

# **Report for the Development Education and Awareness Raising (DEAR) Programme:**

Overview of Social Media Use by DEAR Projects and Recommendations for Information Gathering, Coordination and Project Results

August 2020

Disclaimer: This report has been produced independently by Semee Pak under an Independent Consultant Service Agreement with the Contracting Authority EPRD (EPRD Biuro Polityki Gospodarczej i Rozwoju Regionalnego Sp. z o.o) to provide recommendations for the EU-funded DEAR Support Team and the European Commission (EC). The views expressed in this report are not necessarily the views of the DEAR Programme, DEAR projects, the EC or EPRD.

<b>SUMMARY OF KEY MESSAGES .....</b>	<b>4</b>
<b>PURPOSE OF THE REPORT .....</b>	<b>4</b>
<b>KEY FINDINGS .....</b>	<b>5</b>
<b>METHODOLOGY.....</b>	<b>5</b>
<b>DATA .....</b>	<b>6</b>
<b>OVERVIEW OF SOCIAL MEDIA USE ACROSS PROJECTS .....</b>	<b>6</b>
<b>FACEBOOK .....</b>	<b>6</b>
<b>OTHER SOCIAL MEDIA.....</b>	<b>6</b>
<b>LANGUAGES USED .....</b>	<b>7</b>
<b>ANALYSIS.....</b>	<b>7</b>
<b>FACEBOOK .....</b>	<b>7</b>
<i>Follow/'Like' project pages.....</i>	<i>8</i>
<i>Use of hashtags.....</i>	<i>8</i>
<i>Facebook Event function.....</i>	<i>9</i>
<i>Facebook Group .....</i>	<i>10</i>
<i>Facebook polls.....</i>	<i>11</i>
<i>Facebook Messenger .....</i>	<i>11</i>
<b>TWITTER AND INSTAGRAM .....</b>	<b>11</b>
<i>Opportunities for collating information – Twitter .....</i>	<i>11</i>
<i>Opportunities for collating information – Instagram .....</i>	<i>12</i>
<i>Building a cohesive community.....</i>	<i>12</i>
<i>Boosting awareness of the DEAR Programme .....</i>	<i>13</i>
<b>NOTABLE EXAMPLES.....</b>	<b>13</b>
<b>BRIDGE 47 .....</b>	<b>13</b>
<b>START THE CHANGE .....</b>	<b>14</b>
<b>RESOURCES .....</b>	<b>14</b>
<b>FACEBOOK – REQUIRED TIME/RESOURCES.....</b>	<b>14</b>
<b>TWITTER AND INSTAGRAM – REQUIRED TIME/RESOURCES .....</b>	<b>15</b>
<b>INPUT REQUIRED FROM DEAR PROJECTS .....</b>	<b>16</b>
<b>RECOMMENDATIONS .....</b>	<b>17</b>
<b>ADDITIONAL RECOMMENDATIONS .....</b>	<b>20</b>
<b>POTENTIAL CHALLENGES .....</b>	<b>20</b>
<b>CONCLUSION .....</b>	<b>22</b>
<b>ANNEX.....</b>	<b>22</b>

## SUMMARY OF KEY MESSAGES

- **Six key recommendations** are offered based on research and analysis of DEAR project social media channels:
  1. Create a DEAR Programme Facebook Page
  2. Create a DEAR Programme Facebook Group
  3. Use the Facebook Event function for all project events, tagging the DEAR Programme Page as co-host
  4. Use the #DEARProgramme (and other relevant, agreed hashtags) for DEAR project events and activities on all social media
  5. Develop and implement guidelines on best practices for social media among DEAR projects
  6. Follow/Like all DEAR projects and CSOs/partners on Facebook, Twitter and Instagram
- Proactive use of DEAR Programme **social media (especially Facebook) presents practical opportunities to contribute to achieving project objectives** (e.g. monitoring results, amplifying resources, improving coordination) – in addition to and beyond achieving communications objectives.
- In light of current COVID-19 circumstances, social media provides a unique advantage in connecting DEAR projects with each other and with the DEAR Programme to improve coordination and planning. Especially since in-person meetings are canceled, creating a Facebook Group for DEAR projects can **strengthen coordination** as well as a sense of cohesion among projects via a platform that most projects are already using regularly.
- **Time and resources:** If the main goal is to use social media to gather information, a part-time junior person would suffice (i.e. 1 hour a day, every day for monitoring). To use social media more strategically, a full-time person would be needed to develop, implement and evaluate a strategy.

## PURPOSE OF THE REPORT

The purpose of this report is to give a clear overview of how DEAR projects use social media and to highlight opportunities for the European Commission's B1 unit and the DEAR Support Team to use social media to gather information about DEAR project activities, especially their upcoming events and project results, as well as the advantages that social media use presents for contributing to project results and enhancing coordination among projects. The report also provides an overview of the projects' fulfilment of contractual obligations (i.e. use of EU flag, disclaimer and text acknowledging funding or co-funding by the EU) according to the 2018 and 2010 communication guidelines.

## KEY FINDINGS

- Nearly all active DEAR projects use social media regularly to post about upcoming and past events and activities. Facebook is the dominant platform that projects use to share information about events and activities. Of the 32 currently active DEAR projects, seven are new and do not yet have a social media. Of the remaining 25 projects, most (24) use Facebook, many use Twitter (21) and many use Instagram (17).<sup>1</sup>
- Four project-specific social media platforms have content regularly in languages other than English. The rest of the projects that use partners' social media channels have content in multiple languages, depending on the country of the platform.
- A wealth of actionable information is generated on the various social media channels. Collating the information in a systematic way would create practical opportunities for the European Commission (EC) to engage in the events and activities (especially those with youth participants) as well as gather information for monitoring results and achievements.
- Creating a Facebook group would provide an easy way to enhance coordination and cohesiveness among projects, an advantage especially in light of COVID-19 pandemic circumstances.
- Analysis of the results led to a series of six recommendations, which are provided starting on page 16.
- Regarding fulfillment of contractual obligations, one website is missing the EU flag<sup>2</sup>, eight are missing a disclaimer<sup>3</sup>, and one website is missing text about (co-)funding<sup>4</sup>.

## METHODOLOGY

As an initial step, an online search of DEAR project social media channels was conducted, to complement and cross-check the information provided on the project fiche.<sup>5</sup> As a second step, 11 DEAR projects were contacted directly by email to inquire about the use of social media and specifically whether the projects use Facebook, Twitter, Instagram and/or Tik Tok, and whether they are project-specific channels or platforms that belong to civil society organizations (CSOs) or local authorities (LAs), as well as any other notable information regarding their social media activities. The rest of the projects were not contacted because sufficient information was available on the internet. All 11 projects responded and provided the necessary information to

---

<sup>1</sup> It is possible that one of the two projects for which social media platforms were not found could be using a decentralized model, relying on partners to post project-specific content on their various pages.

