



MSCA Doctorate Network

CONTRABASS

zero-CO₂ cemeNt ThRough cArBonation of cAlcium Silicates and aluminates

Deliverable D 7.6 Social media



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1. Executive Summary

This deliverable, “D.7.6: Social media”, is the sixth deliverable of the WP7: Management.

The aim of this deliverable is to explain the purpose of the CONTRABASS profile created in different social media, such as LinkedIn and X (Twitter).

The Plan for the dissemination and exploitation activities, including communication activities of the CONTRABASS project comprise communication measures for promoting CONTRABASS and its findings are tailored to the needs of different target audience following a two-phase process.

2. Abbreviations and acronyms

Abbreviation / Acronym	Description
WP	Work package
M	Month
DC	Doctorate Candidate
KoM	Kick-off meeting

3. Background

The present document constitutes the Deliverable D7.6 “Social media” in the framework of the Marie Skłodowska-Curie Actions Doctoral Network Project 101119715 – CONTRABASS as described in the HORIZON-MSCA-2022-DN-01.

4. Objective/Aim

The aim of this deliverable is to explain the purpose of the CONTRABASS profile created in different social media, such as LinkedIn and X.

The Plan for the dissemination and exploitation activities, including communication activities of the CONTRABASS project comprise communication measures for promoting CONTRABASS and its findings are tailored to the needs of different target audience following a two-phase process:

- **Phase I (M1-M12): Provide a wide visibility to the project:** Once CONTRABASS visual identity is defined (logo, graphic chart), a website and social media profiles have been created as a core tool for communication activities. Analysing the statistics provided for these platforms will support the consortium in developing an optimal social media strategy for specific targeted audiences by adapting messages.



- **Phase II (M12-M48):** Targeted communication of the main results and events of the project will be announced on the website and will be promoted using appropriate social media with messages adapted to the targeted audience.

The social media profiles are planned as the action 1 in the Area of Society within the dissemination & communication activities. (see *Table 1. Dissemination and Communication activities*)

<p>research. The videos will be made OA through various platforms, as YouTube, and will be integrated in the MOOCs. Results: >20 videos and 2 MOOCs. Impact: >2K visualizations in 10 years Action3: Codes and databases (M24 to M48 and according to results) New capabilities enabled by new modelling software created within CONTRABASS will be made known through the public pages of the CONTRABASS, dissemination on publications, and conferences. The output capabilities of the software will be demonstrated through a series of on-line examples with pointers provided to the open data repositories for e.g. codes described in later sections. Codes not selected for IPR protection will be readily available at well-established code repositories like GitHub or Bitbucket. Results: 2-4 OA codes and databases. Impact: >1K downloads, and 50 user research groups in 10 years</p>		
Area	Participants	Target audience
Industry	All network members	Main: Industry
<p>Action1: Reports to the Innovandi Consortium. (M12 to M48 and according to event calendars) s Approximately biennial Innovandi Open Meetings are attended by circa 60-100 delegates, mainly from industry. In addition, Innovandi Consortium meetings are held every 6 months, with 74 partners organisations from both industry and academia (including 4 beneficiary partners and 7 associated partners from CONTRABASS). They provide an excellent forum for the dissemination of research findings, and a formal report of CONTRABASS progress will be presented. Results: Dissemination of results to industry and DC industrial networking with ~100 delegates during CONTRABASS</p>		
Area	Participants	Target audience
Society	All network members	Main: Society; Others: Scientists
<p>Action 1: Social media profiles (M0 to M48 and according to event calendars) DCs will be in charge of creating content and updating CONTRABASS social media profiles (LinkedIn, Twitter, Instagram) with the supervision of the Project Manager and the Coordinator. The “Social media guide for EU funded R&I projects” v1.1 from the Horizon 2020 program will be followed ³⁶. Impact: >4 posts per week, 1K followers at the end of CONTRABASS</p>		
<p>Action 2: Contributions to freely distributed trade magazines. (M12 to M48 and according to event calendars) DCs and supervisors will be encouraged to work together to write magazine contributions in their research themes in the latter stages of the project and thereby highlight the importance of their research to a broad science/engineering audience. With this action, local and national non-scientific audiences will be targeted explicitly, ensuring that the research activities, current state-of-the art, and future advances are made known to non-specialist society. Results: 10 papers in non-specialised magazines. Impact: Dissemination of CONTRABASS to >5K citizens</p>		
<p>Action 3: Contributions to regional science fairs (M12 to M48 and according to event calendars) Most of the partners regularly participate in science communication and dissemination activities to the general public, including young people. Accordingly, the DCs will also participate in the communication of science to regional non-scientific audiences by participating in regional science fairs, fostering the interest towards scientific topics, with special focus on spreading STEAM culture among primary and secondary school students. Results: 10 participations in science fairs. Impact: Dissemination of CONTRABASS to >1K citizens, mostly underaged</p>		

Table 1. Dissemination and communication activities

As it can be seen in Table 1, the Action1: Social media profiles, starts at the beginning of the project and lasts until the end of it. The action consists of creating content and updating CONTRABASS social media profiles (LinkedIn and X). The DCs will be in charge of creating and updating the content with the supervision of the Project manager and the coordinator. The “HE Social media guide, using social media in EU funded R&I projects” v1.0 (October 2023) from the Horizon 2020 program will be followed.



