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EXCELSIOR Project

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Project full title:	ERATOSTHENES: Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment
Project acronym:	EXCELSIOR
Work Package:	WP9 Communication, Engagement and Networking
Deliverable:	D9.6 Report Social Media Activity
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EXECUTIVE SUMMARY

This deliverable provides an overview of all social media activity for the EXCELSIOR H2020 Teaming Project. In addition, it includes the communication material published in social media. The deliverable provides an analysis of the demographics of the social media activities by platform. To date, the EXCELSIOR project has received a positive response on several social media platforms.



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Abbreviations and Acronyms

CUT	Cyprus University of Technology
ECOE	ERATOSTHENES Centre of Excellence



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1. INTRODUCTION

This deliverable provides information about the communication material developed for the EXCELSIOR H2020 Teaming Project as well as the social media activity of the project.

The material shown in Chapter 2 has been created by members of our team using photoshop and canvas tools and has been used since the beginning of the project. This material will be used until the creation of the ERATOSTHENES Centre of Excellence communication toolkit (see D9.4). Upon the completion of the communication toolkit, we will adopt the material that will be included in the toolkit.

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. It is a cost effective communication medium which is an excellent promotional tool for sharing knowledge to interested users. The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok. One of the most important aspects of social media activity is branding; they provide a wide-reaching tool to reach an extensive audience that may not be previously accessible.

As EXCELSIOR H2020 Teaming project, we maintain accounts in the following social media platforms:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram

The communication material is presented in Chapter 2 and the social media activity is analysed in Chapter 3. In Chapter 3, we analyse our activity at the above-mentioned platforms, and we explain how these have helped us in the dissemination of our events. Additionally, we analyse the characteristics of our audience in each social media platform.



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2. COMMUNICATION MATERIAL

This chapter provides the communication material used to promote activities through our social media platforms. When referring to communication material, we refer to the invitation templates prepared for each activity (i.e. invited talks, workshops, webinars).

All activities were promoted through our social media platforms. Figure 1 shows the events created in Facebook¹ as an example of our promotion. The templates will be harmonized with the communication toolkit of ERATOSTHENES Centre of Excellence and will be further used as soon as the updated versions are available.

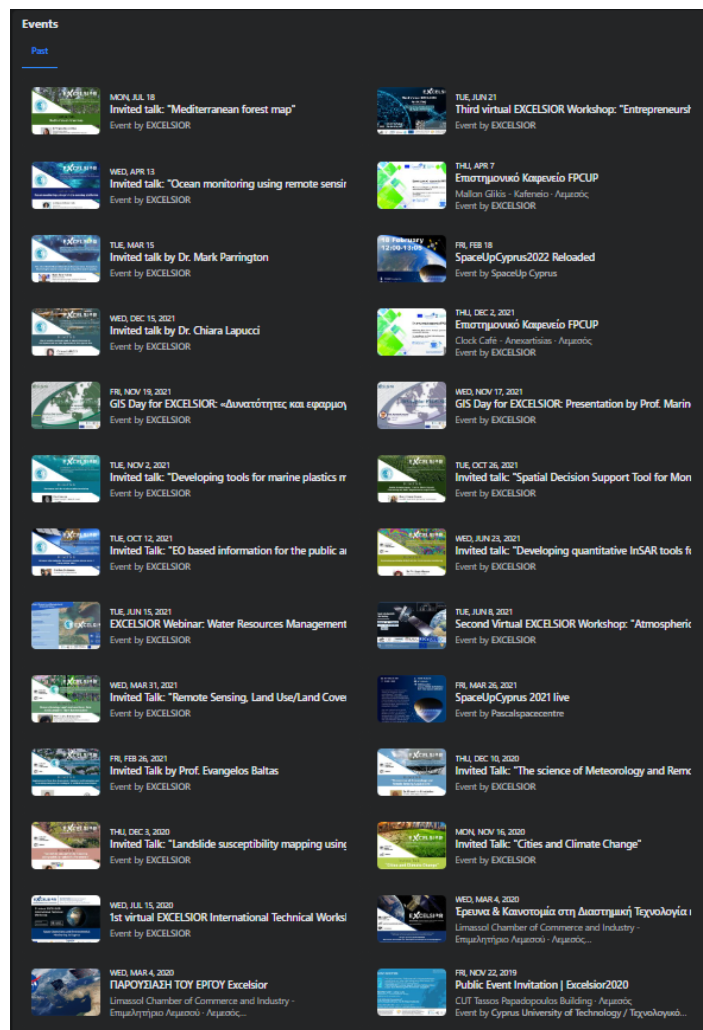


Figure 1 EXCELSIOR Project events shared in Facebook

¹ <https://www.facebook.com/excelsior2020eu/events>



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2.1 Invited talks

Figure 2 shows the template of the invited talk invitation. The invitation varies depending on the topic of the talk and includes the name of the speaker, the title of the talk, the date and time, the registration link and a QR code leading to the calendar² on ERATOSTHENES Centre of Excellence website.



Figure 2 Invited talk invitation template

² <https://eratosthenes.org.cy/events-calendar/>



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2.2 Workshops

Figure 3 shows the template of the annual workshop invitation. It is similar to the invited talk invitation as the workshop invitation varies depending on the topic of the workshop. The invitation includes the workshop theme, the date and time, and the link for registrations.

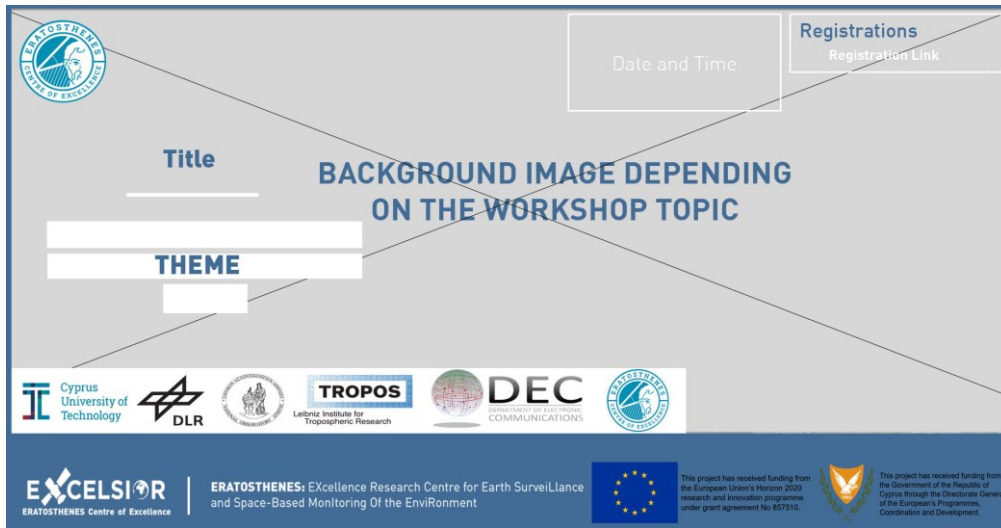


Figure 3 Annual workshop invitation template

2.3 Webinar

Figure 4 shows the template of the webinar invitation. It is similar to the two previous invitations, as the workshop invitation varies depending on the topic of the workshop. The invitation includes the webinar theme, the speakers’ names, the date and time, and the link for registrations.



Figure 4 Webinar invitation template



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3. SOCIAL MEDIA

This chapter presents the social media statistics and analyses their effectiveness per social media platform.

3.1 Facebook page

The Facebook page of EXCELSIOR H2020 Teaming project³ (see Figure 5) has been operational since Phase 1 of the project. To date, the page has gained 1200 likes and 451 followers. Our Facebook page was the first social media platform established within the project and has allowed us to acquaint the success of granting the funding of EXCELSIOR, not only to the scientific community, but also to the general public. Facebook is widely used, and it has served as a platform to connect us with people that are not familiar with the science of remote sensing and allowed us to familiarize them with our activities and our research.