<sup>2</sup> Global Education Goes Local

<sup>3</sup> Start the Change; CULPEER; Recognize & Change; Sincerely, Food; Trade Fair, Live Fair; Get Up and Goals Spain; FRAME! VOICE! REPORT!; Build Solid Ground

<sup>4</sup> Fish Forward

<sup>5</sup> Project fiche site: [https://dear-programme.eu/map/?map\\_menu=map\\_projectslist](https://dear-programme.eu/map/?map_menu=map_projectslist)

allow for a more comprehensive analysis. More details from the email exchanges are available in the Annex.

Each project was analyzed for: (1) whether their social media platforms are project-specific or belong to CSOs/LAs; (2) what types of information the social media channels share – e.g. events and activities; (3) frequency of posts; (4) language(s) used; and (5) use of hashtags and tagging of other accounts. The data were compiled for Facebook and for other social media. Analysis of the data yielded a series of recommendations (pages 16-20) for how to best use social media to achieve operational and communications objectives.

## DATA

### Overview of social media use across projects

- Of the 32 currently active DEAR projects, seven new projects have launched recently or not yet, and therefore do not yet have social media channels.
- Of the remaining 25 projects, one is a sub-granting project<sup>6</sup> and thus does not use social media.
- A total of 24 projects use social media, of which all 24 have a Facebook presence (either through a project Facebook page or through partners' Facebook pages), 21 have a Twitter presence and 17 have an Instagram presence. Some projects have their own channels, and some take a decentralized approach, sharing content through their partners' platforms.

### Facebook

- Of the 24 projects that have a Facebook presence, 22 regularly post content (i.e. multiple times a week). 11 projects have project-specific Facebook pages and 13 disseminate project-related content through the lead CSO or through multiple partners' Facebook pages (most of these pages are in multiple languages).<sup>7</sup>

### Other social media

- **Twitter:** Of the 21 DEAR projects that have a Twitter presence, most (20) of them tweet regularly (i.e. multiple times a week). One project tweets less often<sup>8</sup> (i.e. once a week to once every couple of weeks) but is still active, and another project tweets less often on

---

<sup>6</sup> FRAME, VOICE, REPORT! is the sub-granting project. Searching the #framevoicereport hashtag on Facebook turns up various posts from grantees. In this sense, although a project-specific Facebook does not exist, the project still has a presence on Facebook.

<sup>7</sup> The Citizens for Financial Justice project uses Twitter as their main channel after consultation and agreement among partners. The use of #CitizensforFinancialJustice is a hashtag used on Facebook by different accounts, although not regularly.

<sup>8</sup> Develop Together

the project-specific Twitter account, although use of the hashtag is widespread.<sup>9</sup> 11 are project-specific accounts and 10 use partners'/CSO accounts.

- **Instagram:** Of the 17 DEAR projects that have an Instagram account, 16 share content regularly.<sup>10</sup> Seven are project-specific accounts and 10 use CSO/partners' accounts.
- **Tik Tok:** According to the project fiche, one project has a Tik Tok account,<sup>11</sup> but the URL provided is broken, so the account may have been deleted.

## Languages used

Among the projects that have project-specific social media channels, four projects have content in languages other than English:

- Global Issues - Global Subjects: Polish
- CULPEER4change: Various languages (German, Italian, Bulgarian)
- Walk the Global Walk: Various languages (Italian, Greek, Welsh)
- Get Up and Goals has different pages by country:
  - Facebook: Italy, Portugal, Spain, UK, global (last two are in English)
  - Twitter: Spain, UK, global (last two are in English)

Many of the projects that rely on partners' social media channels to post content about DEAR project activities publish content in various languages (i.e. the major language of the country of the partner).

## ANALYSIS

### Facebook

- Of the 24 projects with a presence on Facebook, 23 post information on upcoming **events** such as webinars, panel discussions, conferences, livestreams and film screenings, whether through the project Facebook page or through partners' Facebook pages. Many of the Facebook pages have regularly used the Facebook Event function in the past.<sup>12</sup>
- All of the projects that use Facebook share about **activities** as well (e.g. challenges, surveys, games, quizzes, polls, calls to sign up for online strikes, photos from past events).
- Education-focused projects frequently share free resources for educators and teachers.<sup>13</sup>

---

<sup>9</sup> The Fish Forward Twitter account last posted in January 2020.

<sup>10</sup> The Faces of Migration Instagram account last posted in 2015.

<sup>11</sup> The project is Game on! Don't let climate change end the game!

<sup>12</sup> Snapshots from the Borders; Change the Power – (Em)Power to Change; Bridge27; Media, Minorities and Migration

<sup>13</sup> Get Up and Goals; Global Issues – Global Subjects

- Some pages – e.g. those focused on migration – share stories, features of people, quotes, infographics.<sup>14</sup>
- Others have clear calls to actions like petition sign-ups.<sup>15</sup>

Since most of the projects have an active Facebook presence, inbuilt tools from the platform could be used to collate the available information that projects already share on their channels. Systematically keeping track of upcoming events and activities would be useful to create opportunities for EC staff to join the events and activities, as well as for the DEAR Support Team (DST) to promote the events more widely, particularly as many of the actionable content (e.g. webinars, surveys, games) is virtual and can be enjoyed by people around the world if they know about them. Content related to past events can provide information to the DST that is useful for reporting on project results and achievements. Tools such as the Facebook Group function can be used to enhance coordination among the projects to support operational objectives.

The follow sub-sections describe the relevant Facebook tools and methods.

#### [Follow/‘Like’ project pages](#)

The most basic action is to follow/‘Like’ project to receive notifications whenever project pages create new events, host a live video, etc.

- This could be done either by a DEAR Programme Facebook page or by a personal account but using a designated DEAR Programme page is recommended to keep project notifications separate from personal ones. Using a DEAR Programme page also allows interacting with projects as the official DEAR Programme. Becoming an Admin of a Page does not compromise personal privacy (more details are in a later sub-section.)
- Following project pages would also pull their content onto the main feed of the follower’s profile, and interacting with projects’ updates would encourage the algorithm to show more content from the projects’ pages.
- Notifications can be customized by selecting specific types of social media activity to receive alerts about.
- Engagement from an official DEAR Programme page (reacting to, commenting on and sharing posts) would boost the sense of unity and connection among projects. This benefit would not be possible by using a private account to follow projects, although receiving updates would be the same in either scenario.

#### [Use of hashtags](#)

Regular use of a hashtag, e.g. #DEARProgramme, by projects would create an easy ‘one stop shop’ way for the DST to check in on all posts relating to the DEAR Programme at a glance.

