



Re-Livestock
RESILIENT FARMING SYSTEMS

Deliverable 8.6

Social Media Plan



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Executive Summary

The project is implementing a social media strategy to set objectives including: (a) establishing target groups and key messages, (b) identifying social networks, (c) developing a content strategy, social media templates and event calendar, and (d) implementing KPI evaluation (audience reach, number of visits per network, average time spent). Social media accounts in Twitter, Facebook, LinkedIn and YouTube were created and linked to the corresponding partner' social media channels and other relevant channels to increase awareness. An efficient growth hacking methodology will be implemented using social media viral marketing and targeted advertising, pushing specific contents to relevant stakeholders in the most effective way. A platform will be used to manage the social media, gathering all the accounts, messages, and metrics in the same dashboard.

1. Introduction

The purpose of this document is to describe the Re-Livestock social media plan and how it will be developed as our part of the main platforms to drive communication over the course of the project. This deliverable is part of work package (WP8) “WP8 – Communication, Dissemination and capacity building”, which aims to ensure successful communication and the dissemination of the project results. Moreover, it will be used to share the benefits of the developed knowledge beyond the consortium to reach the project’s target audience: Farmers, Farmers’ advisors, Supply industries, Policy makers, Administration officers, Researchers, Citizens, NGOs, Journalists and Consumers.

The project is implementing this social media strategy to set objectives including: (a) establishing target groups and key messages, (b) identifying social networks, (c) developing a content strategy, social media templates and event calendar, and (d) implementing KPI evaluation (audience reach, number of visits per network, average time spent). Social media accounts in Twitter, Facebook, LinkedIn and YouTube were created, and linked to the corresponding partner’ social media channels and other relevant channels to increase awareness. An efficient growth hacking methodology will be implemented using social media viral marketing and targeted advertising, pushing specific contents to relevant stakeholders in the most effective way. A platform (Hootsuite - <https://hootsuite.com/login?signin-source=&redirect=dashboard#/inbox?>) will be used to manage the social media, gathering all the accounts, messages, and metrics in the same dashboard.

CONSULAI, the co-leader of WP8, will be responsible for the Social Media Management, with the contribution of all partners. This document focuses first on clarifying the concept and functions of the platform, then identifying the initial proposal of its structure, followed by the strategy for the website.

2. Objectives

The Re-Livestock Social Media platforms will be used to:

- Create awareness for the project and its scope;
- Engage and encourage people to visit our website;
- Encourage subscription of our newsletter;
- Boost participation in Re-Livestock events;
- Share Re-Livestock's results and outputs.

As the success of the Re-Livestock project relies on effective dissemination of the projects' activities, results and outcomes as well as on-going communication and engagement with different actors in society throughout the duration of the project, the Re-Livestock Social Media Strategy has the following specific objectives:

- Tailor key messages to each social media platform for the different target audiences;
- Define a social media growth hacking strategy (please see 6.2) by determining the key performance indicators;
- Reach an audience outside the consortium and achieve a larger community by the M18 of the project. Reached audience refers to the number of people that viewed the project's accounts or post. Impressions refers to the number of times that the project's posts/contents were seen. More reached audience means that we are reaching a broad segment and more impressions usually means that our content is interesting, and that people are seeing it multiple times. Some social media networks such as Twitter only measure impressions.
- The goal is to achieve by M18 the following KPIs:

Table 1 - Expected KPIs by M18 in the different social media networks.

Network	Followers	Impressions/content views
Twitter	150	8000
Facebook	150	5000
LinkedIn	350	15000
YouTube	-	100

- Boost the engagement with the community;
- Ensure a suitable communication in each social media platform according to the platform target audience.

3. Target audiences for social media channels

Table 2 - Re-Livestock target audiences for SoMe channels.

Group	
Farmers	
Interests	May be interested in the research results and recommendations as well as in the knowledge exchange regarding the findings of the project. May also be interested in the outcomes and processes of workshops; looking for practical advice.
Purposes	To share knowledge and research results and recommendations, with targeted farmers; to present findings and demonstrate Re-Livestock to farmers; to create an opportunity for discussion and sharing of knowledge and experiences between farmers (and other stakeholders).
Farmer's Advisors	
Interests	May be interested in remote multi-actor groups, share knowledge amongst other advisors and maintaining an active role in the network. May be interested in the research results and recommendations as well as in the knowledge exchange regarding the findings of the project
Purposes	To share knowledge and research results and recommendations, targeted advisors; to present findings and demonstrate Re-Livestock, using advisors as a bridge to reach farmers; to create an opportunity for discussion and sharing of knowledge and experiences between farmers and advisors (and other stakeholders); to optimize outreach and efficiently disseminate results relevant for advisory services.
Supply Industries	
Interests	May be interested in the impact of climate change on aspects of the feed supply chain (including grasslands) and on the health, welfare and performance of livestock specifically nutritional means to enhance their heat tolerance). May be interested in meeting consumer's demands for more sustainable livestock farming systems. May be interested in the research results and recommendations as well as in the knowledge exchange regarding the findings of the project, particularly on pathways for GHG mitigation and resilience, through animal nutrition, breeding and housing innovations.
Purposes	To share knowledge on the impact of increasing circularity in European agriculture on food supply by assessing changes in the feed and food flows with the rest of the world under future climatic scenarios. To share knowledge on CHG emissions mitigation through animal nutrition, breeding and housing innovations. To identify the innovations and to co-design the validation will ensure relevance and maximize the adoption of best practices.

