



iBUS

“an integrated business model for customer driven custom product supply chains”

Grant Agreement: 646167

Deliverable 8.3

**Social media identity: Facebook,
LinkedIn, Twitter**



DOCUMENT SUMMARY

Deliverable Title	Social media identity: Facebook, LinkedIn, Twitter		
Due Date	Month 8 (30/04/2016)		
Version	Final		
Deliverable Type	DEC		
Deliverable Lead	LeFab		
Related Work package	WP 8		
Author(s)	Samuel Bernier		
Reviewer(s)	Pepi Galvañ		
Contributor(s)	All partners		
Communication level	PU	Public	<input checked="" type="checkbox"/>
	PP	Restricted to other programme participants (including the Commission Services)	<input type="checkbox"/>
	RE	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
	CO	Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>
Grant Agreement Number	646167		
Programme	H2020-NMP -2014-2015		
Start date of Project	01/09/2015		
Duration	48 months		
Project coordinator	UNIVERSITY OF LIMERICK		

DOCUMENT HISTORY

Issue Date	Version	Changes Made / Reason for this Issue
09/05/2016	V0.1	Initial Version
11/05/2016	V0.2	Integration of Initial version with Annex I. Insertion of qualitative analysis.
30/05/2016	V0.3	Inclusion of the mailchimp and Further scheduled developments section
14/06/2016	V1.0	Finalised Version

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ANNEX **Error! Bookmark not defined.**

ABSTRACT

According to task T8.5 of Social media identity, Facebook, LinkedIn and Twitter thematic blogs will serve to actively **promote iBUS**, to **raise awareness** of iBUS activities and share its results.

It should serve as a vehicle for the viral **dissemination** of the results of the following **tasks**:

- formal project launch
- project Website & Logo
- dissemination material
- inwards dissemination
- networking
- case studies
- social networks – SIG-
- demonstration workshops

Other function of social media is to generate **promotional ‘news’** activity in sectoral newsletters and local, regional or national papers.



1. INTRODUCTION

The success of the iBUS platform will deeply depend on its capacity to reach to its audience, both potential SIG and targeted users. The strategic use of social media can help achieve this goal by giving iBUS an early presence on internet and attract the intention of new actors of the European toy industry.

2. OVERALL APPROACH AND METHODOLOGY

The iBUS first approach in our use of Social Media was to select and share inspiring stories of innovative projects and strong brand initiatives from the toy industry. The goal of this first step was to make a direct link between the iBUS consortium, children products, mass customization and additive manufacturing. Many of LeFabShop's existing projects were first used to fill the pages with a maximum of content. The following articles posted fell in the following categories: Innovative materials, customization, disruptive brand initiatives, new designs, 3D printing, iBUS events (WP8) and general iBUS information.

While the success of the Facebook project page depends on the participation of the iBUS consortium members, to share the content and attract new page “Likes”, the Twitter methodology is slightly different since it works more like a personal profile. We were then allowed to reach directly to toy companies by following them and messaging them. Or even by using popular Hashtags like #toys #children or #3dprinting.

The LinkedIn Group, created recently, has a very different purpose. This group will be used to have open discussions about the subjects of Toy Safety, 3D printing and mass customisation. The interactions in this group will mainly be between the consortium members and potential industrial partners interested by the iBUS initiative. The idea is to debate on more complex subjects without the limitation of social medias like Twitter and with the simplicity of a Blog.

English will be the vehicular language for all the social media.

For all these medias, LeFabShop created a coherent graphic identity reusing the colours of the revised iBUS logo, creating at the same time an iconography that represents the project.



Facebook

Facebook has the ability to reach the consumer target and nurture the iBUS project technical development according to their (direct or inferred) feedback. Therefore, this tool will be used to actively promote and raise awareness on iBUS benefits for **end-users and parents and toddlers**.

Unique selling point according for this target is:

- **Consumer:** Design your own customised toy. We will manufacture it in a sustainable, affordable and safe way.
- **Home-based designer, fan artist or professional designers:** Come into our chain to test new design concepts. Work with known branded products.

This target will be also attracted by generating related promotional news that could be of the target interest.

Once post a day would be advisable. Accordingly, information of the other iBUS dissemination actions addressed to the target, the use of social media structures of the rest of the partners and the active participation of all the partners of the consortium are the vehicle to boost iBUS Facebook account.

Post should contain the following information:

- iBUS aims, activities and results.
- Links to iBUS social media and Website (RSS subscription).
- Call to action to receive feedback and create awareness on the demand of the iBUS possibilities.
- Information on related events & news.
- Activities outside the iBUS scope that could be of interest of the target.

Twitter

Twitter serves the consortium to show the iBUS presence to existing communities, companies and consumer groups through hashtags (#) and ats (@). Also to inform a specific group by starting with ats (@) and the name of the group it aims. Accordingly, Twitter account targets the value chain and end-users. Within the iBUS social networks, it can allow interaction of both profiles, gain insights of both parts (including qualitative information), built loyalty and deepen relationships.

