



Communication strategy and dissemination plan

Deliverable 11.3

Submitted to the EC: 28 May 2019
Updated on request by the EC: 17 March 2020

Iliyana Kuzmova (Demirova)

Pavel Stoev

Anna Sapundzhieva

Margarita Grudova

Teodor Metodiev

Pensoft Publishers

PoshBee

**Pan-european assessment, monitoring, and mitigation
of stressors on the health of bees**



Prepared under contract from the European Commission

Grant agreement No. 773921

EU Horizon 2020 Research and Innovation action

Project acronym: **PoshBee**
 Project full title: **Pan-european assessment, monitoring, and mitigation of stressors on the health of bee**
 Start of the project: June 2018
 Duration: 60 months
 Project coordinator: Professor Mark Brown
 Royal Holloway and Bedford New College www.poshbee.eu

Deliverable title: Communication strategy and dissemination plan
 Deliverable n°: 11.3
 Nature of the deliverable: DEC
 Dissemination level: Public

WP responsible: WP11
 Lead beneficiary: Pensoft Publishers

Citation: Kuzmova, I., Stoev, P., Sapundzhieva, A., Grudova, M., & **Metodiev, T. (2020)**. *Communication strategy and dissemination plan*. Deliverable D11.3 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.

Due date of deliverable: Month 12
 Actual submission date: Month 12

Deliverable status:

Version	Status	Date	Author(s)
1.0	Draft	20 May 2019	Iliyana Kuzmova, Pavel Stoev, Anna Sapundzhieva, Margarita Grudova Pensoft Publishers
2.0	Revision	24 May 2019	Simon G. Potts University of Reading
3.0	Final	28 May 2019	Iliyana Kuzmova, Pavel Stoev, Anna Sapundzhieva, Margarita Grudova
4.0	Update	17 March 2020	Iliyana Demirova, Pavel Stoev, Anna Sapundzhieva, Margarita Grudova, Teodor Metodiev Pensoft Publishers

The content of this deliverable does not necessarily reflect the official opinions of the European Commission or other institutions of the European Union.

Table of contents

Preface	4
Summary	4
1. Introduction – Why, Who, What, How and When?	5
2. Scope and objectives	5
3. Target groups and stakeholder integration	6
4. Main outputs to communicate	7
5. Communication methods and channels	8
6. Detailed social media strategy	9
6.1. Social media audiences	10
6.2. Measuring social media impact	10
6.2.1. Tools and practices	11
6.2.2. Qualitative Indicators.....	12
6.2.3. Quantitative indicators.....	12
6.2.4. Baseline expected activities	13
6.2.5. Why social media?	14
7. Dissemination actors.....	15
7.1 Dissemination leader	15
7.2 Partners with active engagement in the dissemination process	15
7.3 Dissemination at all partners level.....	15
8. Timing and frequency of delivery	16
References	17
Annex 1: Twitter accounts of interest.....	18

Preface

Communication and dissemination are key elements of PoshBee's planned measures to maximise project impact and ensure sustainable and long-term knowledge exchange. This Communication strategy and dissemination plan, has been developed during the starting phase of the project by the principal WP11 dissemination and outreach partners to ensure the clear definition of, and interactions between, objectives, target groups, message and implementation. This strategy is developed based on activities and findings within WP10 Knowledge Exchange and Impact Strategy, where a Report (D10.1 Report on the knowledge exchange and impact strategy for PoshBee) on the knowledge exchange and impact strategy has been prepared to define and categorize the main stakeholder groups within PoshBee.

Summary

Dissemination and communication play a vital role within PoshBee as a means of ensuring knowledge transfer and uptake of results at every stage during the project lifetime. The project's Communication strategy and dissemination plan have been developed during the starting phase of the project to define objectives, target groups, key messages and outline implementation. The main dissemination tools (website, press releases, newsletters, posters, brochures, social media, videos, meetings and workshops, scientific publications etc.) are listed in this strategy, where the relationship between tools and the different target groups is explained, alongside suggested indicators for actively monitoring of effectiveness.