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5. Social media profiles

Two social media profiles have been created: one in LinkedIn and another one in X.

5.1. LinkedIn

The profile created in this website is: CONTRABASS MSCA Doctorate Network¹.

The profile page is showed in *Figure 1. CONTRABASS MSCA Doctorate Network profile in LinkedIn.*

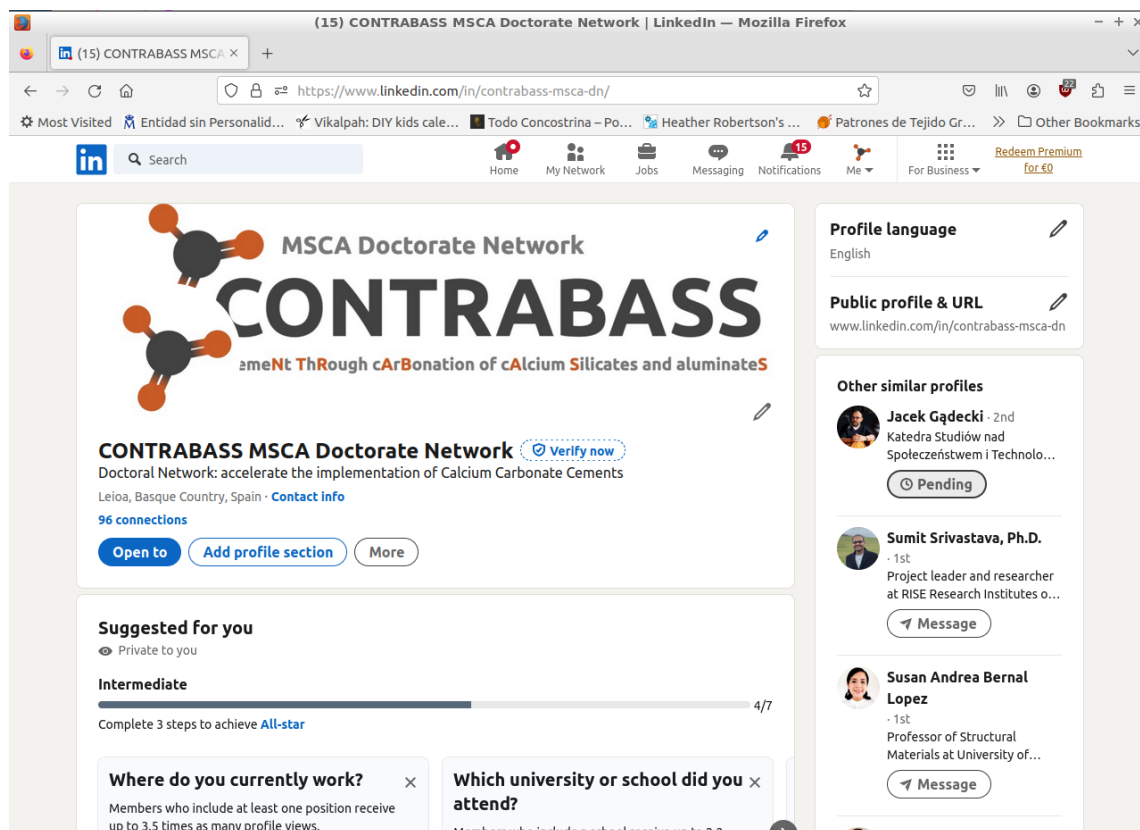


Figure 1. CONTRABASS MSCA Doctorate Network profile in LinkedIn

This profile was created before the start of the project so the 10 PhD positions for the CONTRABASS MSCA Doctorate Network could be announced (see *Figure 2. CONTRABASS 10 PhD position announcement in LinkedIn* in 7. Appendices), as it is established in 3.1.5 Recruitment strategy (in Annex 1 DoA part B, p33) of the GA²

¹ www.linkedin.com/in/contrabass-msca-dn

² https://drive.google.com/file/d/1CEw-FRcbu8ktBkP4H9p8qnQ-p5oXom_C/view?usp=sharing



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After this announcement, the following activity has been in Month 3 when the Project manager of the network has started being active in the LinkedIn network, basically reposting and liking the content.

The Kick-off meeting, held on April 19th 2024, has been the first post published by the network. In *Figure 3. Kick-off meeting LinkedIn post* (see 7. Appendices), the post uploaded in LinkedIn can be seen.

5.1.1. Statistics from LinkedIn

Looking at the statistics provided by LinkedIn, it can be said that the profile of the network is growing ever since the KoM post was published. This content got the most impressions and is one with more engagement as can be seen in *Figure 4. Top performing posts in LinkedIn*.

