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# NEXT – Digital Transformations
# for Supporting Next-Generation Labour

Deliverable D7.1

# Project Social Media Launching

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# Document History

| Version | Date | Author Name | Partner | Description |
|---------|------|-------------|---------|-------------|
| 1 | 30.11.2023 | Thomas Klinger | CUAS | This deliverable is the social media channels in that will present project results, as well as disseminate information on news and activities of the project. |
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# 1 Introduction

Communication, dissemination, and visibility are considered to be an integral part of any project in order to raise awareness of project's results among society, help project team to engage with relevant stakeholders and expand for possible future collaborations, and increase the level of interaction with the target audience. The key aim of communication and dissemination activities within the project in question is to enhance project's impact and visibility of EU's successful project's support, what secures it long-term sustainability. Dissemination and Communication Plan will be prepared and implemented both throughout project's lifetime and beyond. Within the project dissemination and communication activities will be targeted at disrupting the traditional patterns of teaching by stressing the importance of enhancement of informal 'digital' education in Ukraine based on best practices in EU universities and introducing to general public new innovative teaching methods oriented at learner-cantered informal 'digital' education.

# 2 Objectives

National, local media and social media will be used to promote/disseminate the project outcomes and results to the public and a wide range of existing and potential stakeholders.

# 3 Analyzing and selecting channels

An online meeting of consortium members was held to analyze and select social media channels.

At this meeting it was decided to select 2 channels for the project dissemination:
- LinkedIn;
- Facebook.

LinkedIn is the world's largest professional network on the internet and will be very useful for the project dissemination among academics, professionals, and stakeholders.

Facebook is a social network which is actively used by different target groups and is also very popular in Ukraine.

In addition, YouTube channel was established, as well as an X account, as agreed in the Grant Agreement.

# 4 Results/Content

According to the consortium's decision, accounts were opened on social channels:

- Facebook: https://www.facebook.com/profile.php?id=61553799363111
- LinkedIn: https://www.linkedin.com/company/100403872/admin/feed/posts/
- YouTube: https://www.youtube.com/@NEXTStudy_eu
- X (Twitter): https://twitter.com/nextstudy_eu

The actual information about the NEXT project and Kick-off meeting on 27.11.2023 has already been posted on Facebook and LinkedIn social media platforms.

# 5  Conclusions

With the help of social media platforms (LinkedIn, Facebook), the project results will become visible to both the target audience and the general public in Ukraine and the EU. YouTube will help in disseminating multimedia outcomes to masses, and X platform will be assistive when short and quick information has to be shared. Given the undeniable effectiveness of social media, it is one of the most useful communication channels for informing the public about upcoming project events.

Additionally, NEXT consortium will consider additional social media platforms for project dissemination depending on their suitability for project needs.

# NEXT

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