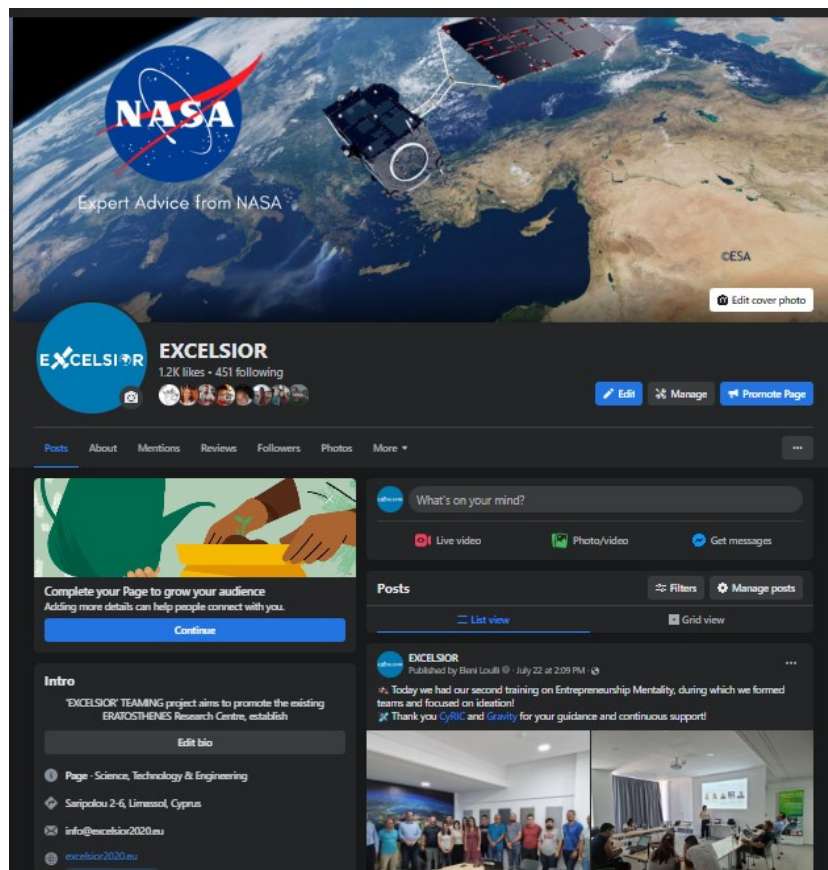


Figure 5 Facebook page of EXCELSIOR H2020 Teaming Project

³ <https://www.facebook.com/excelsior2020eu>



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The visibility of EXCELSIOR Facebook page consistently earns new ‘likes’, with a peak in new likes (~65 new likes) in July 2021 (see Figure 6). This was probably a result of our fast reaction to the fire event of Arakapas that took place on July 3rd, 2021 with posting a map with an estimation of the burned area. As seen in Figure 7, our post was shared 102 times in Facebook and gained 105 likes. After this post, we were also contacted from local TV media, which invited our researchers for a TV interview during the news⁴ in order to elaborate on our findings regarding the post-fire assessment. This is a good example of how our Facebook page has helped in sharing our knowledge and expertise with the general public without any monetary cost.

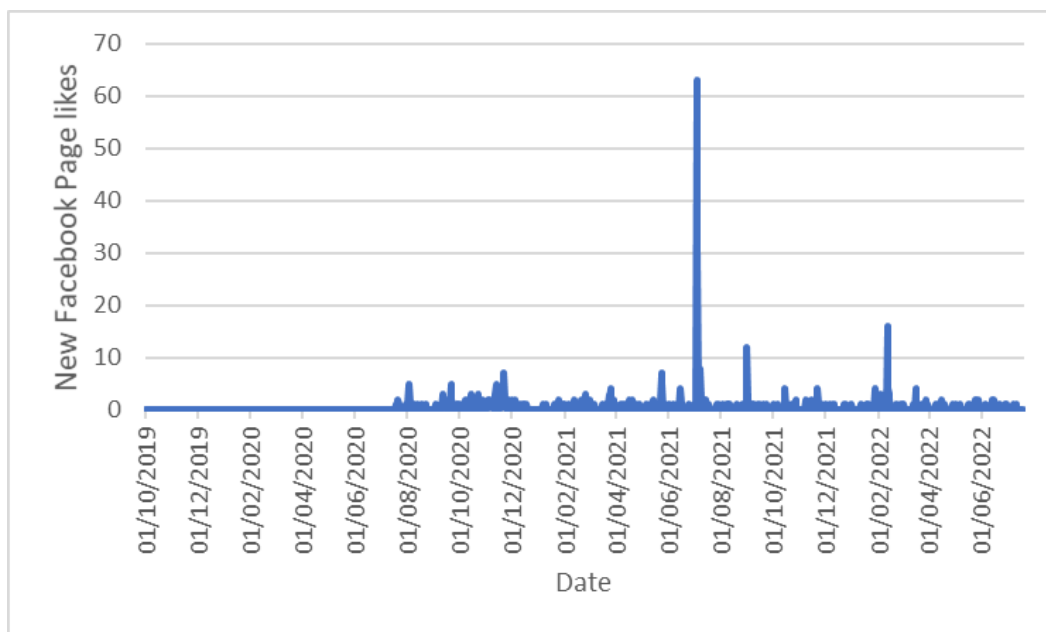


Figure 6 New Facebook page likes per month

⁴ <https://www.alphacyprus.com.cy/shows/news/kentrikodeltio/webtv/kentriko-deltio-080721> (@20:45)



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EXCELSIOR
Published by Eratosthenes Centre of Excellence · July 4, 2021 · 🌐

🔗🔗 Μια πρώτη εκτίμηση (first rapid assessment) από το Κέντρο Αριστείας Ερατοσθένης του Τεχνολογικού Πανεπιστημίου Κύπρου για την καταστροφική πυρκαγιά στην Κύπρο. Για την εκτίμηση της πυρκαγιάς αξιοποιήθηκε δορυφορική λήψη χαμηλής ευκρίνειας Sentinel-3 και η εκτιμώμενη καμένη έκταση ανέρχεται στα 67 Km². Αναμένεται καινούργια εκτίμηση με δορυφορικά δεδομένα υψηλότερης ευκρίνειας Sentinel-2 και άλλα δεδομένα. Επίσης παρατίθεται χάρτης και με τις ενεργές εστίες πυρκαγιάς για το τελευταίο 24ωρο. Θα επανέλθουμε με νέα εκτίμηση.

🔗🔗 Joint collaboration of the ERATOSTHENES CENTRE OF EXCELLENCE & ARISTOTELION UNIVERSITY

First Rapid assessment by the Eratosthenes Centre of Excellence for the catastrophic fire in Cyprus. The Sentinel-3 low-resolution satellite imagery was used to estimate the burned area. The estimated burned area is 67 Km². A new estimate is expected with higher resolution Sentinel-2 satellite data in the next days. There is also a map with the active fires for the last 24 hours by FIRMS (NASA) data.

Great thanks to our team member Maria Prodiromou!

Τμήμα Δορών Αριστοτέλιο Πανεπιστήμιο Θεσσαλονίκης

#Excelsior2020
Cyprus University of Technology / Τεχνολογικό Πανεπιστήμιο Κύπρου
Υπουργείο Έρευνας, Καινοτομίας & Ψηφιακής Πολιτικής
Signalive
ANT1.com.cy
AlphaNews.Live
PIK
European Commission

Estimated Burned Area in Cyprus (Sentinel-3)

Estimated Burned Area in Cyprus (Sentinel-3)

See insights and ads Boost post

👍👎 105 5 Comments 102 Shares

Figure 7 Facebook post about the estimated burned area of Arakapas fire event in Cyprus (July 2021)



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The second peak on new page likes was recorded on the 11th of February 2022, which is the International Day of Women and Girls in Science. On this day, we launched a social media campaign with individual posts for each female researcher of our group in order to raise awareness on the importance of gender equality and equal representation in science (see Figure 8). In addition to the message that this campaign aimed to deliver, it also attracted new page likes.

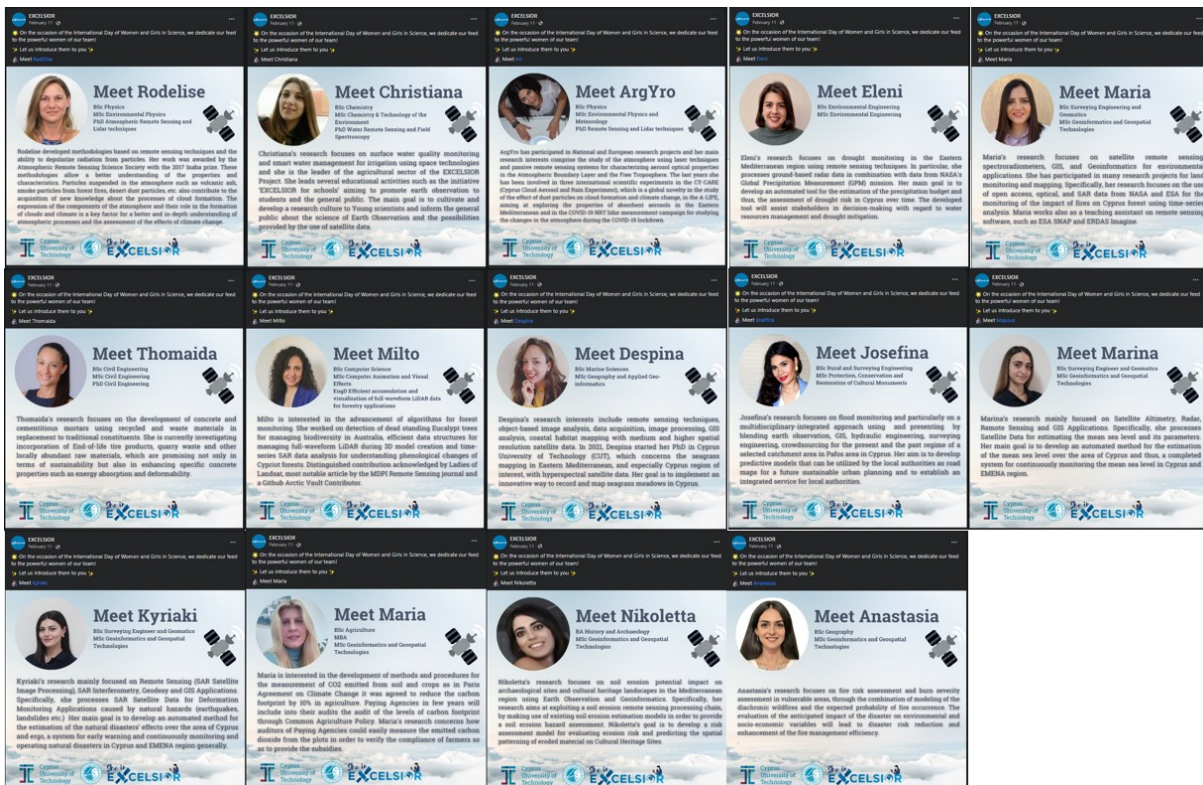


Figure 8 Social media campaign on the International Day of Women and Girls in Science 2022 (Facebook)

The third peak on page likes was recorded on the 1st of September 2021. On this day we shared a satellite image of the oil spill that was drifting from the coast of Syria towards Cyprus on the previous day (see Figure 9). This post was shared 15 times through Facebook and also attracted new page likes.



