

Social network channels - Social Media Strategy

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Advanced Interactive Graphic Novels on Mobile Touchscreen Devices
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Introduction

As stated by [WikiHow](#), traffic from social media sites is usually highly targeted, and the visitors are more likely to turn into customers and buyers than visitors who find your site via a search engine query. Another important benefit of traffic from social media is that it is essentially free or relatively low cost compared to other forms of traffic generation. However, social media marketing is a time consuming and very involved effort. **This form of marketing requires a good deal of involvement, both in terms of keeping up with all the latest trends and in maintaining ongoing relationships with customers and fans.** Social media invites a two-way conversation between the poster of the information and the reader. If the business owner ignores the second part of the equation, then the marketing effort is most likely doomed to fail.

Social networking is a part of project's dissemination strategy which aims at bringing AGnovel to a successful implementation. The **aims and objectives of social media activities** are:

1. To make contact with direct target group (learners) and indirect target group (language teachers) to be involved in testing phase later on;
2. To make contact with stakeholders (language schools, etc.) to increase the scope of dissemination activities;
3. To build awareness about the project and lay solid background for exploitation strategies;
4. To assure continuous feedback from the target group and stakeholders in order to support quality monitoring of project activities.

Social network activities is lead by Lithuanian University of Educational Science, whereas the Dissemination work package is coordinated by University of Granada.

Description of the activity

2.1. Planning AGnovel social media campaigns

According to the application which partners are obliged to follow,

“A Facebook and a Twitter account will be established for the program. Students and teachers will be encouraged to “like” the Facebook page and follow the Twitter account so they can stay up-to-date on information about the programme. These will be updated regularly to keep the parties interested as well as highlight the benefits of learning through the advanced interactive graphic novel. Artwork from the graphic novel, as well as content and events will be posted on the Facebook page to keep learners interested and updated.”

According to the coordinator's proposal during meeting in Trim, Ireland, each partner has to set a national account for the project and contribute to the update of the main project's accounts on social media.

Table 1. Social media accounts of project partners

Nr	Partner	Country	FB link	Twitter link
1.	UPB	DE	https://de-de.facebook.com/AGnovel	https://twitter.com/AGnovel
2.	IK	DE	n/a	n/a
3.	ELN	GB	https://www.facebook.com/europeanleadershipnetwork	https://twitter.com/AGNovel1
4.	MP	IE	https://www.facebook.com/pages/Meath-Partnership/164099946987240	https://twitter.com/meathpartnershp
5.	UG	ES	https://www.facebook.com/agnovel.granada	https://twitter.com/AgnovelE
6.	URT	IT	https://www.facebook.com/AGNovelIT	https://twitter.com/AGNovelItalia
7.	LEU	LT	https://www.facebook.com/pages/AGnovel-Lietuva/1505194719702246	https://twitter.com/AGnovel_Lietuva
8.	SCRE	CY	https://www.facebook.com/synthesis.cyprus	https://twitter.com/synthesiscenter

Taking into account that social media is a very dynamic environment, to gain and keep the interest of the target group and stakeholders, partners have to share loads of relevant information. Otherwise, the project risks looking un-representatively and causing damage to overall image and future success. On the other hand, partners also have to take into account human resources assigned for dissemination as per application (Annex 1). On average, individual partners allocate from 4 (Ireland) to 19 (Spain, Dissemination workpackage leader) hours a month for project dissemination activities. On the scale of whole projects, partners will allocate 68,8 hours a month for project dissemination.

2.2. Running Agnovel social media campaigns

It is also clear that project dissemination activities, including social media campaigns, follow a pattern of overall project activities and outcomes, relevant to the public. Therefore, the social media will have the following phases:

Table 2. Phases of AGnovel Social media campaign

From	To	Phase	Activities
Jan'14	Jun'14	Preparation	Not much is going on in the project outcome-wise. Partners establish national social media accounts, get accustomed to social media strategy and plan HR.
Jul'14	Dec'14	Meeting the public	The project website is running in all national languages, flyer is available and overall project dissemination strategy kicks in. Didactical concept is ready and illustration starts. Partners share information relevant to language learners, language teachers and potential stakeholders (like language schools). Examples of innovative language learning tools (other than Agnovel), learning through fun activities (as didactical concept), comics and graphical novels in general can be ways to attract the audience.
Jan'15	Jun'15	Loving the public	AGnovel story and application are ready, brochures are developed and project events (fairs, test run) take place. Here social media is a tool to invite public for free give-aways in the exhibition and fun through testing the Agnovel apps.
Jul'15	Dec'15	Involving the public	The final phase will need high involvement of the target group for testing AGnovel prototype, quality evaluation of the product, summarizing feedback in form of articles, and involving teachers in dedicated trainings.

The overall message that AGnovel disseminates is that learning languages in a fun way is much easier and more engaging. Therefore Agnovel promotes modern IT based language learning by developing a new didactical concept – learning with the help of a graphic novel.

