DIGIWATER

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R6.4 Project accounts/pages in social networks

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1. Introduction

DIGIWATER is an Erasmus+ Knowledge Alliance project on '*Digitalisation of water industry by innovative graduate water education*'. It aims to:

- **Strengthen the innovation capacity of the water industry:** Enhance digital innovations in curricula during education as a basic method for later implementation and application in business like industry, administration, consultancy
- **Tackle the digital skills mismatch in the water industry:** Establish smart specialization for digital water through the upgrade of curricula in partner universities with participation from industry
- **Improve social engagement of universities educating water specialists:** Improve the orientation of academia towards societal and market needs through internationalization of universities, Digital Water Living Lab, and Innovation Camps

It is a two-year project launched in January 2021. More about the DIGIWATER can be retrieved from the project website: http://waterharmony.net/digiwater/.

1.1 Project partners

Research institutions

- NORWEGIAN UNIVERSITY OF LIFE SCIENCES (NMBU), NORWAY
- UNIVERSITY OF APPLIED SCIENCES AND ARTS (TH OWL), GERMANY
- ISTANBUL TECHNICAL UNIVERSITY (ITU), TURKEY
- KU LEUVEN (KUL), BELGIUM
- UNIVERSITY OF CYPRUS (UCY), CYPRUS
- UNIVERSITATEA "DUNAREA DE JOS" DIN GALATI (UGAL), ROMANIA

SME industries

- SUMAQUA, BELGIUM
- DOSCON, NORWAY
- SMARTECH AUTOMATION SRL (SMARTECH), ROMANIA
- MEMSIS ENVIRONMENTAL TECHNOLOGIES R&D A.S. (MEMSIS), TURKEY
- I.A.CO. ENVIRONMENTAL & WATER CONSULTANTS (IACO), CYPRUS
- STADTENTWÄSSERUNGSBETRIEB PADERBORN (STEB), GERMANY

Sector organization

- EUROPEAN WATER ASSOCIATION (EWA), GERMANY

2. Social media marketing strategy

2.1 Aims

It has been concluded in several Erasmus+ projects that social media are the most effective channel to access students and young teachers/researchers. Therefore, this project will develop and implement a social media marketing plan to promote the project and disseminate its results in social networks. The project has a KPI of 300 social media followers.

2.2 Outcomes

Accounts in social networks and engaging content to be disseminated through the project accounts: images, videos, posts, project news, infographics, e-materials based on curriculum and its content.

A project pages will be created on LinkedIn and ResearchGate to spread information about the project to the professionals in innovations, entrepreneurship, and digitalization in the water industry as well as academia. Furthermore, pages on Facebook, Twitter, and Instagram will be created to reach the student population. A DIGIWATER alumni social networking group will be created not only to create a sustainable network but also for sharing of information, marketing of the project and project material beyond the project partners.

Key words will be used such as digitalization, serious games, readiness that will be used in dissemination materials.

2.3 Planning

1. The project pages will be created.
    a. E-Mail: digiwater.erasmusplus@outlook.com
    b. LinkedIn: https://www.linkedin.com/groups/9072370/
    c. ResearchGate:https://www.researchgate.net/project/DIGIWATER-Digitalisation-of-water-industry-by-innovative-graduate-water-education (The Projects feature was discontinued, and all projects were removed from the site on March 31, 2023)
    d. Facebook: https://www.facebook.com/digiwaterEplus/
    e. Twitter: https://twitter.com/digiwaterEplus
    f. Instagram: https://www.instagram.com/digiwater.Eplus/
    g. YouTube: https://www.youtube.com/channel/UC96fKuAA9yyV8xgbFEqUhYw (not promoted as a separate social media channel, but used as a repository for the project partner videos)
2. The project website will be added to all social media accounts.
3. An invitation link will be sent to the project partners. This way, a network will be established, and the channels will gain reach.
4. All event pictures, online or in-person meeting summaries, videos, infographics, e-materials, and publications, … will be disseminated as they become available.

5. The activity of the accounts, such as the number of likes and shares, and the increase in followers, will be compiled specifically for the platforms in a social media report.

2.3 Results

In April 2024, the project's social media channels have almost reached 400 followers, exceeding the KPI of 300. With over 60 posts (example on **Error! Reference source not found.**) and almost 3500 click-throughs (mainly to the project website and videos on YouTube), engagement of the project followers was substantial, especially on LinkedIn and Instagram and during the second half of the project, when more material became available, and a larger network of followers was established. It is interesting to note that many project partners spontaneously shared the social media posts on their own social media accounts, as well as on their proper websites.

Table 1: Snapshot of social media statistics in August 2022, in the middle of project

Channel	Followers	Posts	Click-throughs
LinkedIn	83	3	291
Instagram	42	2	-
Twitter	15	4	299
Facebook	6	2	72

Table 2: Snapshot of social media statistics in April 2024, at the end of the project

Channel	Followers	Posts	Click-throughs
LinkedIn	267	12	2861
Instagram	75	14	-
Twitter	38	21	435
Facebook	16	15	145

Figure 1 Example social media post: meeting in Norway

3. Conclusions

To maximize the reach and engagement of the DIGIWATER project, a social media strategy has been developed. This strategy includes creating accounts on various social networks and disseminating engaging content through these platforms. The aim is to reach a diverse audience including professionals, academics, students, and the broader public interested in the digitalization of the water industry.

By leveraging social media platforms effectively, the DIGIWATER project aimed to disseminate its results widely, engaged with a diverse audience, and created a lasting impact in the field of digitalization in the water industry.