Policy Makers, Administration Officers, NGOs	
Interests	May be interested in the practical outcomes of the project and experiments where the messages are clear and there is evidence to support impact pathways. May be interested in ways to get involved in events or workshops. May be interested in the impact of climate change on aspects of the feed supply chain (including grasslands) and on the health, welfare and performance of livestock specifically nutritional means to enhance their heat tolerance). Also, on options for decreasing environmental impact of Livestock production systems.
Purposes	To establish communication with key stakeholders from relevant authorities at EU level and at national/regional level; to share and discuss results recommendations and the project progress; to ensure that results and recommendations are efficiently delivered to EU policy makers and to national/regional policy makers;
Researchers	
Interests	May be interested in the academic content generated including scientific papers, scientific presentations in seminars and conferences, papers, reports, data bases, as well as events and workshops. They may also be engaged by the results, innovation processes and associated policies, and new ideas and successes; potentially looking for links to new projects or ongoing work.
Purposes	To share and discuss results from the project within the scientific community and encourage more research and innovation to develop resilient farming systems; to reach the academic community, to make the results available for bachelor and master students (student workshops or classes) and to offer links to those working in similar fields; to encourage development of, and researcher engagement in, an ongoing research agenda.
Citizens, NGOs, Consumers	
Interests	May be more interested in the sustainability aspect of the project that optimize efficiency and resource use, reduce GHG emissions, and show greater resilience to climate change by considering agronomic, technical, environmental, economic, institutional, infrastructure and social advantages and constraints.
Purposes	To share knowledge about Re-Livestock issues; to raise awareness of the potential of Re-Livestock to strengthen the resilience of European agricultural production systems and at the same time ensure efficiency of production in terms of the use of resources such as water, nutrients, land and ecosystem services – thus creating balance and synergy between efficiency and resilience.

4. Social Media Platforms

Table 3 - Re-Livestock social media platforms.

Platform
Facebook

Link	https://www.facebook.com/ReLivestock
Purpose	Creating relationships and offering a space for discussion. Sharing links, photos, infographics, events and workshops. Engage via comments, likes, mentions, shares and direct messages.
Audience	Farmers and farmer's advisors, supply industries, citizens, NGOs and consumers.
Twitter	
Link	https://twitter.com/ReLivestock
Purpose	Sharing information and images, creating relationships and a space for discussion, sharing results, outputs, links. Engage via comments, mentions, retweets, likes and direct messages.
Audience	Farmers and farmer's advisors, researchers, supply industries, policy makers, administration officers, NGOs.
LinkedIn	
Link	https://www.linkedin.com/company/re-livestock/
Purpose	Sharing the project's development and outputs, links to other social media channels and website, event etc. Engage via comments, likes and shares.
Audience	Farmers and farmer's advisors, researchers, supply industries, policy makers, administration officers, NGOs.
YouTube	
Link	https://www.youtube.com/channel/UC-QWlh5DdnNMBePKbdpU2yQ
Purpose	Sharing video. Engage via comments and likes/follows.
Audience	All target audiences.

5. Content strategy

CONSULAI will be responsible for creating content to the social media channels. We will use an online platform to manage content and schedule posts (see Hootsuite guidance document).

5.1 Specific tasks and responsibilities

The responsibility for posting involves the following tasks:

- Send an email to all partners asking if they have any content to share;
- Make sure the content is not repeated;
- Be proactive in preparing content for each of the four media platforms including images and text, in line with the content guidelines.
 - o Examples of good contents include: sharing our activities (field visits, workshops, etc.), events and successes; sharing activities and good practices related to the project scope; disseminate results of each task/WP.
- For the Re-Livestock YouTube channel, all the videos produced by the partners (including music, photos or/and video credits) must be sent by email to CONSULAI (cramos@consulai.com) or (afale@consulai.com). CONSULAI will be responsible for editing and publishing the videos, aligned with the project identity.

