

Mit der Natur für den Menschen – seit mehr als 185 Jahren.

Fachbereich Landschaftsnutzung und Naturschutz

# Using Twitter in a Research Project - Experiences with SUFISA



## Social Media

### Social Media...

- is a mandatory approach for all Horizon 2020 projects.
- allows you to reach an extremely wide — but also targeted — audience.
- to share short comments and make announcements that immediately reach your audience.
- can be used for both communication and dissemination.

## Communication vs. Dissemination

COMMUNICATION	DISSEMINATION
Covers the <b>whole project</b> (including results)	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only once <b>results are available</b>
<p><b>Multiple audiences</b></p> <p>Beyond the project's own community, including the media and general public. Multiplier effect.</p>	<p><b>Specialist audiences</b></p> <p>Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers</p>
<b>Informing</b> and <b>engaging with society</b> , to show how it can benefit from research	Enabling the <b>take-up</b> and <b>use of results</b>

## Twitter – What can you post?

- Text of up to 280 characters plus pictures, videos. Added links count as 23 characters!
- Retweet other tweets with or without your own comment.



## Hashtags #

- Create a project hashtag to group conversations related to your topic. (#SUFISA\_eu)
- Hashtags make it easier for users to locate specific content or topics.
- A hashtag is like a label that clusters and links similar content.
- Using a hashtag makes the keyword in the post searchable.

#SUFISA_eu	#sustainableFishery
#H2020	#ruralCommunities
#HorizonEU	#smallFarms
#sustainability	#researchEU
#sustainableFood	#FutureofCAP
#ruralinnovation	#CAPreform
#agriculture	#EURuralDev

## Handles @

- Unique user name mainly used to identify a person or a project's account.
- To send a direct reply to someone, by starting your message with their handle.
- To link to someone else's account (known as a 'mention') by using their handle elsewhere in your post.

@sufisa\_eu

@EU\_H2020

## Some of the SUFISA Follower



The image displays six social media profiles arranged in a 2x3 grid. Each profile includes a profile picture, a name, a handle, a 'Following' button, and a short bio. The profiles are:

- FCRN** (@FCRNetwork): Food Climate Research Network. Bio: "The FCRN provides impartial information on ethical, healthy and sustainable food systems. Join 1700+ subscribers to our newsletter here: [bit.do/Fodder](http://bit.do/Fodder)"
- EURACTIV Agri & Food** (@eaAgriFood): Tweets from the Agriculture & Food Policy Hub on @EURACTIV
- SUSFANS** (@susfans\_eu): Metrics, Models and Foresight for European Sustainable Food And Nutrition Security - SUSFANS. #H2020 #Horizon2020 Project #fish #europe ...
- Highclere Consulting** (@highclere2018): Curious & passionate. Committed to rural development, small farms & climate action. Lots of stuff is broken & we want to help fix it. We do @EU\_H2020
- Horizon 2020** (@EU\_H2020): Official account for EU's #H2020 & future #HorizonEU research & innovation prog. Managed by DG Research & Innovation. Follow @EUScienceInnov @Moedas ...
- LIAISON2020** (@liaison2020): #LIAISON2020 is an @EU\_H2020 funded #multiactor project that aims to optimise the #interactiveinnovation approach & boost the delivery of associated EU...

## The SUFISA Twitter Account



**sufisa**  
@sufisa\_eu

@EU\_H2020 funded project, with 13 partners across #Europe: Sustainable finance for #sustainablefarming and #fisheries #FutureofCAP

Europe  
sufisa.eu  
Joined December 2015

52 Photos and videos

**Tweets**   **Following**   **Followers**   **Likes**   **Lists**   **Moments**

283   394   226   220   1   0

[Edit profile](#)

**Tweets**   **Tweets & replies**   **Media**

**sufisa** @sufisa\_eu · Mar 26  
#booklet @sufisa\_eu online @EIPAGRI\_SP @EU\_H2020 @EUAgri @bioeconKUL @CCRI\_UK @KU\_Leuven @FvMuenchhausen @mikelisgrivins @DamianMaye

**Erik Mathijs** @erikmathijs  
Our H2020 project @sufisa\_eu Sustainable Finance for sustainable agriculture and fisheries is coming to an end. Read the results from a broad set of case studies in the free booklet available online: [sufisa.eu/wp-content/upl...](http://sufisa.eu/wp-content/upl...)

4   5

**sufisa** @sufisa\_eu · Mar 26  
#SUFISA\_eu at school - yesterday, German team member @JuliaFleck8 (@HNE\_Eberswalde) talked about #sustainableAgriculture with second graders at the "Goethe primary school". Important and interesting issues even for children - teacher plans farm-excursion now! 🌱🐷🐽🐾

**Your Tweet Activity**  
Your Tweets earned **1,073 impressions** over the last **week**

Mar 23   Mar 29

[View your top Tweets](#)

**Who to follow** · Refresh · View all

- Huawei Europe** @Huawei\_...  
Follow  
Promoted
- FATIMA\_H2020** @Fatima\_...  
Follow
- iSQAPER** @iSQAPER  
Follow

[Find people you know](#)



## Tweet Example with Link



## Tweet Example with Picture



## Retweet Example

You Retweeted

 **EURACTIV Agri & Food** @eaAgriFood · Mar 25

OPINION: "There is growing evidence to suggest that an agroecological transition is the most viable way to feed Europe sustainably," write Chris Chancellor and Geneviève Savigny.



