



A9.3, O2: Communication channels in place and updated continuously



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- Aalborg University, Denmark
- Dublin City University, Ireland
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- Linköping University, Sweden
- Tampereen Korkeakoulusäätiö sr, Finland
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- University of Stavanger, Norway
- Università degli Studi di Trento, Italy
- Institut National des Sciences Appliquées de Toulouse, France
- University of Twente, The Netherlands

Abstract

This document overviews the main social media channels used for ECIU University communication and dissemination activities, namely Twitter, Facebook and LinkedIn accounts. The social media channels are updated continuously and on demand of the ECIU University community based on the development of the activities, results and outputs of the ECIU University and the ECIU alliance as a whole.

Symbols, abbreviations and acronyms

AAU	Aalborg University, Denmark
DCU	Dublin City University, Ireland
EC	European Commission
ECIU	European Consortium of Innovative Universities
KTU	Kaunas University of Technology, Lithuania
LiU	Linköping University, Sweden
TAU	Tampereen Korkeakoulusäätiö sr, Finland
TUHH	Hamburg University of Technology, Germany
UA	Universidade de Aveiro, Portugal
UAB	Universitat Autonoma de Barcelona, Spain
UiS	University of Stavanger, Norway
UNITN	Universita degli Studi di Trento, Italy
UT	University of Twente, Netherlands

1 Social media channels

The main social media channels for the dissemination of the ECIU University activities are:

- **LinkedIn** <https://www.linkedin.com/company/69409910>.

ECIU LinkedIn community has grown up to 1850 followers (October 2021), in more than 2 years since launch (LinkedIn page was launched September 2020). E

The organic impressions of posts in ECIU University LinkedIn page ranges between 5000 and 18.000 per each post, depending on the activity of the month. The organic engagement rate ranges from 5 until 11 percent per each post. The most engaging posts, sometimes peaking at 20 percent, are those that tell stories about events and people, showing pictures, proving again, that social networking is the key-role in social media.

- **Twitter** <https://twitter.com/ECIUniversities>.

As of October 2022, ECIU University Twitter had 1976 followers.

Twitter differs from other social media with speed, so it is more used to spread news. Therefore, the most popular tweets in ECIU University account in the last year were connected to news about the [financing of next phase of ECIU University](#) (July 2022) resulting in more than 7000 impressions, nearly 100 likes and shares. Another popular tweet was about the [ECIU University Rectors and Presidents meeting](#) with European Commissioner Mariya Gabriel (February 2022), resulting in nearly 10.000 impressions and 48 likes and shares.

- **Facebook** <https://www.facebook.com/eciuexchange>. ECIU Facebook channel had more than 1300 followers with an average 2% engagement rate.

These social media channels were used continually and on-demand, to promote various ECIU University activities and to disseminate results. Social media accounts are the integral part of the ECIU University communication and dissemination channels.

2 Target audiences for social media

Linkedin social media account is mostly oriented to these audiences:

- Higher education institutions, other universities.
- Professionals and life-long learners.
- Regional: municipalities, industry, business and societal partners.
- Internal: students, researchers, teachers, staff of partner universities and institutions.
- General audience.

Twitter social media account is mostly oriented to these audiences:

- ECIU stakeholders and partners, European Commission.
- National: Higher Education authorities and other universities.
- Internal: researchers, teachers, staff of partner universities and institutions.

Facebook social media account is mostly oriented to these audiences:

- Internal: students of partner universities and institutions.
- National: prospective students and life-long learners.



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