The strategy represents a concise plan to guide the communication and dissemination efforts to target various audiences and convey clear, understandable, coordinated and effective messages, thus, raising awareness and maximising the benefits resulting from the PoshBee project. Indicative time schedule for implementation is provided.

1. Introduction – Why, Who, What, How and When?

Dissemination and communication efforts within PoshBee will branch out mainly in two directions, namely rising awareness and promoting consensus among stakeholders to contribute to reaching PoshBee goals and objectives, on the one hand, and popularisation and visibility to the wider public, on the other.

The Strategy will answer five main questions related to:

- 1) Scope and objectives (Why?)
- 2) Target groups and stakeholder integration (Who?)
- 3) Key outputs to communicate (What?)
- 4) Communication channels and methods (How?)
- 4) Timelines for delivering successful communication (When?)

In collaboration with the stakeholder identification and networking activities that are carried out in WP10 (see Deliverable 10.1 Report on the knowledge exchange and impact strategy for PoshBee) the strategy will target these main stakeholder groups in key sectors and define the most appropriate methods to tailor materials and communicate results to: (i) policy and decision-makers at the global, EU, and national/regional levels; (ii) local governments; (iii) environment managers and planners; (iv) NGO's; (v) farmers and beekeepers, (vi) citizens.

The strategy represents a concise plan to guide the communication and dissemination efforts to target the various audiences and spread out clear, understandable, coordinated and effective messages, thus raising awareness and maximizing the benefits resulting from PoshBee.

This document outlines in detail the communication and dissemination activities, their motivation and implementation. The time schedule for their implementation is indicated in Annex 1.

2. Scope and objectives

The PoshBee Communication strategy and dissemination plan will be of foremost importance for the project's success. Its main objective is to identify and organize the dissemination activities in order to reach out to the widest possible range of stakeholders and to promote further exploitation of the project results.

To ensure that these aims are met professionally, effectively and in a timely manner the following ten basic principles are adopted as dissemination and communication backbone:

1. Open access to PoshBee results to the greatest extent possible, while considering intellectual property rights (IPR);
2. Multi-targeted dissemination of results, based on identifying all relevant target groups;
3. Tailored and targeted communication messages reflecting the needs of each target group;
4. Multivalent modes of dissemination based on traditional (scientific papers, leaflets, posters, fact sheets, policy briefs, press releases, newsletters) and innovative methods (online broadcasting, videos, infographics, blogs, open access journals, data publishing);

5. Extensive use of social networks (Twitter, Facebook, YouTube) and Web 2.0 technologies (semantic tagging);
6. Translating the scientific results, such as best practices, recommendations, fact sheets, policy briefs, etc. into comprehensive and more understandable forms, and when needed into national languages. The scientific language and the methods of dissemination will be adapted according to the needs and specifics (e.g., educational level, different background, different incentives) with the aim to reach various multi-language and multi-cultural target groups;
7. Widest integration of PoshBee results into existing international networks, professional organisations, large symposia, and NGO's;
8. Regular press releases and news announcements posted through the world's leading (Eurekalert.org) and EU-based (APIMONDIA, COLOSS, Science for Environment Policy newsletter, BISE, CORDIS Wire, Oppla etc.) distributors of science news;
9. Feedback from stakeholders used to improve the usability of results and facilitate the work of PoshBee;
10. Sustainability of PoshBee results by maintaining the website at least 5 years after expiration of the funding phase of the project and encouraging the open access publication of all project results including data, reports, methods, etc.

3. Target groups and stakeholder integration

The broad stakeholder groups within PoshBee, as identified by the stakeholder mapping exercise (D10.1), are **Beekkeepers** (beekeeper associations/organisations), **Business** (private companies, industry, SMEs), **European Commission** (EC, DG's and agencies), **Farmers** (farmer associations/organisations), **Government** (national government agencies or ministries), **Media, NGO** (non-governmental organisation), **Public, Researchers** (university, government or private research organisation).

Within Deliverable 10.1 these groups were also mapped according to the level of interest and influence they have with regards to key outputs planned within PoshBee.

