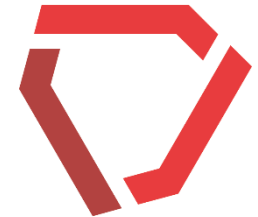




# TU1402 Dissemination on social media platforms

**Maria Giovanna Masciotta**

Final Workshop – Limassol, 18-19 October 2018



Institute for Sustainability and Innovation  
in Structural Engineering



Universidade do Minho  
Escola de Engenharia



## Outline

- ❑ Why TU1402 has leveraged social media platforms
- ❑ TU1402 engagement on different platforms
  - Facebook
  - LinkedIn
- ❑ Facebook strategy for dissemination of TU1402
- ❑ Statistics of TU1402 FB page
- ❑ Page Insights
- ❑ List of published posts





## Why TU1402 has leveraged social media (I)

Scientific publications, factsheets, technical reports, press releases and the like are **traditional communication channels** good to reach:

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





## Why TU1402 has leveraged 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 has leveraged social media (III)

### Benefits for TU1402:

- Near-zero cost dissemination strategy
- No tech expertise needed
- Engagement of different target audiences
- 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 has leveraged social media (IV)



❑ Examples of successful FB pages

## Why TU1402 has leveraged social media (V)

- ❑ The COST programme has a Facebook page!