---

<sup>14</sup> Snapshots from the Borders; Recognize & Change; MIND: Migration. Interconnectedness. Development

<sup>15</sup> Walk the Global Walk; Build Solid Ground

- Hashtags are useful especially for situations where a feed is crowded or when the DST admin is not able to monitor project activities on a daily basis and wants to catch up on backlogs of activities in a very quick, comprehensive manner.
- However, this function relies on projects ensuring the use of the hashtag in each post. (In the case that they forget to use the hashtag, editing a post to add it in later is possible.) All projects should be requested to use the #DEARProgramme as a regular hashtag for major events and activities (not for every post), especially for partners' pages that are not project-specific, since DST-related content is harder to find on CSO pages.
- Strategic and selective use of the hashtag is important. It is worth noting that using it too frequently can have a counterproductive effect as it can create too many items in the hashtag search results, including non-actionable or unnoteworthy items.
- Using the hashtag is particularly important since many DEAR projects use social media in a decentralized or cascading way, allowing their many partners sub-grantees to post project-specific content on their own channels. Following all of the partners and sub-grantees would generate a large volume of content to monitor – and hashtags would be key to allow sifting through the content to capture only the important actionable information. Projects should urge their partners to use hashtags not only for the #DEARProgramme but also hashtags that include the name of the project or other specific identifiers, so as to distinguish DEAR project activities from non-project content.
- Clear, detailed guidelines should be developed in collaboration with the DST and the projects, so that best practices can be agreed among projects to decide when it is necessary to use the hashtag, and when it is not.
- Use of project names as hashtags are also helpful for the DST to determine whether an event or activity is associated with the project. This applies to the projects that use CSO/LA Facebook pages. The hashtag can help distinguish the DEAR events from the rest of the non-DST related content.

#### Facebook Event function

Taking full advantage of the tools offered by Facebook requires having a DEAR Programme Facebook page. One of the most useful tools for collecting information on events and activities is the Event function.

- Many Facebook pages have regularly used in the past and continue to use the Event function.
- Requesting projects to add the DEAR Programme page as a co-host for events would enable automatic notifications sent to DST every time an event is created by a project, as well as a reminder when an event is coming up.
- Many projects have already co-hosted events with other pages, causing the events to appear on all of the co-hosts' pages. A recommendation would be to build on this

practice and request projects to designate the DEAR Programme page (if it is created) as a co-host for each DEAR event.

- Another advantage of the Event function is that when projects RSVP to an event, that action becomes an activity on the feed, which other projects can interact with (e.g. the DEAR Programme can react that it 'Likes' or 'Loves' the fact that a project is 'Interested in' or 'Going' to an event hosted by another project). This type of engagement would increase visibility of the event and also the projects.
- If the DEAR Facebook page admin is someone who does not log into Facebook often, there are options to select notifications to be sent via email or text message – in addition to or instead of pop-up notifications.
- The DST should request all DEAR projects to create Facebook events for all upcoming projects and activities as soon as event details are confirmed, to maximize the opportunity for promoting the event and necessary planning for engagement of DST/EC staff, as appropriate.

### Facebook Group

- A Facebook Group is an internally facing platform (compared to the public-facing Facebook page). It can be public or private.
- The DEAR Programme Facebook page could create a Facebook Group and invite all DEAR projects to join and encourage all projects to share their upcoming events/activities with each other in a private setting. Some projects are already doing this by creating groups by country (i.e. Start the Change; Global Education Goes Local).
- Projects with similar focuses (e.g. climate; migration; storytelling, etc.) could support each other's events and build stronger connections with each other.
- Having a Facebook Group could improve coordination as well as foster an enhanced sense of unity among the DEAR projects by creating a space for them to easily interact, on a platform that all of them already have and use regularly.
  - For the projects that use CSO platforms instead of a project-specific page, project admins could be asked to join the group with their personal account to stay up to date with the other projects. Privacy would not be compromised because the group would remain private, only visible to the members.
- The option to make the group private should be selected to allow only DEAR project members to be invited, and to facilitate open sharing of information.<sup>16</sup>
- A unique benefit of the Facebook Group feature is that official events created by the admin automatically collate the events into a calendar upon selection of that option. The calendar is a quick, at-a-glance overview of upcoming events per month, which can inform EC/DST project planning as well as allow for opportunities for EC staff to be

---

<sup>16</sup> The Start the Change project and Global Education Goes Local project both use Facebook Groups for country-based groups – it may be worth asking them to share their experiences.

involved in the various activities, giving ample time to prepare, as long as projects post their events with enough time before the event.

### Facebook polls

Facebook offers a poll function, which allows followers to answer a question posed by the page/admin. This would require having a DEAR Programme page.

- Using the poll function after an event could provide information about whether the event achieved its objectives and other data useful for reporting on project results.
- Alternatively, surveys can be circulated on the Facebook group, which could be more effective than sending out emails for attaining responses since the post would be visible to all of the projects at once and encourage accountability.

### Facebook Messenger

Facebook Messenger is the chat feature of Facebook. It can serve as a quick option for projects (and other followers) to get in touch with the DEAR Programme and vice versa. A virtual chat can be a more conducive option than email in certain situations. For example, when an event is happening and quick back-and-forth is needed regarding a specific piece of content on Facebook, it is more efficient to communicate on the platform itself. This would require a staff person to monitor the page regularly during events. Although using the feature is not essential, effective use of Messenger with projects can serve as a mechanism to enhance relationships with projects, which can foster enhanced communication and sharing of information.

### Twitter and Instagram

- **Twitter:** Of the 21 DEAR projects that have a Twitter presence, 20 tweet regularly (i.e. multiple times a week). One project tweets less often (i.e. once a week to once every couple of weeks) but is still active,<sup>17</sup> and another project tweets less often on the project-specific Twitter account, although use of the hashtag is widespread.<sup>18</sup> 11 are project-specific accounts and 10 use partners'/CSO accounts.
- **Instagram:** Of the 17 DEAR projects that have an Instagram account, 16 share content regularly.<sup>19</sup> Seven are project-specific accounts and 10 use CSO/partners' accounts.
- **Tik Tok:** According to the project fiche, one project has a Tik Tok account,<sup>20</sup> but the URL provided is broken, so the account may have been deleted.

### Opportunities for collating information – Twitter

- All of the Twitter accounts post information about events and activities (e.g. webinars, panel discussions, trainings, courses, workshops).

---

<sup>17</sup> Develop Together does not have many tweets from 2020.

<sup>18</sup> The Fish Forward Twitter account last posted in January 2020.

<sup>19</sup> The Faces of Migration Instagram account last posted in 2015.

<sup>20</sup> The project is Game on! Don't let climate change end the game!

- Twitter is more conducive for quick, live updates – i.e. during an event – which could help the DST gather information about **results and achievements** from events and activities, during and after they take place.
- Creating **Twitter Lists** provides a curated selection of Twitter accounts to follow rather than relying on one feed with updates from every account the DST follows. All of the DEAR projects can be placed on a Twitter List, which makes it easier to separate their content from others in the main feed.
- Tweets about major events and activities (both upcoming and past) should **tag the DEAR Programme** to enable automatic notifications. This information would be useful for reporting on results and capitalizing on opportunities to promote and participate in events.
- The Dear Programme and DEAR projects should **retweet** each other’s tweets about major events and activities, as well as reply to threads, which boosts visibility on the feeds of followers. DEAR projects should be encouraged to interact with the DEAR Programme page, at least ahead of major events and activities. The DEAR Programme should set up **email notifications** to receive alerts in a timely way even when the admin is not always logged into Twitter.