Table 1. Overview of knowledge exchange plans for Standardised protocols and the Bee Health Card. (Potts, et al. 2019)

PoshBee Output: "What"	Stakeholders: "Who"	Dissemination, communication and outreach: "How" and "When"
Standardised protocols	Priority Stakeholders ANSES, Agrochemical industry, EC, ECPA, EFSA, National ministries of agriculture, and Researchers	Task 11.2: Communication and dissemination strategy and the Exploitation Plans and
	Other Stakeholders COPA-COGECA, National farmer organisations, NGOs, Media, Pollination service suppliers, and Public	Task 11.3: Dissemination, communication and outreach

PoshBee Output: “What”	Stakeholders: “Who”	Dissemination, communication and outreach: “How” and “When”
Bee Health Card	Priority Stakeholders ANSES, Agrochemical industry, Businesses (e.g. Bee medicine suppliers, queen honeybee breeders), EC, EFSA, National beekeeping associations, Media, National farmer organisations, National ministries of agriculture, and National ministries for bee health	Task 11.2: Communication and dissemination strategy and the Exploitation Plans and
	Other Stakeholders Businesses (agri-food, Pollination service suppliers retailers), NGOs, Public, and Researchers	Task 11.3: Dissemination, communication and outreach

This document will build on the stakeholder mapping exercise results to develop specific actions of PoshBee’s communication strategy, namely define the right channels and timing to ensure maximum update and re-use of PoshBee results.

4. Main outputs to communicate

Table 2 from D10.1 summarises the key PoshBee outputs that will require targeted communication and dissemination efforts to ensure smooth knowledge exchange.

Table 2. Summary of the main expected outputs from PoshBee. (Potts, et al. 2019)

Output Type	Specific outputs
Knowledge	Chronic and sub-lethal effects of chemicals and combinations
	Effects of chemical x pathogen and chemical x nutrition
	Field level effects of stressors
Protocols for bee regulatory testing schemes	Testing chemicals on life-stages and castes/sexes of model species
	Ground nesting model for solitary bees
	Chemical x pathogen and chemical x nutrition interactions Field testing
Proteomics tools for health monitoring	‘Health card’ for bees to monitor stressors and impacts
	Proteomics database for wider use
Air sensor tool	Measuring atmospheric agrochemicals exposure inside and outside hives
Toolkits	Multi-media knowledge exchange to enhance tool uptake and use

5. Communication methods and channels

1. Communication and dissemination channels created and maintained by PoshBee:

- Project website
- PoshBee 'Buzz' newsletter
- Promotional materials: brochures, posters, policy briefs, factsheets etc
- Social networks
- Multimedia materials
- Press releases
- Events

2. External dissemination channels:

- Journals
- Mass Media
- Partnering projects' websites, social networks, events, newsletters

More information about these channels and their status is available in D11.1 Project branding.

Table 3: Mapping communication channels to stakeholders, outputs and verification of use

Dissemination tool	Target groups	Related outputs	Verification of use
Project website	Researchers, Beekeepers, Farmers, NGO, Media, Public	All outputs	Number of visits, number of requests, unique visitors and document downloads
Social networks and sharing platforms <ul style="list-style-type: none"> • Facebook • Twitter • YouTube 	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	Number of posts; number of re-tweets (Twitter); number of followers, views and "likes"
Scientific publications	Researchers, NGOs	Knowledge, Protocols, Toolkits	List of publications
Presentations at scientific conferences	Researchers, Government, NGOs, European Commission	Knowledge, Protocols, Toolkits,	List of international or national conferences where the project results are presented
Poster, flyers, leaflets	Researchers, Government, NGOs, European Commission	Knowledge, Protocols, Toolkits	Number of downloads of electronic copies or handouts at conferences
Policy briefs	Government, NGOs, European Commission	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of downloads of electronic copies or