Accordingly, partners should post information which confirms the message – it should be fun, entertaining and providing added value to AGnovel “Friends” or “Followers”. Partners should keep personal contact and react instantly to comments and feedbacks posted by others, as well as engage in the activities (through likes, comments, posts) of stakeholders to inform about the existence of AGnovel. The table below summarizes the list of stakeholders to be contacted:

Table 3. Stakeholders to address with AGnovel message

Type	Stakeholders	AGnovel
European policy makers	DG Enterprise and Industry, DG Employment, Social Affairs and Inclusion, DG Culture and Education	To inform about the EU funded project and results it develops
National/Regional/Local policy makers	National ministries, municipalities, specific regional/local agencies contributing to policy making	To promote the idea of integrating IT tools into educational systems
Academia	VET, Universities (Language faculties), Research Institutes	To get in contact with the target group (learners and teachers), find partners for future collaboration, set background for exploitation
Business community	Business innovation experts, enterprises, business advisors, business networks, trade and business associations/unions, SMEs, larger companies, consultants	To promote language learning in business environment
Business support community	Business incubators, science parks	To reach more business community
Professional community	Language teachers, associations and networks of foreign language teaching	To support exploitation strategy
Disadvantaged target groups' community	Labour Office, associations for dyslexic people	To increase social responsibility and provide benefits to the larger target group
Media	Newspapers, TV, radio, online media; specialized media: magazines, publications, online networks, etc.	To increase awareness, get free publications, etc.

Timetable and responsibilities

The timing of posting information on national accounts is up to each partner's capacities and preferences. Nevertheless, starting from July 2014, one post per week is a minimum requirement.

Partners may post information in any language they think their "Friends" or "Followers" will accept. The information posted can be of local, regional or international significance. As partners will be connected internally, they may repost partner's information on their own AGnovel pages if they find it useful unless the partner indicates otherwise to the whole consortium internally (per e-mail).

To optimize the process of collecting and spreading the information, it is proposed to share the efforts among partners. The timetable below summarizes which partner is "taking care" of the

month and provides 4 posts for all partners to share on their AGnovel pages (partners are encouraged to translate the intro text). Follow the example of Lithuanian partner. Some suggestions for other partners are already pre-filled according to project’s timetable and outcomes planned to achieve.

Table 4. Timetable for AGnovel social marketing

Month	Responsible partner	(Reporting)
Jul' 14	LEU / LT	Another innovative language learning tool www.bliubliu.com
		Bill Watterson, the Creator of Calvin and Hobbes, returns to the Comics Page http://stephanpastis.wordpress.com/2014/06/07/ever-wished-that-calvin-and-hobbes-creator-bill-watterson-would-return-to-the-comics-page-well-he-just-did/
		GoComics will inspire you for the day! http://www.gocomics.com/explore/comics
		AGnovel partners finalised the research on use of graphic novels in language training (link to a post on AGnovel website)
		AGnovel website is now available in Lithuanian! Check it out! (link)
Aug'14	SCRE / CY	
Sep'14	UPB / DE	
Oct'14	IK / DE	The heroes of AGnovel say HI! (pictures from graphic novel)
Nov'14	ELN / GB	To survive November rain, AG novel partners meet in Rome. Join us! (pictures of the meeting)
Dec'14	MP / IE	What do you think of Agnovel flyer?
Jan '15	UG / ES	How do you like AGnovel brochure? Here is the story of AGnovel:
Feb'15	URT / IT	
Mar'15	LEU / LT	
(To be continued)		

3.1. Next steps

1. All partners provide feedback on this strategy by end of June, 2014;
2. All partners create a national FB and/or Twitter account by end of June, 2014;
3. All partners send their FB and/or twitter link to evelina.kutkaityte@gmail.com
4. All partners connect with each other by liking one another's AGnovel pages;
5. Starting July 2014, partners post once a week (minimum requirement);
6. All partners respect the schedule of 4 posts / month and send the info to be posted to all partners per e-mail.
7. Partners target to have 50 Friends / Likes by the end of 2014;
8. During the 2nd project meeting (November 2014) partners report on their social media activities.

Annex 1. Human Resources dedicated to project dissemination and social media activities

Partners involved	Country	Short name	Number of staff days					Role and tasks in the work package
			Category 1	Category 2	Category 3	Category 4	Total	
P1	DE	UPB	0	26	0	0	26	create and translate website content, translate dissemination materials, scientific publications, work on dissemination strategy paper, general dissemination activity, networking, presentation at fairs, press articles & translations, social network activities
P2	DE	IK	0	17	8	0	25	create and translate website content, program website, layout flyers, layout brochures, scientific publications, work on dissemination strategy paper, general dissemination activity, networking
P3	GB	ELN	0	18	0	0	18	create and translate website content, translate dissemination materials, work on dissemination strategy paper, general dissemination activity, networking, press articles & translations
P4	IE	MP	0	12	0	0	12	create and translate website content, work on dissemination strategy paper, general dissemination activity, networking, social network activities
P5 Lead partner	ES	UG	0	58	0	0	58	create and translate website content, create flyers, create brochures, translate dissemination materials, scientific publications, create dissemination strategy paper, general dissemination activity, networking, presentation at fairs, create press articles & translations, social network activities
P6	IT	URT	0	23	0	0	23	create and translate website content, translate dissemination materials, scientific publications, work on dissemination strategy paper, general dissemination activity, networking, press articles & translations, social network activities
P7	LT	LEU	0	26	0	0	26	create and translate website content, translate dissemination materials, work on dissemination strategy paper, general dissemination activity, networking, press articles & translations, lead social network activities
P8	CY	SCRE	0	18	0	0	18	create and translate website content, translate dissemination materials, work on dissemination strategy paper, general dissemination activity, networking, press articles & translations, social network activities
Total:			0	198	8	0	206	