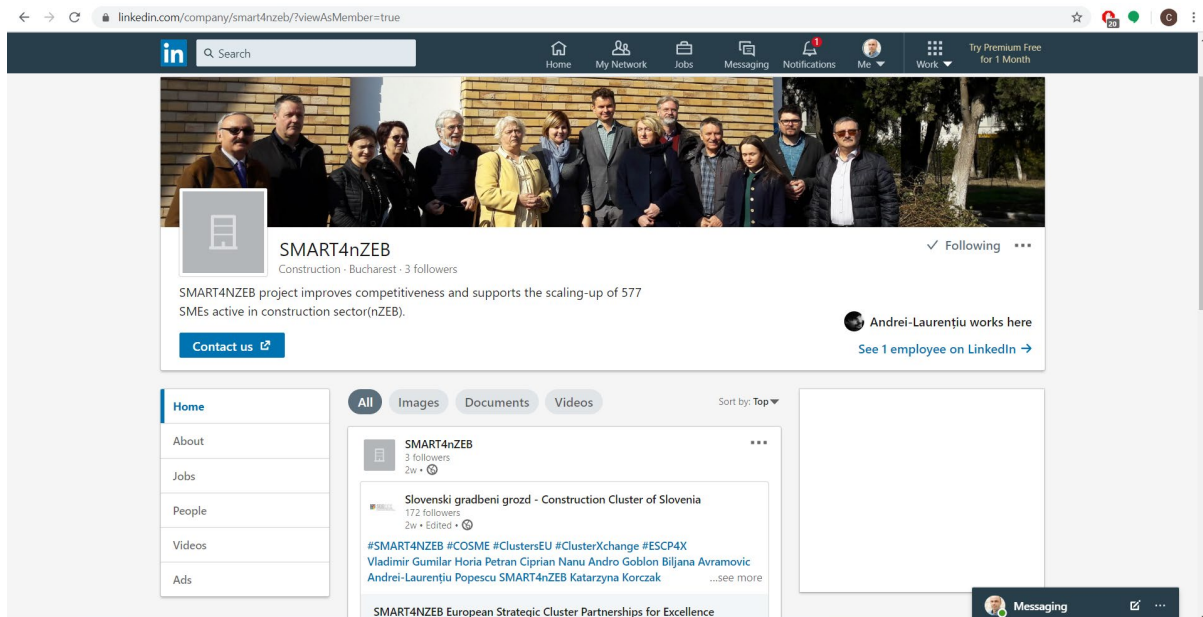


4. LinkedIn

The dedicated LinkedIn project page will be extensively used not only by the consortia members for networking purposes, enabling the promotion of SMART4nZEB project among a broad community of professionals within energy efficiency sector, including Passive House and nZEB specific issues, as well as other segments of project target audiences (it is a whole range of “sister” projects in Central and Eastern European countries, with more or less same subject of related issues).

Furthermore, SMART4nZEB member’s team will coordinate their efforts having specific country interaction, in their local language, with stakeholders of other relevant groups not directly involved in the project.

The LinkedIn page of the project is shown in the figure below (as viewed from the team member point of view):



The hashtags used for the communication on the LinkedIn page are: #smart4nzeb; #COSME; #Clusters_EU; #ClustersXChange and all the personal names of the consortium members.

5. Other Social Media channels (partners)

The decision of SMART4nZEB project team in using other social media communication channels (such as Instagram, YouTube etc.) has not been taken in consideration at the moment of writing the current report.

The table below presents the partner's existing media channels links (at the moment of writing this report):

<i>Org./Social media</i>	<i>LinkedIn account</i>	<i>FACEBOOK account</i>	<i>Twitter profile link</i>	<i>@Twitter</i>
PRO-NZEB	LinkedIn Cluster-pRO-nzeb	@ClusterProNZEB	Link Twitter Pro-nZEB	@NzebPro
SGG	LinkedIn Construction-cluster-of-slovenia	@slovenskigradbenigrozd	Link Twitter SGG	@sgg_ccs
PSDiK	-	-	-	-
PRO-AKADEMIA	LinkedIn CBI Pro-akademia	@ProAkademia	Link Twitter CBI ProAkademia	@CBI_ProAkademia
DUNDJER	LinkedIn cluster- Dundjer-1901661a4/	@Cluster Dundjer	Link Twitter CDundjer	@CDundjer

(Source: Each partner own info, March 2020)

The existing project social media channels will be presented on the partners' websites, helping networks to connect with SMART4nZEB project, and where possible, directly integrate with relevant networks, including the partners' social media pages.

The consortium members will take their own decisions about developing appropriate project communication and dissemination activities, in accordance with common vision of project (as presented in the communication and dissemination strategy) and their own organization internal rules.