#### Opportunities for collating information – Instagram

- All of the Instagram accounts post information about events and activities (e.g. webinars, panel discussions, trainings, courses, workshops) with the exception of the Faces of Migration Instagram, which last posted in 2015.
- **Following specific hashtags** can provide DST with updates relevant to the projects. This depends on the consistent use of the relevant hashtags by projects.
- Hashtags should be specific to the projects, not broad ones like #climatechange or #migration or #SDG. To facilitate this practice effectively, DEAR projects could be encouraged to use the **#DEARProgramme** hashtag for posts about major events and activities as well as a **unique project hashtag** (e.g. #walktheglobalwalk, #facesofmigration, #buildsolidground, etc.).
- Posts about major upcoming and past events and activities should **tag the DEAR Programme** to enable automatic notifications. This information would be useful for reporting on results and capitalizing on opportunities to promote and participate in events.

#### Building a cohesive community

- Use of the **#DEARProgramme hashtag** creates a sense of cohesiveness and unity among DEAR projects as well as with the DST/EC.
- For projects with multiple country accounts (e.g. Get Up and Goals), using variations of a **consistent profile** logo and bios would enhance cohesiveness.

- Projects should be encouraged to **interact with each other**, especially the projects with overlapping focus areas. Similar to the concept of ‘follow for follow (i.e. a situation where two accounts agree to follow each other since it benefits both), a ‘Like for Like’ or ‘comment for comment’ approach can be taken by projects. For example, a project with a climate focus can comment on a post of another climate-based project, and the second project can react to the comment or reply back. This would increase visibility of both projects as well as build unity among the DEAR project community.
- Projects can also look to **build a network beyond** the DEAR Programme network to build credibility and connections with other actors in the relevant sectors. This would be part of a longer-term strategic approach to building up visibility about the work done under the DEAR Programme.

### Boosting awareness of the DEAR Programme

- Limited use of generally used hashtags for higher-profile events is appropriate. General hashtags like #climatechange or #climateaction, when used in moderation, in combination with project-specific hashtags, would increase visibility of content to wider audiences, especially young activists, researchers and advocates interested in global issues who use digital platforms for their work or for leisure. **Strategic use of general and specific hashtags** would be a benefit to the projects if they hope to increase awareness of their causes and project for more funding opportunities.
- **Engaging in conversations on threads** increases visibility, especially when done on platforms that have a large following. For example, replying to the United Nations Twitter with a well-crafted, relevant, pithy fact-based tweet would allow millions of followers to see the tweet and potentially follow the project’s account for more information. This method works best when the replies are posted immediately or soon after a tweet has been posted (otherwise, the tweet gets drowned out by previous comments). Social media managers of DEAR projects could also reach out to different accounts to explore opportunities for partnerships, through retweets or tweets from groups supporting the DEAR projects from their accounts, for example.

## NOTABLE EXAMPLES

A few DEAR projects demonstrate good practices of posting events and activities regularly on social media, using hashtags, and using the Facebook Event and Group functions to exchange knowledge and build a cohesive community.

### Bridge 47

The Bridge 47 project is a good example of the use of the Facebook Event function (see Annex for screenshot examples), having hosted or co-hosted 16 events since October 29, 2019. The regular use of the Event function is highly recommended, as it provides an automatic at-a-

glance view of the upcoming (or past) events.<sup>21</sup> The Bridge 47 project is also a good example of the use of Twitter. Each tweet from the past few months has a visual, a call to action accompanied by a link to learn more or to sign up for an event.

## Start the Change

The Start the Change project's Facebook is a good example of the use of relevant hashtags (e.g. #StartTheChangeProject #DEARProgramme #SDGS2030 #EuropeanUnion #WeAreChange #Activism). The Instagram page has visually appealing posts and videos, which is important for the youth audiences that are regular users of the platform. It also has good use of hashtags (e.g. #StartTheChangeProject #WeAreChange #DEARProgramme #youthday2020 #europeanunion #SDGs2030 #migration), as well as posts about upcoming events.<sup>22</sup> The page also hosts seven Facebook Groups by country (see [Annex](#) for screenshot). While there are no screenshot examples available of the activity since the groups are private, if a Facebook Group for the DEAR Programme is implemented, this project would be a good example to contact to learn any best practices and lessons learned from the use of Facebook Groups. (See recommendation #2 on page 16 for more details on the advantages of creating a Facebook Group.) The Global Education Goes Local (GEGl) project also uses closed/private Facebook Groups in each of the six partner countries for internal discussions and exchange between the activists and experts in the country, per the communications contact person (see Annex for details from email correspondence).

## RESOURCES

### Facebook – required time/resources

Creating and effectively maintaining a DEAR Programme Facebook requires time and resources. Depending on the scope of the work desired for social media management, the job could require a part-time junior staff or a full-time social media manager. For example, if the EC/DST team decides to use the DEAR Programme Facebook page strategically to support project objectives, a full-time expert may eventually be needed. For immediate needs – i.e. setting up platforms and monitoring – a part-time junior professional would suffice (i.e. 1-2 hours a day every day). The use of a social media management platform (e.g. Tweetdeck, Hootsuite), as well as an analytics tool like Sprout Social, could save resources as the tools automate part of the otherwise manual work.

In terms of content, there would be six main aspects; the first four are one-off tasks and the last two steps are continuous duties:

- (1) Setting up the page – i.e. bio information, banner, profile photo;
- (2) Inviting all projects and relevant partners to follow/Like the page;
- (3) Following all projects and relevant partners;

---

<sup>21</sup> The Bridge 47 project Facebook Events feed:

[https://www.facebook.com/pg/Bridge47project/events/?ref=page\\_internal](https://www.facebook.com/pg/Bridge47project/events/?ref=page_internal)

<sup>22</sup> A good example of an events post: <https://www.instagram.com/p/CAKAlv-ofmc/>

- (4) Creating a Facebook Group for the projects;
- (5) Monitoring activity/feed, managing community (ongoing);
- (6) Create relationships by engaging with projects' social media activity, share/promote projects' events.

Another important step to consider would be to create key messages and a social media strategy – if it is decided that the Facebook page would be used for purposes beyond information collation. For example, if there is an opportunity for the DEAR Programme page to bring more awareness to the EC through posting new content featuring DEAR projects, a social media strategy (and a content strategy) would be essential. The strategy could include objectives to build networks and relationships through social media, growing the channel through engaging content (e.g. human interest stories featuring local project staff), showcasing excellent project results (which could lead to more funding), boosting the image of the EC (e.g. photos/videos showcasing participation by EC staff or even the President in local project activities), etc.

### Twitter and Instagram – required time/resources

Since the DEAR Programme already owns Twitter and Instagram accounts, using the platforms to gather project event/activity information would require small additions to existing work. The following immediate steps can be taken.

For Twitter:

- (1) Follow all project Twitter accounts
- (2) Follow all Twitter accounts of lead CSOs and partners
- (3) Create a Twitter list for DEAR projects
- (4) Create a Twitter list for partners' accounts (or combine this list with the list for DEAR projects)
- (5) Click the notification bell on each project's profile
- (6) Monitor the list(s) as regularly as possible (e.g. once a day every day)

Note: There is currently no way to follow hashtags on Twitter, so in order to search for the latest tweets mentioning a relevant hashtag (such as #DEARProgramme or a project name), a manual search would have to be done.

