

DeuS

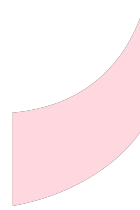
Interim Dissemination Report

WP 7
Results of year 1



With the support of the
Erasmus+ Programme
of the European Union

Deliverables Reach in Year 1



D 7.1 [Dissemination and Exploitation Plan](#)

D 7.2 [DeuS Identity and Dissemination Materials](#)

D 7.3 [Project Website](#)

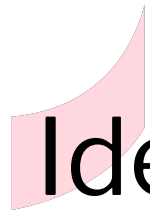
D 7.4 [Social Media Activities](#)

D 7.5 [Newsletter 1](#) (creation + distribution)

D 7.6 [Newsletter 2](#)

D 7.7 [Newsletter 3](#)





Identity and Dissemination Materials

D 7.2

To ensure consistency in the project communication we've developed different tools:

- [Brand book](#), [Word templates](#), [flyer](#) and [PowerPoint presentations](#)
- For all social media channels, templates for graphic elements have been created for easy use
- For main activities the WP 7 leads prepare [promotional packages](#) for the project partners.
- A newsletter has been set up. Each newsletter is made available on the shared drive, the DeuS website and in [Word format](#) for the partners.



Website

D 7.3

The project website has been an essential tool for communication during the first year. Transitioning to year two, we'll launch the Creative Knowledge Platform and combine the website and platform for optimal exposure and clear communication.

Activity on the website has been centred around themes such as 'Needs analysis' and '[Inspiring Initiatives](#)'. The themes have been used as a steering tool for the communication including on social media.

Numbers for year one

Posts: 34

Visitors: 11276



Social Media Activities

D 7.4

To manage the social media activities an account on Hootsuite has been created. This allows all partners involved in the communication activities to have a full overview and collaborate on the tasks. Likewise a [sheet](#) on the shared drive gives all project partners access to links to each post for quick access to share the content. Collectively the partners have created and shared a total number of posts adding up to: 292.

The following social media accounts have been created for the project

Facebook

Followers: 514

Likes: 491

No. Posts: 78

Twitter

Followers: 43

No. Posts: 82

Avg. Impressions pr.
Month: 2617 (Apr-Nov
2020)