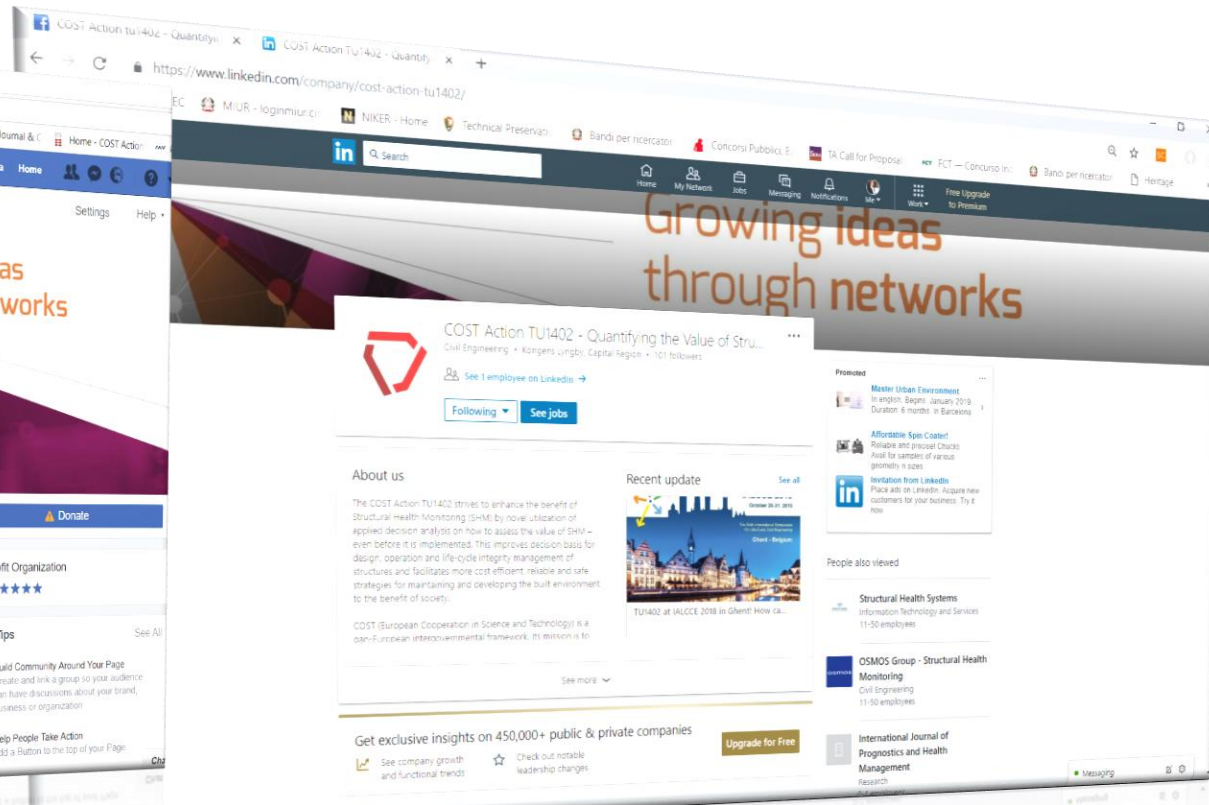
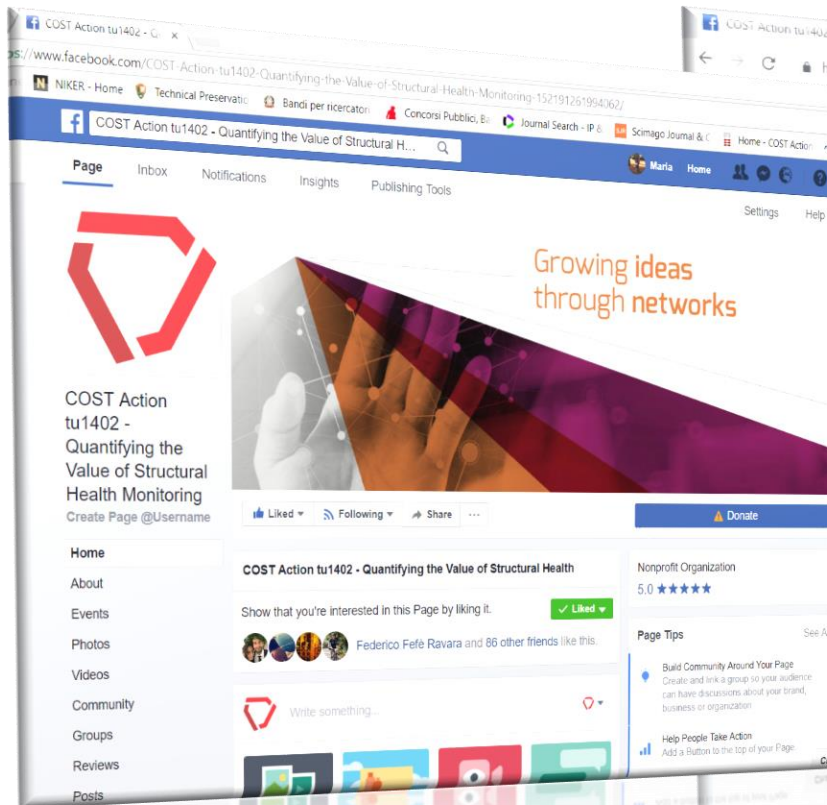




## TU1402 engagement on different platforms (I)

Facebook page

LinkedIn page







## TU1402 engagement on different platforms (II)

❑ Different platforms → different audiences → different posts



- ❑ 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)

## Facebook strategy for dissemination of TU1402 (I)

### Target audiences:

- EU citizens and public in general
- Media reporters (newspapers, television, radio and internet)
- Stakeholders



### Purposes:

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



# Facebook strategy for dissemination of TU1402 (II)

## Post content & template:

- News about activities carried out during the Action
- Events involving/organised by the Action (STSMs, workshops, etc.)
- Whys and wherefores of quantifying the value of SHM
- Pills for 'dummies' about procedures, techniques and tools
- Case-study examples



### 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



# Facebook strategy for dissemination of TU1402 (III)

## Post management:

- Page managed by **one(two) administrator(s)**
- Posts published by the administrator according to the following calendar:

