SME mPower Efficiency

A holistic framework for Empowering SME's capacity to increase their energy efficiency

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Version	Date	Contributor(s)	Description
1.0	DD/MM/YYYY	Daniela Melandri	First Draft
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List of Acronyms

Acronym	Meaning
Fb	Facebook
WP	Work Package

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Executive summary

The aim of this deliverable is to provide the list of social tools activated for the SMEmPower project, in order to contribute to the dissemination of the project's results and to increase the wider SMEmPower community.
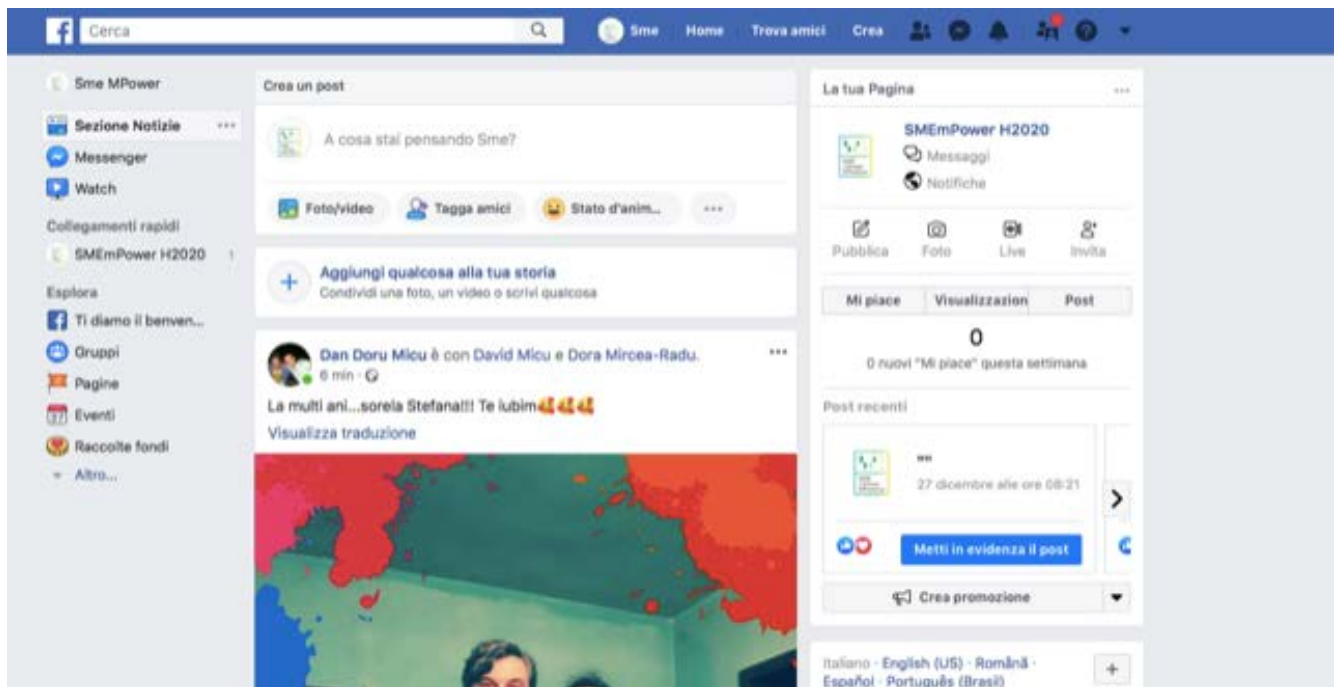
Each social link is completed with a short description of its target and operational strategy.
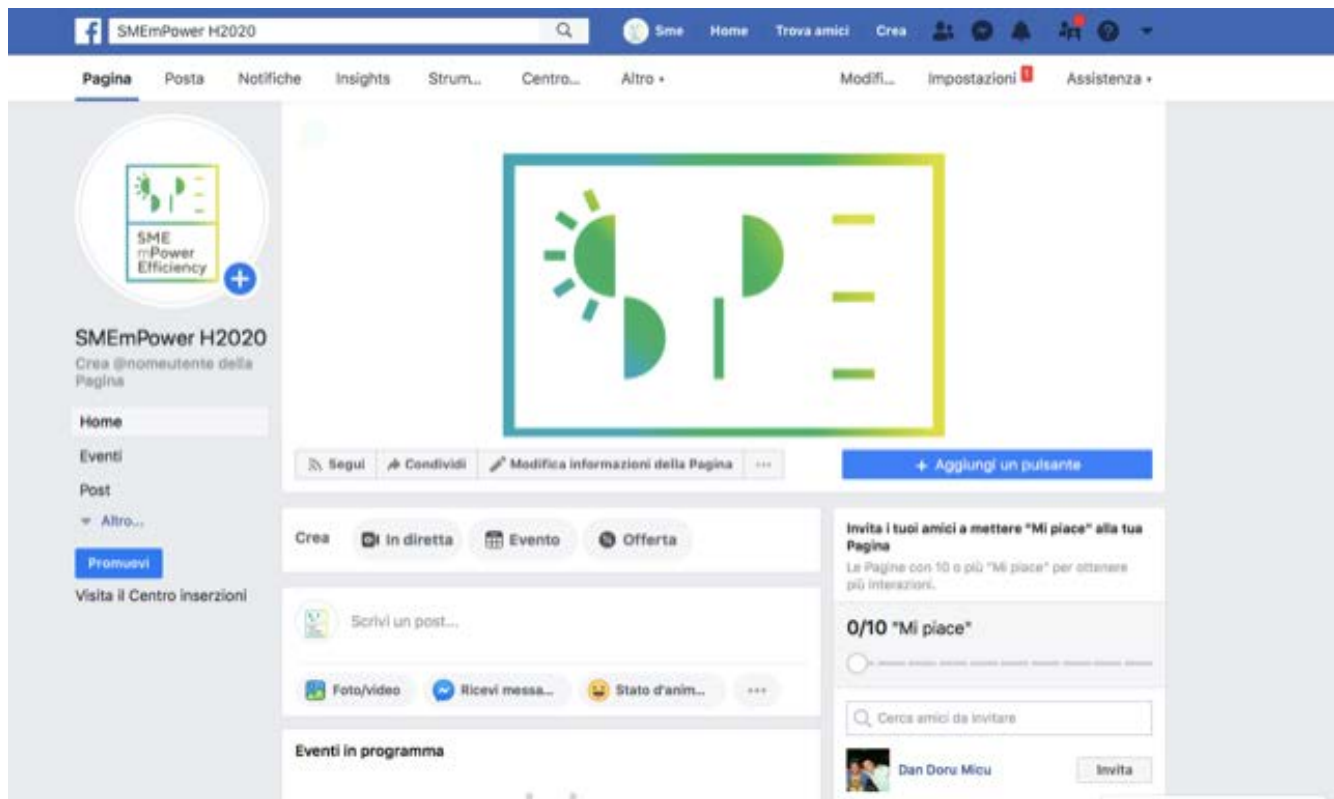
1. Social Tools