LinkedIn

Followers: 109

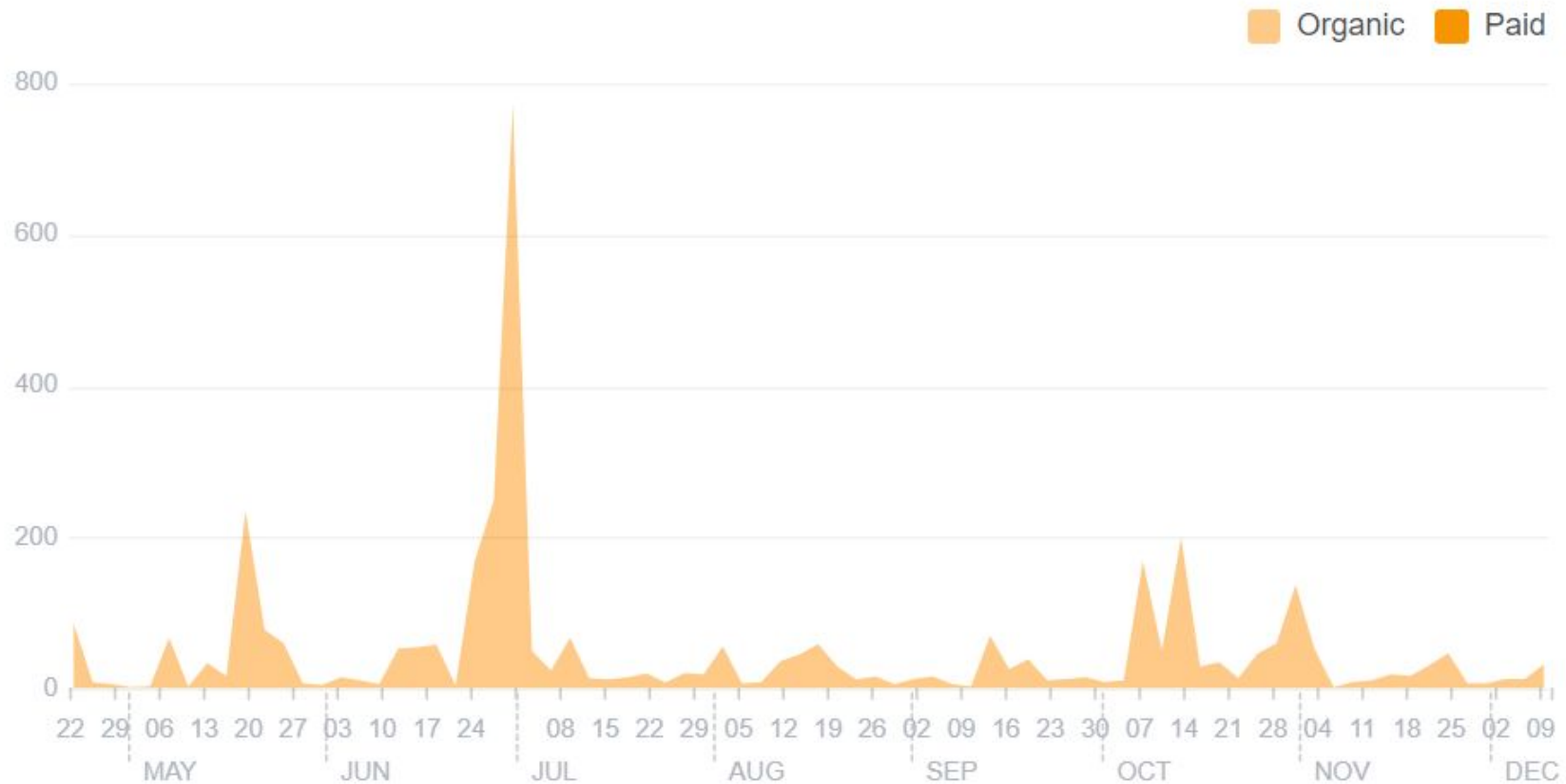
No. Posts: 76

Avg. Impressions pr. Month:
698 (Feb-Nov 2020)

Social Media Activities

D 7.4

Page reach on Facebook 22 Apr 2020 – 12 Dec 2020



Social Media Activities

D 7.4

Page views on LinkedIn 15 Feb 2020 – 15 Nov 2020

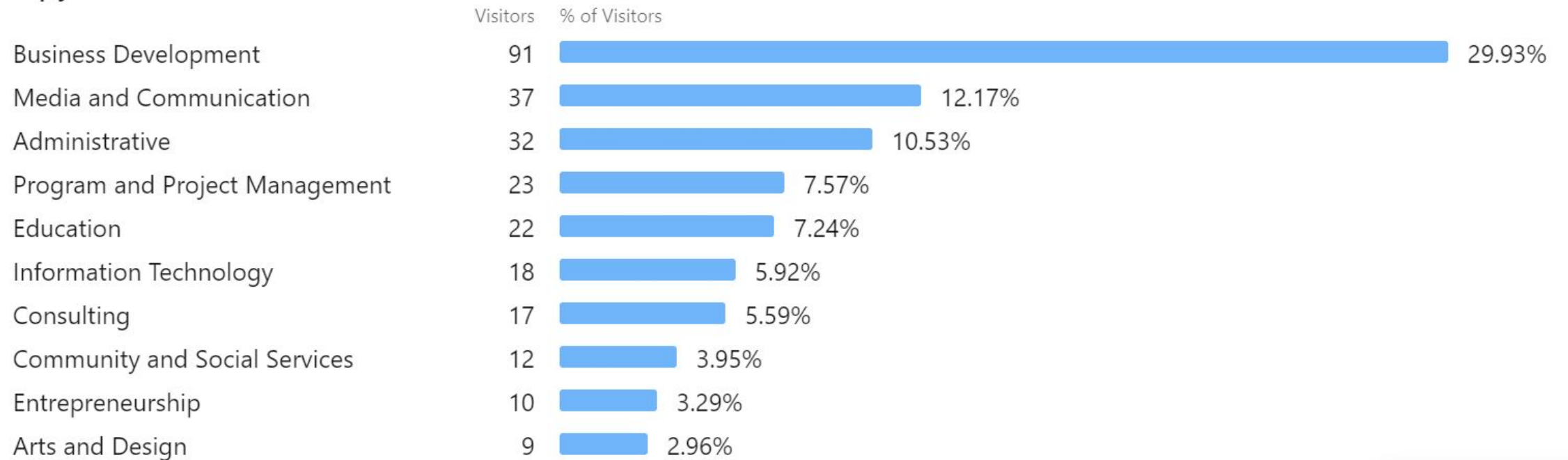


Social Media Activities

D 7.4

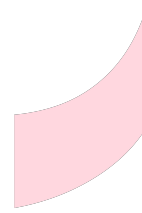
Job function among followers on LinkedIn

