



Deliverable D7.4

MICA Social Network

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PURPOSE

This document presents the use of social media during the MICA project.

The social media is embedded in a broader dissemination plan which aims to structure the dissemination activities that will be conducted. So, these tools contribute to the achievement of the project objectives. In particular: to spread information about the project, its activities and results; to raise awareness about the project; to trigger discussions and engage people; to reach out to the project's target groups; to ensure a high visibility of the project, its activities and achievements also on a policy maker, industry and social level.

All partners are requested to continuously communicate and share activities and results within their networks and through their individual channels to reach out to a substantial number of people.

DELIVERABLE REPORT

I. Introduction

Dissemination via social media is nowadays inevitable. Social media is a multi-function information sharing and communication tool, where users can converse and interact with each other irrespective of differences in geographical location or social background. The difference between social media (or Web 2.0 as it is sometimes known) and previous internet platforms is that it is characterised by user-generated content. The phenomenon of sharing is a key aspect of social media and online networks. The fundamental aim of social media is to provide a place where users share; this environment creates a permanent record of the user's activity and is visible to the whole network.

One of the most striking social aspects of the internet is that every day, hundreds of thousands of people voluntarily help one another on the net with no expectation of direct reward, providing information that can be useful for professional or personal reasons. This aspect is well supported by the most popular social networks, like Twitter and Facebook, where users can now display seemingly helpful behaviours with great ease. For example, on Twitter a user could 'retweet' a message they have seen posted by one source, which they think will be useful or of interest to their own network of followers. Similarly, users can react to information by reposting messages on Facebook or clicking 'Like' to a post, adding further endorsement to original messages written by users.

This form of reinforcement is very easy to implement, and just one click (to retweet or like) can alert a whole host of new users to an important piece of information.

On the basis of the above considerations, MICA has chosen to share the information and the project's results through social media such as Twitter, LinkedIn and Facebook, with the aim to

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help not only the geoscience communities but also industries, policy makers, public organisations and civil society organisations in having a better understanding of the Raw Materials Domain.

This report covers the use of social media during the period from May to December 2016.

2. Social Media Analysis

What is fundamental for the success of the social media strategy is to ensure a constant interaction with the followers, providing them a constant flow of information and news. This requires a great involvement of the MICA partners and Linked Third Parties; who have to provide any kind of information that can attract the interest of our followers.

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds.

In the MICA project this has been chosen as the form of social networks. This type of form includes social networking sites such as:

- Twitter – an internet service that allows users to post "tweets" for their followers to see updates in real-time. Twitter had 271 million active users in 2014, 95 million of which were between the ages of 18 and 29, but the service is also popular among older adults, with 54 million users between the ages of 30 and 59, and 44 million over the age of 60.
- LinkedIn – a networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers. The users are generally older, more educated, and more affluent than Twitter users.
- Facebook – an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users. Facebook is more popular with young people and middle-aged adults than other social networks.
- Pinterest – an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.
- Snapchat – an app on mobile devices that allows users to send and share photos of themselves doing their daily activities.

Among the above social networking sites, MICA has focused its attention on: Twitter, LinkedIn and Facebook.

Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text message, desktop client or by posting at the Twitter.com website.

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The default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as *#keyword*.

Tweets, which may include hyperlinks, are limited to 140 characters. The tweets can be delivered to followers in real time. They are permanent, they are searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not.

Thanks to its huge range of the users that goes from 18 years old to over 50 years old, Twitter represents the most suitable social tool to cover the heterogeneity of the MICA audience.

The MICA Twitter profile was established in June 2016. The following pages give an overview of the activity on the MICA Twitter account.