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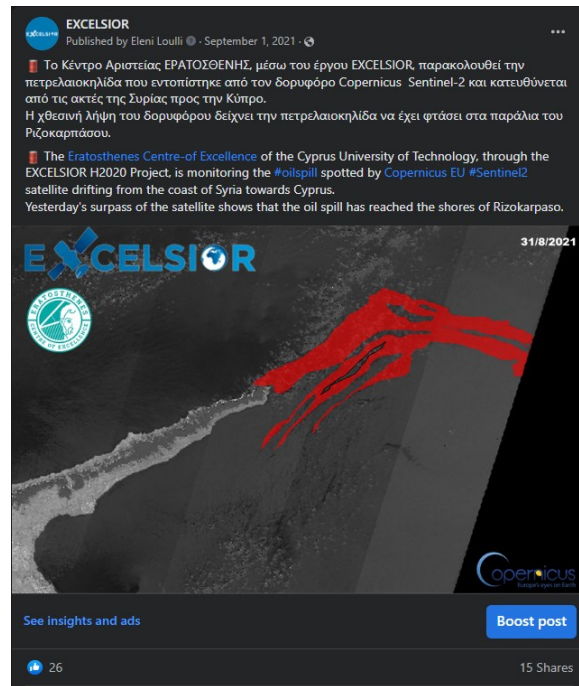


Figure 9 Facebook post about the oil spill drifting from Syria towards Cyprus (September 2021)

Following the trends shown above, Facebook page reach has recorded a maximum in July 2021 with an audience of >35000 Facebook users and the second highest peak was recorded in February 2022 (see Figure 10). As shown, our page reaches on average an audience of ~250 Facebook users per month.



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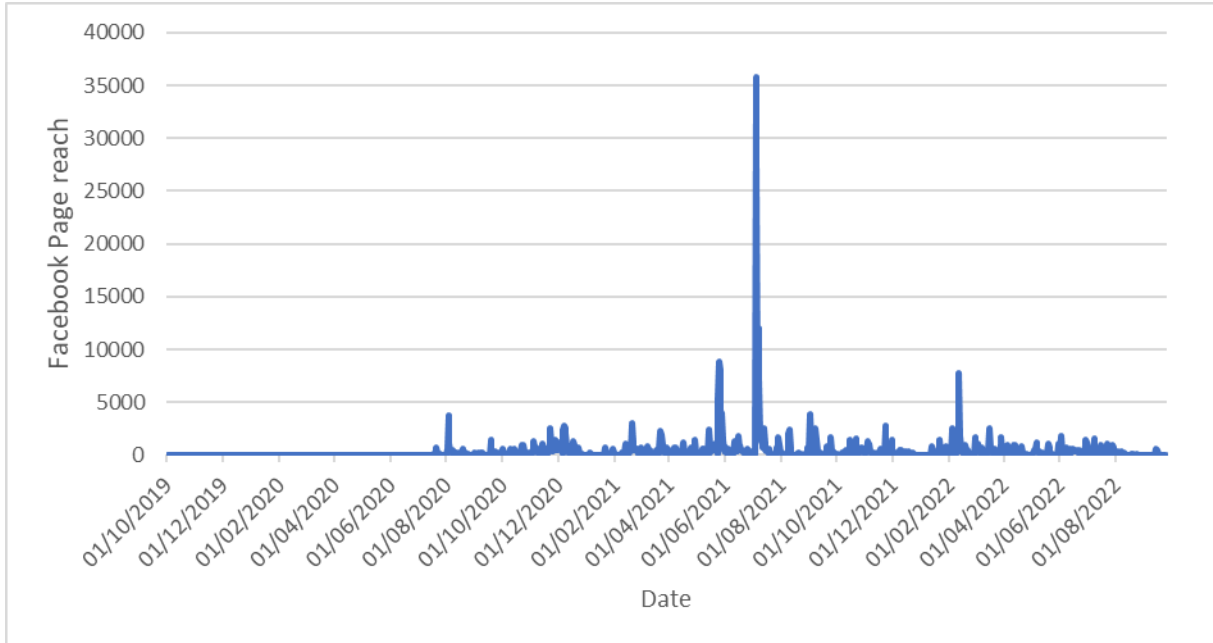


Figure 10 Facebook page reach per month

Figure 11 and Figure 12 feature demographics on EXCELSIOR Facebook page followers. As shown, 55% of our followers are men and 45% are women. Men dominate the field of remote sensing, with eight out of the top ten remote sensing journals (by impact factor) have editorial boards with more than 80% (Joyce, et al. 2022⁵). The percentage of our female followers is very optimistic in terms of raising awareness and attracting more female scientists to work in the field of remote sensing. Considering the age of our followers, the majority is between 25 and 44 years old, whereas the minority is aged between 18-24 years old. This shows that we need to raise our visibility to the younger generations. Nevertheless, the age statistics do not necessarily represent the general visibility of EXCELSIOR to the public in terms of age, as teenagers and younger generations prefer Instagram over Facebook⁶.

⁵<https://www.frontiersin.org/articles/10.3389/frsen.2022.869291>

⁶<https://www.forbes.com/sites/amitchowdhry/2014/10/13/survey-says-teenagers-prefer-instagram-over-facebook/>



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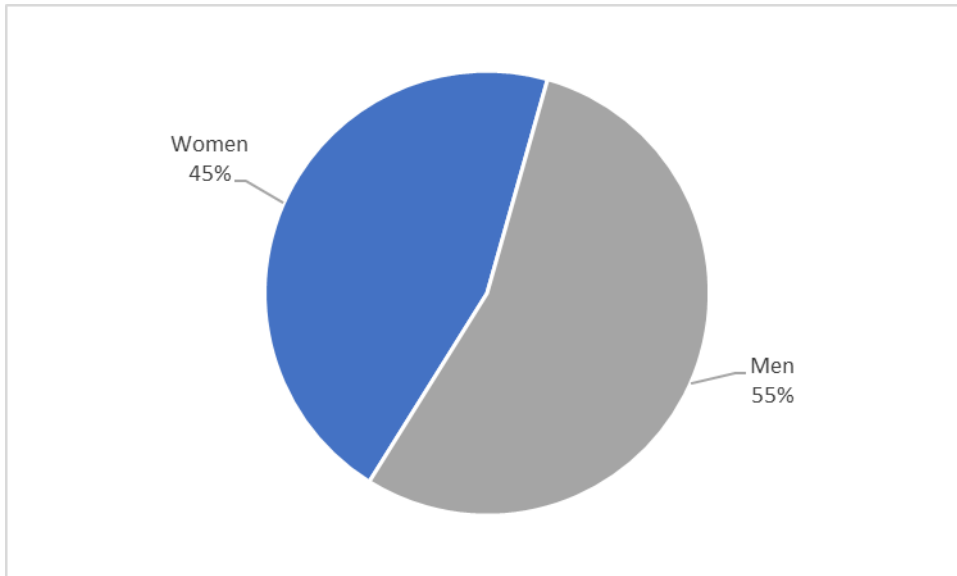


