



RESULT R9.2

CIVIS Social Media Channels

CIVIS – a European Civic University

Erasmus+: European Universities

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CIVIS Social Media Channels

The presence of CIVIS on social media is targeted to reach a range of different audiences, through the use of appropriate tools and channels. Successful social media activities help CIVIS increase its visibility and support its communication plan. In addition to organic content dissemination, paid social media campaigns have been implemented at strategically selected times and when a global audience is targeted (international fairs, CIVIS Awards, Global CIVIS days, etc.). This will ensure that a wider audience is reached, paving the way to CIVIS's online community growth.

The four main goals for use of social media are:

- to increase CIVIS brand awareness and exposure
- to drive traffic to the CIVIS website
- to expand brand engagement
- to generate community engagement

CIVIS social media editorial line and channels created (Specific result R9.2.1)

In compliance with the CIVIS communication and dissemination objectives set out in the CIVIS Communication and Dissemination Plan (see *result R9.4*), the following activities constitute the main content to be shared on social media:

- Presentation of CIVIS through a 360° content strategy
- Practical content that helps students, staff and external audiences discover how to make the most of CIVIS
- CIVIS project milestones
- Data features to highlight the aggregate value of CIVIS
- Testimonies and success stories
- Promotion of the activities of the Alliance at large (CIVIS's and its member universities')

While CIVIS Communication Officer (see *result R9.1*) is obliged to monitor member universities' CIVIS-related tweets and Facebook posts and to engage with them however they see fit, CIVIS member universities and CIVIS key partners are strongly encouraged to retweet CIVIS content to increase the visibility of the CIVIS social media account and to contribute to the growth of follower numbers.

All CIVIS social media activity is coordinated by the CIVIS Communication Officer, in collaboration with a WP9 Task Force for Communication, the management team (WP1) and the Communication Departments at each CIVIS member university. A general minimum requirement is that communication on any CIVIS activity must involve at least 3 member universities to be labelled as a fully-fledge CIVIS activity, although some amendments were made to allow for a broader range of activities that fall under the CIVIS umbrella: less than two CIVIS partners, single-university-led initiatives but open to all with, if possible, incentives (financial, accreditation- or accommodation-wise or else). All initiatives are proposed to the CIVIS communication officer and promoted on social media according to the editorial guidelines set up in the Communication and Dissemination plan, but greater priority and visibility are given to fully-fledged CIVIS activities. All activities must respect the CIVIS graphic charter and guidelines.

CIVIS Communications Officer creates CIVIS posts in English from information received by each partner university, and the posts are populated into a content calendar accessible by all Communication coordinators.

Table 1.1 CIVIS Social Media channels

Platform	Handle	Launched	Objective	Main target audience(s)
Facebook	@CIVISEuropeanUniversity	October 2019	Bring attention to the broader community about CIVIS activities	All internal and external audiences
Twitter	civis_eu (#CIVIS_eu)	October 2019	Bring attention to the broader community about general CIVIS activities and updates	Researchers, academics, key stakeholders, media, etc.
Instagram	@civis_eu	July 2020	Share CIVIS students' life, and the everyday life on the campuses of CIVIS member universities, as well as opportunities of interest for students. The goal here is to have CIVIS students talk about CIVIS to other fellow students.	Students
LinkedIn	CIVIS European University	TBD, when the Alumni strategy is adopted	Create a robust alumni community and networking opportunities	CIVIS alumni, academics and researchers, CIVIS associated partners, etc.

During events, the use of the official CIVIS hashtag (#CIVIS_eu) is mandatory, as well as the use of the event-related hashtag(s). During specific campaigns, CIVIS social channels can be handled by selected brand ambassadors and monitored by the CIVIS Communication Officer.

Contributions to CIVIS social media channels (Specific result R9.2.2)

As CIVIS's social media presence targets a vast array of audiences, internal and external, it was decided to bear each of them in mind when promoting content. As such, **Facebook** activity is dedicated to promoting all activities of the Alliance: short-term courses, call for projects, interviews, event promotion, etc.

While **Twitter** gives CIVIS a great boost in sharing and promoting our activities and events, it is where the Alliance promotes the Member Universities' activities and events. Twitter also allows CIVIS to engage with external stakeholders (European Commission and relevant key accounts) on matters, positions and events related to the European University Initiative.

Instagram, launched later than Facebook and Twitter, is the main gateway to reach students. CIVIS' Instagram account seeks to share the day-to-day lives of CIVIS students in a genuine manner (as a student, on their respective campuses, etc.), but this ambition has been somewhat hindered by the Covid-19 pandemic. Nonetheless, good results have emerged with CIVIS's Instagram activity, especially during the launch campaign (July 2020) and when promoting the Global CIVIS Days and the student hackathon (before, during and after the event).