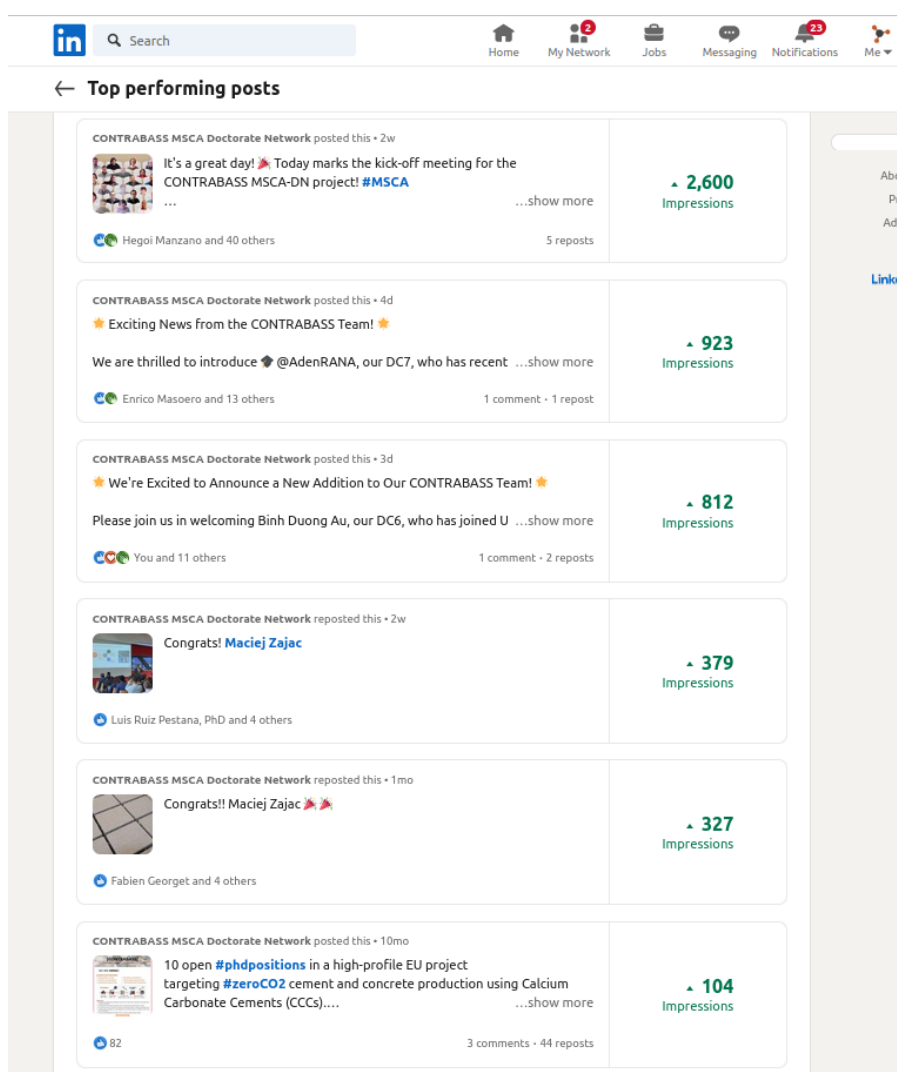


Figure 4. Top performing posts in LinkedIn.



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After the KoM, posts welcoming the DCs have been published, which have also helped to increase the number of followers and have got a good number of impressions. (see *Figure 5. DC7 welcome post* and *Figure 6. DC6 welcome post* in 7. Appendices)

It can also be seen that the audience has increased considerably, being professors as the job title with most of the followers, followed by postdoctoral researchers. (see *Figure 7. New followers of the CONTRABASS profile* in 7. Appendices). The industry profiles are not yet following the network as much as expected, but we believe that when the training activities and workshops are announced, they will engage more with our content.

5.2. X (Twitter)

The profile created in this website is: CONTRABASS MSCA DN @Contrabass_msca³
The profile page is showed in *Figure 8. CONTRABASS MSCA DN profile in X.*

