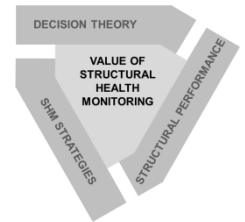


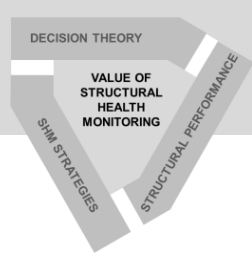


Facebook for TU1402: you gotta boost it!

Maria Giovanna Masciotta

9th Workshop – Dublin, 29-30 May 2017

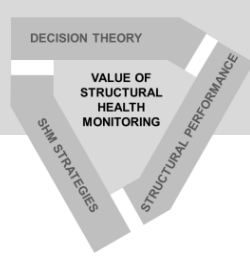




Contents

- ❑ Why TU1402 must use Facebook
- ❑ Example of successful FB pages
- ❑ Facebook strategy for dissemination of TU1402
 - Target audiences & purposes
 - Post content & template
 - Post management
 - Sharing action plan
- ❑ Final remarks



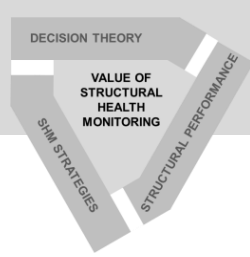


Why TU1402 must use Facebook (I)

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



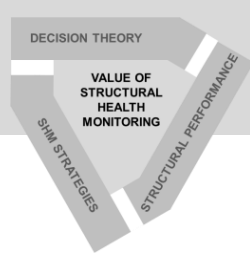


Why TU1402 must use Facebook (III)

Social media statistics for 2017 have granted Facebook as:

- ❑ The **most popular social media platform** with a number of worldwide daily active users equal to 1.28 billion (as of May 2017);
- ❑ The **most engaging social network** with the highest digital audience penetration vs. engagement.





Why TU1402 must use Facebook (IV)

Benefits of using Facebook for TU1402:

- Near-zero cost dissemination strategy
- No tech expertise is needed
- Easy interaction/communication with stakeholders
- Re-direct user traffic to the Action website
- Public access to Action materials and relevant info





Facebook for TU1402: you gotta boost it!

Maria Giovanna Masciotta

DECISION THEORY

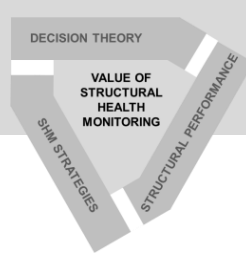
VALUE OF STRUCTURAL HEALTH MONITORING

SHM STRATEGIES

STRUCTURAL PERFORMANCE

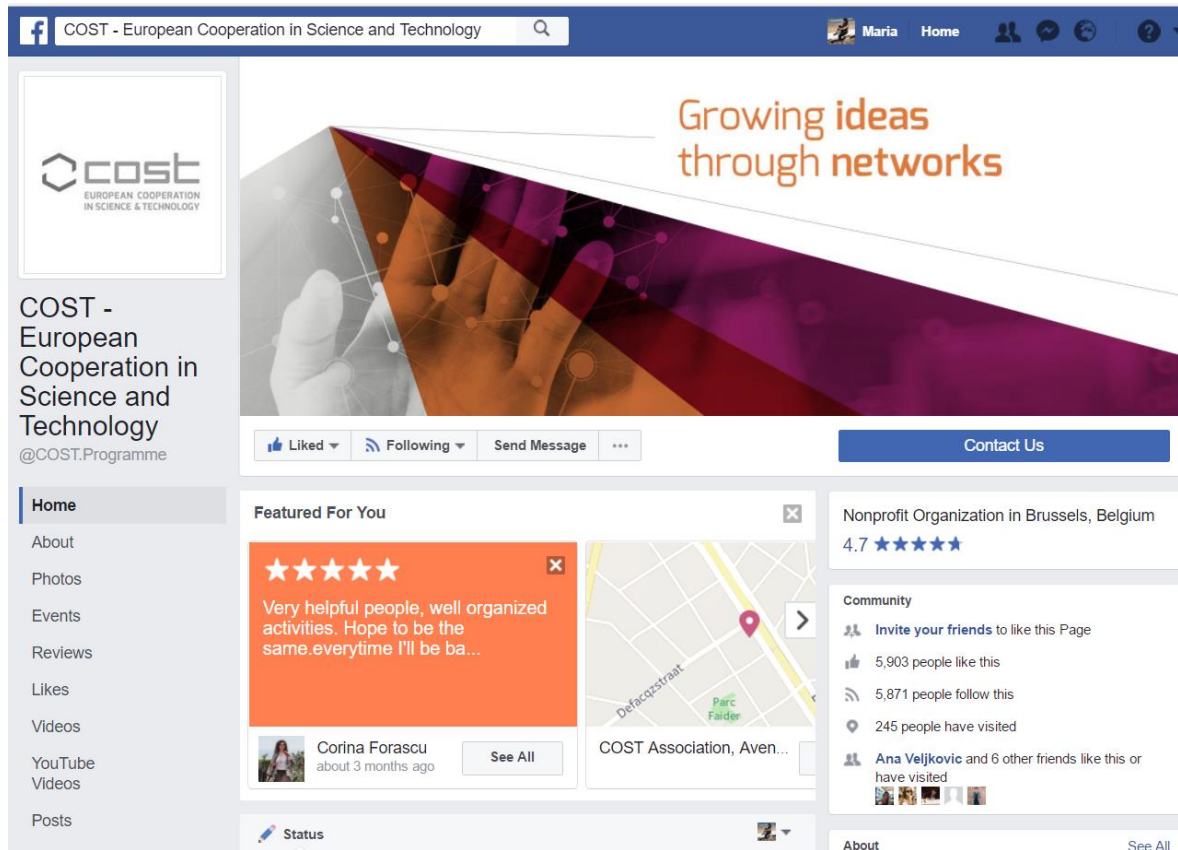
Examples of successful FB pages (I)

