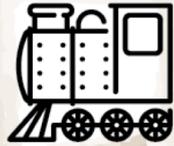# PAST-TIMES

Module 5 – A Social Media introduction and characteristic

Module 5: A Social Media introduction and characteristic

Unit 2 : Content and security wise

Define your strategy

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Websites and applications that enable users to create and share content or to participate in social networking

Making content available

SOCIAL MEDIA STRATEGY FOR DISSEMINATION

Action plan aimed at achieving specific objectives

Erasmus+

Tweeter

- Hashtags to increase tweet searchability and virality
- Circulating in-depth content from the website
- Event backchannel – useful to engage in conversation
- 280 characters limit

Tweets   **Tweets & replies**   **Media**

Pinned Tweet
Erasmus+ ✔ @EUErasmusPlus · May 20
⚡⚡ Just released: two new major #ErasmusPlus Impact Studies ⚡⚡
Press release → europa.eu/rapid/press-re...
Factsheet → ec.europa.eu/programmes/era...
Thread 👇 The impact of Erasmus+ on students & #highereducation 🎓🌍

#ErasmusImpact

Erasmus+ impact study 2019

Erasmus+
Enriching lives, opening minds.

ESN International, European Commission 🇪🇺, European University and 7 others

💬 1   ↿↾ 81   ♡ 115   ✉

Show this thread

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Facebook

- Most popular
- Useful to publicize events and news
- Live chats
- Integration with Scoop.it
- Hangouts

Pinterest

- Disseminating research results with a visual approach to combine existing content
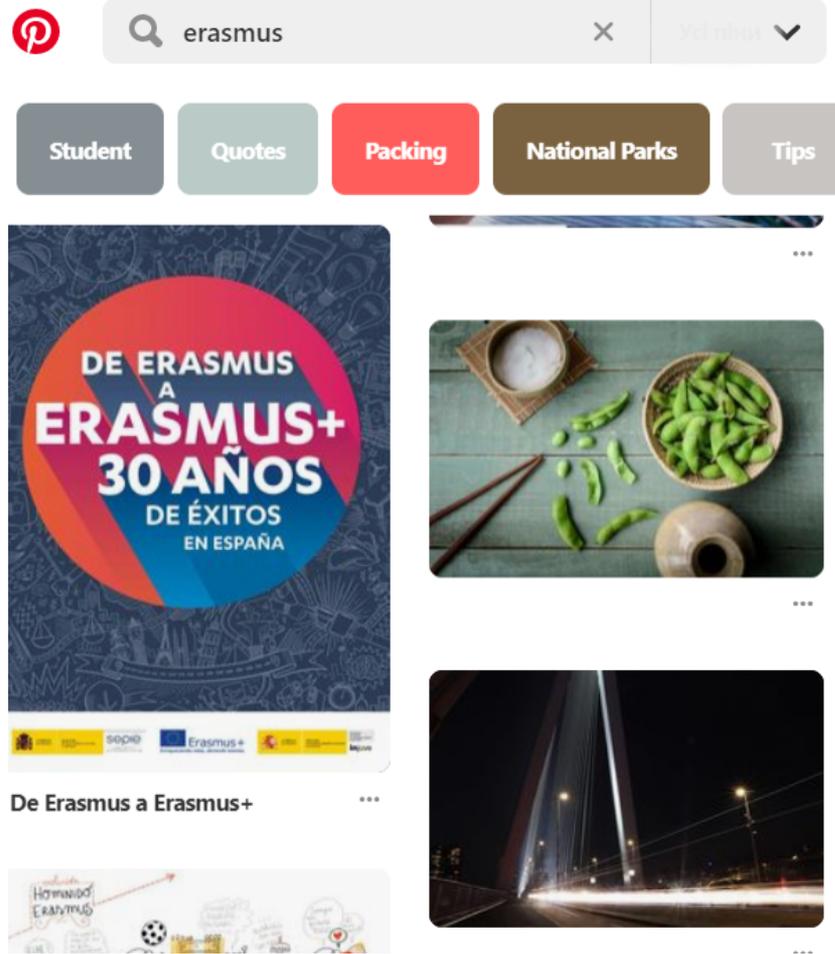
Action plan