Figure 11 Gender of Facebook page followers

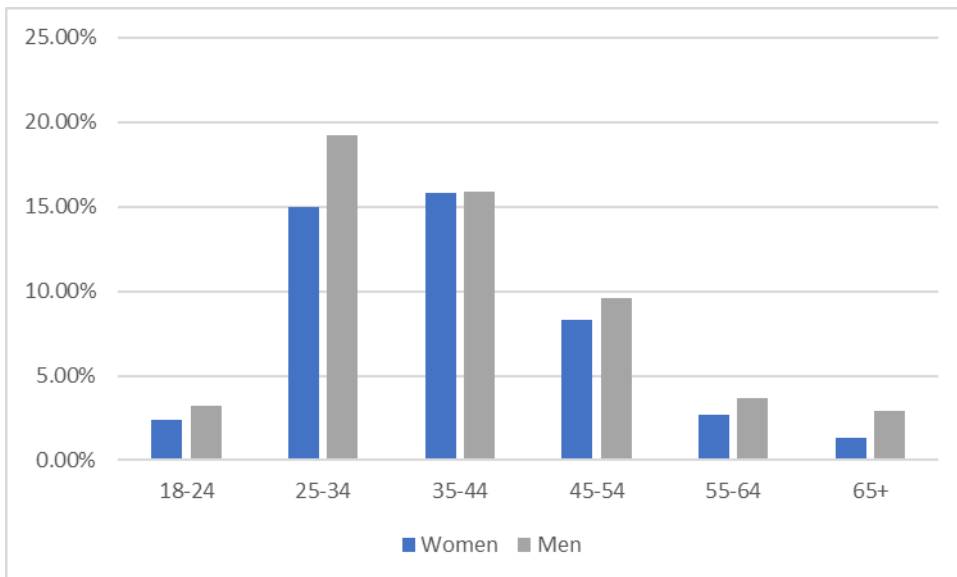


Figure 12 Age of Facebook page followers



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3.2 Twitter account

The Twitter account of EXCELSIOR H2020 Teaming project⁷ (see Figure 13) has been operational since Phase 1 of the project. To date, the page has gained 1426 followers. Whereas Facebook allowed us to familiarize the general public with our work, Twitter has recently gained attraction from researchers as an easy tool to share their findings and increase their citations⁸. This has helped us engage not only with researchers in our field, but also stakeholders from the industry of earth observation and remote sensing that use Twitter to promote their products and services.

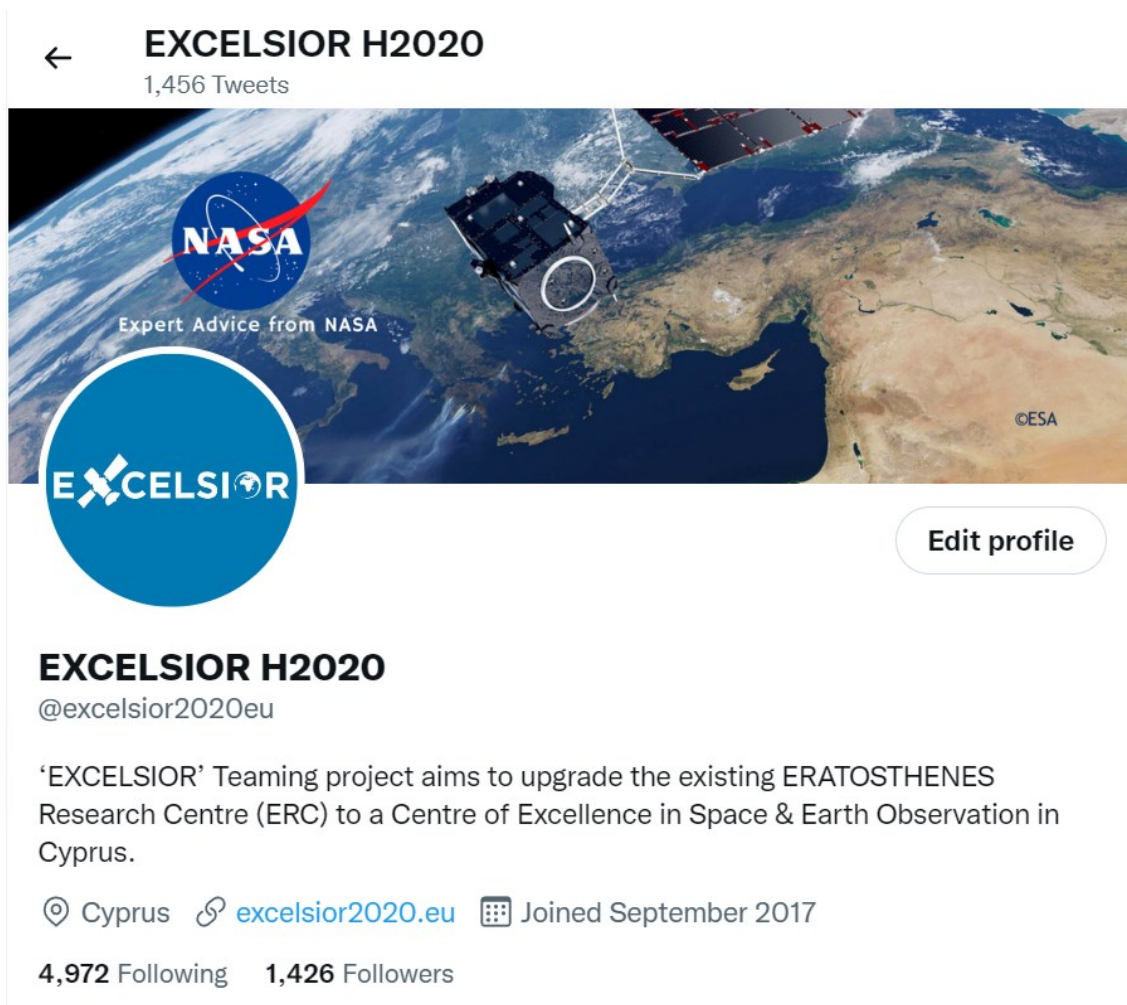


Figure 13 Twitter account of EXCELSIOR H2020 Teaming Project

⁷ <https://twitter.com/excelsior2020eu>

⁸ <https://researchimpactacademy.com/blog/top-4-social-platforms-for-researchers-what-why-and-how/>



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Figure 14 shows the new Twitter followers per month since the beginning of the EXCELSIOR Project. The highest number of new followers was recorded in September 2021, which can be explained by the fact that our tweet on the 30st of August 2021 has gained a lot of interest and engagement with 41 retweets and 48 likes (see Figure 15).

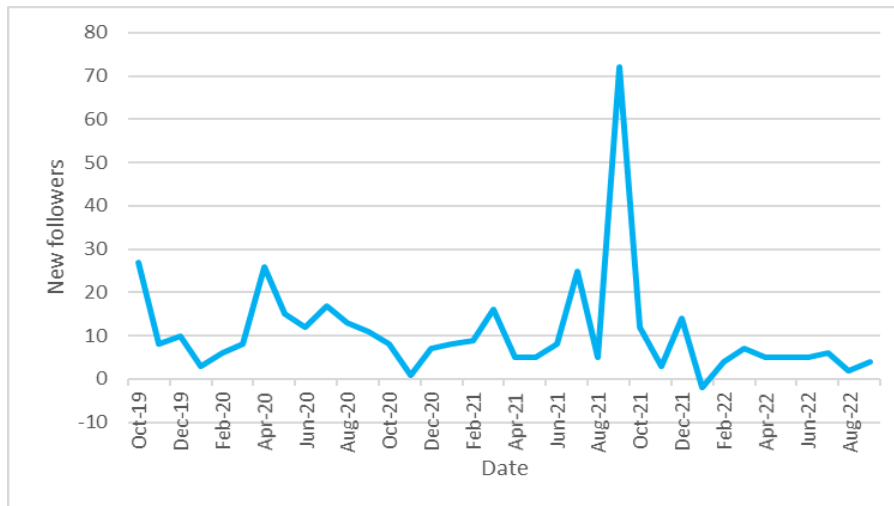


Figure 14 New Twitter followers per month

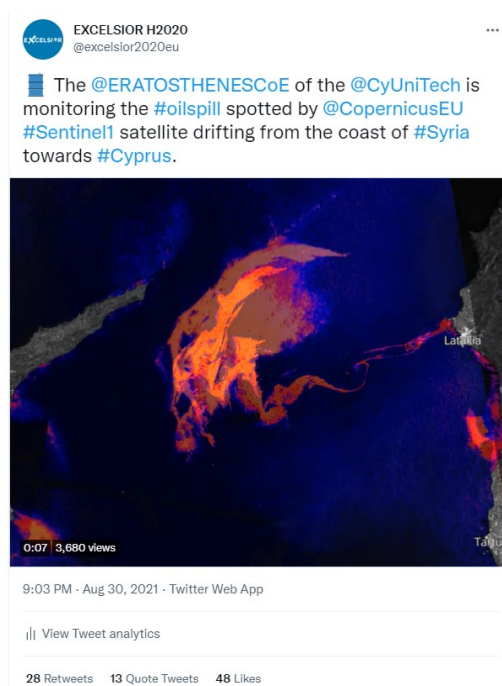


Figure 15 Tweet about the oil spill drifting from Syria towards Cyprus (September 2021)



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As shown in Figure 16, since the beginning of the project, the monthly tweet impressions are following a decreasing trend. This can be explained by the fact that a separate account for ERATOSTHENES Centre of Excellence was launched in March 2021 and we are using both accounts for the dissemination of our work, depending on the activity to be promoted.