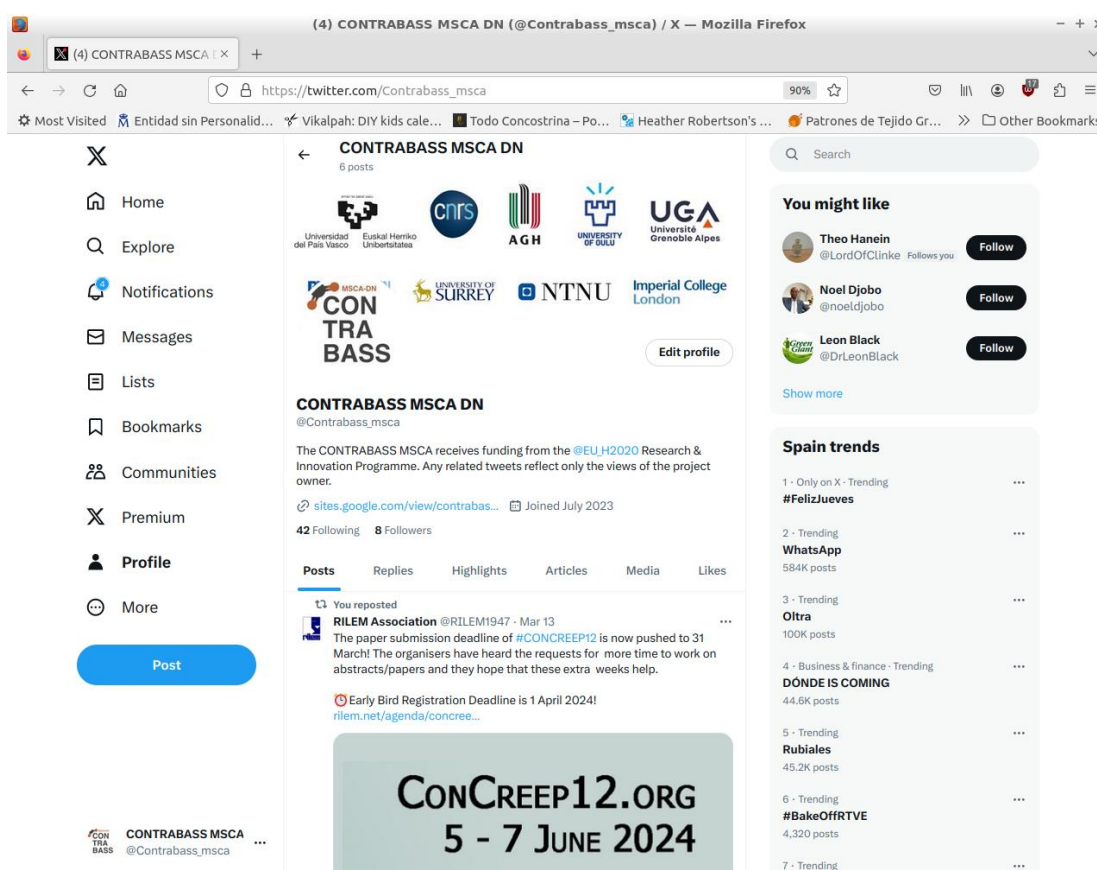


Figure 8. CONTRABASS MSCA DN profile in X.

³ https://twitter.com/Contrabass_msca



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This profile was also created before the start of the project, for the same reason explained for the LinkedIn profile, to be able to announce the opening of the 10 PhD positions of the project (see in *Figure 9. CONTRABASS 10 PhD position announcement in X*, in 7. Appendices)

As with the LinkedIn profile, until Month 3 of the project there had been no activity. The KoM was also announced (see *Figure 10. Kick-off meeting tweet in 7. Appendices*).

5.2.1. Statistics from X

After the KoM tweet published in April 2024, there has been an increase in both the impressions and the engagement, as *Figure 11. X Analytics of April'24* shows.

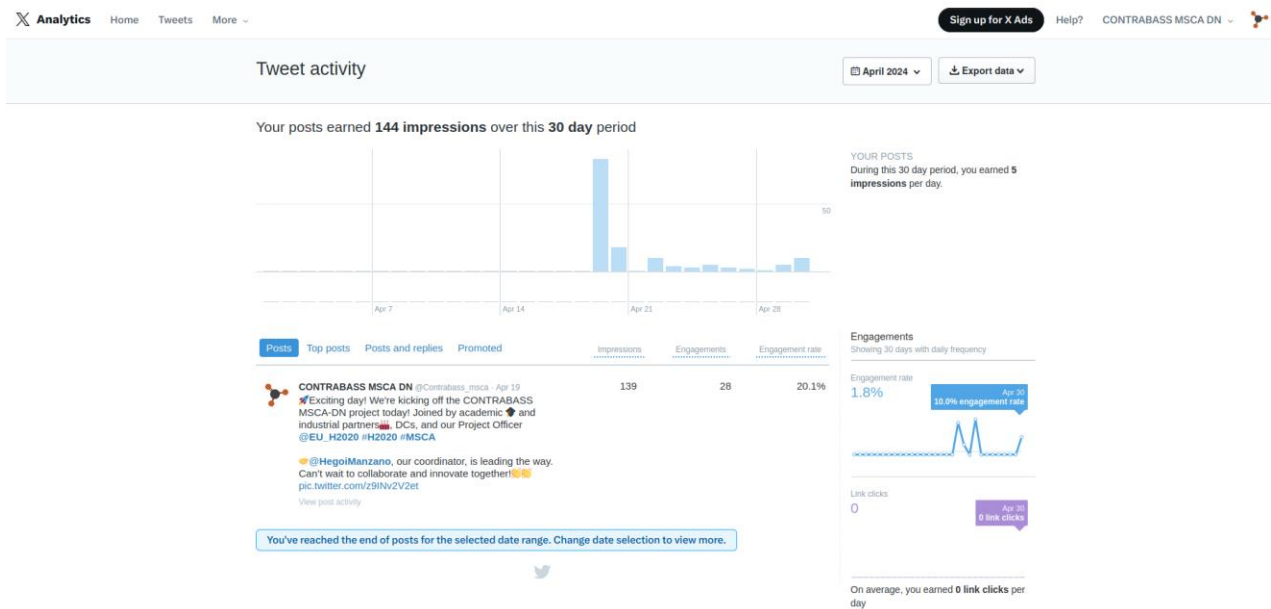


Figure 11. X Analytics of April'24.