Dissemination tool	Target groups	Related outputs	Verification of use
			handouts at conferences
Practice factsheets	Beekeepers, farmers, NGOs	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of downloads of electronic copies or handouts at conferences
Newsletter – PoshBee ‘Buzz’	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	Number of successful deliveries, clicks, average per user engagement
External blogs, e-newsletters, websites	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of successfully placed content
Press releases and publications in newspapers and popular magazines	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	Knowledge, Protocols, Toolkits, Health card, Air sensor	Number of press releases issued; number of visits of particular press releases; list of publications
Multimedia materials: videos, infographics, live broadcasts	Researchers, European Commission, Government, Beekeepers, Farmers, NGOs, Media, Public	All outputs	List of multimedia items, engagement per item, where possible to measure

6. Detailed social media strategy

Having a strong social media presence could be very beneficial in the context of project management. The social media is having a global impact on communication and networking, it is also cost and time efficient, it allows access to information anytime, while also providing the possibility to receive feedback. That is why social media should be fully integrated as a part of a project’s communication strategy. However, in order to use social media effectively, one must be able to evaluate the impact of their social media channels.

This document provides an overview of the types of audiences interested in PoshBee’s social media accounts (Twitter and Facebook). It also discusses various tools, practices and indicators that can be used to measure the impact of social media campaigns. Finally, the document sets up ways to analyse the performance of the project’s social media channels and relevant KPIs.

6.1. Social media audiences

This section takes a closer look at the audiences that PoshBee will target on social media channels (Twitter and Facebook).

- Beekeepers (beekeeper associations/organisations)
- Business (private companies, industry, SMEs)
- European Commission (EC, DG's and agencies),
- Farmers (farmer associations/organisations),
- Government (national government agencies or ministries),
- Media, NGO (non-governmental organisation),
- Researchers (university, government or private research organisation).
- Public at large

6.2. Measuring social media impact

Each social media used by PoshBee offers different benefits and can have a potential unique use in the context of communication and dissemination, but they can also have some shortcomings. Table 4 summarizes the pros and cons of both social media.

Table 4: Comparison of the pros and cons of two social media networks for use in Poshbee

	Specifications	Impact within PoshBee
Twitter	<p>Pros: Short, fast, easy communication; popular and with high number of users; Twitter lists - easy way to follow news and interact; Event back-channelling</p> <p>Cons: Rather limited in space and media sharing; Tweets have a short searchability lifetime</p>	<p>-Generate interest and share on-going news and activities through posts/tweets</p> <p>-Twitter lists: build a community around the project and get relevant news</p> <p>-Conference live stream/post-conference review</p> <p>-Personal messages: Twitter email version</p>
Facebook	<p>Pros: Useful for sharing media (pictures, videos); High number of users; Create events and invite users; Community-like feel</p> <p>Cons: Less professional and used mainly for personal social activities</p>	<p>-Generate interest and share on-going news and activities through posts</p> <p>-Share relevant multimedia (in posts, or as separate albums)</p> <p>-Events creation and promotion: strengthening the sense of community around the project</p> <p>-Create groups to share group messages</p> <p>-Insights: provide useful analytics for the development of the page</p>

6.2.1. Tools and practices

Social media provides free and efficient tools, which allow the user to measure the success of their campaign, but also to detect weaknesses and address them (e.g. by updating their communication strategy). Based on the European Commission's updated guidance on social media for EU funded R&I projects, table 5 gives an overview of the main tools, measurements and practices that can be used to measure the performance of the PoshBee social media profiles on Twitter and Facebook. (EC, 2020).

