

D 2.3.2. E-CHAIN social media strategy

Activity A. 2.3 Digital activities

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Specific objective	4.1 - Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the programme area
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Work Package Title	Digital activities
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Activity Title	Media relation and publications
Partner in Charge	PP5 - University of Rijeka, Faculty of Maritime Studies Rijeka
Partners involved	LP - Municipality of Ancona PP1 - Amatori Interestate SRL PP2 - Brusutti S.R.L. PP3 - G.M.T. S.P.A. PP4 - University of Trieste PP6 - Prosoft d.o.o. PP7 - Jadrolinija PP8 - City of Split PP9 - Rathmann d.o.o.
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Acronyms / Abbreviations

ACRONYM	DEFINITION
PP	Project partners
PT	Project Team
TC	Technical task coordinator
WP	Work package
IT	Information Technologies

CONTENTS

1.	<i>Introduction.....</i>	<i>1</i>
2.	<i>Overview of the project.....</i>	<i>2</i>
3.	<i>Social media channels</i>	<i>4</i>
4.	<i>Budget for Communication activities</i>	<i>9</i>
5.	<i>Monitoring and evaluation.....</i>	<i>10</i>

1. Introduction

The E-CHAIN social media strategy (SMS) document is part of Work Package 2 - Communication activities of the E-CHAIN project, co-financed from the EU and the 2014 – 2020 Interreg V-A Italy -Croatia CBC Programme, inside the priority axis Maritime transport, responding at the specific objective n. 4.1: “Improve the quality, safety and environmental sustainability of marine and coastal transport services and nodes by promoting multimodality in the Programme area”.

The E-CHAIN social media strategy defines social media channels, messages and metrics to reach Target Groups to promote the project outputs and results.

The SMS is prepared by the University of Rijeka, Faculty of Maritime Studies (PP5), the project partner responsible of WP2 - Communication activities, and discussed and approved by the whole partnership.

2. Overview of the project

E-CHAIN main objective is to enhance connectivity and harmonization of data for the Adriatic Intermodal Network, through the realization of a modular integrated software (E-CHAIN platform) for the management of intermodal transport services in port areas for passenger transport.

E-CHAIN is based on the experience of the Consortium in the management of Italian and Croatian ports logistics issues, on the need to standardize and computerize the procedures in order to achieve a consistent cost savings, reducing travel time, improving transport efficiency and consequent pollutants emissions (CO₂) reduction. To enhance the current situation, E-CHAIN will focus on providing new services such as an improved Port multimodal infomobility system for the passengers, a ticketing system integrated with other transport modes, an advanced touristic co-marketing tool for the operators.

These services will be designed and deployed in the selected pilot sites (Ancona, Split and Venice) by:

- Establishing requirements, specifications for E-CHAIN services and for integration with existing systems;
- Creating detailed reference architecture that complies with relevant standards, best practices;
- Verifying the adapted services against the requirements and specifications.

E-CHAIN project will create a collaborative-multidisciplinary platform for innovative services that will have clear emphasis on conscious "sustainable" mobility including CO₂ emission classification by:

- Developing selected services according to the specifics (WP3);
- Deploying service versions at pilot sites;
- Developing WS to allow integration between different systems for a multimodal transportation: E-CHAIN will provide trip solution optimizing resources and real-time events including booking/ticketing modules for an integrated payment among different operators.

E-CHAIN platform will finally demonstrate its applicability with the deployment in three pilot sites. A Business model suited to adapt the technology developed in the three applicative contexts will be created and specific needs will be taken into account.

Target groups who will benefit from E-CHAIN results:

- citizen and tourists will benefit from E-CHAIN services;
- local/public authorities who will implement info-mobility system and they will benefit in terms of transport efficiency, tourism, image;
- transport and touristic operators, cultural - entertainment event - exhibitions, whose specific need will be considered in business model (WP5). Transport operators will also benefit of training

service and Touristic ones can be included in the E-CHAIN platform promoting its services to their clients;

- Logistic-transport operators at EU, International or national level will benefit as potential future clients and they will ensure transferability of E-CHAIN.

The common integrated approach for both countries, both for ticketing and infomobility, is considered a new concept that will improve the existing transport.

E-CHAIN project, in line with results expected by the IT-HR Programme, aims at contributing to improve the quality, safety and environmental sustainability of marine and coastal transport services.