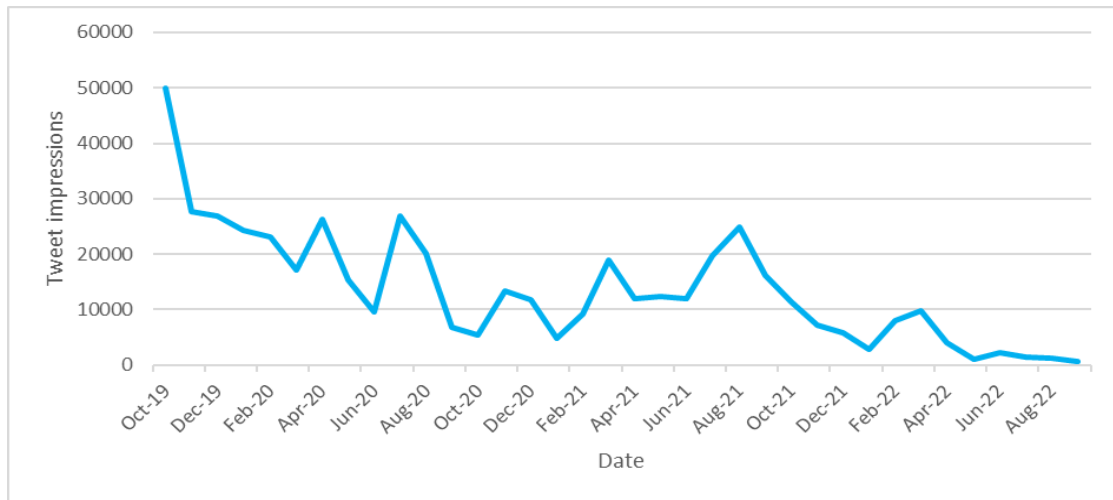


Figure 16 Tweet impressions per month

The sum of Tweets, the profile visits and the Twitter mentions per month are available in Twitter analytics only since January 21. As shown in Figure 17, our Twitter account is very active with an average of 10 tweets per month.

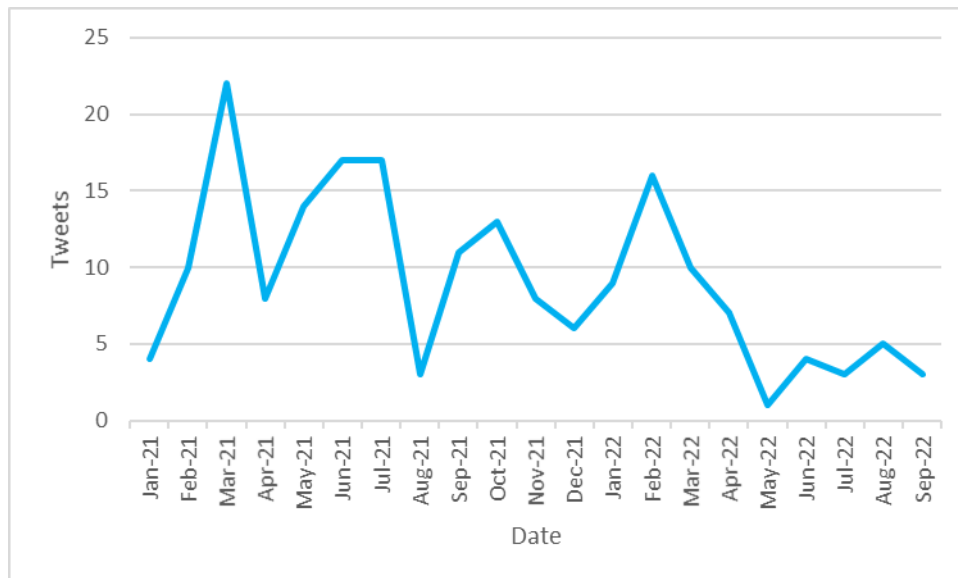


Figure 17 Tweets per month



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Since January 2021, our profile was visited on average 500 times per month and recorded a peak on visits in September 2021 (see Figure 18) with agreement to the new followers’ statistics that also recorded a peak in this month. Figure 19 shows the Twitter mentions per month since January 2021. As presented, our Twitter profile is being mentioned in Twitter on average 10 times per month, with the highest number of mentions being recorded in June 2021 with 35 mentions and the second highest in April 2021 with 23 mentions. Twitter analytics do not provide any further statistics about which tweet or activity has led to these mentions or if there is any notable correlation between mentions and our Twitter activity.

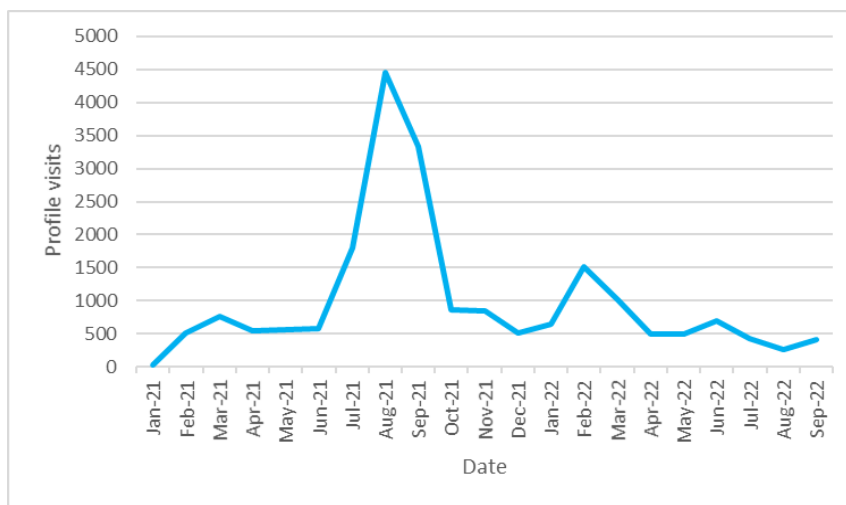


Figure 18 Twitter profile visits per month

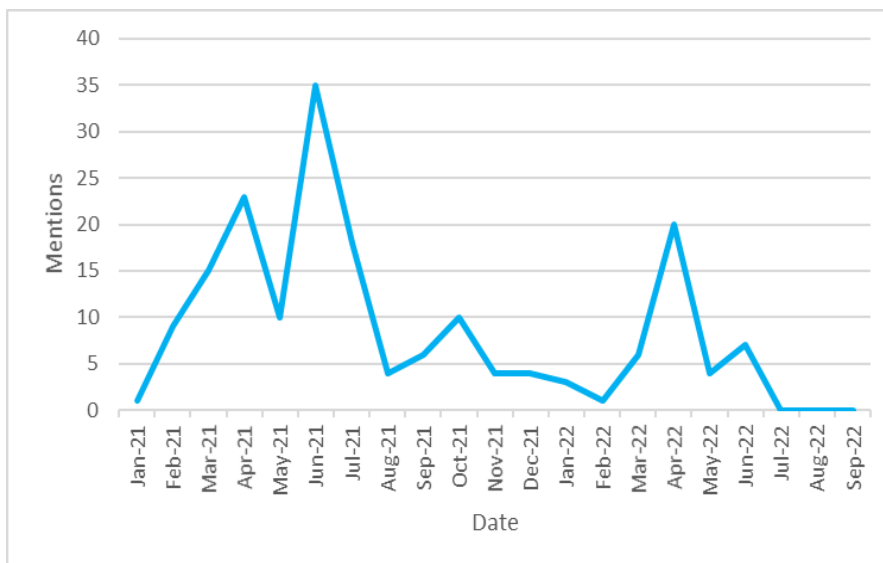


Figure 19 Twitter mentions per month



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3.3 YouTube channel

The YouTube channel of EXCELSIOR H2020 Teaming project⁹ (see Figure 20) has been in operation since Phase 1 of the project. Currently the channel has 69 subscribers. The channel is used as a platform, where we upload all recordings from the virtual events organized in the framework of the project. The videos are sorted in different playlists¹⁰, based on the type of the event. The statistics from YouTube are only available since July 2020.

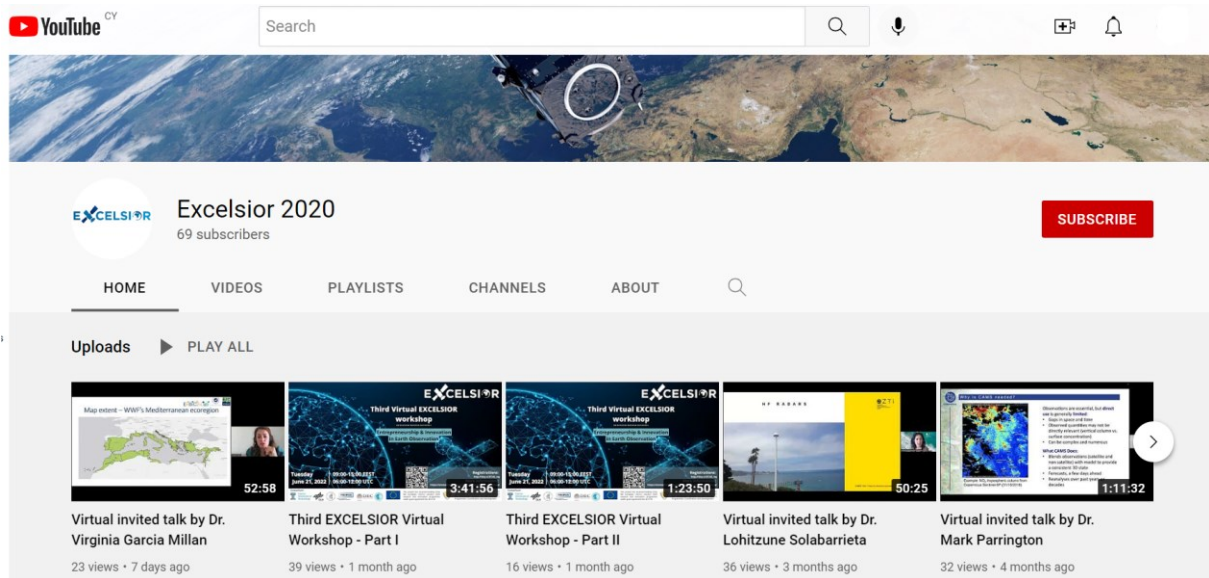


Figure 20 EXCELSIOR H2020 Teaming Project YouTube channel

Figure 21 shows our YouTube new subscribers per month. As shown, the channel is gaining subscribers continuously but during some months there are no new subscribers. On average, the channel has gained 1 new subscriber per month.