Table 5: Tools and practices for measuring social media impact

	Twitter	Facebook
Analytical tools	Twitter analytics: this tool measures the impact based on two categories, tweet activity and followers. Tweet activity reveals the top tweets, as well as the number & rate of impressions and engagements for a certain period (the longest period available for analysis is 90 days). On the other hand, Twitter can also display the most active and influential followers (active refers to users who often engage with PoshBee tweets and influential refers to users who have a high number of followers).	Facebook insights: this tool is more limited in the sense that it is unable to display each PoshBee follower individually (it just shows the total number of followers), but it is still a tool with a lot of potential. Facebook insights analyses the flow of page followers, views, likes and actions. The tool can also categorize the audience based on age, gender and nationality. It also provides a separate analysis of posts that were advertised, hence revealing whether paying for advertising is worth.
Criteria	Quantitative & Qualitative: In the case of Twitter, both quantitative and qualitative data analysis can be applied to evaluate the performance of the channel. The quantitative aspects covers factors such as number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates etc. The qualitative aspect focuses on the detailed audience analysis (for example, categorization of each Twitter follower to one of the eight stakeholder groups). Qualitative methods can also evaluate the types of comments and their tone.	Quantitative: As mentioned above, Facebook insights do not provide detailed data about the page followers, which makes a qualitative user analysis very hard. Because of that, identifying statistical (data page followers, views, reactions and actions) will be prioritized in the PoshBee social media analysis
Monitoring and reporting	One further practice helpful for the evaluation of social media performance is the regular monitoring of the channel. In addition to the frequent updates with relevant	The practices discussed within the Twitter section apply in the case of Facebook as well. One contrast is the frequency of reporting during key events. Unlike Twitter, Facebook

	<p>content (e.g. during conferences, at least one live updated should be tweeted per presentation/session), one should regularly check the inbox for relevant messages. Additionally, reporting on communication and dissemination activities to the EU (by including information about the social media accounts, activities, achievements and impacts) will deliver sufficient feedback helpful for the evaluation of the social media performance.</p>	<p>provides the use of unlimited characters in each post. Because of that, posting content should be limited to one post a day, which should provide a recap of the progress in that day. One option to capture key messages for both Facebook and Twitter is the use of live video.</p>
--	---	--

6.2.2. Qualitative Indicators

Identifying specific indicators that best fit the area of research covered by PoshBee and keeping track of these provides a constructive measurement of the impact of using social media. Acknowledging the factors listed below could ultimately improve the social media performance:

- **Number of DG's following the project.**
- **Connection with other related projects:** Establishing a connection with other projects in the same field could guarantee a flow of viewers from the project's target group.
- **Influence of the followers:** One further factor is the "influence" of the followers – if a certain profile following the project has a high number of followers themselves, it is more likely that the results of the project will reach a wider audience.
- **Retweet / Share of the posts:** Liking or reacting to a post is certainly a good sign for its performance, but the real indicator is the number of times this post is retweeted on Twitter or shared on Facebook.
- **Tags:** Being tagged in posts related to the project could significantly increase the received attention. This is relevant on both Facebook and Twitter.
- **Use of specific hashtags (Twitter specific):** During conferences or similar events, creating a specific hashtag provides an easy way to follow the communication around the event. One example for such approach is the #PoshBee2020, which referred to the AGM in Marseille and connected people communicating the event.
- **Personal messages:** A high number of PMs corresponds to a strong social media presence and ultimately to a high interest in the project. Regularly monitoring the inbox in both Twitter and Facebook can lead to a contact with key persons/institutions.

6.2.3. Quantitative indicators

This chapter provides an estimation of the future followers and activities on both PoshBee social media channels and discusses the general benefits of social media usage in the context of project dissemination.

Based on numbers of followers and other indicators analyses from previous projects and other projects on the same topic (pollinators, honey bees, food security) we have estimated the following minimum baseline values (table 6).

Table 6: Estimation of KPIs for PoshBee's Twitter and Facebook

Indicator	Unit	Twitter	Facebook
New followers	Per 6 months	+150 followers	+50 followers
Tags (being tagged in posts)	Per month	+2	+1
Followers from specific target groups	Per 6 months	+40	+10
Likes (or other reactions)	Av. per post	5	5
Share	Av. per post	5	2
Impressions / post reach	Av. per month	5000	200

These numbers will serve as guidelines and may vary each period depending on the relevance and volume of project content. It is expected that with the growth of the PoshBee social media audiences gaining new followers will grow due to the larger exposure of published content.

6.2.4. Baseline expected activities

Differently to the number for future followers, the future activities (e.g. impressions, engagements, retweets/shares) could not be estimated as they are a part of qualitative data analysis and are dependent on the content provided by PoshBee on social media. Nevertheless, the analysis in chapter 3 revealed that a higher activity rate corresponds to key PoshBee events and outputs. Based on this information, table 7 provides an overview of the periods where a higher social media activity due to the given PoshBee output or event is expected.