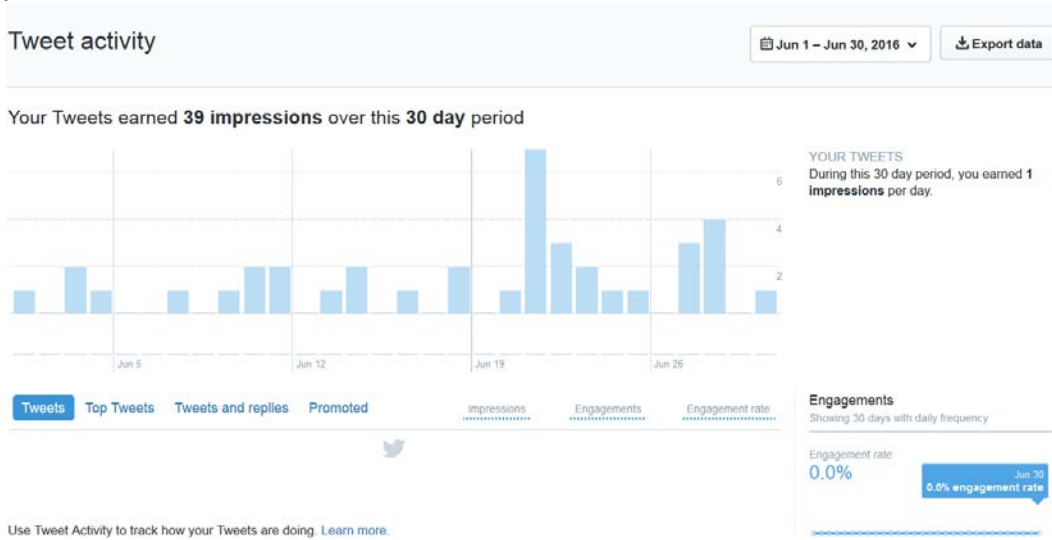
AS OF THE 18th JANUARY 2017



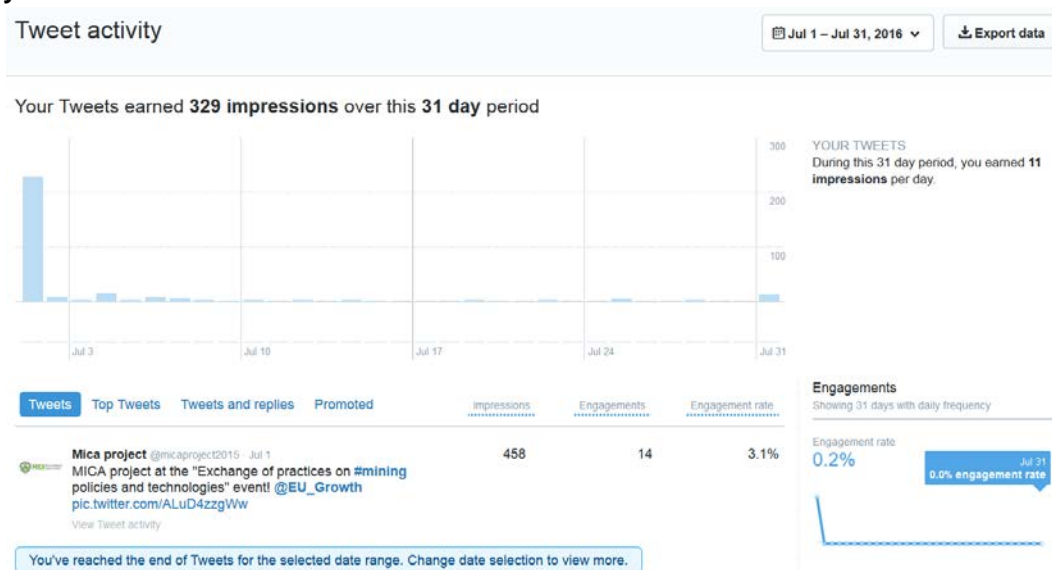
TWEETS	FOLLOWING	FOLLOWERS
11	86	85

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JUNE 2016



JULY 2016

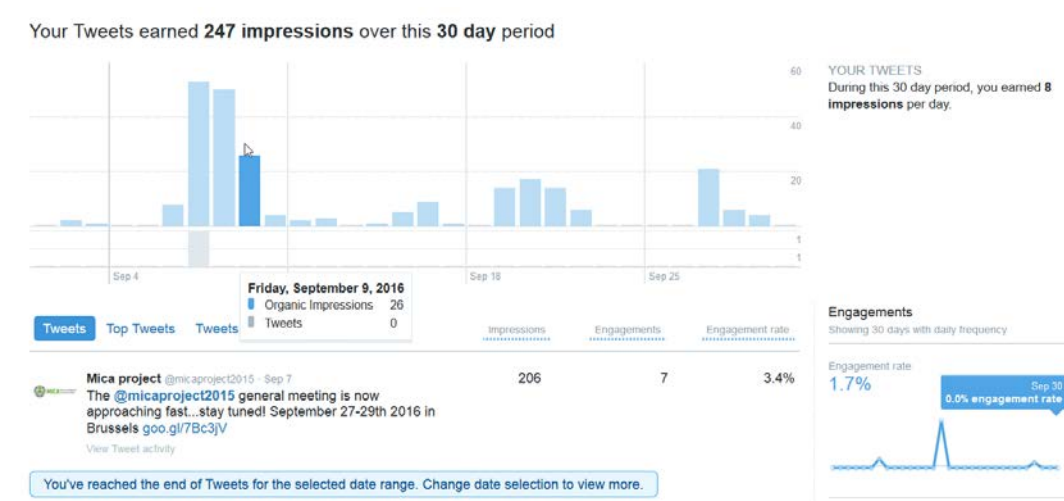


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AUGUST 2016



SEPTEMBER 2016

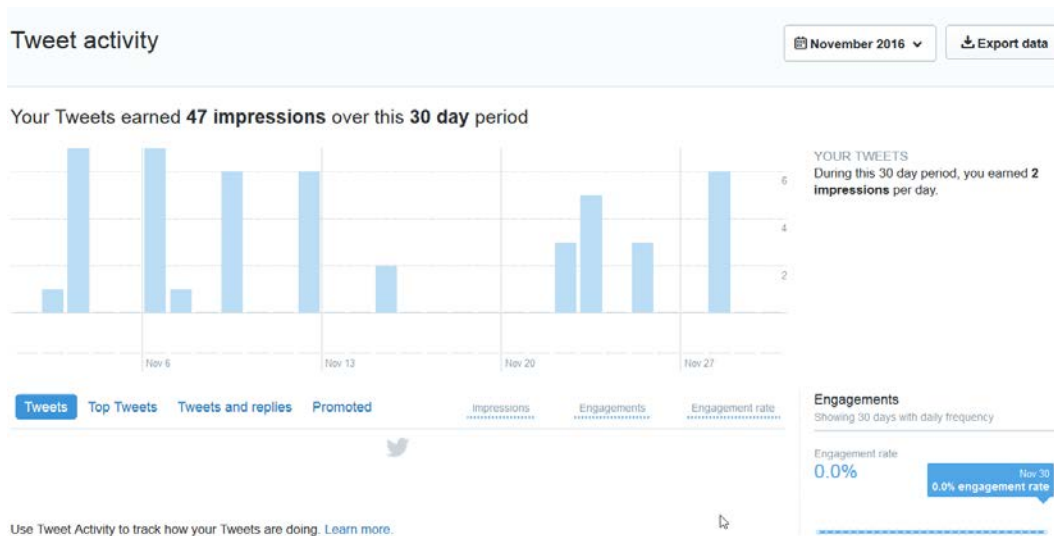


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OCTOBER 2016



NOVEMBER 2016



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DECEMBER 2016



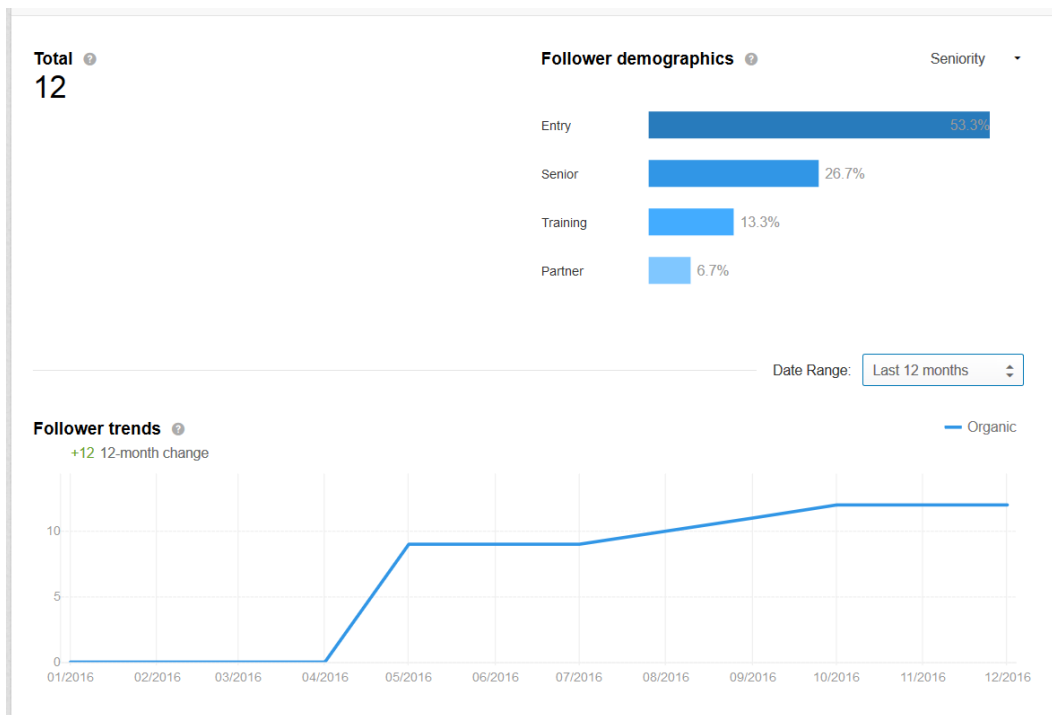
LinkedIn

LinkedIn is a professional social network that enables employers and job-seeking workers to connect. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. The users are generally older, more educated, and more affluent than in other social networking. Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

On the basis of the MICA target audience composed with policy makers and data providers, LinkedIn has been considered a useful tool for reaching them.