**Why new CAP must place small sustainable producers at the centre**  
[euractiv.com](http://euractiv.com)

  7  9 

## Deciding who is in charge

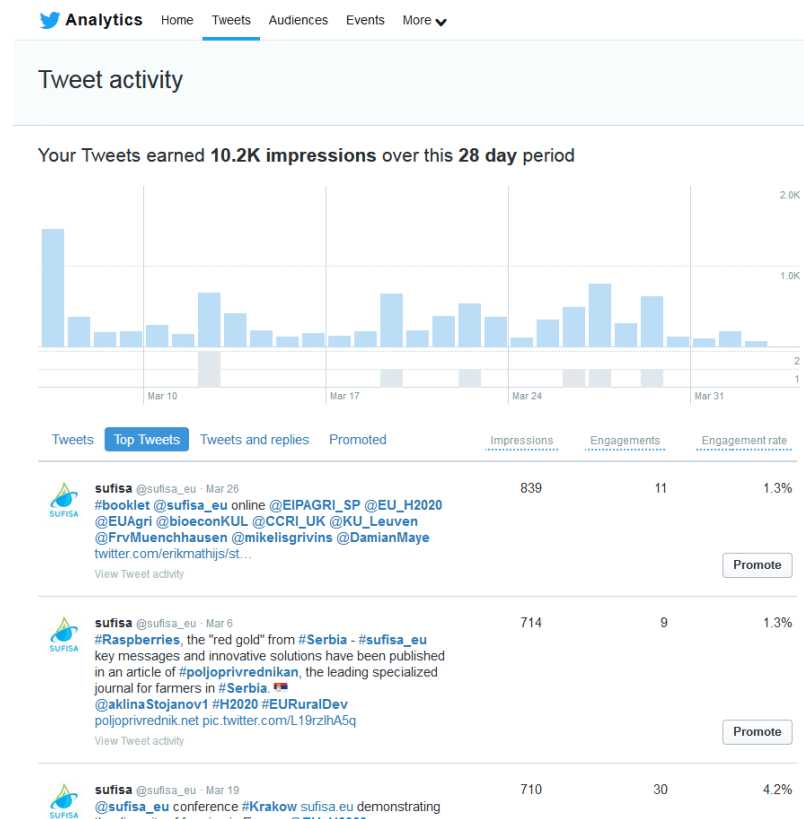
- The whole team can contribute to the social media activities, but
- It is recommended to **designate one person** to be in charge for posting the information and communicate with the audience.
- To reach the widest possible audience, identify others in your consortium who are already using social media. Invite them to retweet and share the project's posts with their audiences.

## The SUFISA Tweets Collection Table

Tweet		
<b>What?</b>	<input type="checkbox"/> Upcoming event/ conference/ fair/ workshop you are organizing or taking part in. <input type="checkbox"/> Event that will take place or has recently taken place. <input type="checkbox"/> Achievements of someone from the team or your institution (e.g. awards). <input type="checkbox"/> Publications of you / your team/ your institution. <input type="checkbox"/> Other interesting publications/ news/ studies that you have come across lately and want to share.	
<b>Where?</b>	<input type="checkbox"/> Additional info on place	
<b>When?</b>	<input type="checkbox"/> Additional info on time	
<b>Who?</b>	<input type="checkbox"/> Which other institutions/ projects/ partners are involved/ participating?	
<b>Attachments</b>	<input type="checkbox"/> Pictures <input type="checkbox"/> Link to document downloads <input type="checkbox"/> Link to event webpage	
<b>Text</b>	<input type="checkbox"/> If you have a suggestion for how the text may look like, please add here.(max. 280 characters) <input type="checkbox"/> Otherwise I will formulate something.	
<b>Hashtags #</b>	<input type="checkbox"/> If you have suggestions for hashtags, please add them here.	
<b>Handles @</b>	<input type="checkbox"/> If you know handles (twitter links) of involved institutions/ projects/ partners, please add them here.	

