Why social media?

Social media provides you with another way to keep your stakeholders informed about your activities, whilst (potentially) reaching a very vast and diverse audience. Engaging with your project’s stakeholders through social media can be as easy as sharing with them a picture with a short comment. This guide will give you some tips on how to make the most out of these platforms!
Develop a social media strategy

Having a social media strategy will help you maximise impact of your project activities and successes.

You should identify and decide on:

- **Goals**
- **Measurable objectives**
- **Specific outcomes**
Decide on your social media channels
Create your social media channels based on the media consumption of your target audiences.

HaDEA is currently on Twitter and LinkedIn but there are several other social media platforms that you could use, depending on your social media strategy (Facebook, Instagram...).
Identify your communication opportunities

- Major deliverables
- Events and awards
- Success stories

Promote your project’s **results** and **achievements**, not project process (e.g. work packages). Use a **hook** such as international days, major events, etc.
Measure your success

Use your *statistics* for social media optimisation. But which are the right metrics?

It depends on your strategy but *impressions* (i.e. how many people saw your post) and *engagements* (i.e. how many people shared, liked or comment on the post) are a good starting point.
Factors that can influence the performance of your posts

Quality and style of visuals

Posting time: keep an eye on what are the best times to post on each platform.

Tagging: tagging relevant accounts in your posts can amplify the reach and interaction

Hook: using a hook such as an international day and its correspondent hashtags can also widen the reach of your message
Increase the reach of your posts

- **Plan** your monthly social media presence
- Create a **hashtag** for your project and use it in all your posts combined with the respective hashtag of the programme which funded your project: #HorizonEU #H2020 #Horizon2020
- Use a **clear message, easy language** (avoid jargon and technical language)
- **Always include images** or **videos** for better performance
- Include a **link to your website**
- Keep your account **up to date** and consider **live tweets** of your events
- Engage with other **relevant accounts**
- Don’t forget to mention **HaDEA** in your posts on **Twitter** and **LinkedIn**.

*Verify specific obligations in grant agreement.*
Interact with us!

Twitter: @EU_HaDEA

LinkedIn: European Health and Digital Executive Agency