On Instagram:

- (1) Follow all projects and CSO pages
- (2) Follow hashtags of projects/CSOs and #DEARProgramme
- (3) Monitor feed as regularly as possible (e.g. once a day every day)

Required time:

- An existing staff member could allocate 5-10% of their time to monitor Twitter and Instagram. If the DEAR Programme decides to use the platforms for engaging with other accounts, expanding its following, boosting visibility, etc., then a part-time junior social media consultant would be needed (i.e. the same person who would manage the Facebook page).

- Using Twitter and Instagram for purposes beyond monitoring and collating information would require a social media and content strategy in order to use them effectively. A full-time, experienced social media expert recruited on a temporary basis would be needed to develop the strategy as well as work with the DST and DEAR projects to create guidelines and best practices that are feasible and effective for the projects to implement.

### Input required from DEAR projects

Making the best use of Twitter and Instagram requires the inputs of DEAR projects.

- It would be useful to have a **meeting with the DEAR projects to share best practices and lessons learned**. Those nearing the end of their project life would share their experience, and new projects would learn from them. Older projects should share what worked and what did not work in terms of growth, engagement, awareness raising, cohesiveness, etc. in their social media experience, as well as any important tips to share with the new projects (e.g. what platforms work for which situations and why). It would be important to document the experiences, especially noting the differences between projects that used project-specific channels versus projects that relied on partners' social media to disseminate content. The **findings would inform guidelines for the new projects** that have not yet launched social media platforms.
- It would be very useful to have a **meeting with all of the new DEAR projects** to communicate the DEAR Programme's new approach for using social media for information gathering. Representatives from older projects could be invited to speak and share their experience, which would build unity among the DEAR projects as well as provide concrete, practical tips to help new projects.
- All DEAR projects using social media would have to **ensure that the format of content is as conducive as possible to information gathering**, somewhat standardized, if possible, and aligned to new guidelines that would be created (e.g. use appropriate tags and hashtags, post relevant content frequently, etc.). Using project management tools like Trello (which is widely used among social media managers) would make it easy to save content in one place and easily share templates and standardized styles.
- Instagram is a popular platform among young people and therefore important for engaging the youth population. When the DST is notified of upcoming events and activities and cannot attend in person, an **Instagram 'takeover'** can be arranged where a participant can 'take over' the DEAR Programme Instagram account during an event and post stories (15-second or shorter videos that disappear in 24 hours) prior to the event and in real time, tagging the host project and relevant CSO accounts. This would be a simple way to increase use of the Instagram account in a substantial way and connect with projects without much time or resources required of the DST. A new feature added to Instagram is similar to Tik Tok, "Instagram Reels". Reels allow the user to record and edit 15-second multi-clip videos with audio, effects, and new creative tools, which can be used in a variety of engaging ways especially among/for youth.

## RECOMMENDATIONS

The following recommendations are based on thorough research and analysis. They are prioritized in ascending order (i.e. recommendation 1 is the strongest recommendation).

### 1. Create a DEAR Programme Facebook Page

- Create a Facebook page and invite all DEAR projects to Like and Follow (must do both) the page. Follow/Like all projects and relevant CSO pages.
- A Facebook page can have multiple admins (with different levels of privileges). This is useful in case management of the page needs to be shared among multiple staff.
- Regarding privacy and exposure of personal Facebook content, the profile of page admins is not public. The only way to reveal who the admin is, is if the admin accidentally responds to a question addressed to the page with his/her own profile without realizing they are in that mode. Before replying to comments on the page, admins should ensure that they are in the admin mode.<sup>23</sup> Even if an admin posts on the page with their own profile, the comment is not linked with the page. The only place where the admin is made known is on the backend, only viewable to admins. Each post indicates the author of the posts in gray text at the top of the post – visible only to the admins who are logged into their account.
- If there are concerns of privacy, one possibility for managing the page is to create a new personal Facebook account to use only as an admin for the management of the DEAR Facebook page. In this way, no data from a personal account would be linked with the page. However, in light of the previous bullet point, in the role of a Page admin, no personal data is exposed, so this method would not be any different to using an existing personal account.
- A significant benefit of creating a Facebook page is that it would allow the EC to stay updated in near real time with DEAR events and activities in an easy way.

### 2. Create a DEAR Programme Facebook Group using the Facebook Page as the admin

- Create a group using the DEAR Programme Page as the admin. Invite all projects join and share their upcoming events/activities with each other in a private setting on a regular basis.
- Projects with similar focuses (e.g. climate; migration; storytelling, etc.) could support each other's events, build stronger connections with each other and learn from each other. In light of current COVID-19 circumstances, social media provides a unique advantage in connecting DEAR projects with each other and with the DEAR Programme to improve coordination and planning. While in-

---

<sup>23</sup> The option to switch modes is located on the right of the comment field, indicated by thumbnail icons of the relevant profile picture.

person meetings are canceled, creating a Facebook Group for DEAR projects can strengthen coordination using a platform that most projects are already using regularly.

- Having a Facebook Group would foster an enhanced sense of unity among the DEAR projects by creating a space for them to easily interact, on a platform that all of them already have and use regularly. Among the 25 currently active DEAR projects that use social media, 24 of them have a Facebook presence. Using Facebook would be taking advantage of the lowest hanging fruit of the social media platforms. It also provides the most conducive platform among the other platforms for exchanging knowledge and facilitating a sense of community.
- Once created, the admin(s) would receive notifications whenever someone posts or adds a comment. If the admins prefer not to always be logged onto Facebook, they can choose an option to receive email notifications rather than pop-up notifications, or they can designate one hour (or more or less, depending on the activity) every day to manage the community. The benefit of having the projects in the group is that they can provide suggestions to each other and promote collective learning, since the content on the group is viewable to all members.
- An important benefit of the Facebook Group is that events created by the admin are automatically collated onto a calendar. The calendar gives a comprehensive, at-a-glance overview of upcoming and past events.
- Start the Change and Global Education Goes Local are two projects that have used this feature for their projects by country, so it may be worth asking them to share best practices and lessons learned. See Annex for more details.

### **3. Use the Facebook Event function and tag DEAR Programme as co-host**

- If a DEAR Programme Facebook page is created, DEAR projects should tag the page as a co-host for all relevant events using the Event function, which would then automatically populate the events in the DEAR Programme's event feed. If all projects added the DEAR Programme as a co-host for their events, the DST would automatically have access to a comprehensive list of upcoming events with minimal effort. This would rely heavily on the practice DEAR projects to use the Facebook event function consistently and early enough before the event so as to allow time for the DST/EC to plan to participate in the event, if appropriate. Among the 24 projects that use Facebook, nearly all of them post about events and activities, so this would be another low-hanging fruit to take advantage of.
- The DEAR Programme should also be tagged on Twitter and Instagram for notable events and activities.

