



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, Pepi Galvañ		
Reviewer(s)	Niall Magee		
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
11/07/2017	V1.1	Deployment of the Commission comments & suggestions
05/10/2017	V1.2	Reviewed by Mcor Technologies
23/10/2017	V2.0	Quantitative Statistics update

TABLE OF CONTENTS

ABSTRACT 3

1. INTRODUCTION 5

2. OVERALL APPROACH AND METHODOLOGY 5

 Facebook..... 6

 Twitter 7

 LinkedIn 8

3. RESULT 8

 Facebook..... 8

 Twitter 9

 LinkedIn 9

4. MAILCHIMP 10

5. FURTHER SCHEDULED DEVELOPMENTS 10

6. CONCLUSION AND FURTHER WORK 12

ANNEX 12

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 (FPL)
- project Website & Logo (PWL)
- dissemination material (DIS)
- inwards dissemination(INW)
- networking (NET)
- case studies (CAS)
- Special interest group– SIG- SIG)
- demonstration workshops (WoK)

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

The following Table I structures the dissemination tasks undertaken up to the date of this report in the project in an structured manner. Those whose type is identified is suitable to be posted to the iBUS social Media.

Table I Dissemination actions carried out up to the moment suitable for Social Media Posting

H2020 iBUS - Grant Agreement 646167				
Concept	Releases	Impact	Reach	Type
Launching events (ES, IR, FR, DE, CZ)	5	6.900	67.200	FPL
iBUS Project Website	21	1.789	6.060	PWL
iBUS Social Media: Facebook	148	651	7.256	
iBUS Social Media: Twitter	80	103	172	
iBUS Social Media: LinkedIn	9	17	17	INW, NET
Posts in the Partners' Corporative Websites	6	1.869	162.853	
Partners Corporative Tools	3	31.073	56.818	
AIJU's Newsletter	5	10.491	52.455	
Press Releases	6	200.066	2.172.806	PAPR
Trade Articles	5	4.743	7.668	SNEW
iBUS e-Newsletter	3	57	157	DIS, PROM
Leaflet	1	100	100	DIS
Poster	1	200	1.000	PWL
Fairs, Industrial Exhibitions	18	2.340	10.340	WoK, NET
Congresses and conferences	12	3.200	16.714	SIG
Video: iBUS product purchase business	1	57	390	CAS
Networking	6	397	11.650	NET, SIG
Total	330	221.652	2.273.280	

Examples of future actions include the following ones:

- related to promotional news, the participation in iBUS contests and offers that might attract the public targeted at this moment.
- Related to demonstration workshops, the invitation to attend and/or actively participate both, online or in person.
- Related to sectoral newsletters, information on trade journals and magazines such as toy industry, engineering associations, etc.
- Any other arising and object to be posted to the iBUS social media tools.

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 in the European toy industry.

2. OVERALL APPROACH AND METHODOLOGY

The 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 articles posted fell into 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.



Figure 1 iBUS graphic Identity

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

Two posts a week 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.
- The information displayed in Table I above in line with what has been set in this section

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), build 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 #iBUSplatform are to be included for brand generation until the right brand for the outputs is created. Other potential hastags that have been used up to the moment are the following: #customerdriven, #design, #customisedtoys, #toysafety, #3Dprinting, #additivemanufacturing, #hybridtechnologies.

Additionally, a communication "Information letter on Horizon 2020 project communication and acknowledgement of EU funding" was received from the Commission on 23/02/2017 on the convenience to include the Hastag #ResearchImpactEU to encompass all the H2020 related projects in the same hashtag. The commission has also requested the use of the hashtag #H2020 in social media engagements.

A media of two tweets per week 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 one post per 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 include 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 has been deployed for approximately 20 months. With this report, strategy is established.

Updated statistics on Oct, 9th, 2017 are provided.

Facebook

Quantitative analysis:

- Followers: 124
- 769 Likes & Shares
- 202 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:

- 173 followers
- 166 publications
- 104 Likes
- 543 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: 17
- Posts: 16

Quantitative analysis:

LinkedIn Members adhered up to this moment are mainly members of the consortium that are actively participating in the project development.

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 has sent 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.

At the moment, there are 62 subscribers in this list.

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, the activities which have been carried out and/or are intended to be carried out include:

- Deployment of a Hootsuite tool that allows the dissemination manager to follow and, if suitable, to share information on others sectoral newsletters, promotional news and/or other valuable information to feed the project. This allows:

- a) To have the possibility of regular posts
- b) To integrate additional 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 plan the post of the information in a weekly or monthly basis
- e) Find complementary diffusion tools to promote the pages

- Creation of a procedure (below) for the management of Social Media within the Consortium that enhances the communication among its members as well as the viral dissemination of the posts included.

- 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.

Here you have the iBUS social media (abbreviated SM) procedure in 6 easy steps:

1. Ask the community manager of your organisation:
 - to follow the iBUS SM: (Facebook, Twitter, LinkedIn, RSS)
 - to interact according to your organisation interests:
 - Facebook: "I like", Shares...
 - Twitter: re-tweet and answer to tweets (keep relevant related conversations, raise questions...)
2. Provide your organisation's SM. iBUS SM will follow and interact with them.
3. If you have personal SM:
 - Interact with iBUS SM on the activities you undertake within the iBUS project
4. Feed iBUS SM on iBUS related information (participation in events, fairs and exhibitions, publications, public information, public demos, links, visual elements, etc.) and information outside the project that could be of the project interest. I can post it for you, if necessary.
5. Provide a list of 2-3 lead organisations to follow.
6. Provide a list of 2-3 of your competitors
7. If you have a LinkedIn profile;
 - Get engaged with the iBUS LinkedIn Network
 - Have an active participation (comment, debate, recommend, etc.) in iBUS posts.
 - Publish content that could be of interest to the consortium (sectorial trends, studies, novelties, data...)
 - Provide a list of (3-5) lead organisations/ leaders, debate groups, profiles from organisation, etc. to create an iBUS related professional community

6. CONCLUSION AND FURTHER WORK

The Twitter and Facebook account have been opened since the end of January 2016. 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.

ANNEX