Group		Year 2017						
1	<b>WG1</b>	15-jun-17	27-jul-17	7-sep-17	19-oct-17	30-nov-17	11-jan-18	22-feb-18
2	<b>WG2</b>	22-jun-17	3-aug-17	14-sep-17	26-oct-17	7-dec-17	18-jan-18	1-mar-18
3	<b>WG3</b>	29-jun-17	10-aug-17	21-sep-17	2-nov-17	14-dec-17	25-jan-18	8-mar-18
4	<b>WG4</b>	6-jul-17	17-aug-17	28-sep-17	9-nov-17	21-dec-17	1-feb-18	15-mar-18
5	<b>WG5</b>	13-jul-17	24-aug-17	5-oct-17	16-nov-17	28-dec-17	8-feb-18	22-mar-18
6	<b>WG6</b>	20-jul-17	31-ago-17	12-oct-18	23-nov-17	4-jan-18	15-feb-18	29-mar-18



Posts must be e-mailed to the page administrator with cc to S. Thons and the corresponding GL



## Facebook strategy for dissemination of TU1402 (IV)

### Action plan:

- ❑ All Action members were invited to:
  - LIKE the TU1402 Facebook page
  - SHARE the posts published by the Action
  - SEND contributions for posts
    - especially case-study posts





## Facebook strategy for dissemination of TU1402 (V)

### □ Tips for posts



#### 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.



## Facebook strategy for dissemination of TU1402 (VI)

### □ Tips for posts



#### 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.



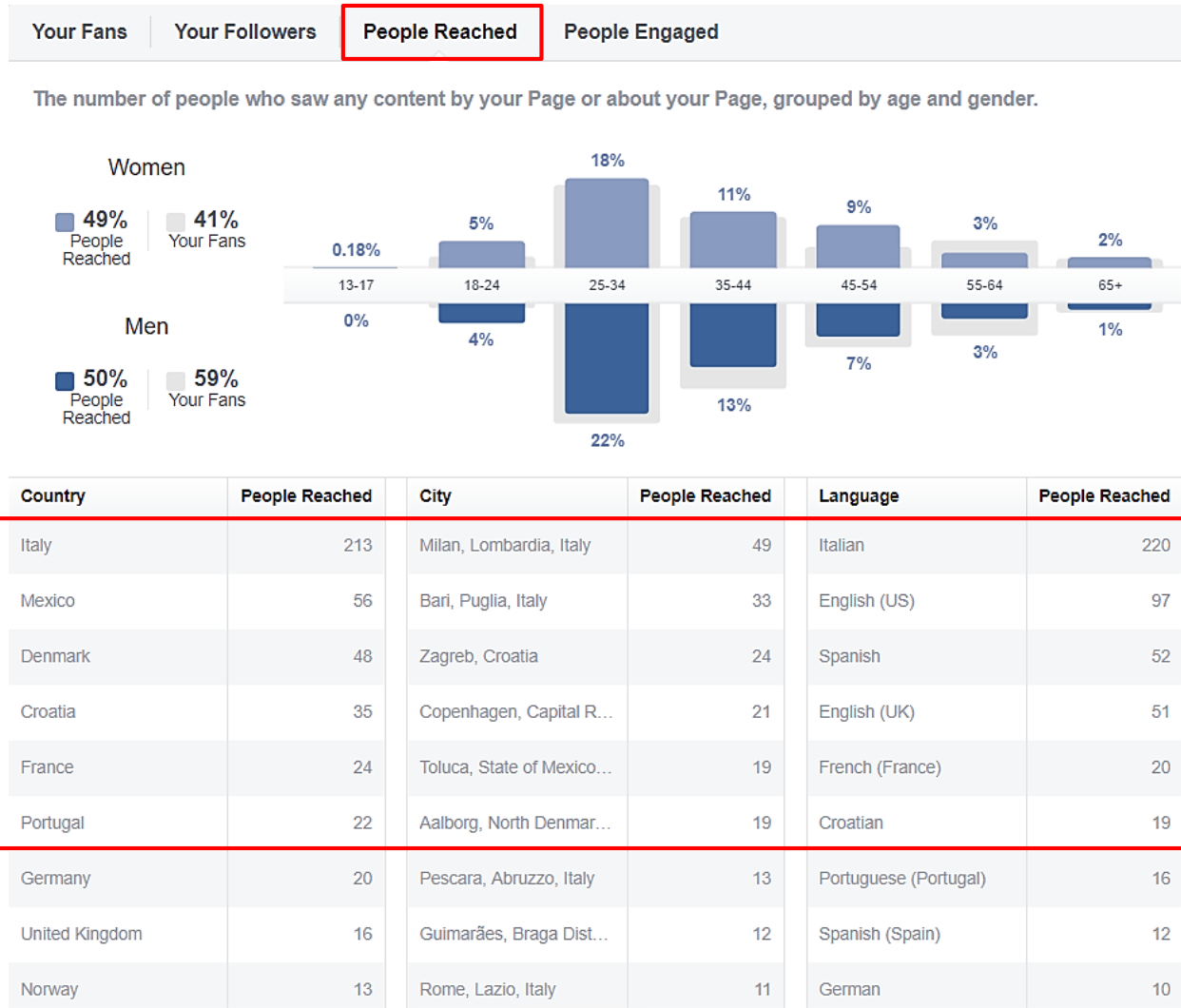
# Statistics of TU1402 Facebook page

- Total page likes: **216**
- Followers: **59% men, 41% women**
- First post: **July 30th, 2017**
- Total no. of posts: **54 in 60 weeks**
- No. of case-study posts: **13**
- Average post clicks: **31 to 54**
- Average reach: **127 to 226** (with peaks btw **1.1k - 2.2k**)



