

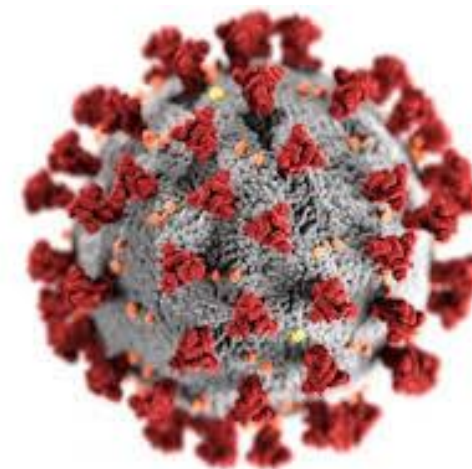


Social Media Overview

Social Media Report: Findings for DEAR projects

Report prepared in August 2020, to look specifically at:

Opportunities to contribute to achieving DEAR project objectives





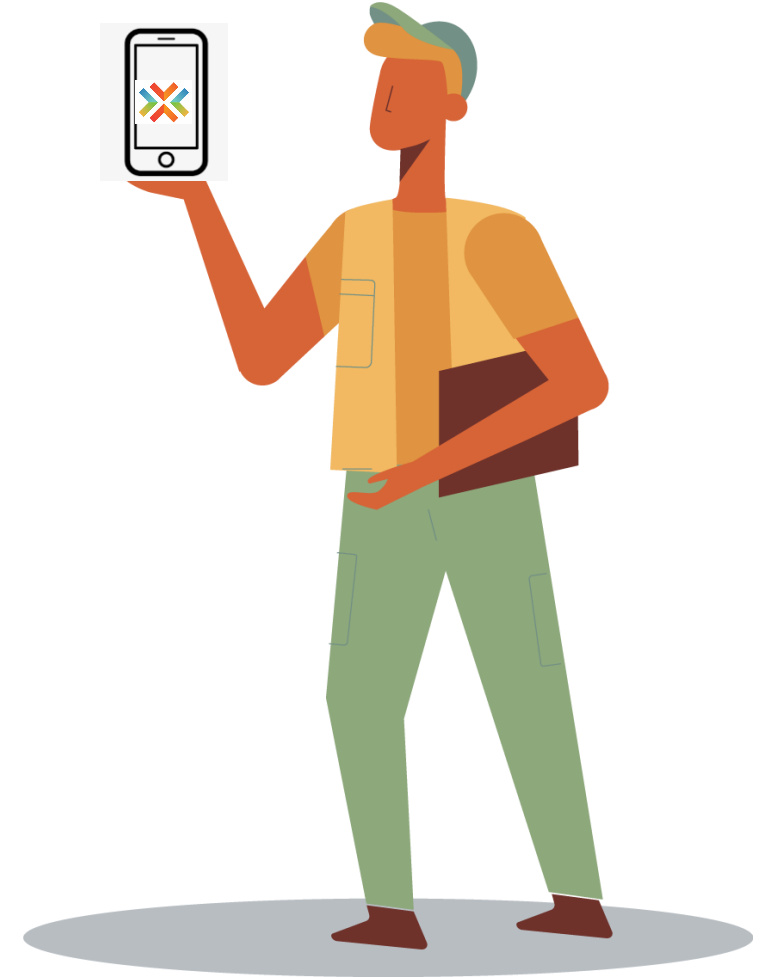
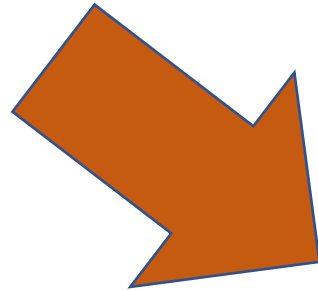
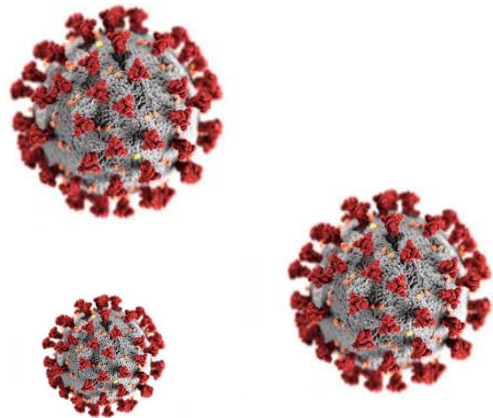
DEAR: (In) the background

....until the 2019 EDDs



More than publicity

- Keeping EC up to date of UPCOMING ACTIVITIES
- Seeing opportunities for high-level engagement
- Coordination between projects
- Boosting project results, especially in COVID-19 environment



The brief

How can Social Media:

-> be used to gather information on results and upcoming events

-> when used in a coordinated fashion, help projects achieve their goals?



Key findings



Social Media Report: Key recommendations

- Create a DEAR Programme Facebook Page 👍
- Create a DEAR Programme Facebook Group
- Use the event Facebook function
- Hashtags: #DEARProgramme 👍 + develop new ones
- Develop best practice guide for social media use
- @DEARSupportTeam 👍 / DEAR projects to systematically follow each other, like and share



Next steps...



- Is Facebook king with 2018 projects?
- Will you be using posting realworld/ online events on Facebook?
- What about projects operating through partners' SoMe channels?
- Or through country/ language specific pages?



Goal of Today



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Twitter

- Great tool for behind-the-scenes coordination
- Quick community updates and news
- Sharing of interest pieces of community DEAR related info

@DEARSupportTeam