1.1. Facebook

The Facebook presence of the SMEmPower project is split into two frames:

1. A person profile: https://www.facebook.com/sme.mpower.1

2. A Facebook page: https://www.facebook.com/SMEmPower-H2020-107273687453733/

1.1.1. Facebook Audience

A recent study shows that 65 percent of users on Facebook are 35 years old or older. The average age is just over 40 with the largest group aged 45 to 54. Only 14 percent of Facebook users are under the age of 24. As for the Pingdom research about 60 percent of Facebook users are female and 40 percent are male. Also, 57 percent of users have completed some sort of college education.

1.1.2. Facebook Operational Strategy for the SMEmPower project

In consideration of the general data and usage, the SMEmPower project activities on Facebook will aim to create a community to disseminate the results of the project, to promote the activities and the training courses and to define a dialogue among different stakeholders at a policy and community level, with an holistic approach.

The Fb profile is needed to manage the Fb page, and most of the dissemination activities and the promotion of the project will be linked to the Fb page.

Advertisement campaigns specifically focused on selected audience will run during the project.

A link between Fb and Instragram will be created in order to share images and to give the project a sense of community and involvement at professional and social level.

1.2. Twitter

The Twitter account for SMEmPower might be found under the name SMEmPower Energy Efficiency H2020 with the tag @SMEH2020.

1.2.1. Twitter Audience

According to Statista, 14% of Twitter's 321 million active users in 2018 were between the ages of 18 and 24. Another 21% were between the ages of 25 and 34, and 19% between the ages of 35 and 44.

Younger users depend on Twitter for news. The micro blogging site allows users to keep up with events in a real-time news feed and charges advertisers to promote targeted messages.

Internet users living in urban areas are more likely than their suburban or rural counterparts to use Twitter. According to the Twitter data, the majority of regular Twitter users are male, while women tend to gravitate toward Facebook and Instagram.