Table 7: Estimation of future PoshBee followers on Twitter and Facebook

Month	PoshBee output/event
M3 (August 2018)	Kick-off meeting
M8 (January 2019)	First AGM
M10-12	Start of first field season, setup of field and semi-field experiments

M13 (June 2019)	BUZZ annual newsletter I
M18 (November 2019)	Practice abstracts I (first practice abstracts on EIP-Agri)
M20 (January 2019)	AGM
M25 (June 2020)	BUZZ annual newsletter II
M32 (January 2021)	AGM
M34-37 (2021)	Field season and semi field experiments season 2
M37 (June 2021)	BUZZ annual newsletter III
M39 (August 2021)	New technology to measure environmental contamination
M39 (August 2021)	Bee health definition and indicators
M41 (October 2021)	Training videos
M44 (January 2022)	AGM
M46 (March 2022)	Training
M48 (May 2022)	BUZZ annual newsletter IV
M56 (January 2023)	AGM
M56 (Jan 2023)	Synthesis of multiple stressor exposure and impact
M60 (May 2023)	Practice abstracts II
M60 (May 2023)	Multiple stressor effects on bees in field
M60 (May 2023)	Risk assessment tool for EFSA
M60 (May 2023)	Use of BeeTyping for monitoring

6.2.5. Why social media?

While there is a huge number of studies exploring the effects of social media, only a few have a specific focus on EU project management.

Hysa & Spalek (2019) investigate the areas in which it is possible to use social media in project management and analyze the surrounding opportunities and threats. The authors conclude that social media, although unable to replace face-to-face meetings, can complement traditional communication models in projects, especially when large number of individuals are involved (P. 22). This perfectly exemplifies PoshBee's case, as the project involves hundreds of participants across Europe. In regard

to social media benefits, Hysa & Spalek identify such in the following areas: “communication between business partners and shareholders (54%), the coordination of distributed project teams (52%), the work efficiency of project team members (52), knowledge management (50%), the promotion and marketing of the project (46%), and mutual cooperation between team members (46%)” (P. 21).

Furthermore, the study conducted by Pivec & Maček (2019) aimed to analyze the personal social media preferences and opinions, as well as social media features and their usage within projects. Their sample contained 137 answers from respondents across Europe, all of whom are actively involved and participating in EU projects. Their results stressed on the importance of social media for project related work and communication:

7. Dissemination actors

Within the consortium of partners, WP11 will take the responsibility for coordinating communication and dissemination activities and report the results to the PoshBee coordination team. All partners are expected to take part in the dissemination activities and actively contribute to popularise the project and its outcomes.

7.1 Dissemination leader

Pensoft as the leader of WP11 will be leading dissemination efforts during the lifetime of PoshBee. As the dissemination leader Pensoft will be expected to:

1. Coordinate and monitor all dissemination activities.
2. Organize dissemination activities on all project levels.
3. Encourage partners to initiate and to participate.
4. Reach out and establish working contacts with relevant activities.
5. Ensure regular quality content for the various dissemination channels within this strategy.

7.2 Partners with active engagement in the dissemination process

While all partners will contribute to project dissemination, several institutions will have a larger role within WP11 and the preparation and execution of various aspects of this Communication strategy and dissemination plan.

- As a leader of WP10, the University of Reading will be heavily involved in the development of targeted and relevant content for PoshBee’s policy briefs.
- The University of Bern will assist the communication leader by serving as a liaison between the project and the COLOSS network to reach out to more than 900 scientists from over 90 countries worldwide.
- The University of Mons will be responsible for training and will thus support the communication leader in the development of tailored training materials and social media campaigns concerning these activities.
- The coordinator – Royal Holloway and Bedford New College – will play a large role in overseeing all major communication outputs.

7.3 Dissemination at all partners level

To ensure the broadest impact and highest level of dissemination, all partners will be actively engaged in the dissemination process by:

1. Use of their own personal and/or institutional networks and websites to promote the project.
2. Take advantage of relevant conferences to present the project results and distribute dissemination materials. For this purpose, person months were allocated to all partners according to the dissemination effort to be done.
3. Providing content to the dissemination team. Dissemination activities will be reported through a specifically designed feature of the project's Internal Communication Platform (ICP).