⁹ <https://www.youtube.com/channel/UC0hHy-5jxOMS-SP9Z6pPMwg/featured>

¹⁰ <https://www.youtube.com/channel/UC0hHy-5jxOMS-SP9Z6pPMwg/playlists>



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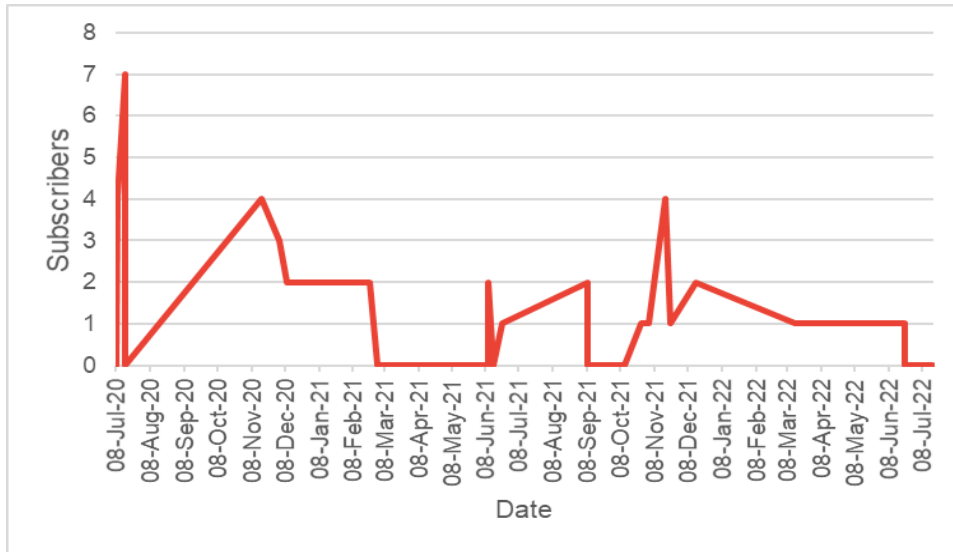


Figure 21 YouTube new subscribers per upload

Figure 22 provides information about the watch time per month. The maximum hours were recorded in November 2020, whereas the average watch time per month is 5 hours.

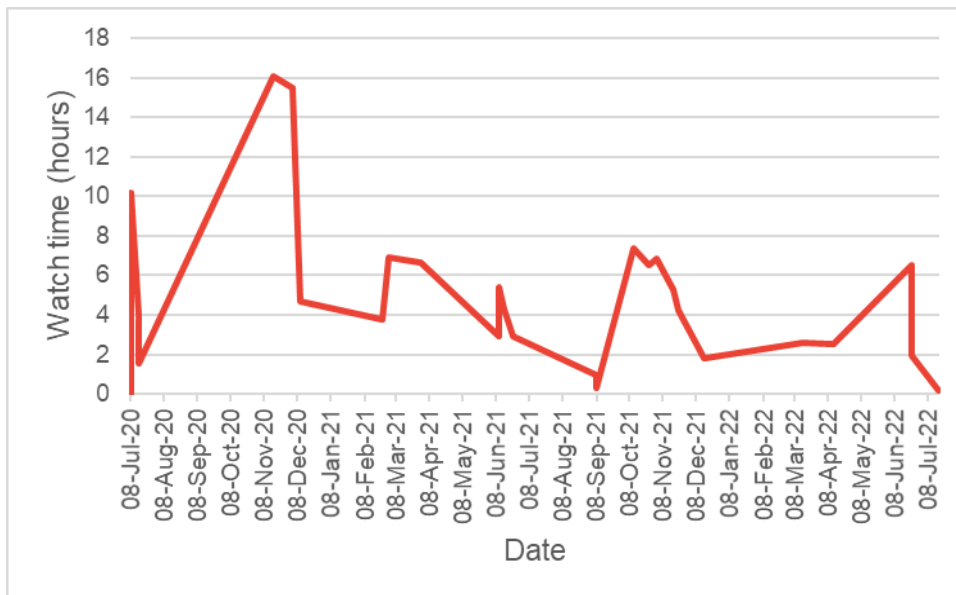


Figure 22 YouTube watch time (hours) per upload

The views of our YouTube channel per month are presented in Figure 23. The highest number of views was recorded in November 2020, in agreement to watch time per month. Since July 2020, EXCELSIOR YouTube channel reaches on average 64 views per month.



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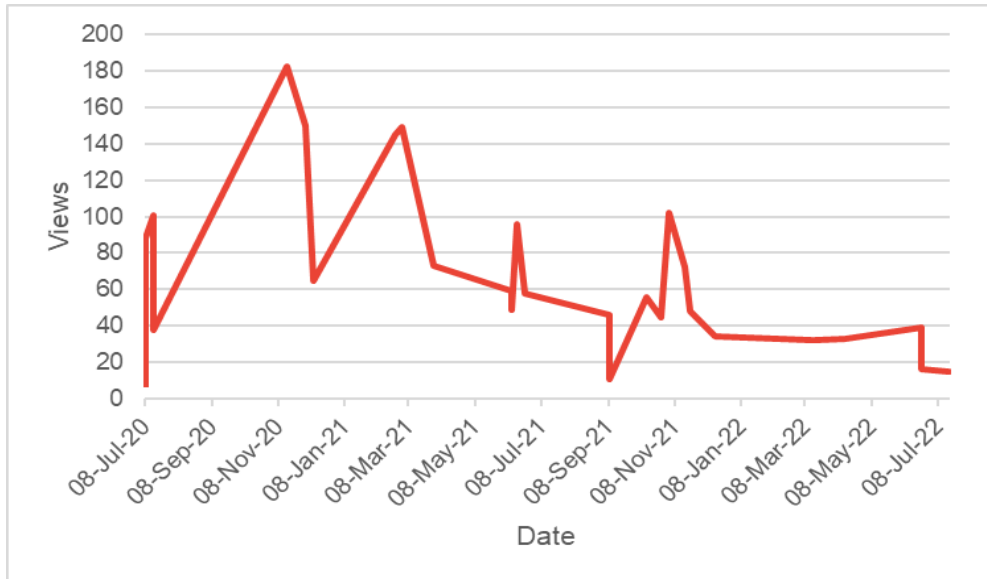


Figure 23 YouTube views per upload

3.4 LinkedIn page

The LinkedIn page of EXCELSIOR H2020 Teaming project¹¹ (Figure 24) has been in operation since Phase 1 of the project. The page allowed us to engage mainly with stakeholders from the industry and academia. EXCELSIOR LinkedIn page has currently 416 followers in total. The below statistics from LinkedIn are available only for the past year.