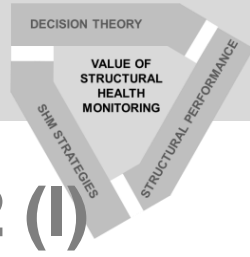
The image displays three overlapping Facebook page screenshots. The top-left page is for the 'Human Brain Project' (@humanbrainproj), featuring a colorful geometric logo and a post about a global collaborative effort for neuroscience. The middle page is for 'Marie Skłodowska-Curie Actions' (@Marie.Curie.Actions), showing a purple silhouette profile picture and a post with the text 'From the ethics of stealing to wet underwear, check research topics! And what is yours?'. The right page is for 'SAHC: Structural Analysis of Monuments and Historical Constructions' (@MScSAHC), featuring a large image of a Gothic cathedral ceiling and a post with the text 'College & University' and 'Community' sections. In the community section of the SAHC page, the numbers '23,361 people like this' and '23,283 people follow this' are circled in red.



Examples of successful FB pages (II)

- ❑ The COST programme has a Facebook page!





Facebook strategy for dissemination of TU1402 (I)

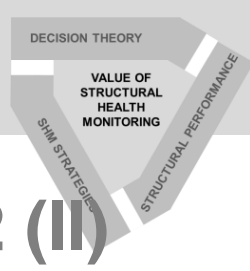
Target audiences:

- 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



Sentence/title (+/- 10 to 20 words)

[Blank space]

Body of the post (maximum 120 words)

Add link to the Action webpage (if necessary)

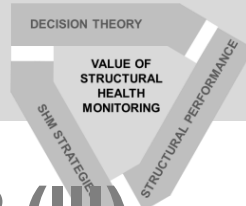
End with hashtags

#costaction #tu1402 #structuralhealthmonitoring #valueofshm

Etc.

Attach photos and videos with the Action logo

(a layout can be provided)



Facebook strategy for dissemination of TU1402 (II)

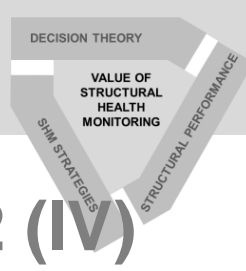
Post management:

- The page will be managed by **one(two) administrator(s)**
- Posts will be published by the administrator according to the following calendar:

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

Sharing action plan:

- Once created, all Action members will be invited to
 - LIKE the TU1402 Facebook page
 - SHARE the posts published by the Action



- Beyond the scheduled posts, the TU1402 Facebook page will periodically share original posts (**not shared posts**) in other pages/websites:

- ???
- ??
- ?

A Call for contributions will be opened to fill in this list!



Final Remarks

- ❑ FB dominates the social landscape
- ❑ FB offers a near-zero cost dissemination strategy
- ❑ FB is a live interactive platform
- ❑ FB contents reach an impressive numbers of people
- ❑ FB can boost the Action visibility
- ❑ Several funding European programs encourage FB for dissemination



**What are we waiting for?
We gotta boost it!**



Thanks for your attention!



Institute for Sustainability and Innovation
in Structural Engineering



Universidade do Minho
Escola de Engenharia



Università degli Studi
"G. D'Annunzio"