### **4. Use the #DEARProgramme and other relevant hashtags**

- Using the #DEARProgramme hashtag in all relevant posts about events and activities is important particularly for projects that use CSOs'/partners' social media channels, since in those cases there is no quick way to monitor the activity

of multiple accounts. If all projects used the hashtag, a DST staff member could easily search for the hashtag, which would encompass events, activities, and other notable content in a virtual one-stop-shop. Guidelines would have to be developed to agree on what types of posts merit use of the hashtag; if it is overused, the effort could be counterproductive as the volume of non-actionable content increases.

- Hashtags of project names is important particularly for projects that do not use project-specific social media, because there are multiple partner organizations for every project, and at a glance it is not easy to determine which CSOs work with which projects. Therefore, unique hashtags should be used that indicate which DEAR project the content refers to (e.g. #walktheglobalwalk; #getupandgoals; #facesofmigration; etc.). On project-specific pages, using only the #DEARProgramme hashtag would work as well.
- Use of the #DEARProgramme hashtag creates a sense of cohesiveness and unity among DEAR projects as well as with the DST/EC.

#### **5. Develop and implement guidelines on best practices**

- Organizing a meeting with all current DEAR projects would allow for a discussion of lessons learned from their experiences in the past few years using social media for their respective DEAR projects. Valuable information would be gained that could inform guidelines for the new social media projects. For example:
  - i. Why did Get Up and Goals create project-specific accounts as well as separate accounts for countries, and what did that model achieve?
  - ii. For the projects that rely on partners' social media to disseminate information, how did they coordinate and track project-related content?
- Based on the information shared, best practices should be developed and implemented. Recommendations 3-5 should be included in the guidelines.

#### **6. Follow all projects and CSOs/partners on Facebook, Twitter and Instagram**

- A social media account is only as useful as its connection to and interaction with others. A comprehensive list of project-specific social media accounts and relevant accounts of CSOs and partners should be developed on all three social media platforms. The DEAR Programme should follow/Like as well as subscribe to notifications for all of the channels.
- To manage the large number of followers, a few methods can be used. For Twitter, Twitter Lists can be created to categorize accounts in a customized way. For example, the DEAR Programme Twitter can create separate lists by project for the projects that use multiple channels to disseminate content. It can create lists based on topic or focus of the project, by geography, etc. The important part is to use the lists function in a way that breaks down the large volume of tweets from the main feed into manageable parts. If monitoring and engagement

requires more than one person to manage, different people can be designated to manage different lists.

- On Instagram, an account can follow specific hashtags. The DEAR Programme should follow the #DEARProgramme hashtag, as well as any other hashtags that are regularly used by projects to promote their events and major activities. It is important for the projects to use hashtags in a strategic manner (see recommendation #4).

## Additional recommendations

The following are additional suggestions for consideration.

- Set up Google Alerts for keywords related specifically to the projects.
- Set up a Google calendar, and share it with all projects and request them to update the calendar at least (bi)weekly. An alternative option is to encourage projects to use the events calendar on the EPRD site ([https://dear-programme.eu/map/?map\\_menu=calendar\\_list](https://dear-programme.eu/map/?map_menu=calendar_list)). Updating the calendar on the EPRD site is recommended since project coordinators use the site already to update their project information and thus should be familiar with it.
- Join all projects' newsletters or other internal communication channels, as appropriate.
- Hold quarterly meetings with social media managers of project accounts to discuss and share major upcoming events with each other. The meeting should also be used to encourage cross-posting and sharing content for mutual benefit. Hosting can be done on a rotational basis to maintain engagement and attendance.
- Create and collaborate on joint Trello boards or other project management tools, specifically used for events and major activities.
- Consider purchasing a subscription to a social media management tool (e.g. Sprout Social) to set up a system for monitoring keywords, hashtags and locations, and to streamline monitoring of all social media channels on one platform.

## POTENTIAL CHALLENGES

A few potential limitations are worth noting with regard to the recommendations.

- **Finding project-related content:** Several DEAR projects rely on their partners' social media channels to disseminate content. Some projects have a network of up to 25 social media platforms (i.e. Faces of Migration). The decentralized model of social media use is effective in representing local voices, but it can make it more complex to distinguish the posts that are related to the DEAR project. This is the case for large CSOs (e.g. Habitat for Humanity, Fair Trade), for example, as they post a large volume of content on non-DEAR project-related activities. Therefore, it is all the more important for projects to use the #DEARProgramme hashtag appropriately.

- **Coordination among projects:** One project noted that some partners were against creating a project-specific Facebook page for different reasons, so they rely on the use of Twitter as the main social media outlet.<sup>24</sup> In the case that a DEAR Programme Facebook group is created, projects that do not have a project-specific Facebook would need to decide how to most effectively represent their project in the DEAR community. For example, the Build Solid Ground project disseminates content via nine CSO Facebook pages, so the project would need to decide on whether all of them should join the group or a few or a single representative. This would require close coordination among the CSOs/partners to ensure that information about all local events are well captured through the use of the Facebook Event function and tagging the DEAR Programme page as a co-host.
- **Languages:** Many of the CSO social media channels are in non-English languages. Some content is automatically translated depending on the internet browser, but many accompanying texts are not. The use of hashtags is once again important in such a context, because the #DEARProgramme and hashtags related to the project name would clearly distinguish which posts are DEAR-specific and which posts are content from the CSO channel not related to the DEAR project. Based on the indication of the hashtags, Anglophone admins could simply copy and paste the text into an online translation tool to learn more about event/activity details.
- **Time and resources:** Depending on the desired use of social media by the DST/EC, more time and resources could be needed to adequately set up a Facebook Page/Group and invest in engagement, community management and original content. If the desired short-term goal is to collate information on events/activities, a part-time junior person would suffice (i.e. 1 hour a day, every day for monitoring). If the DEAR Programme decides to use all three platforms in a more strategic manner (e.g. to launch joint campaigns, grow following, raise awareness, build relationships, boost image, etc.), a full-time staff/consultant would need to be recruited to develop key messages and a content strategy as part of a comprehensive social media strategy. The strategy would then need to be presented to projects, implemented and evaluated.
- **Cooperation:** All of the recommendations depend on the active, consistent cooperation of projects to follow best practices and communicate with the DST for major events and activities. Holding quarterly meetings with the social media contact people of each project could boost a sense of community and foster sharing of information. Active use of the DEAR Programme’s social media channels could enhance two-way communication between projects and the DST via use of Facebook Messenger, direct messaging on Twitter and Instagram as well as engagements on posts via likes/reacts, comments and shares.

---

<sup>24</sup> Citizens for Finance Justice

## CONCLUSION

Nearly all of the DEAR projects use Facebook to disseminate information about events and activities, and many of the projects also use Twitter and Instagram. There is a significant opportunity to use social media to gather information about upcoming events, activities as well as information about results and achievements of DEAR projects, using inbuilt tools offered by the platforms (e.g. Facebook Event, Facebook Group, Twitter List, Instagram hashtag follow). Using inbuilt tools like the Facebook Event and Group functions could improve coordination and contribute to operational objectives. This report provides six key recommendations to facilitate the collation of such information: create a DEAR Programme Facebook Page, create a DEAR Programme Facebook Group, encourage projects to use Facebook Event function and tag the DEAR Programme as a co-host, use the #DEARProgramme and other relevant hashtags strategically and consistently (especially for projects that use a cascading social media approach instead of a project-specific approach), develop best practices, and finally, follow and subscribe to all projects and relevant CSO/partners on social media.