Main outputs and results:

- Definition of users' functional and performance requirements for the proposed ECHAIN platform and APP features, after the identification of SoA, identified stakeholder roles and goals, defined use-cases (3 pilot sites), analysed potential E-CHAIN service use-cases, studied service and content providers' requirements.
- E-CHAIN collaborative and multidisciplinary platform for a seamless trip solution and service implementation. E-CHAIN will provide timetables and travel solutions optimizing resources (vehicles, staff), real-time events: plan trip from origin to destination, integrating train, bus & ferry logistic information. E-CHAIN will include booking&ticketing allowing the payment of transport modes of different operators thanks to the integration between local IT systems and stakeholder involvement:
- transport operators, passengers Maritime agency, public authorities.
- E-CHAIN pilot implementation which consists of Business Model creation based on specific Pilot sites needs: Ancona, Split, Venice; staffs training; Installation plan for the Pilot Sites; operational test; evaluation of the project benefits and final review of the Business Plan defining corrective actions for each Pilot Site and examining the most promising ways for transferability

3. Social media channels

Social media are becoming more and more important to reach a wide range of target audiences. Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups.

Facebook, Twitter, LinkedIn, YouTube accounts will be used to update stakeholders about project development and about intermodal services available in the project area.

To increase the website indexing and traffic, an attention will be put on the contents update of all social network accounts. Main goal is to share useful information about the project to our followers, to promote participation at relevant events and conferences, to disseminate project results in order to develop a specific audience and to acquire traffic towards website page, where all contents and specific messages, using articles, news and scheduled events, are published.

Communication project manager will try to follow new people, repost and retweet contents from relevant influencers and media. The project will address a specific #E-CHAIN #Italy-Croatia hashtags on social media channels to promote activities, encouraging debate and participation, increasing visibility of posts and tweets and to try to create a community of users that could be easily identified with our project and create interest around it, as these are channels which are accessible by all communities.

All consortium partners must be actively involved in feeding the social media with news and contents and in disseminating the project to their target audiences. They have to strengthen the promotion and the engagement of local stakeholders and of a wider public, spreading the project contents also on their institutional channels, website and social media platforms.

Facebook social media channel

Facebook is a channel mainly used for personal contacts, but it can also be used as a tool to raise awareness about causes and initiatives (e.g. inviting people to join a cause or participate in the project's events). The Facebook posts share project updates with more content than Twitter, and higher frequency than the website.

The Communication manager activated a Facebook channel:

<https://www.facebook.com/E-chain-114115730335003>

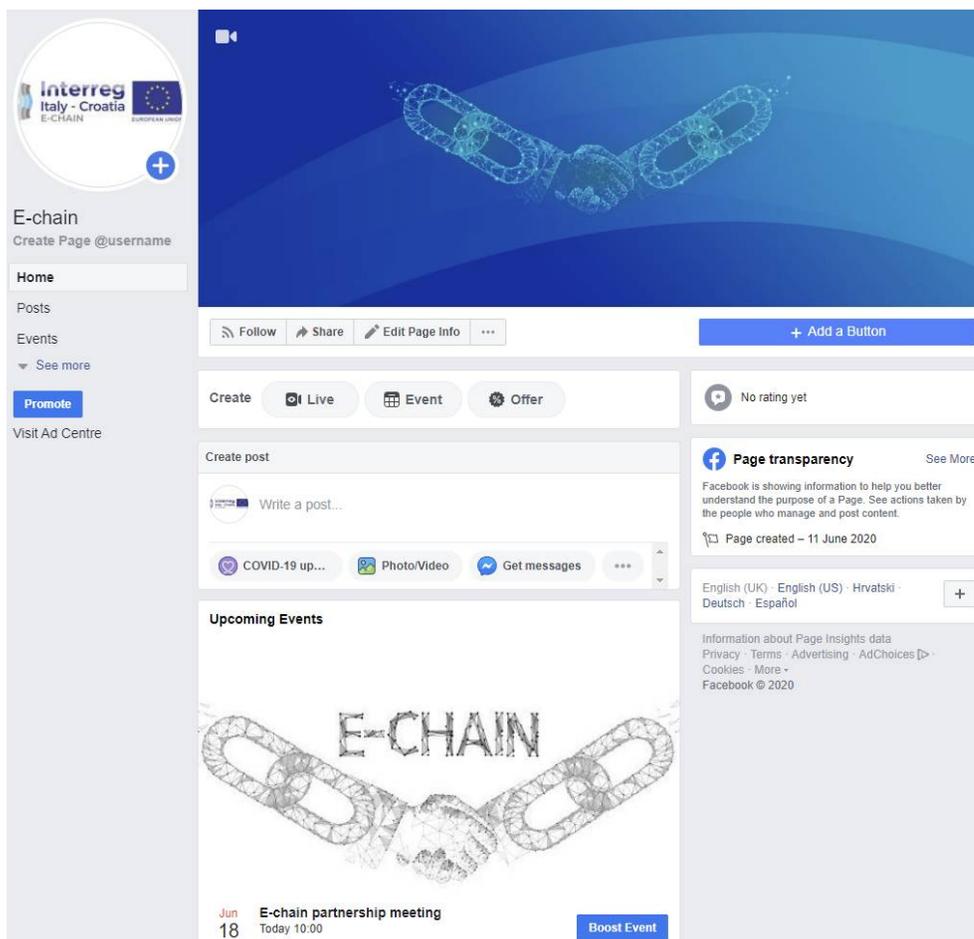


Figure 1 - E-chain project Facebook channel

Twitter social media channel

Twitter is an online social networking and microblogging service, so it could be used above all for sending short online messages (e.g. project news). The account will be most frequently used during project events to gather and share the experiences of participants.

The Communication manager activated a Twitter channel:

https://twitter.com/echain_interreg

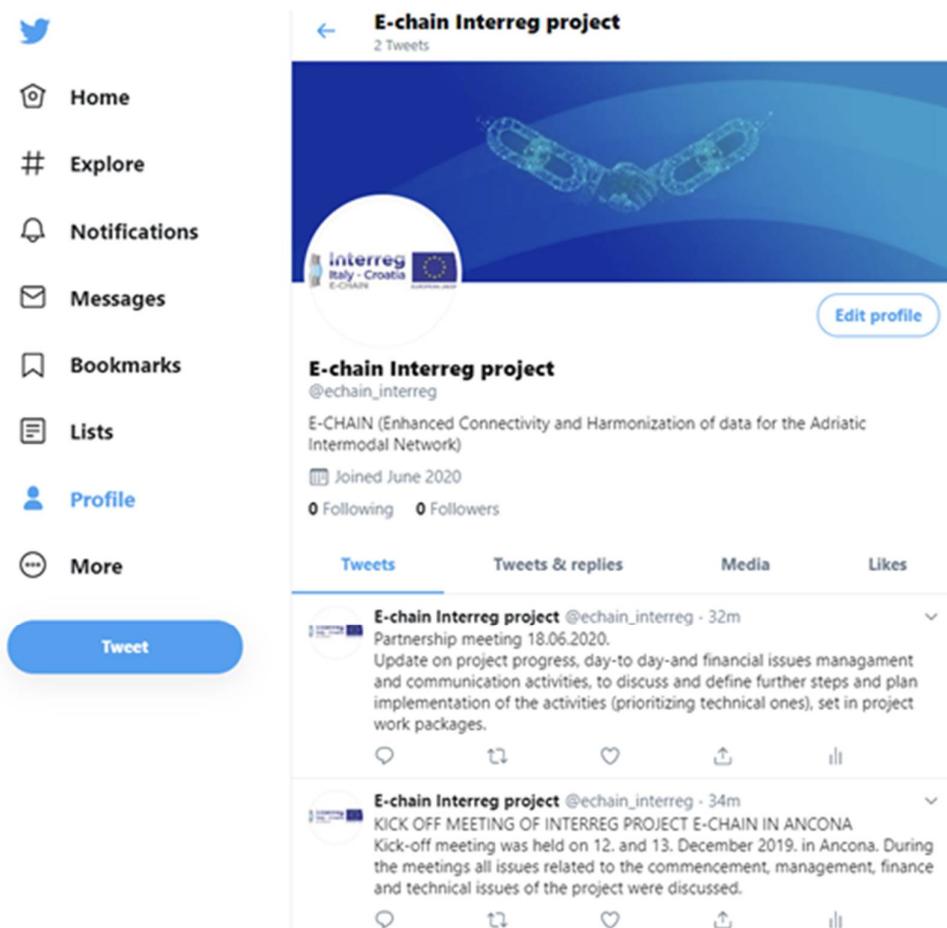


Figure 2 - E-chain project Twitter channel

LinkedIn social media channel

LinkedIn is the most famous and used professional social network in the world, through which the project activities will also be advertised with a LinkedIn Profile. LinkedIn is very effective to get in touch with professionals focusing on a specific item. Each PP's can share news and contents about project with other professionals.