The Hootsuite platform will be run by CONSULAI, that will be responsible for scheduling, publishing and managing the community in the different re-Livestock accounts. The community management includes post each of the contents at a scheduled time, and different tasks for each of the media platforms such as:

On Twitter:

- Check the homepage (and partners pages) for interesting tweets to potentially retweet if they related to the project itself.
- Check for direct messages and respond if possible.
- Reply to comments on tweets.
- Respond to @s or mentions.
- Check who has followed us and follow them if appropriate
- Only after some content has been created and there is a pinned tweet with links to the website actively follow people who fall into the project stakeholder group.

On Facebook:

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.
- Check who has followed or liked us and follow them if appropriate
- Potentially find new people/ groups to follow/ like.

On LinkedIn:

- Reply to comments.
- Check for direct messages and respond if possible.
- Check the homepage (and partners pages) for interesting posts to potentially share.
- Share relevant posts from partner organizations.
- Check who has followed or liked us and follow them if appropriate
- Potentially find new people/ groups to follow/ like.

On YouTube:

- Reply to comments.

LANGUAGE: The main language should be English, but if we are sharing a content related to a specific event/workshop that was (just an example) in Portugal, we can share in Portuguese (PT) and English (ENG) to be more friendly for the participants to engage and share.

5.2 Responsibilities of other Re-Livestock consortium individuals

- All Re-Livestock consortium individuals should Carolina Ramos Ramos (cramos@consulai.com) or Alexandre Falé (afale@consulai.com) from CONSULAI, of important events and publications, so that they can be included in posts.
- Use @Re-Livestock where appropriate in personal or institutional posts.
- Use #ReLivestock for tweets. Key project staff could also add this # to their profile descriptions (this means anyone searching for the # will find relevant staff and tweets).

5.3 Sharing content

Any member of the Re-Livestock consortium can share information to post on social media. If they have information about events, papers/articles or other materials that can be included in the content calendar, they should email cramos@consulai.com or afale@consulai.com.

Any member of the Re-Livestock consortium can share any of the social media posts within their own feeds. Tag @Re-livestock and use project #ReLivestock.

5.4 Events and event calendar

There will be an event calendar that will be populated with the key Re-Livestock events. This will be available on the online project work space (SACO). These events should be reported on social media platforms using event hashtags and pictures in real time.

Other events that partners and individuals are attending and presenting Re-Livestock information or workshops/events that are part of the research process should be included in the event calendar and reported on social media. These can be both via the direct posts from the Re-Livestock account and through each individual tagging Re-Livestock and using appropriate hashtags.

6. Key Performance Indicators (KPIs) and monitoring of the SoMe strategy

As social media is a valuable tool for connecting and building strong relationships with the project's target audience, defining KPIs is extremely important to measure the performance of the project's social media platforms. Understanding the core social media KPIs will help the consortium to adapt the communication and dissemination to suit the project objectives and to reach the suitable target audience, with the right key messages.

The main performance metrics (indicators) to monitor are:

- Project mentions;
- Number of followers/subscribers;
- Reached audience – post reach percentage (Post views/total followers X 100);
- Engagement rate (per page/social media network);
- Number of impressions.

The above-mentioned key performance indicators were chosen for the following reasons:

- **Project mentions** – tags or mentions indicates that people are having conversations about the project, and as the entire point of social media is to build a relationship with the target audience is a very important indicator to monitor;
- **Number of followers/subscribes** – this metric is important to evaluate the growth of the projects' social media community;
- **Reached audience** – although this indicator is just an estimate, it allows the project partners to understand how far the projects' message is travelling and consequentially will help to readjust the strategy (post contents, hours of publication, frequency of posting, etc.);
- **Engagement rate** – This is one of the most important metrics to monitor. The effectiveness of the projects' social media platforms will not depend only on the extent of the reached audience, but also on how much engagement it is able to generate. Usually the community engage with the profiles on social media when the content is relevant, interesting and informative, therefore engagement rate is vital to measure effectiveness of this social media strategy;
- **Number of impressions** – refers to the number of times that the project content has been displayed in front of an online audience. Although this indicator is vague as it simply indicates how many people could connect with the project pages, it is important to understand the growth opportunity that the social media page has. Usually a higher number is better.

These metrics are registered every month and monitored every three months, to evaluate the progress and effectiveness of the social media strategy. For evaluation of progress and effectiveness we will compare with other projects that we are involved with.

6.1 Current baseline for Re-Livestock and targets

Table 4 - Baseline for Re-Livestock on 01st February 2023.