So far, only 12 people are following the MICA LinkedIn profile; see the following figure.

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Followers: 12

Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as:

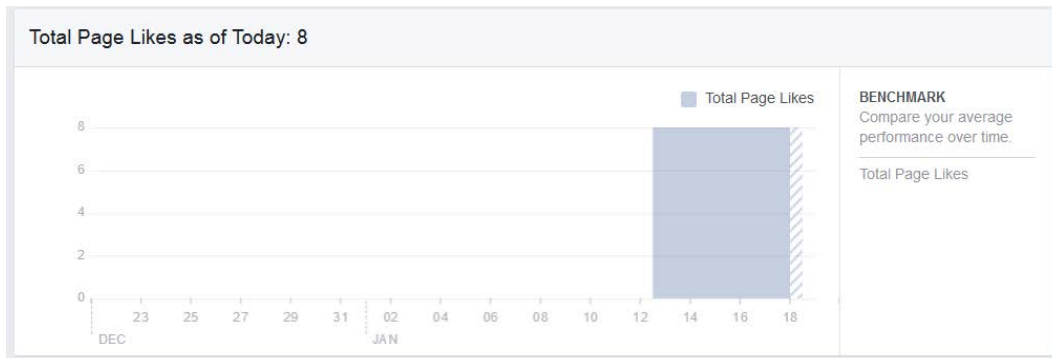
- Marketplace – allows members to post, read and respond to classified ads.
- Groups – allows members who have common interests to find each other and interact.
- Events – allows members to publicize an event, invite guests and track who plans to attend.
- Pages – allows members to create and promote a public page built around a specific topic.
- Presence technology – allows members to see which contacts are online and chat.

Within each member's personal profile, there are several key networking components. The most popular is arguably the *Wall*, which is essentially a virtual bulletin board. Messages left on a member's wall can be text, photos or videos. Another popular component is the virtual *Photo Album*. Photos can be uploaded from the desktop or directly from a smartphone camera. An interactive album feature allows the member's contacts (who are called generically *friends*) to comment on each other's photos and identify (tag) people in the photos. All interactions are published in a news feed, which is distributed in real-time to the member's friends.

This social networking has been chosen because is the most popular among young people and middle-aged adults, that represents one of MICA target group.

Eight likes has been given to the MICA Facebook page so far; see the following figure.

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Likes: 8

3. Conclusion

The report shows a low level of interactions since June 2016. The main reason for this is the low level of information provided by the MICA partners, who are unfortunately still developing "News" suitable to be published and shared among thousands of readers. Better results will be gained as soon, as the project will have reached its next milestones.