The Communication manager activated a LinkedIn channel:

<https://www.linkedin.com/in/e-chain-interreg-project-b508141b0/>

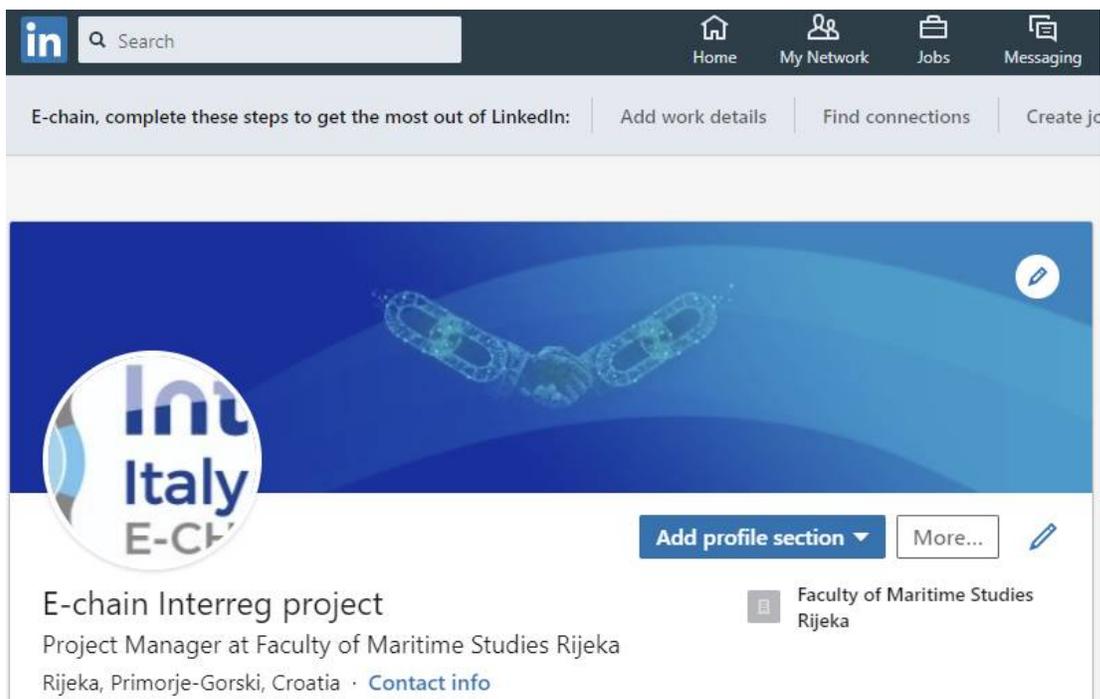


Figure 3 - E-chain project LinkedIn channel

YouTube social media channel

YouTube is an American online video-sharing platform. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. Unregistered users can only watch videos on the site, while registered users are also permitted to upload an unlimited number of videos and add comments to videos. YouTube social media channel will be used to publish E-CHAIN videos.

The Communication manager activated a YouTube channel:

<https://www.youtube.com/channel/UcKkrVHmCnifECAXskij12tw>



Figure 4 - E-chain project YouTube channel

4. Budget for Communication activities

The total available budget for Communication and Dissemination activities for all Project is 356.035,45 €.

WP 2 Communication activities	2.1 Start-up activities	€ 11.226,45
	2.2 Media relation and publications	€ 77.847,50
	2.3 Digital activities	€ 104.810,35
	2.4 Public Events	€ 162.151,15
Total		€ 356.035,45

Allocation of the budget among all PPs

Partner name	WP 2
LP - Municipality of Ancona	€ 29.720,00
PP1 - Amatori Interestate S.R.L.	€ 14.610,00
PP2 - Brusutti S.R.L.	€ 37.075,00
PP3 - G.M.T. S.p.A.	€ 21.897,60
PP4 - University of Trieste	€ 35.875,00
PP5 - University of Rijeka, Faculty of Maritime Studies	€ 81.383,50
PP6 - Prosoft d.o.o.	€ 28.078,70
PP7 - Jadrolinija Rijeka	€ 50.932,40
PP8 - City of Split	€ 43.827,50
PP9 - Rathmann d.o.o.	€ 12.635,75
Total	€ 356.035,45

5. Monitoring and evaluation

Particular attention will be devoted to the description of the impacts obtained in relation to the objectives identified in the communication plan.

The impacts and the consequent achievement of the objectives indicated in the communication plan will be measured through indicators that will be used to measure the impact on the web and on social media respectively.

Website (Google Analytics):

- Visitors / month - is the number of users who in a month visit the dedicated web pages
- Active users– this metric allows us to evaluate the level of interest generated by our website in a given time frame
- Bounce rate– is a specific indicator indicating the percentage of people who have reached the site and visited a single page. This metric helps us to identify whether our content is intercepting the right people. A high bounce rate is an indicator of poor visitor interest
- Average time on the page - measures the level of interest generated by the contents of the web pages

Social Network:

- Fan base - n. of fans of the project's Facebook page;
- Follower - n. of users who permanently follow the project account on Twitter;
- Engagement - data that shows how much users appreciate the campaign content.
- The engagement is the involvement obtained on the campaign's social accounts through how many likes each post, how many shares, how many comments.