- ▣ Specify the target audience
- ▣ Identify the main goals you want to achieve with Internet and social media tools
- ▣ Specify the task in relation to the audience and the goal
- ▣ Identify the resources needs (human & material resources)
- ▣ Determine the timeline of the activity
- ▣ Set the monitoring mechanism upfront

Social media advantages

◘ Stability over time

Social media landscape is quickly evolving and many free tools either expire or change their policy;

◘ Familiar interface

Popular social media provide an interface target users are already familiar with and signed-up to;

◘ Account federation

Many social media allow to log onto third-party applications with their existing identity, so that people do not need to sign up separately.

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Social media limitations

◉ Sometimes less is more

Maintaining many social media channels can be too demanding;

◉ Backup of social media content

Possible loss of materials if the social media fails

◉ Cautious plans for indicators;

Cautious plans for indicators to set objectives it can be useful to benchmark performances ;
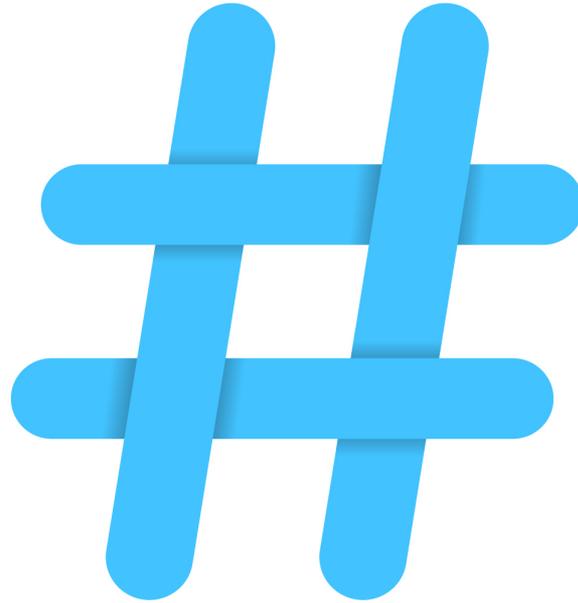
◉ Internal policy

Consider possible internal social media policy and terms of use of each chosen social media.
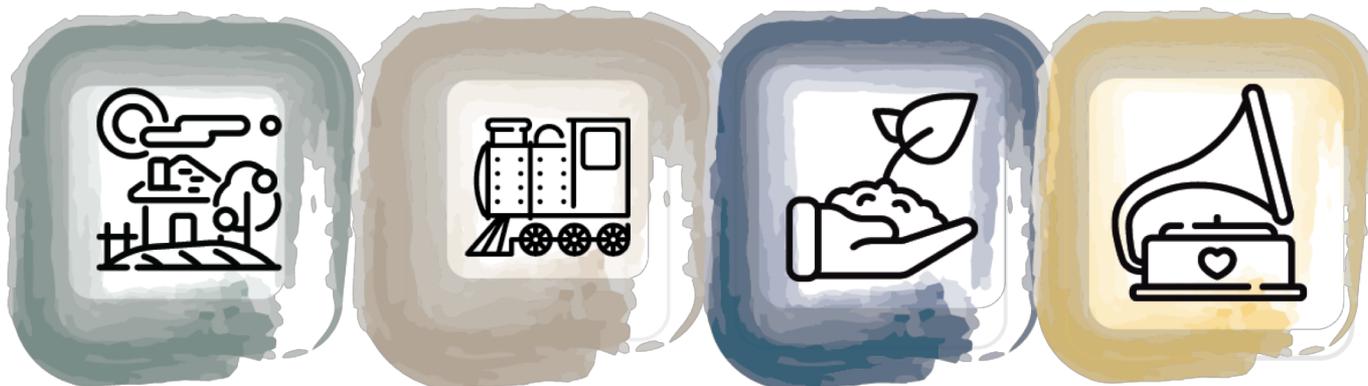
Tips to increase the impact of social media

☑ Provide connections among dissemination channels

Tips to increase the impact of social media

▣ Use keywords, hashtags, and tags to increase content virality

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Exchange and mobility

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