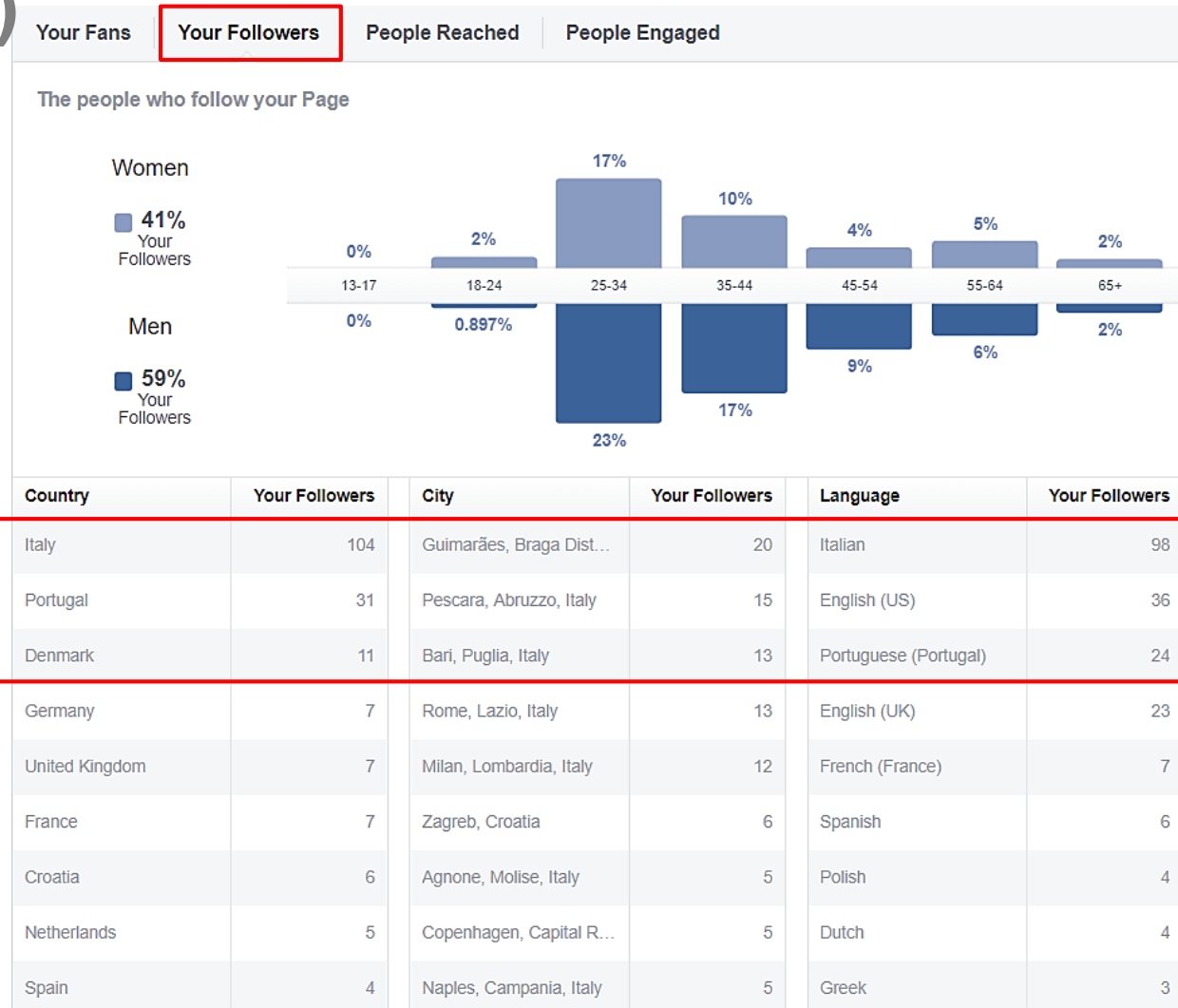


## Page insights (I)





## Page insights (II)





# Page insights (III)

When Your Fans Are Online