¹¹ <https://www.linkedin.com/company/18247512>



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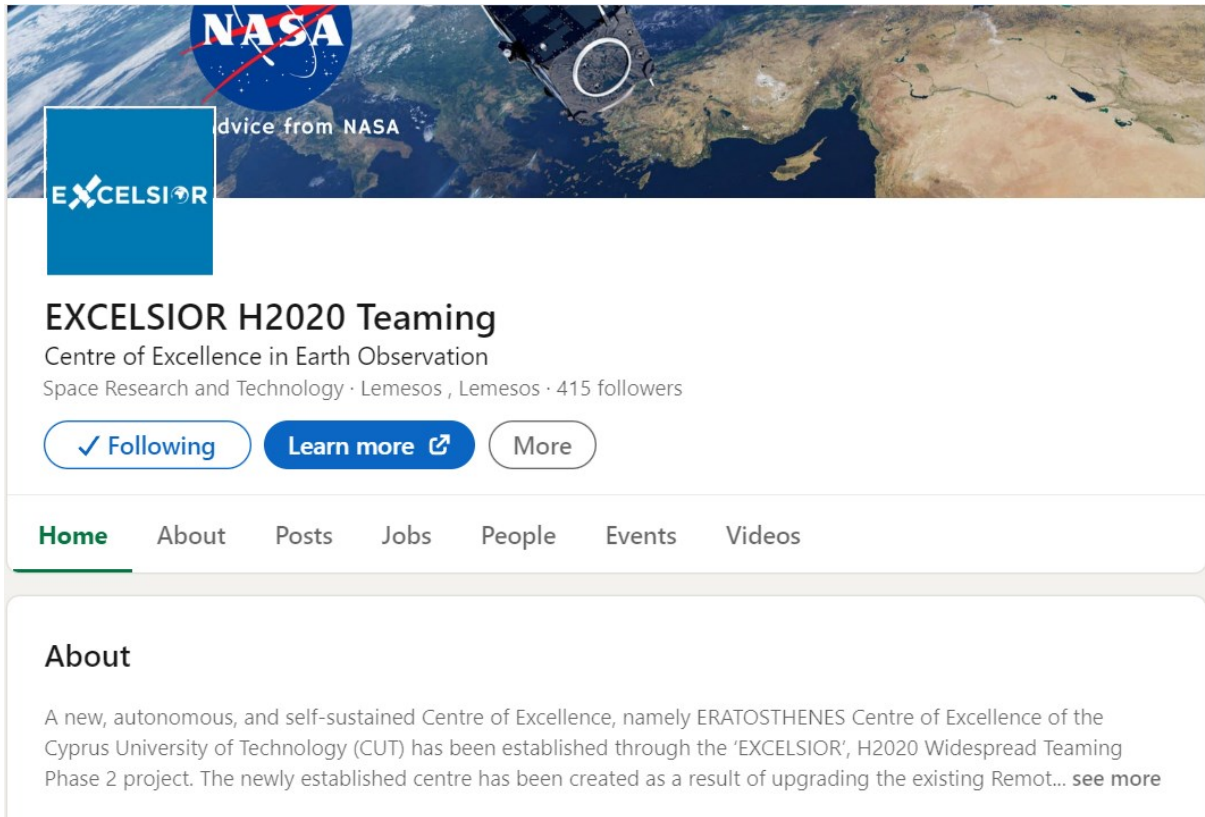


Figure 24 EXCELSIOR H2020 Teaming Project LinkedIn profile

Figure 25 shows EXCELSIOR LinkedIn page new followers since July 2021. As recorded, the new followers show an increasing trend. In May 2022 we had the highest number with 19 new followers, whereas on average our page gains 10 new followers per month.



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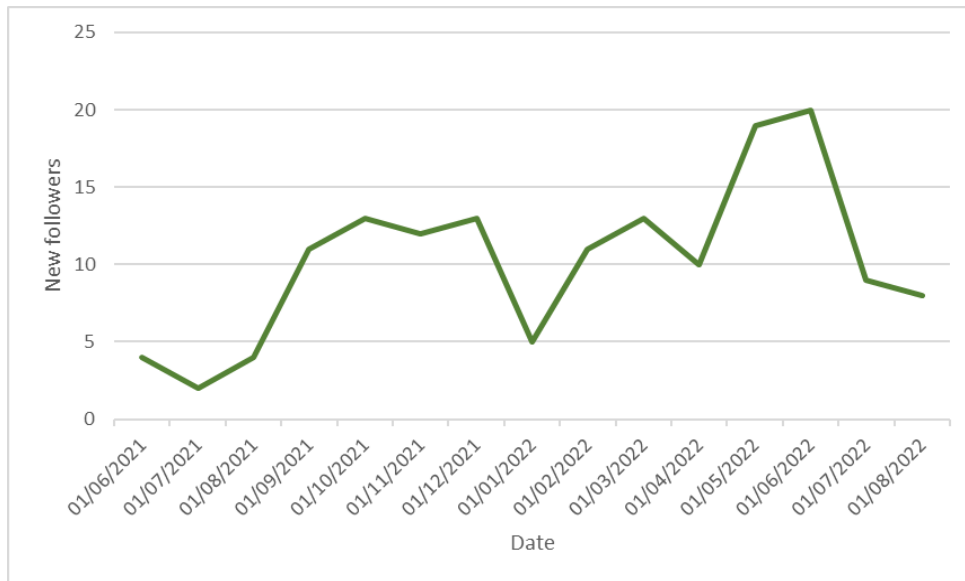


Figure 25 LinkedIn new followers per month

Figure 26 shows the job function of our followers. The majority of our followers work in the research area (20%), and the two second highest percentages are recorded for followers from the areas of Education (15%) and Engineering (14%). Further job functions of our followers are Operations, Business Development, IT, Project Management, Sales and Services, whereas other refers to jobs in Media, HR, Arts & Design, Healthcare, Finance, etc.

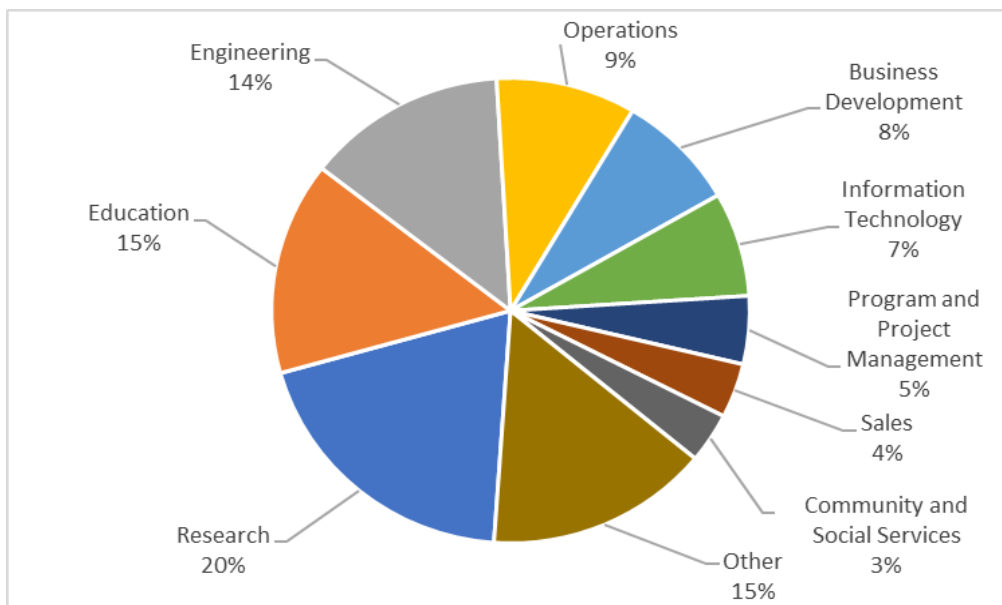


Figure 26 LinkedIn followers' job function



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The seniority of our followers is shown in Figure 27. Most of our followers are senior employees (40%), with the second highest seniority (38%) being entry employees.

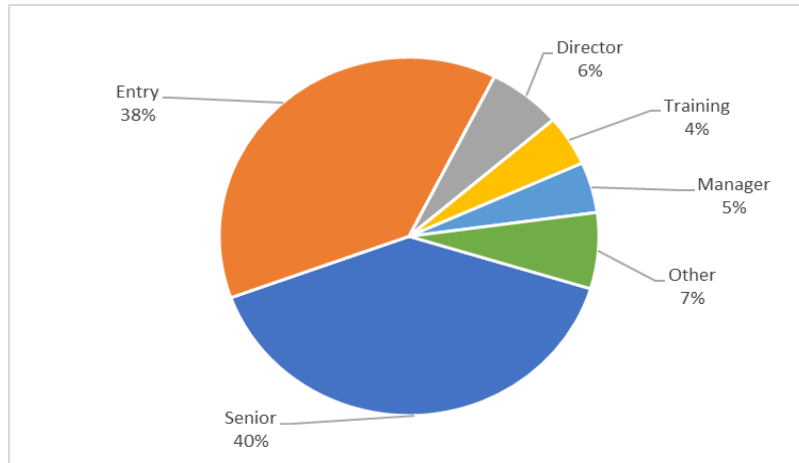


Figure 27 LinkedIn followers' seniority

Figure 28 shows the industries, in which are followers are engaged. The Figure shows the industry sectors from which we have >3 followers. Most of our followers work in the Higher Education (20%), whereas the second most popular industry among our followers is Research (14%).