The followings publications regarding the welcome of the DCs made in May 2024 (see the corresponding tweets in *Figure 12. DC7 welcome tweet* and *Figure 13. DC6 welcome tweet* in 7. Appendices), have also got a good number of impressions and engagements as it can be seen in *Figure 14. X Analytics of May'24*.



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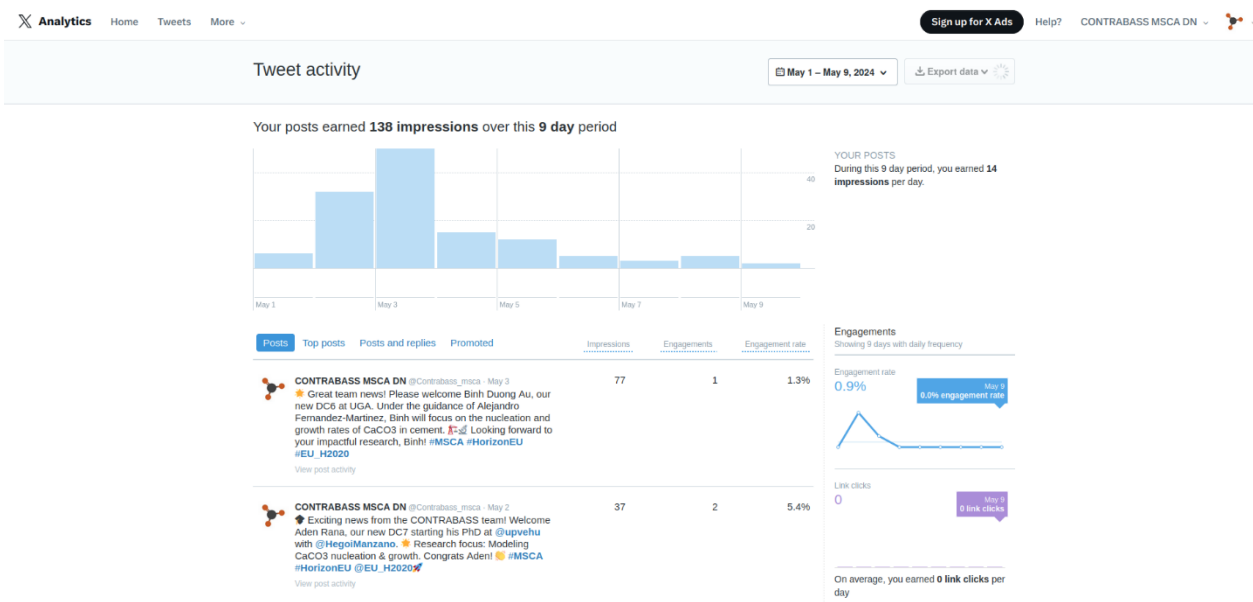


Figure 14. X Analytics of May'24.

6. Conclusions

The CONTRABASS social media profiles created have starting to gain acceptance within each social network. As the DCs start their PhD, they will provide content to publish in the profiles which will be filtered by the project manager of the network, so the content is appropriate and non-redundant.

Until now, the posts and tweets published have got good impressions, so we will continue publishing the events and results related to the project and reposting/retweeting the post that will be considered interesting for our network.

7. Appendices

In this section, the posts and tweets mentioned throughout the deliverable can be seen.



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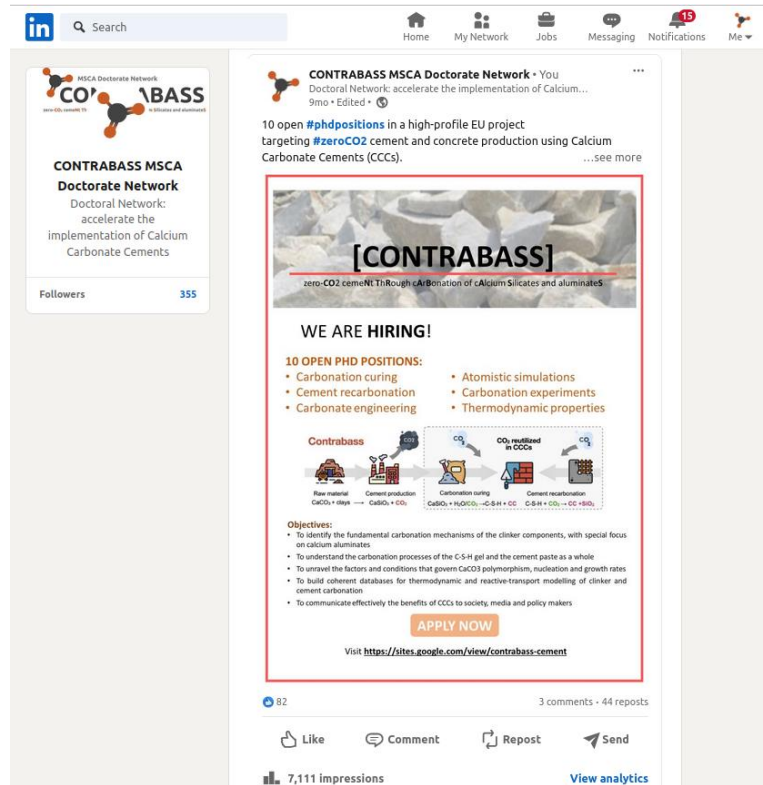


Figure 2. CONTRABASS 10 PhD position announcement in LinkedIn.