**Post Types**

Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

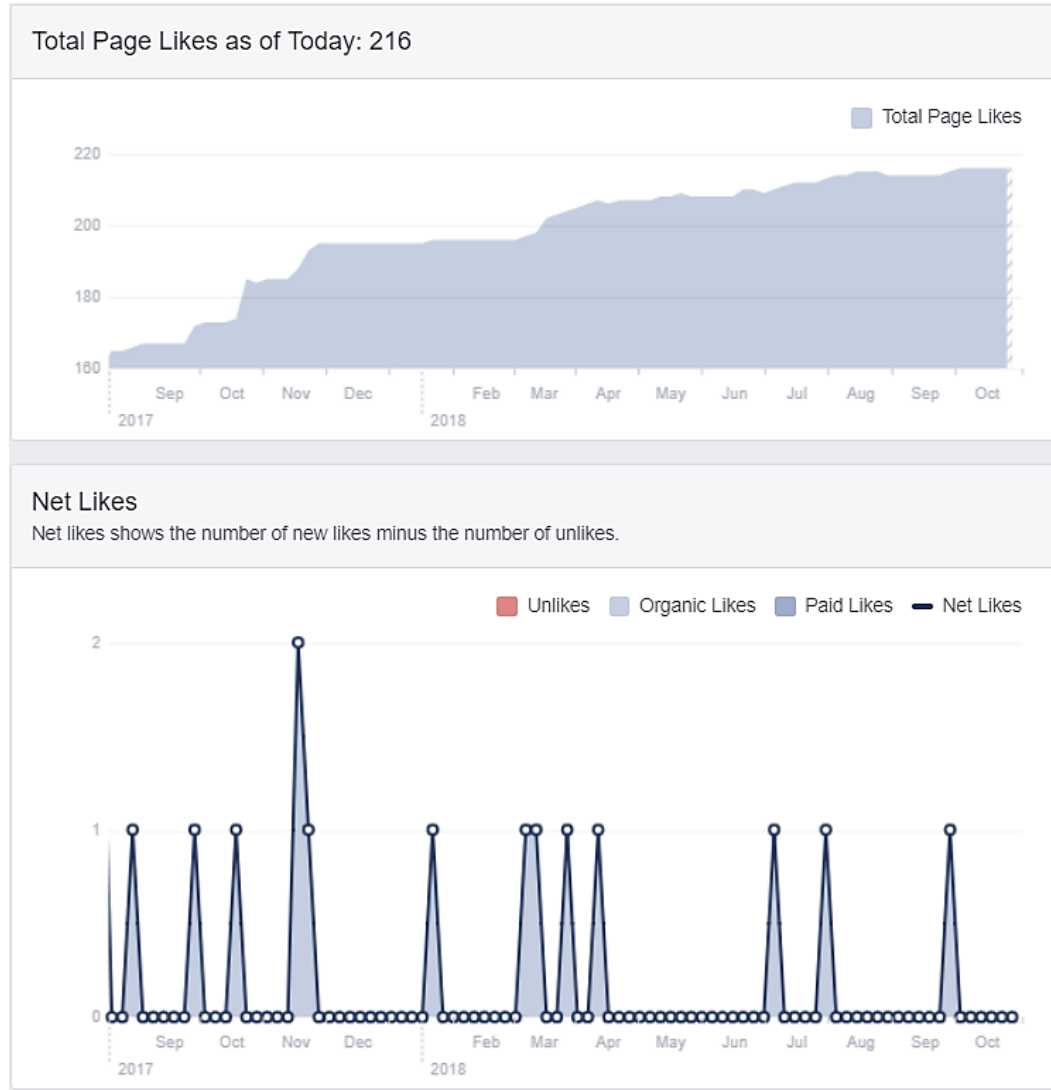
Reach Post Clicks Reactions, Comments & Shares