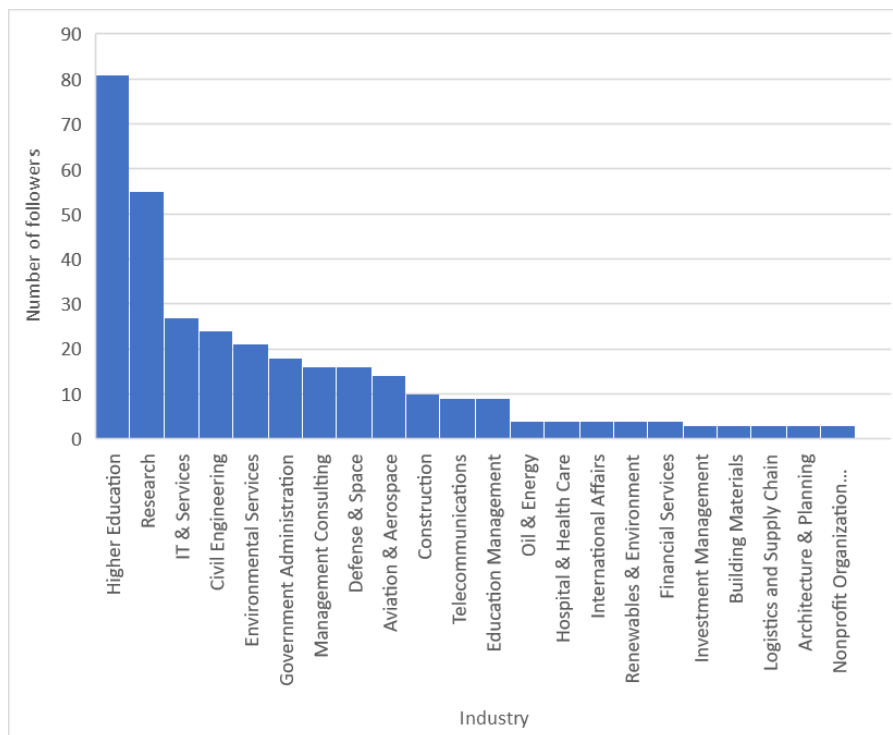


Figure 28 LinkedIn followers' industry



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3.5 Instagram account

The Instagram page of EXCELSIOR H2020 Teaming project¹² (Figure 29) has been in operation since Phase 1 of the project. So far, the account has gained 165 followers and shared 134 posts. Instagram is the social media platform on which we are least active, as its image-based functionality does not allow us to disseminate our activities. Nevertheless, we keep maintaining the account in order to explore its potentiality to reach different audiences.



Figure 29 EXCELSIOR H2020 Teaming Project Instagram account

Our Instagram account reach has a maximum of 125 Instagram users (see Figure 30). This peak was recorded in October 2020. As shown on Figure 30, during the past 3 months, EXCELSIOR Instagram account started increasing its reach.

¹² <https://www.instagram.com/excelsior2020eu>



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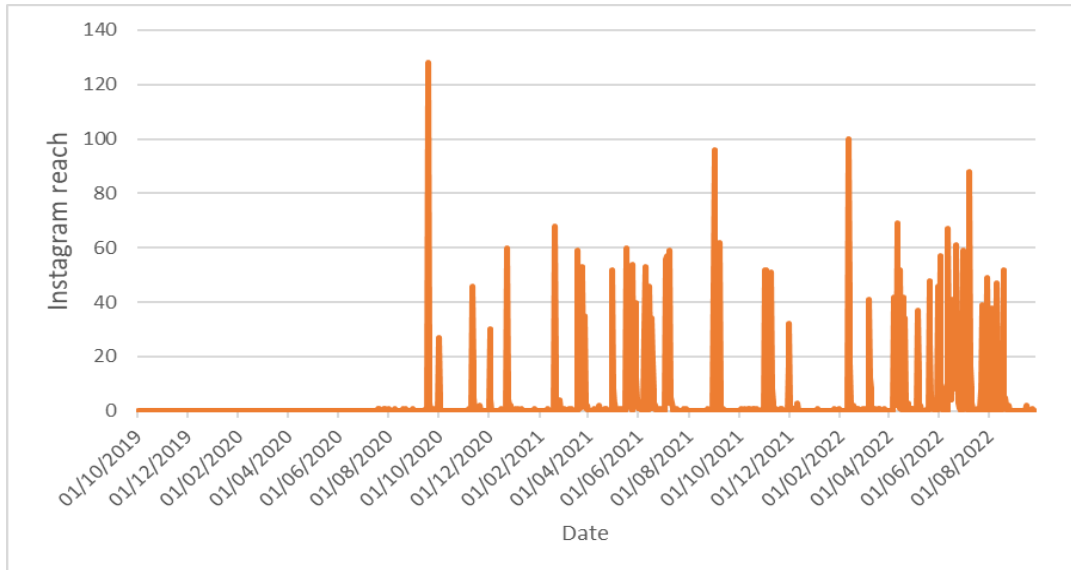


Figure 30 Instagram account reach per month

Figure 31 and Figure 32 feature demographics on EXCELSIOR Instagram account followers. As shown, 59% of our followers are men and 41% are women, which is similar to the gender demographics of the Facebook page followers of EXCELSIOR. Considering the age of our followers, the majority is between 25 and 44 years old, whereas the minority is aged between 55 and 64 years old. Although Instagram is more popular amongst the younger generations, the percentage of our followers that are 18 to 24 years old remains low with 1.6 %.

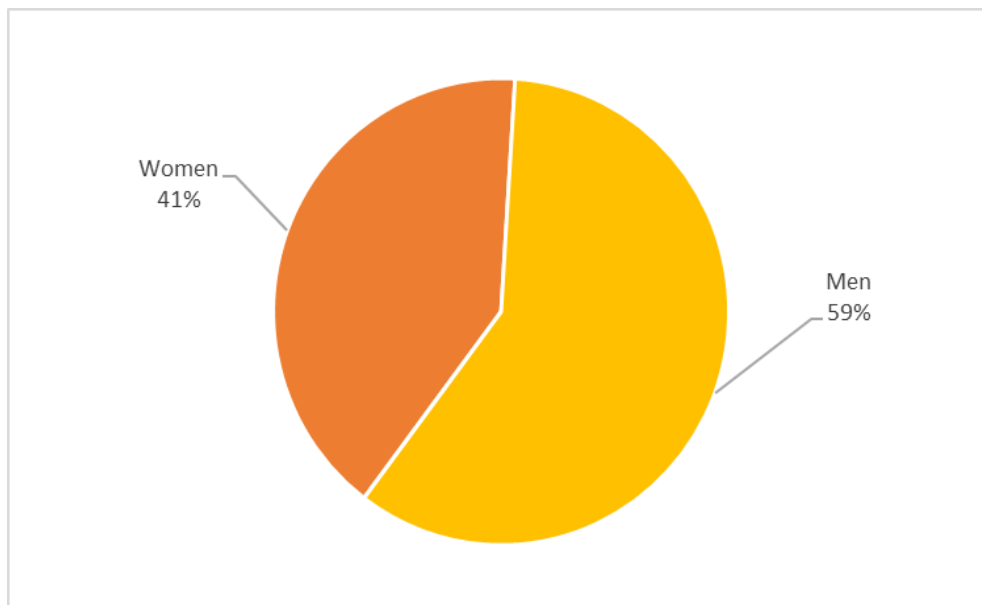


Figure 31 Gender of Instagram followers



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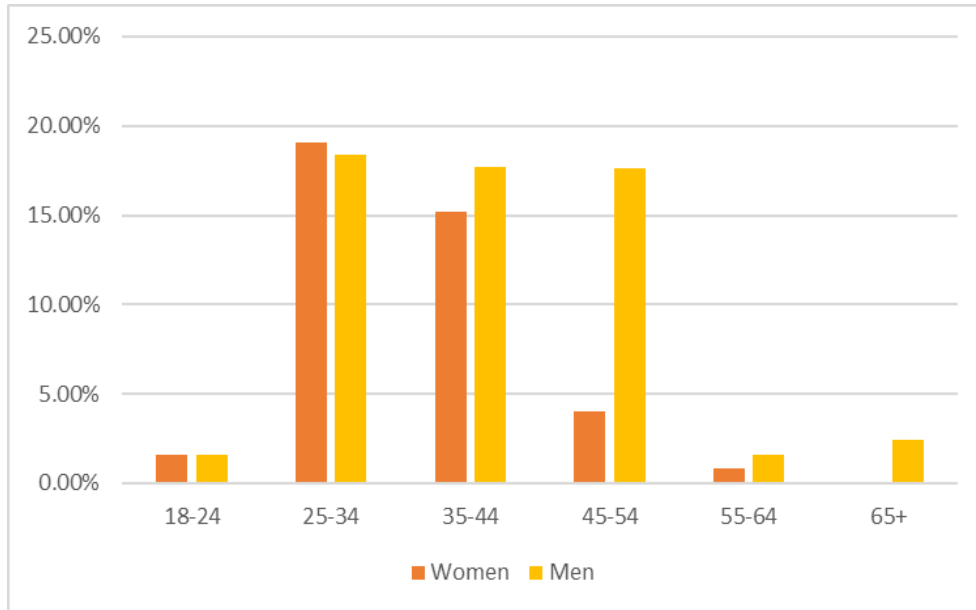


Figure 32 Age of Instagram followers



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4. CONCLUSIONS

This report provides an overall of the social media activities that have been conducted through the EXCELSIOR project. The overall social media activity shows that the platforms we use are appropriate to disseminate the activities of the EXCELSIOR project and reach a larger audience than traditional print and media communication.

In examining the results, it is evident that each platform has a different audience and target group. Due to the setting of the social media platforms, LinkedIn appears to be more successful in reaching stakeholders, Twitter in reaching academia and Facebook in reaching the general public. Instagram seems to be the least successful as a social media platform, which may be due to the demographic that uses the platform.

The social media accounts will be updated in order to maximise the effectiveness of the dissemination of our activities. It is expected that the EXCELSIOR project will utilize additional social media platforms that will become available and are deemed as effective for reaching stakeholders, researchers and the general public. This report will be updated in M60.