The unique selling points by target would be the following:

- **Consumer:** Design your own customised toy. We will manufacture it in a sustainable, affordable and safe way.
- **Home-based designer, fan artist or professional designers:** Test new design concepts. Work with known branded products.
- **Manufacturers:** Enter into our supply chain. Supply products in small scale series production driven by the actual customer demand. Fulfil the demand for safe customised products. Implement 3D printing techniques in your business. Achieve Stock '0'. Support your local and regional industries.
- **Retailers:** Become a broker hosting in-store design workshops.
- **Suppliers:** Be more flexible and demand driven. Grow your B2B and B2C business. Supply customised toys. Become part of the iBUS suppliers' network.
- **Distributors:** Adapt your products to the likes and demand of the end-user. Avoid having surplus. Convert yourself in a prosuming business.
- **Others:** As it arises.

An #iBUS are to be included for brand generation.

A media of two tweets at day are expected as well as the active implication of the partners of the consortium, which will inform on the iBUS and other related activities made on a daily basis.

LinkedIn

LinkedIn will be used to deploy locally available skills. Accordingly, LinkedIn target are Stakeholders and value chain (see D8.1). At least once post a month would be aimed.

Interesting corporative content, good articles addressed to the target, a practical guide for toys customising using iBUS model, dissemination of events, dissemination of business cases, questionnaires distribution to target groups, Technical specifications of the project, practical guide for customising... are some of the contents determined to be part of the iBUS LinkedIn.

Current groups the LinkedIn account is involved in are being assessed. New potential groups are the following: 3D printing, EBAN (The European Trade Association for Business Angels, Seed Funds and Early Stage Market Players), on Startups, Industrial Design, 2D & 3D top CAD experts, Innovation Management Group, Kids in Danger, FABulous, Customer Experience Management Professionals, Open Innovations Developing Countries – OI DC-, Desing Thinking, RRI tools (Fostering Responsible Research and Innovation), Industry 4.0 & the Industrial Internet, 3D printing showcases, 3D printing materials forum, 3D printing guild, Digital Business innovation...

3. RESULT

iBUS Social media are deployed average 4 months. With this report, strategy is established.

Updated statistics on May, 16th, 2016 are provided.

Facebook

Quantitative analysis:

- Followers: 81 Likes
- 80 publications

Qualitative analysis:

Quarterly analysis will be held from now through Analytics tools. Potential settled down indicators are: audience insights such as age, sex, status, occupation, family type, education level or lifestyle, most successful types of posts, best day/hour of the day to introduce them, days in which more fans are involved, most successful types of customised products, most appealing design tools, which factor on regard iBUS is most appealing for consumer, etc.

Qualitative analysis indicators will be updated according to the iBUS project stage of development.

Twitter

Quantitative analysis:

- 126 subscribers
- 72 publications
- 509 followings

Qualitative analysis:

Balance among subscribers and followings must be addressed.

Some foreseen qualitative indicators for next quarterly analysis are: acquisition of knowledge through the demand likes, determination of customisation potential, assessment on the iBUS perceived values per stakeholder and its evolution, safety awareness increase, customer design experience of iBUS Design virtual environment, appreciations of the manufacturers on customisation potential, demand and supply catching up, barriers foreseen by the demand for fully customised products, intend of use of the fully iBUS business model, acquisition of new knowledge on the demand, etc.

LinkedIn

Quantitative analysis:

- Members: 11
- Posts: none

Quantitative analysis:

Adhere to related groups according to the project stage of development

Relevant information for the project development will be recorded and used within technical WPs.

4. MAILCHIMP

iBUS project aims to send a quarterly informative Newsletter in order to push both, marketing content and e-mail campaigns to create awareness among and enrol the supply chain.

With this aim, the presence of a subscriber dissemination list on the website for spreading information is compulsory to meet the requirements European Data Protection Acts. Also information for the SIG contact list would be aimed as far as they give their written consent.

5. FURTHER SCHEDULED DEVELOPMENTS

Strategy established in this deliverable must be applied to enhance and reach the specific target of iBUS social media.

With this aim, those activities are intended:

- Deployment of a Hootsuite tool that allow all the participants to contribute. This will allow:
 - a) To have more regular posts through the collaboration of all the partners
 - b) To integrate more iBUS related content
 - c) To deploy a monitoring system to check the post content is in line with the selected tool/target established.
 - d) Schedule and automatise the information in a weekly or monthly base
 - e) Find complementary diffusion tools to promote the pages
- Invite strategic people and groups to follow the pages and share its content. Create viral iBUS project (WP4) that would bring new visitors on the page.
- Create an iBUS Hashtag. Increase the use of Hashtags that would allow the visitors to follow all the contents related to iBUS concept.
- Include a subscription section within the web for mailchimp scheduled sendings.

6. CONCLUSION AND FURTHER WORK

The Twitter and Facebook account have been opened at the end of January. They both had a strong early activity, aimed at creating quick content to attract visitors on the new page. The amount of followers grew slowly, but has been increasing in speed around the French launch of the iBUS project at Maker Faire Paris.

Strategy for each social network has been established in this document. From now, post will be more frequent with the participation of the whole consortium.