Type	Average Reach	Average Engagement
Link	226	54 25
Video	168	34 11
Photo	127	31 10



## Page insights (IV)

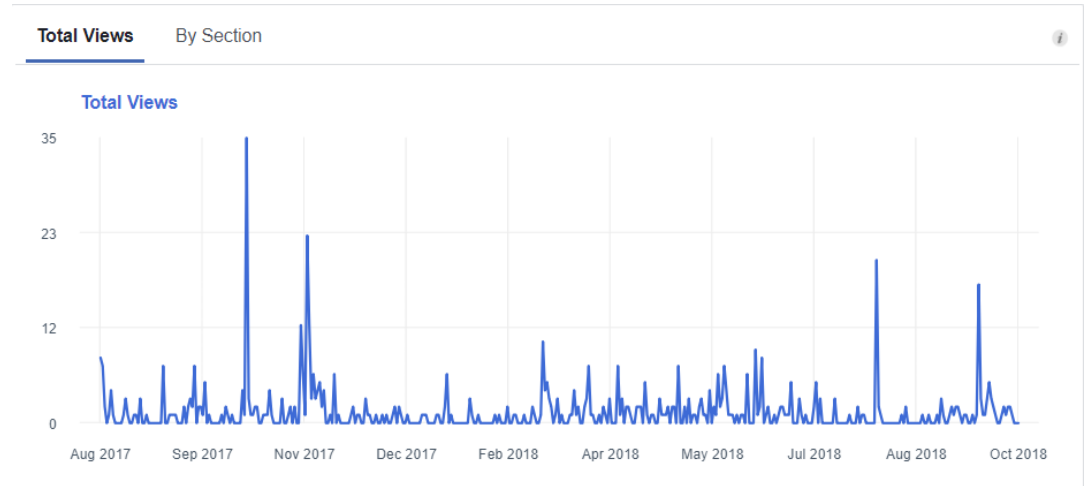
- ☐ Increasing likes





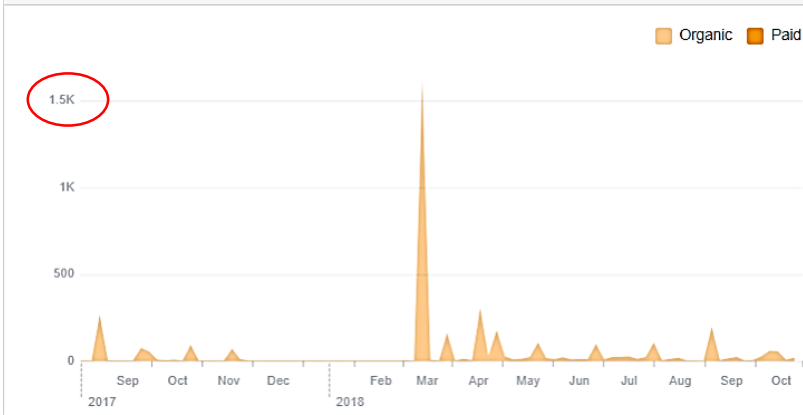
## Page insights (V)