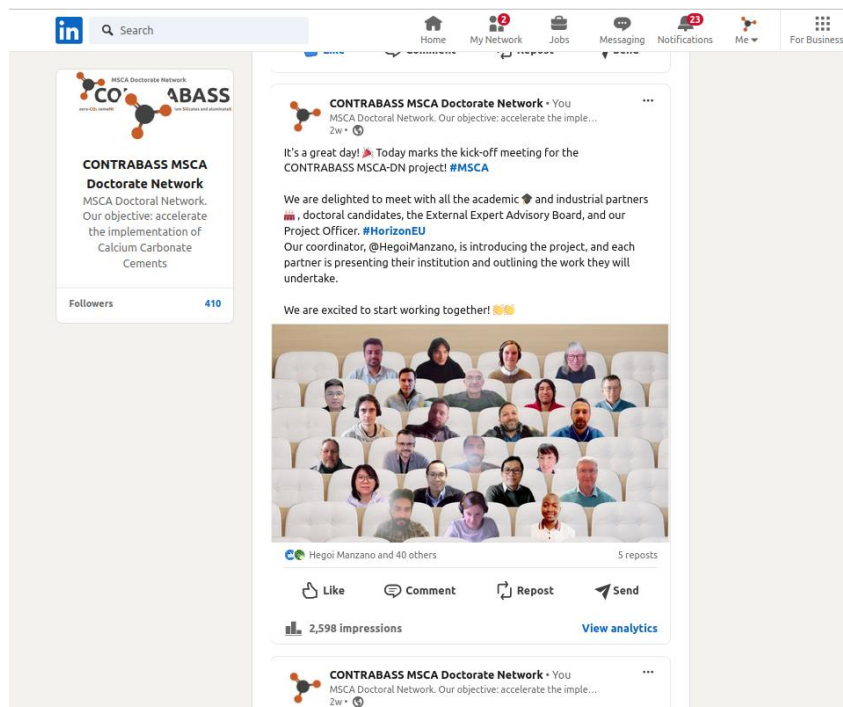


Figure 3. Kick-off meeting LinkedIn post.



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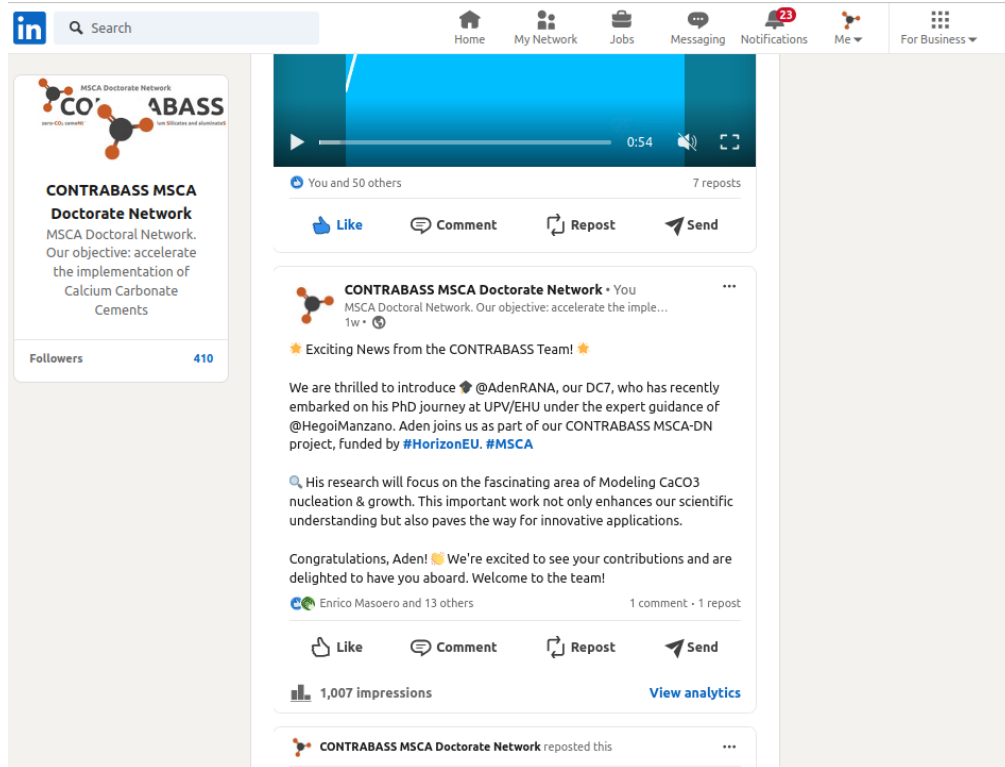


Figure 5. DC7 welcome post.

