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Why TU1402 is leveraging social media (I)

Traditional media channels (e.g. scientific publications, factsheets, technical reports, press releases, and the like) are preferred channels of communication to reach:

- Research community
- Academics
- Public authorities & policymakers
- Industrial sector & professionals

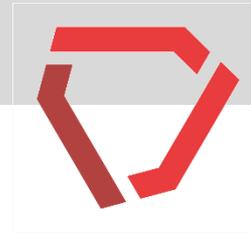




Why TU1402 is leveraging social media (II)

When the goal is to **reach out and engage the general public**, which means people with diverse background, new **Internet communication vehicles**, especially social media platforms, become the best tools for dissemination purposes.





Why TU1402 is leveraging social media (III)

Benefits of using social media platforms for TU1402:

- Near-zero cost dissemination strategy
- No tech expertise is needed
- Live interactive platforms
- Easy communication with stakeholders and end users
- Re-direct user traffic to the Action website



SEVERAL FUNDING PROGRAMS ENCOURAGE SOCIAL MEDIA FOR DISSEMINATION



Why TU1402 is leveraging social media (IV)

The screenshot shows a LinkedIn group page. At the top, there are browser tabs for 'COST Action TU1402' and a search bar. The group name is 'COST Action TU1402 - Quantifying the Value of Structural Health Monitoring' with 60 members. A 'Member' button is visible. Below the group name, there is a section for starting a conversation with a text input field. A post by 'maria pina limongelli - Manager' is featured, titled 'COST Action TU1402 Training School upcoming!'. To the right, there is an 'ABOUT THIS GROUP' section explaining the group's purpose and a 'MEMBERS' section showing a list of group members.



Why TU1402 is leveraging social media (V)

The screenshot shows a Facebook page for 'COST Action tu1402 - Quantifying the Value of Structural Health Monitoring'. The page features a cover photo with the text 'Growing ideas through networks' and a profile picture of the TU1402 logo. The page is categorized as a 'Nonprofit Organization' with a 5.0 star rating. It shows a 'Liked' button and a 'Donate' button. The page also has a 'Page Tips' section with advice on building community and helping people take action.

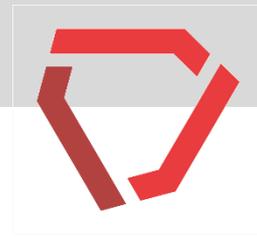


Why TU1402 is leveraging social media (VI)

Purposes:

- Reach and engage different target audiences
- Share and promote the activities & results of the Action
- Raise public awareness about the value of SHM
- Provide a live platform for information exchange and knowledge transfer
- Increase the visibility of the Action webpage





Tips for creating the perfect post (I)



1. Provide valuable information

People engage more with posts that offer valuable content, but without disclosing everything. This drives more clicks to find out more.



2. Provide a link

Share links to the website to increase the traffic from Facebook or LinkedIn. Use bit.ly or goo.gl to track clicks from your page.



3. Include photos

Facebook posts with photos receive the highest amount of engagement. The perfect photo size is 800x600.



Tips for creating the perfect post (II)



4. Balance various types of content

Posts with the same look and feel do not perform well and people just pass them over for content that looks different and more appealing. Photos, videos, links and questions do best, so include a variety of each in your updates.



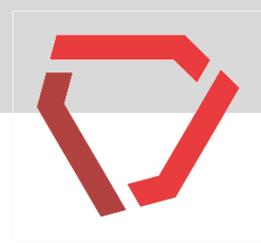
5. Call to Action

Drive users' clicks through the post content with a combination of incentives and call to action.



6. Think mobile

Use simple imagery that can be easily seen on mobile devices as 70% of the users will see posts from their phones.



How to engage on different platforms (I)

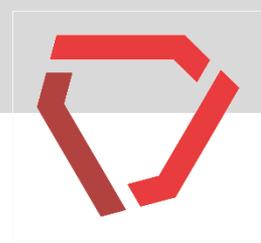
- ❑ Different platforms → different audiences → different posts
- ❑ Not all content is suitable for every social media platforms

Facebook → non-expert audience

- 1) Simple-language posts along with **photos, videos & live videos**
- 2) **Curate high-quality** (proven) **content** from third-party pages/sites

LinkedIn → professionals and stakeholders

- 1) **Professional posts** with an image or video
- 2) **Factsheets, milestones** and Action **achievements**



How to engage on different platforms (II)

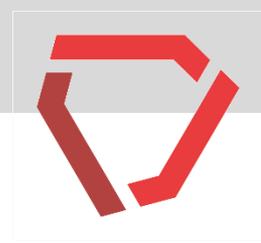
Post contents:



- News about activities carried out during the Action
- Events involving/organised by the Action (STSMs, workshops, etc.)
- Pills for 'dummies' about procedures, techniques and tools
- Case-study examples** (simple language)



- News about milestones and Action achievements
- Factsheets and analyses carried out
- Whys and wherefores of quantifying the value of SHM
- Case-study examples** (professional language)



Call to Action

- ❑ **WG4** members are invited to make **one post per case-study (15 min)**

Post template:

Short title

Body of the post

[present the case study and how the Vol analysis will be applied to it – max 120 words]

Add photos, videos or links

End with hashtags

#costaction #tu1402 #valueofinformation
#structuralhealthmonitoring





Final Remarks (I)

All TU1402 Action members are encouraged to:

- Like** the TU1402 Facebook page **(5 secs)**
- Join** the TU1402 LinkedIn group **(5 secs)**
- Like & Share** the posts published by the Action on social platforms
→ either on your FB or LinkedIn profile **(2 secs)**





Final Remarks (II)

WG4 members shall:

Send the case-study posts via e-mail to:

Maria Giovanna Masciotta mg.masciotta@gmail.com

Simona Miraglia smi@civil.aau.dk

Maria Pina Limongelli mariagiuseppina.limongelli@polimi.it

They will provide for their publication only after the approval from the Chair of the Action, Sebastian Thöns.



Within 2 weeks!



Thanks for your attention!



Institute for Sustainability and Innovation
in Structural Engineering



Universidade do Minho
Escola de Engenharia



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"G. D'Annunzio"