CIVIS' social media presence is equally a useful catalyst for building a sense of belonging to CIVIS within our community, and for monitoring mentions of CIVIS by our Member Universities and beyond. Private messages also enhance the close-knit relationship with our community with tailored and personal replies and rapid management of various queries.

LinkedIn, whilst still scheduled for development, is not active at the moment as professional opportunities for alumni (amongst others) are yet to be developed. We will however seek to fast track its deployment as means to further engage with the civil society, businesses, academia and multi-level policy-making bodies and institution, expanding thus our dissemination strike force and results ownership.

Table 1.2 CIVIS Social Media statistics (1st Oct 2019 – 31st March 2021)

Indicator	Results
Community size	(1) 1.068 Twitter followers (2) 1.226 Facebook followers (3) 537 Instagram followers
Content production	(1) 252 (RT excluded) (2) 291 Facebook posts (3) 90 Instagram posts
Engagement level	(1) Twitter: 1.1% average engagement rate (2) Facebook: 5% average engagement rate (3) Instagram average: 4% engagement rate
User-generated content (UGC)	10 on Instagram during the Global CIVIS Days hackathon

Source of data: Social media insights

CIVIS's social media presence is robust and a contributing factor to achieving our goals. Community growth-wise, the overall goal of 2.500 followers across all social media channels was reached well ahead of time (original deadline: October 2022, achieved in Y1). As far as engagement is concerned, results yielded are satisfactory. Indeed: (1) Twitter: Most would consider 0.5% to be a good engagement rate for Twitter, anything above 1% is deemed great. (2) Facebook: An engagement rate of 5% is what one should be aiming for since we aim to use social media as a way of building an interactive community. (3) IG: The average engagement rate on IG is 1.60%, however this varies according to the sector. Higher Education's average engagement rate is at 3.96%. CIVIS's social media performance fits right in the current social media benchmarks. Work still needs to be done to get more user generated content in the future (overall goal for Y3).

Figure 1.1 Examples of CIVIS social media contributions – Facebook/Twitter/Instagram

CIVIS, The European Civic University
 19 March at 15:01 · 🌐

☞ Keen on improving your language skills in a friendly environment? You can still enjoy our digital language cafés for 2 months!

🗣️ 18 languages on offer including 🇬🇧🇩🇪🇫🇷🇮🇹🇪🇸🇵🇹🇵🇱🇨🇪🇵🇹🇵🇹🇵🇹

👤 Open to all University staff and students from #CIVIS_eu

👉 Learn more: <http://ow.ly/Hscq50E2ltk>

9 likes · 4 shares

CIVIS a European Civic University @civis_eu · Mar 4

👋 Students, Have you had a look at our #civis_eu courses lately? 4 short-term courses are on offer and new ones are coming!

Check them out ➡️ ow.ly/eDH050DPNLb

2 retweets · 1 like

CIVIS, The European Civic University
 18 November 2020 · 🌐

Did you miss the Global #civisdays last week? Read what happened 🙌 <http://ow.ly/kf8J50Co22f>

CIVIS a European Civic University @civis_eu · Feb 19

📖 We are pleased to announce the publication of a handbook on innovative pedagogies, a collection of +50 pedagogical innovations developed by & for #academics.

A new milestone for #civis_eu which concurs with the priorities of #EU2021PT in Education.

👉 ow.ly/6gFV50DEp8i

CIVIS, The European Civic University
 21 December 2020 · 🌐

Learn more about our #civisOpenLabs with its Project leader Prof. Jose Luis Pau from Universidad Autónoma de Madrid 🗣️ <http://ow.ly/UIZ350CP4au>

CIVIS.EU
 6 questions to better understand the CIVIS Open labs and see where CIVIS is going

9 likes · 1 share



Moving forward

WP9 Communication Task Force endeavours to further engage with students, who sometimes feel conflicted as to what opportunities the Alliance can offer them. A joint effort between WP6 and WP9 to recruit CIVIS Ambassadors was deployed in early 2021. CIVIS Ambassadors' essential duties are, amongst others, to advocate and assist in disseminating CIVIS activities to fellow students and to be "the face of CIVIS" for this particular target audience. Various ambassador and student-led social media campaigns, notably in Instagram, are planned: presentation of our Member Universities' campuses, their cities, studies, extracurricular activities, and CIVIS opportunities.