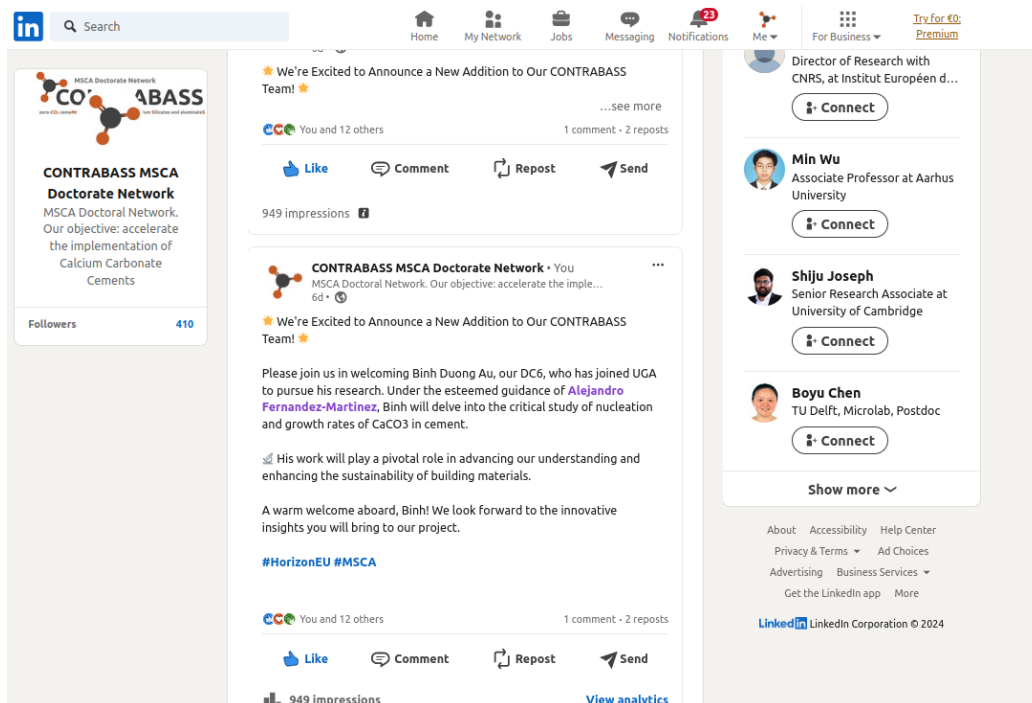


Figure 6. DC6 welcome post.



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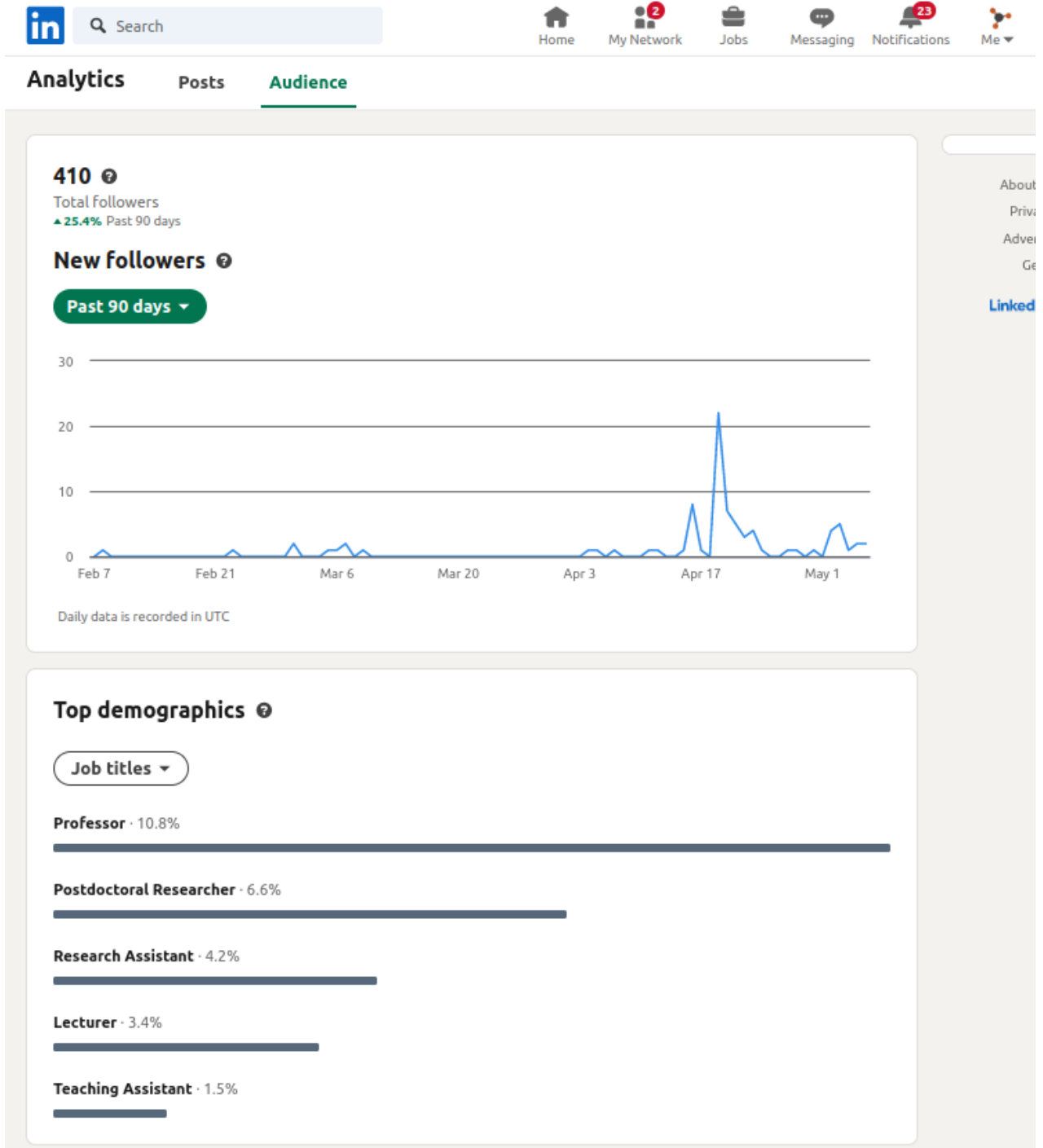