1.2.2. Twitter Operational Strategy for the SMEmPower project

Twitter will be used by the partners in particular to "twit" during the courses, events and special activities happening during the project. The account will be linked to the most relevant EC accounts and projects and will include references and connections to other similar projects in order to create

a cascade effect. The gender dimension of twitter will be also addressed in order to make sure that diversity and inclusion are part of the communication language used in the twits.

1.3. Linkedin

SMEmPower project has its presence on Linkedin through the creation of its own page

https://www.linkedin.com/in/smempower-energy-efficiency-01284219a/

The page will be linked to all the partners and to all their official organizational pages
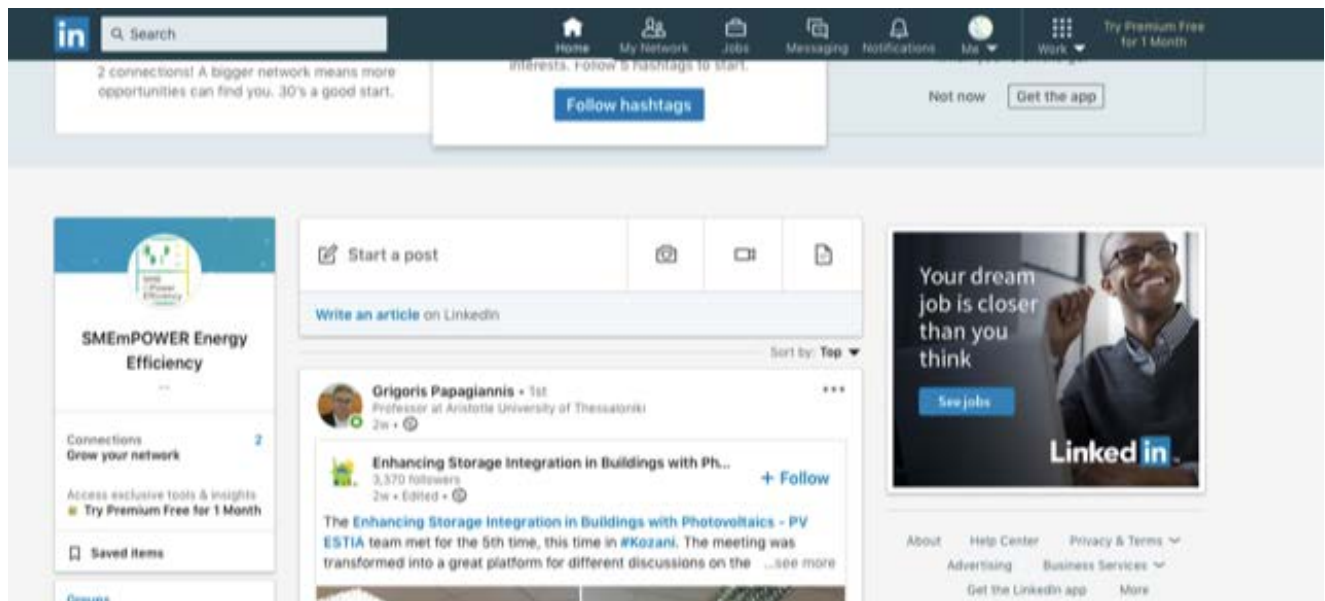
1.3.1. LinkedIn Audience

With more than 645 million users, across more than 200 countries and territories, LinkedIn hosts the largest database of professional and career insights and connects people and businesses to share discussions about industry trends, inspiration, management techniques, and a lot more.

1.3.2. LinkedIn Operational Strategy for the SMEmPower project

LinkedIn will be used by the project in order to access the biggest B2B market and to create targeted conversions with interested stakeholders operating in the sector. The LinkedIn strategy will be based on three aspects:

1. sharing and publishing contents – we will share projects results, papers, articles and main deliverables through this social network

2. showcase our events and courses – we will promote events, courses and activities with a specific target selection

3. discussion for knowledge sharing and thought leadership – we will create a provoke thinking approach in order to enhance the discussion around energy efficiency in the industrial sector and to create a co creation approach for new policy approaches

2. Conclusion

Social Media are a key asset in the communication strategy of the SMEmPower project and their usage will be crucial to create connections and to increase the impact of the project action. On this note, a guide on how to use the SMEmPower social tools will be distributed to the partners with the expectation that each partner will create a direct connection between its social pages and the corresponding of the SMEmPower project.