Top job functions



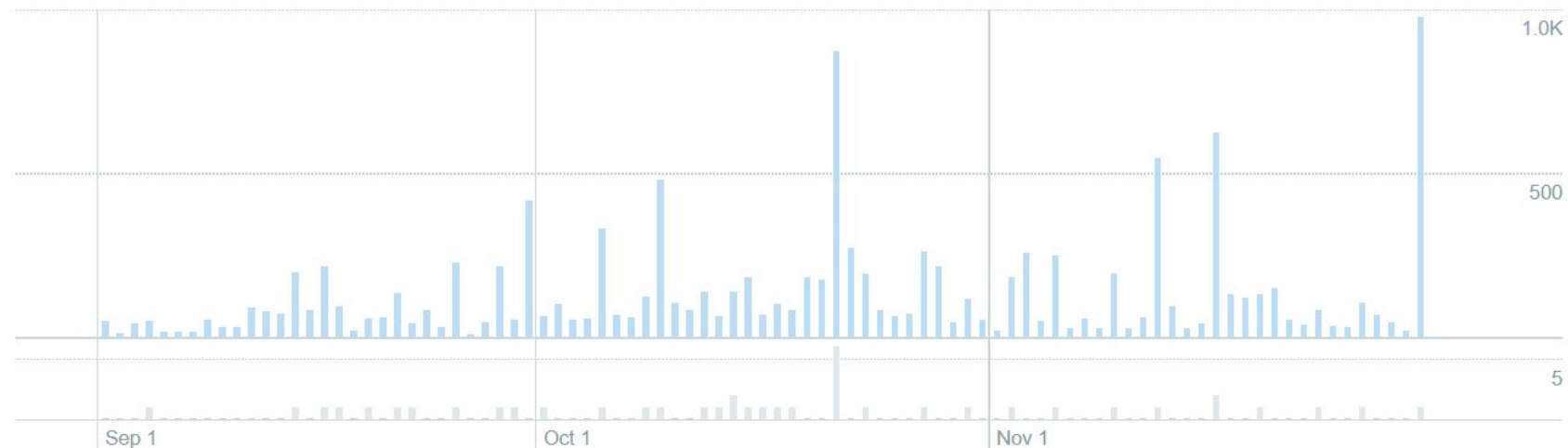
Social Media Activities

D 7.4



Twitter Impressions (Sep 01 – Nov 30, 2020)

Your Tweets earned **12.1K impressions** over this **91 day** period





Social Media Activities Reflections

Looking into the statistics and data of our official DeuS accounts we've identified some valuable learnings. Among them is the value added to reach when working together with project partners on hosting events. For both the first and second EU events, a noticeable peak in reach is seen especially on Facebook (June and October). This was also the channel heavily use for promotion of the events.

Other peaks occurred during and right after activities involving stakeholders and our target groups directly (fx. Steering Group meetings, workshops etc. as seen in May, September and November).

Page 9 displays valuable insight into the target groups we're reaching on LinkedIn. Here it is obvious that the project is reaching the core partners and stakeholder groups. Likewise, it's visible that we're reaching target groups within education, entrepreneurs and the creative sector. However, these group are not the majority and we look forward to year two, where the project activities will allow for a much stronger engagement with these target groups



Conclusions

We're excited to enter the next phase of the project allowing us to involve a broader and larger pool of our target groups. During this first year, we've had a lot of useful learnings on how to run the communication efforts.

Collaborating with partners on combining DeuS activities with existing events has proven to be a very effectful tool. This can be seen fx. in the peak of page reach for end of June, where DeuS was part of BRIGHT and again in the peak in partner contributions during the second EU event hosted in collaboration with European Creative Industries Summit – #ECIS2020. Another valuable experience was participating in the Centres of Vocational Excellence: Skills ecosystems for innovation, regional development, and social inclusion, international virtual conference by Tknika. Here more than 1000 attendees from all over the world including coordinators of the other COVES project.

In 2021 we'll start the year by building up to the launch of the project platform. This will be done by involving stakeholder and our different target groups actively in video interviews, article writing and small knowledge sharing webinars.



Conclusions

This report will be presented to the project partners beginning of 2021 and will act as a benchmark for the results we plan to reach in the new year.

Breakdown of Future Activities

- Video interviews and testimonials to spread knowledge and increase engagement online
- Involve Steering Group members in contributing with expertise for online dissemination
- Host small online sessions with experts, researchers, inspiring initiatives and training instruments.
- Press releases planned for all national validation workshops, launch of the Creative Knowledge Platform and as part of the sustainability efforts at the end of the project focusing on EU community channels (*hereby the project will exceed the indicator of 10 press releases with the first one already out in 2020 regarding the launch of the project*)
- Collaborate with other projects on co-creating knowledge sharing activities

The background is a solid blue color with several large, overlapping, curved shapes in a slightly darker shade of blue. These shapes create a sense of movement and depth, framing the central text.

**Learn,
Design,
Create**



With the support of the
Erasmus+ Programme
of the European Union



**CREATIVE
REGION**
LINZ & UPPER AUSTRIA



VALLETTA
DESIGN
CLUSTER



DeuS

Thank you!

www.deuscci.eu | info@deuscci.eu



With the support of the
Erasmus+ Programme
of the European Union