## Measure Impact and Performance

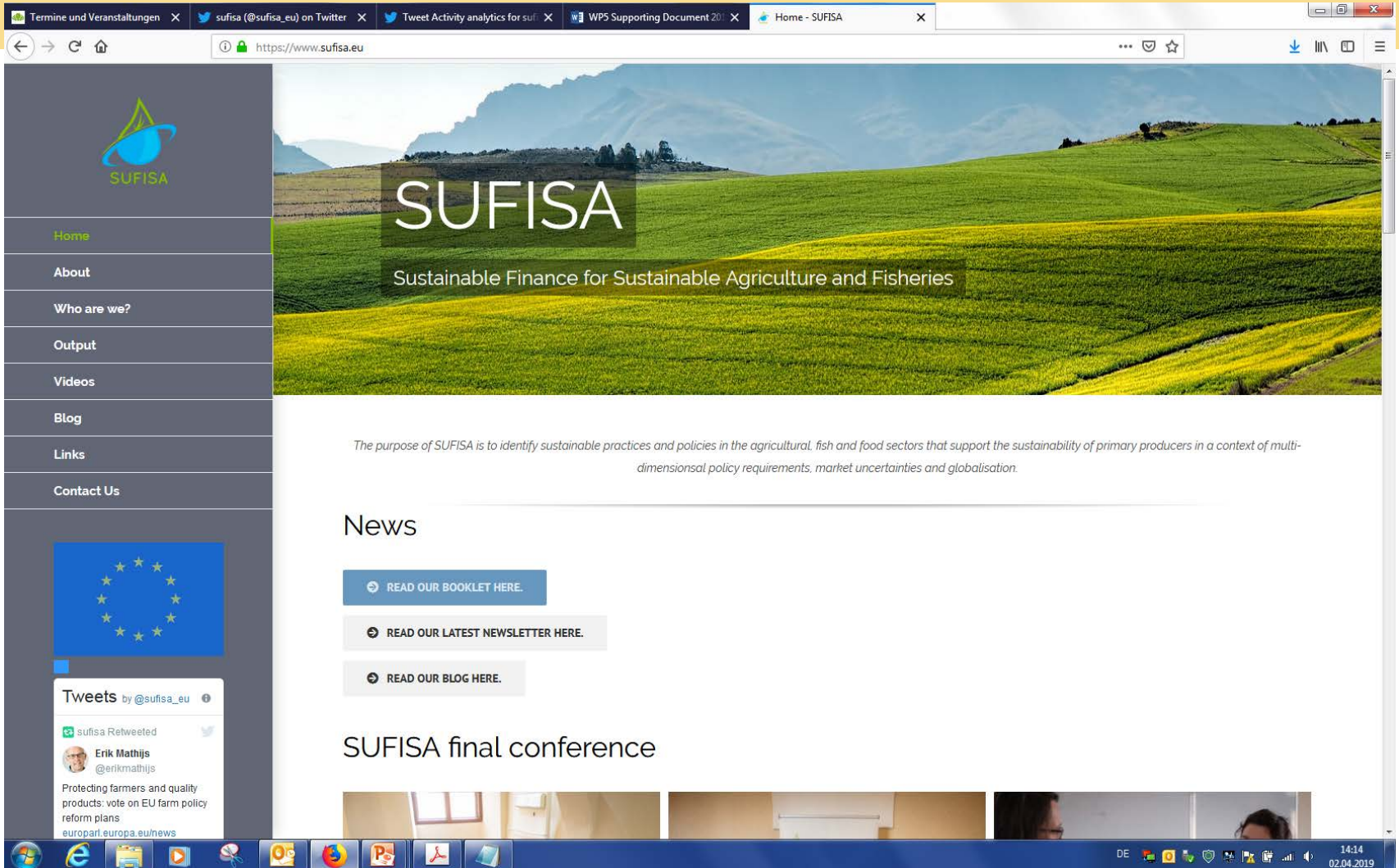
- Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates etc.



## Align all your communication channels

- Create a connection between your social media and your project website, e.g. by posting 'live' tweets on the project website.
- Make sure all your **offline information** on your project (leaflets, flyers, publications, etc.) includes prominent reference to all the online sources.





The screenshot shows a web browser window displaying the SUFISA website. The browser's address bar shows the URL <https://www.sufisa.eu>. The website features a large header image of a green field with the text "SUFISA Sustainable Finance for Sustainable Agriculture and Fisheries". A navigation menu on the left includes links for Home, About, Who are we?, Output, Videos, Blog, Links, and Contact Us. Below the navigation menu is a European Union flag and a "Tweets" section showing a tweet from @sufisa\_eu retweeted by Erik Mathijs (@erikmathijs) about EU farm policy reform plans. The main content area includes a mission statement: "The purpose of SUFISA is to identify sustainable practices and policies in the agricultural, fish and food sectors that support the sustainability of primary producers in a context of multi-dimensional policy requirements, market uncertainties and globalisation." Below this is a "News" section with three buttons: "READ OUR BOOKLET HERE.", "READ OUR LATEST NEWSLETTER HERE.", and "READ OUR BLOG HERE.". The bottom of the page features a "SUFISA final conference" section with a video player showing a conference scene. The Windows taskbar at the bottom shows the system tray with the date and time: 14:14, 02.04.2019.



## Reference



EUROPEAN COMMISSION  
Directorate-General for Research & Innovation

**H2020 Programme**  
**Guidance**  
**Social media guide for EU funded R&I projects**

Version 1.0  
6 April 2018

[http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)