Social media provides you with yet 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 – quick, simple, cheap and effective!

**WHAT ARE THE BENEFITS?**

- Increase information sharing
- Target and engage with key stakeholders and projects
- Make new professional connections and build relationships
- Build a positive (online) reputation and increase the public profile of your project
- Quickly inform your stakeholders about project developments / results
- Reach a much wider and diverse audience than through traditional communication channels
- Network with other projects in your field, learn from each other and exchange know-how
- Increase wider support for and interesting in your project, including for possible market pick-up

**WHICH SOCIAL MEDIA?**

First you should identify your target audience and then select the right platform. INEA is currently on Twitter, LinkedIn, and Youtube, but there are several other social media platforms that could be also part of your communication mix, depending on your social media strategy and the interest and social media presence of your audience (Facebook, Instagram,...).

Maximise the reach of your project activities and successes by building upfront a social media strategy setting your goals, measurable objectives and specific outcomes.

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**WHAT TO INCREASE THE REACH OF YOUR Posts? HERE SOME TIPS:**

1. Plan your week’s social media presence
2. Always include media (images or videos) in your updates
3. Engage with other relevant accounts (tag, like, retweet, comment, etc.)
4. News expires very quickly on social media – update your account on the fly as people like “live” updates of ongoing events
5. Why not create a hashtag for your project? Use it in all your tweets combined with the respective hashtag of the programme which funded your project. #H2020Transport or #H2020Energy. We also encourage you to use #ResearchImpactEU when announcing results of your project.
6. Live-tweet your events and conferences you attend using the event hashtag
7. Have you identified local or national journalists active in the field of your project? Don’t hesitate to tag them in your posts, especially when announcing specific news, an event or milestone
8. Don’t forget to mention INEA in your posts on Twitter and on LinkedIn – we will help you promote your project!
9. Did you produce a nice video for social media? Share it with INEA and we will promote it on social media and publish it on our YouTube account

**IS IT WORKING?**

Three words: MEASURE, ADJUST, REPEAT!

**BUT WHICH ARE THE RIGHT METRICS?**

It will all depend 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.

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**ALWAYS KEEP US IN THE LOOP**

Let us know whenever your project is mentioned in the press, when you are preparing a demonstration, if you received an award, reached a major milestone, set a new record, or if there is any other good opportunity to promote your project. The sooner we know about it, the more assistance we will be able to provide. Just send us an email to INEA-COMMUNICATION@ec.europa.eu.

**INEA CAN SUPPORT YOU ON SOCIAL MEDIA**

We can help your social media activities reach wider and different audiences through our communication channels: Twitter and LinkedIn.

We can also try to ensure a dissemination of your project milestone via Commission social media channels. Don’t forget to include in your posts the relevant hashtag for your project, #H2020Transport or #H2020Energy, and tag INEA in your posts. And when you’re planning a major announcement, don’t be shy and drop us a message in advance on social media!

**VISUALS ARE THE KEY TO SUCCESS**

Do you want your project to stand out? Eye-catching visuals are one of the key to success. Don’t forget to send us as many images/videos from your project as you can: we can never have enough and we will use them in our publications, and on social media.

**CONTACT US**

INEA-COMMUNICATION@ec.europa.eu and put your INEA project manager in copy

@INEA EU

Innovation and Networks Executive Agency

For more, check out those social media guidelines for EU funded R&I projects!