## ANNEX

Notes from email responses from projects

Project	Comments	Contact
Citizens for Financial Justice (CFJ)	<ul style="list-style-type: none"> <li>-CFJ only uses Twitter for project-specific content</li> <li>-Uses partners' social media due to larger followings, ability to post in multiple languages and tailor content to audience preferences</li> <li>-Some partners pushed back against idea of creating CFJ accounts on Facebook, Instagram and LinkedIn when asked in January; thus, CFJ relies on internal channels and Twitter</li> </ul>	Peter Marshall, PMarshall@christian-aid.org
Media, Minorities and Migration	-Uses main organization's social media (Minority Rights Group)	Anna Alboth, Anna.Alboth@mrgmail.org
Faces of Migration	-Uses all partners' social media platforms, which have content in various languages	Veronika Nožinová, nozinova@diakoniespolu.cz
Coherent Europe for Sustainable Development	<ul style="list-style-type: none"> <li>-No project social media because main focus is work with policymakers and other stakeholders, not with the public</li> <li>-Social media activity increased recently due to change in focus: project realized that the topic of business and human rights (which</li> </ul>	Robert Ach-Hübner, robert.ach-hubner@nazemi.cz

	<p>NaZemi covers in the project) is not well established in the policymaking scene, and partially redirected focus towards awareness-raising activities – thus, more events and materials shared on NaZemi Facebook</p> <p>-Partners also post about the project on their social media channels</p>	
Make ICT Fair	<p>-The project does not have its own social media channels but rather uses existing channels of all 11 project partners involved in implementing the action</p> <p>-All partners use hashtags when disseminating information about the project on social media</p>	<p>Julia Hale, julia@swedwatch.org</p>
Walk the Global Walk	<p>-Portuguese partner started a new Instagram account to engage their students for the Virtual Global Walk, especially during COVID, with other projects to potentially start one as well</p> <p>-Countries (10) take turns managing communication activities (one week every 9 weeks)</p> <p>-Every partner has a designated communications person</p> <p>-A Communications Board meets every 3-4 months</p> <p>-Some partners have also created national social media, which they document during routine M&amp;E process</p>	<p>Angela Pinna, angela.pinna@oxfam.it</p> <p>Jennifer Mancini, jennifer.mancini@outlook.com</p>
NOPLANETB	<p>-Main aim of project is funding small/medium CSOs as sub-grantees/third parties, therefore uses social media via sub-grantees' channels</p>	<p>Monica Favot, m.favot@puntosud.org</p>
Build Solid Ground	<p>-Main FB and TW: @HabitatEMEA</p> <p>-Slovakia: FB: @jednymtahom IG: @jednym_tahom</p> <p>-Partners' social media available via <a href="#">campaign page</a></p>	<p>Tatiana Galbava, TGalbava@habitat.org</p>
GET UP AND GOALS!	<p>-Uses multiple country-specific project Facebook pages (in various languages): global, Italy, Spain, the UK, Portugal, Czech Republic,</p>	<p>Giordana Francia, francia@cisp-ngo.org</p>

	<p>Poland, Hungary, Romania, Bulgaria, the Netherlands, Austria (Sudwind),</p> <p>-Uses multiple Twitter accounts (also by country): global, the UK, Spain, APA (Ireland), Romania, NaStyku (Poland), Austria (Sudwind), Spain</p> <p>-Instagram: global, Poland, Spain</p>	
Global Education Goes Local (GEGE)	<p>-Uses closed Facebook groups in each of the 6 partner countries for internal discussions and exchange between the activists and the experts in the country</p> <p>-Partners also use Facebook pages of their organizations (in local languages)</p>	Ralitz Sechkova, ralitzasechkova@yahoo.com
Global Issues – Global Subjects	-Relies on partner organizations’ social media to better target key audience (teachers) in local languages	Anna Wojtych, anna.wojtych@ceo.org.p

The Bridge 47 project has used the Facebook Event function regularly in the past, which has contributed to the creation of an automatic list of events with a quick at-a-glance view:

## Past Events

JUL 14	<b>HLPF 2020 Side Event - GCE Response to Gl...</b> Tue 8 AM EDT · 31 guests	
JUN 10	<b>Covid19: Momentum for Transformative Edu...</b> Wed 3:30 PM UTC+02 · 816 guests	<a href="https://zoom.us/meeting/re...">https://zoom.us/meeting/re...</a>
MAY 28	<b>Webinar on "Transformative Approaches to ...</b> Thu 11 AM UTC+03 · 35 guests	<a href="https://us02web.zoom.us/j/...">https://us02web.zoom.us/j/...</a>
MAY 25	<b>Building Strength in Plurality in Global Citize...</b> May 25 - May 27 · 54 guests	Zoom
MAY 24	<b>The Power of Storytelling on World Village R...</b> Sun 4 AM UTC+03 · 14 guests	<a href="https://www.maailmakyllass...">https://www.maailmakyllass...</a>
MAY 7	<b>Collecting Evidence of the change you are ...</b> Thu 3 PM UTC+02 · 12 guests	<a href="https://zoom.us/meeting/re...">https://zoom.us/meeting/re...</a>
APR 15	<b>Webinar on "Inspiring young global citizens ...</b> Wed 2 PM UTC+02 · 844 guests	<a href="https://zoom.us/meeting/re...">https://zoom.us/meeting/re...</a>
MAR 26	<b>Webinar on Envisioning more 4.7</b> Thu 2 PM UTC+01 · 595 guests	<a href="https://zoom.us/meeting/re...">https://zoom.us/meeting/re...</a>
MAR 24	<b>Collaboration for COP26</b> Tue 12:30 PM UTC · 1 guest	<a href="#">Perth Subud Centre</a> Perth, United Kingdom
FEB	<b>ICAE Webinar "W..."</b>	

The Start the Change project is a good example of the use of Facebook Groups to facilitate internal knowledge exchange and coordination among partners:

## Groups by This Page



### Start the Change - Italia

Private group

155 members

Questo gruppo privato è dedicato agli insegnanti e agli educatori del progetto St...

+ Join Group



### Start the Change - Slovenije

Private group

18 members

+ Join Group



### Start the Change - Polska

Private group

36 members

+ Join Group



### Start the Change - Scotland

Private group

36 members

This is a closed group for all teachers and youth workers involved in the Start th...