### ❑ Post reach peaks



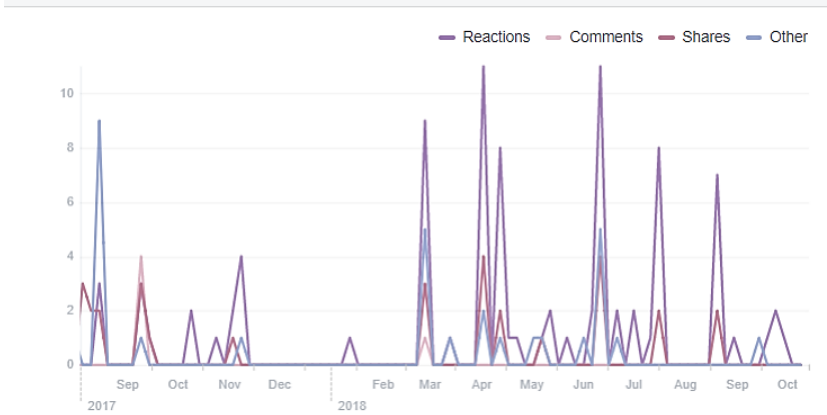
### Post Reach

The number of people who had any posts from your Page enter their screen.



### Reactions, Comments, Shares, and More

These actions will help you reach more people.





# TU1402 Dissemination on social media platforms

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All Posts Published						
Published	Post	Type	Targeting	Reach	Engagement	
10/11/2018 1:20 PM	TU1402 at IALCCE 2018 in Ghent! How can the			144	22 13	
10/04/2018 1:10 PM	TU1402 FINAL WORKSHOP COMING SOON! In two weeks,			128	24 9	
10/02/2018 3:31 PM	The TU1402 Training School 2018 in Trogir, Croatia, focused			233	123 17	
09/27/2018 5:28 PM	Live from the second TU1402 Training school, Trogir, Croatia.			128	19 8	
09/27/2018 12:38 PM	Live from the second TU1402 Training school, Trogir, Croatia.			136	25 8	
09/27/2018 9:44 AM	Live from the second TU1402 Training school, Trogir, Croatia.			241	58 18	
09/21/2018 4:43 PM	COST Action TU1402 explained in less than 10 minutes!			218	93 39	
09/14/2018 1:11 PM	Service life extension of offshore wind parks A service life			100	15 9	
09/07/2018 1:15 PM	TU1402 TRAINING SCHOOL COMING SOON The Training			89	18 8	
08/31/2018 12:15 PM	CASE STUDY: "Structural health monitoring to understand			106	16 9	
08/24/2018 1:45 PM	Why invest in SHM of Civil Engineering infrastructures?			233	14 10	
08/03/2018 1:00 PM	In the next couple of weeks, the Dissemination working group of			105	12 7	
07/27/2018 1:35 PM	SAVE THE DATE! The next workshop of COST Action			108	21 9	
07/20/2018 1:30 PM	RESEARCH OPPORTUNITY! If you are willing to embark on a			126	24 9	
07/13/2018 1:20 PM	CASE-STUDY: "The value of information for the seismic			247	45 15	
07/12/2018 1:29 PM	Today in Melbourne we greatly enjoyed the IABMAS 2018			130	50 11	
07/06/2018 1:20 PM	Still undecided whether to apply or not for the 2nd Training			125	18 10	
07/03/2018 1:17 PM	GREAT NEWS! The COST Association approved the			254	30 20	
06/29/2018 1:15 PM	CASE-STUDY: "The Value of SHM applied to real heat			106	4 9	
06/22/2018 1:30 PM	TRAINING SCHOOL ANNOUNCEMENT Do you want			460	64 19	
06/15/2018 5:00 PM	The fib (International Federation for Structural Concrete) Action			103	26 8	
06/15/2018 1:20 PM	SPECIAL SESSION ANNOUNCEMENT COST			99	22 10	
06/08/2018 1:20 PM	TU1402 GUIDELINES IN PROGRESS! The lessons learnt			76	10 6	
06/01/2018 1:15 PM	CASE STUDY: "Structural health monitoring for a multi-			93	11 4	
05/25/2018 1:20 PM	SPECIAL SESSION ANNOUNCEMENT COST			90	15 8	
05/18/2018 1:00 PM	Researchers on the move in 2018! Another Short Term			99	13 6	
05/11/2018 6:17 PM	Researchers on the move in 2018! The number of COST			640	77 22	
05/04/2018 2:05 PM	CASE STUDY: "Optimizing monitoring: application to			136	16 3	