Network	Followers	Post/Week	Videos	Hashtags/post	Type of language	Use of multimedia	Account creation date
Twitter	88	0,5	-	-	Informal	Most times	November 2022
Facebook	91	0,5	-	-	Informal	Most times	November 2022
LinkedIn	239	0,5	-	-	Formal	Most times	November 2022
YouTube	-	-	-	-	Informal	Most times	November 2022

The social media channels were launched in the Kick-off meeting, in Granada, on 16 November 2022 (M3). Regarding the targets and monitoring, the main goals of our social media accounts are to create awareness, engage and encourage people to visit our website, subscribe to our newsletters and to participate in our events. The main metrics to monitor are: number of followers, shares and likes, comments and mentions, website/links clicks, reached audience and number of impressions.

KPIs (please see chapter 2) will be reviewed after the first three months of social media activity.

6.2 Growth hacking strategy

1. Tailor content: We will start off with content that we think will be appropriate for the audiences of each of the social media platforms. We will also ensure we are checking and searching for other people and groups to follow and use targeted tagging to encourage sharing of our content.

2. Set measurable goals: We will monitor the social media usage and increase in the number of photos and tweets in the first few months and begin to set reasonable targets for the rest of the project.

3. Test the approach: We could tailor the posts to a certain style for one month on one platform perhaps or change the time of posting.

4. Analyse performance: We will monitor analytics using the Hootsuite platform. These will be reviewed every 3 months.

5. Evaluate and change: We will use the analytics to monitor which posts are most engaging and if needed change the style of the posts. This could be done through regular team meetings based on the analysis of the analytics.

7. Key messages/target audience

Table 5 - Re-Livestock Key Messages.

Group	
Farmers	
Key messages	Awareness of livestock breeding stakes regarding sustainability and climate change. Innovations: Additives, multispecies grasslands, Feeding practices, alternative ingredients, breeding traits/genes/ improved animals, husbandry practices (housing, manure mgt., agroforestry setting, data and PLF applications...) Knowledge: LCA, welfare and other sustainability/resilience assessments and benchmarking.
Farmer's Advisors	
Key messages	Awareness of livestock breeding stakes regarding sustainability and climate change. Innovations: Additives, multispecies grasslands, feeding practices, alternative ingredients, breeding traits/genes/improved animals, husbandry practices (housing, manure management., agroforestry setting, data and PLF applications). Knowledge: LCA, welfare and other sustainability/resilience assessments and benchmarking, understanding technical options, proposals for wider farmer' adoption, and policy recommendations.
Supply Industries	
Key messages	Awareness of livestock breeding stakes regarding sustainability and climate change. Innovation proposals: to improve their products and services: feed additives, alternative feeds for mix formulation, genetic/genomic information for heat resistance, GHG emissions and other resilience traits, and GxE behaviour, phenotyping methods. Knowledge: genomic tools, adaptive phenotypes/genes, findings on metabolic paths for increasing feed efficiency, evaluation of animal welfare and product sustainability, understanding of future scenarios impacting their activities

Policy Makers, Administration officers, NGOs	
Key messages	<p>Awareness of livestock breeding stakes regarding sustainability and climate change.</p> <p>Innovations: better indicators for GHG emissions and C sink potential of livestock systems.</p> <p>Knowledge: improved GHG assessments, appraisal of future scenarios impacting livestock emissions and adaptation; policy recommendations and options for mitigation and adaptation to climate change and for enhanced sustainability and resilience of livestock industry.</p>
Researchers	
Key messages	<p>Climate change is already affecting European agriculture and at the same time, European agriculture is expected to contribute to the mitigation of GHG emissions.</p> <p>In general, all project outputs are of interest for this group. Disseminate and share project approaches, methods and results for further advance on the state of the art.</p>
Citizens, NGOs, consumers	
Key messages	<p>Awareness of animal products stakes regarding sustainability and climate change.</p> <p>Awareness of livestock breeding stakes regarding sustainability and climate change; and on scientific advances supporting pathways for reducing animal products carbon print and enhancing resilience and sustainability.</p>

8. Suggested Hashtags List

The Hashtags #ReLivestock and #HEurope are mandatory on all social media posts. The remaining hashtags should be chosen from the list below, as appropriate:

- #Agroforestry
- #Agriculture
- #Agroecology
- #Innovation
- #farmnetwork
- #climatechangeresilience
- #efficiency&resilience
- #ecosystems-services
- #resilience
- #Efficiency
- #sustainability
- #Multiactor
- #ThematicNetworks
- #ConsortiumMeeting

New hashtags can be added to this list, whenever appropriate, for example, the partners can use hashtags in own language, or in connection to particular events or regions, like the below:



- #Beja
- #Warningen
- #Dublin

Responsibilities of project partners:

Responsibilities of CONSULAI:

Scheduling, publishing and managing the community in the different Re-Livestock accounts.

Responsibilities of other Re-Livestock partners:

Send contents and information to CONSULAI.