Figure 7. New followers of the CONTRABASS profile



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Figure 9. CONTRABASS 10 PhD position announcement in X.

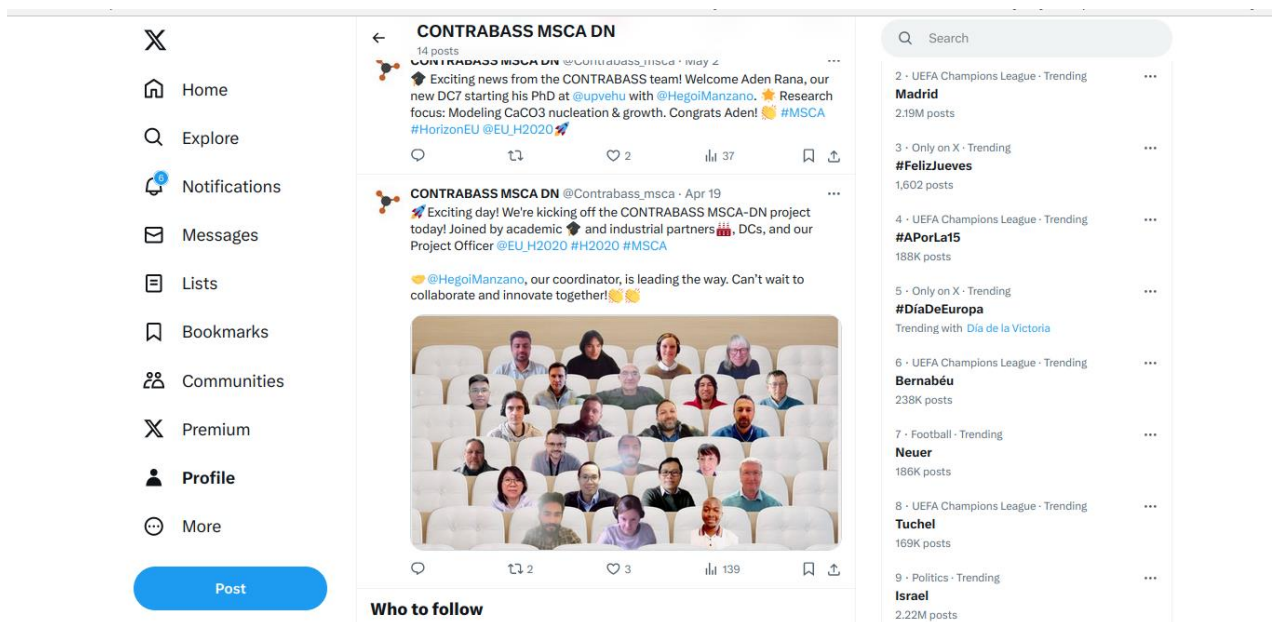


Figure 10. Kick-off meeting tweet.



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Messages

Lists

Bookmarks

Communities

Premium

Profile



3 replies 7 likes 400 retweets

CONTRABASS MSCA DN @Contrabass_msca · May 2

Exciting news from the CONTRABASS team! Welcome Aden Rana, our new DC7 starting his PhD at @upvehu with @HegoiManzano. Research focus: Modeling CaCO₃ nucleation & growth. Congrats Aden! #MSCA #HorizonEU @EU_H2020

2 likes 37 retweets

Figure 12. DC7 welcome tweet.

Communities

Premium

Profile

More

Posts Replies Highlights Articles Media Likes

CONTRABASS MSCA DN @Contrabass_msca · May 3

Great team news! Please welcome Binh Duong Au, our new DC6 at UGA. Under the guidance of Alejandro Fernandez-Martinez, Binh will focus on the nucleation and growth rates of CaCO₃ in cement. Looking forward to your impactful research, Binh! #MSCA #HorizonEU #EU_H2020

1 like 77 retweets

You reposted

Figure 13. DC6 welcome tweet.



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