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04/27/2018 2:05 PM		CASE STUDY: "Bridge Weigh-in-Motion (B-WIM) in			144		27 6			09/24/2017 12:34 PM		::: METHODS AND TOOLS: how to help bridge owners and			171		7 11		
04/20/2018 1:30 PM		CASE STUDY: "Monitoring and protection strategies for terrorist			109		21 11			09/21/2017 4:10 PM		The International Workshop on Structural Health Monitoring			86		8 8		
04/16/2018 2:30 PM		CASE STUDY: "Risk-based Design of an Offshore Wind			252		26 14			09/16/2017 2:15 PM		CALL for SHORT TERM SCIENTIFIC MISSIONS (STSM)			443		36 13		
04/10/2018 7:13 PM		The next workshop of the COST Action TU1402 – Quantifying			95		19 3			09/16/2017 10:44 AM		SHM...JUST VALUE IT! We had a great time at the International			377		85 18		
04/06/2018 2:23 PM		Researchers on the move in 2018! Only three months in the			1.1K		175 0			09/13/2017 6:10 PM		COST Action TU1402 Training School upcoming! Are you a			100		7 5		
04/03/2018 1:30 PM		CASE STUDY: "SHM as an integral component on the asset			144		27 14			09/11/2017 3:24 PM		::: Action TU1402: a COST for a VALUE! ::: Suppose you are a			259		35 22		
03/23/2018 3:16 PM		"Maintain now or wait? How to get the 'best' answer?"			222		40 12			08/19/2017 10:58 AM		SUCCESS OF TU1402- DEDICATED SESSIONS AT			393		164 17		
03/16/2018 1:45 PM		Reinforcement Corrosion Sensor Alternatives			593		74 22			07/30/2017 10:29 PM		::: WHAT IS ACTION TU1402 ABOUT? ::: Do you want to			186		117 13		
03/02/2018 2:00 PM		CASE STUDY: "Optimizing in-situ testing for historic masonry			2.2K		171 21			07/30/2017 2:02 PM		::: 9th WORKSHOP of COST TU1402: CASE STUDIES,			93		119 14		
11/09/2017 3:30 PM		Knowledge share is in progress!!!! Probability,			203		123 16			07/30/2017 2:01 PM		::: 8th WORKSHOP of COST TU1402: CATEGORIZATION			82		48 8		
11/06/2017 10:09 AM		COST Action tu1402 - Quantifying the Value of			326		72 26			07/30/2017 1:52 PM		::: JOINT WORKSHOP of COST TU1402 – COST TU1406 –			25		47 8		
11/03/2017 2:48 PM		The TU1402 Training School 2017 will take place next week			248		14 10			07/30/2017 1:49 PM		::: 5th WORKSHOP of COST Action TU1402 ::: From 24 to 25			40		36 7		
10/12/2017 4:15 PM		Did you know that COST Action TU1402 counts more than 100			374		31 19			07/30/2017 1:47 PM		::: 4th WORKSHOP of COST Action TU1402 ::: The 4th			48		50 7		



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