+ Join Group



### Start the Change - Österreich & Deutschland

Private group

24 members

+ Join Group



### Start the Change - España

Private group

8 members

+ Join Group



### Start the Change - Hrvatska

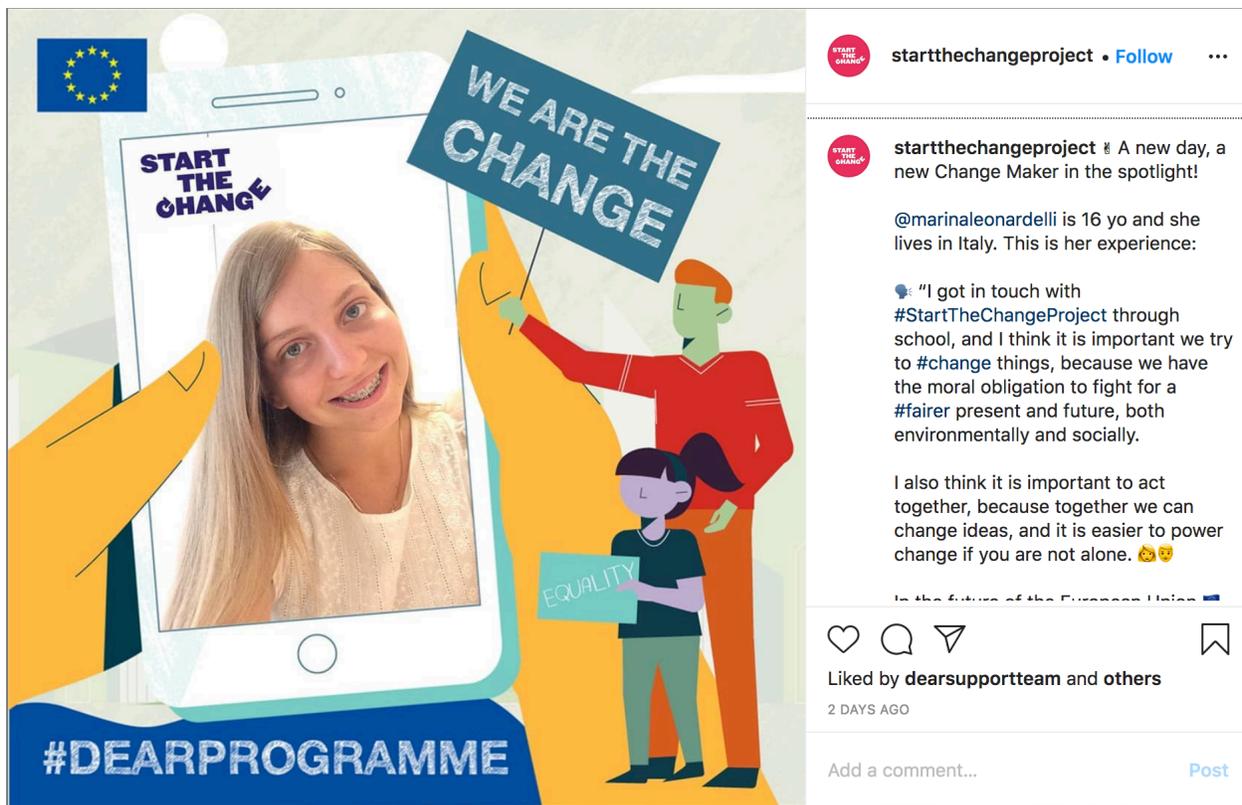
Private group

64 members

Udruga za rad s mladima Breza partner je na europskom projektu Start the Chan...

+ Join Group

The Start the Change Instagram account uses hashtags and branding effectively. One example of a post:



The full copy of the above post reads:

🙌 A new day, a new Change Maker in the spotlight!

@marinaleonardelli is 16 yo and she lives in Italy. This is her experience:

💡 “I got in touch with #StartTheChangeProject through school, and I think it is important we try to #change things, because we have the moral obligation to fight for a #fairer present and future, both environmentally and socially.

I also think it is important to act together, because together we can change ideas, and it is easier to power change if you are not alone. 🙌🙌

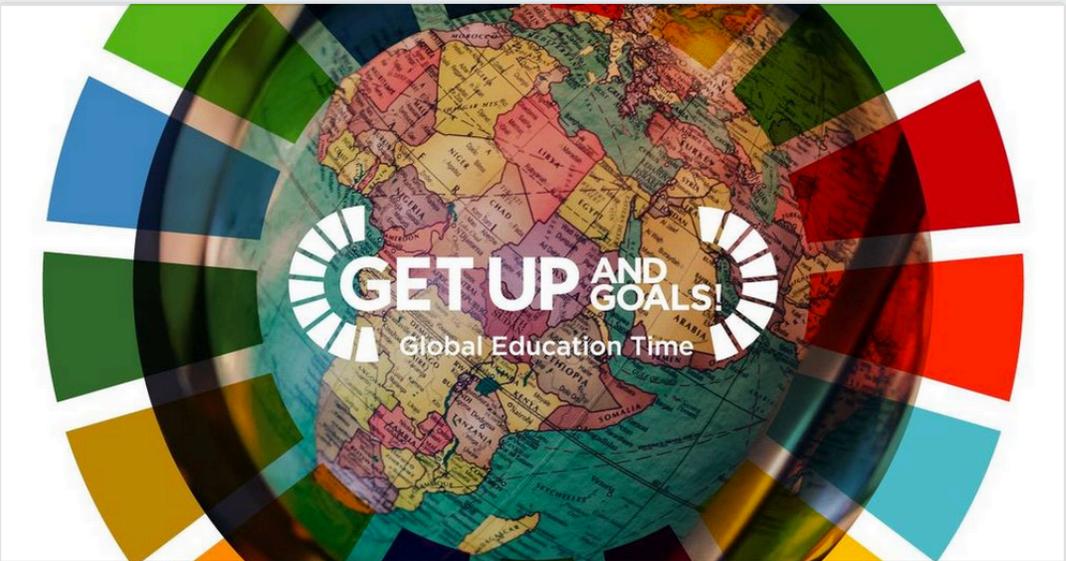
In the future of the European Union 🇪🇺, I dream of a wider brotherhood among countries, so that we can face together the challenges of today and of tomorrow.”

#changemakers

#WeAreChange #SDGs2030 #EuropeanUnion #DEARProgramme #activism

The following screenshot is an example of an event hosted by the GET UP AND GOALS! project, co-hosted with eight other pages, seven of which are the local counterparts of the project. The

advantage to co-hosting events is that the event shows up on the events feed of each co-host's page, so if each local counterpart takes turns creating events, it would help save time/resources as well as ensure that important events are always published in this way by spreading the effort. Continued and regular use of the Event function is highly recommended.



**MAY 14** Internationale Tagung zu Migration und SDGs

Public · Hosted by [Suedwind\\_getupandgoals](#), [Get up and goals](#) and 7 others

★ Interested   ✓ Going   ...

🕒 May 14, 2019 at 9 AM – May 16, 2019 at 2 PM UTC+02  
More than a year ago

📍 Europahaus Wien, Schloss Miller-Aichholz  
Linzer Straße 429, 1140 Vienna, Austria [Show Map](#)

**About**   Discussion

## Hosted by



**Suedwind\_getupandgoals**



**Get up and goals**



**Get up and Goals - Poland**



**Get up and Goals Italia**



**GET UP and GOALS - Portugal**



**Get up and Goals Spain**



**Südwind Tirol**



**Get Up and Goals Ireland**



**Get Up and Goals Hungary**