The communication within the project consortium will be in English. However, most partners will be communicating to local stakeholders and disseminating project results and conclusions in their native languages. They will be encouraged to produce their own language versions of flyers, newsletters, fact sheets and popular summaries of project results.

8. Timing and frequency of delivery

The following plan outlines baseline activities and frequencies:

Brochure and poster- every time substantial new results come out, the project will develop an updated version of the project flyer and poster.

Press releases – roughly 1 press release per year (this number is a subject to change in accordance with the necessities of the project).

- Press pack –updated each year to include new information and multimedia materials as they come.
- Electronic newsletter - 1 every year
- News and Events on the website: minimum 1 per month
- Social networks activity: minimum 2 posts per week
- Attendance at conferences: minimum 5 per year
- Publications in relevant media – minimum 2 per year

More information on the different promotional materials and PR practices and timings is also available in D11.1 Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries.

References

European Commission (2020). H2020 Programme: Guidance Social media guide for EU funded R&I projects. *EC, 07.01.2020*. Available at:

https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Hysa, B. & Spalek, S. (2019). Opportunities and threats presented by social media in project management. *Heliyon*, 5(4), 1-28. <https://doi.org/10.1016/j.heliyon.2019.e01488>

Pivec, M. & Maček, A. (2019). Employment background influence on social media usage in the field of European project management and communication. *Journal of Business Research*, 94, 280-289.

<https://doi.org/10.1016/j.jbusres.2018.03.021>

Potts S.G., Breeze T., Cini E., Senapathi D. (2019). *Report on the knowledge exchange and impact strategy for PoshBee*. Deliverable D10.1 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.

Sapundzhieva, A., Kuzmova, I. & Stoev, P. (2018). *Branding products, promotional materials, website, social network profiles, project communication platform, and online libraries*. Deliverable D11.1 EU Horizon 2020 PoshBee Project, Grant agreement No. 773921.

Annex 1: Twitter accounts of interest

This list will be reviewed and updated at each reporting period when success of social media use is assessed

Name	Twitter handle	Short bio/Presentation	Following/Followers	Direct link
Institutions:				
HighlanderLab	@HighlanderLab	Research lab on managing and improving populations	3/33	https://twitter.com/HighlanderLab
The Roslin Institute	@roslininstitute	Investigating animal genetics, welfare, and diseases; Dollythe Sheep was born there	582/ 6,330	https://twitter.com/roslininstitute
Department of Agricultural Economics UGent	@AgEconUGent	-	167/ 130	https://twitter.com/AgEconUGent
Ghent University Research	@ResearchUGent	Giving you a taste of all the wonderful research @ugent while providing information & an online community for our researchers.	1,426 / 8,459	https://twitter.com/ResearchUGent
Newbattle Abbey College	@NewbattleTweets	Newbattle Abbey College, Scotland's life changing college and Events Venue	1,228/ 817	https://twitter.com/NewbattleTweets
Naturalis Biodiversity Center	@Naturalis_Sci	We are the national natural history institute in The Netherlands with almost 200 researchers, a museum, and a collection of more than 42 million specimens	675/ 2,148	https://twitter.com/Naturalis_Sci

Faculty of Bioscience Engineering UGent	@FbwUGent	The faculty of Bioscience Engineering at Ghent University	360/ 1,415	https://twitter.com/FbwUGent
CSEOL	@CSEOLab	Citizen Science Earth Observation Lab. Fast-tracking great ideas to @ESA -funded projects.	2,471/ 654	https://twitter.com/CSEOLab
Centre for Functional Ecology	@CFE_UC	The Centre for Functional Ecology (CFE) is a research unit funded by FCT and hosted by the Faculty of Sciences and Technology of the University of Coimbra.	630/ 568	https://twitter.com/CFE_UC
NGOs/Associations/Clubs:				
EIP-AGRIServicePoint	@EIPAGRI_SP	The European Innovation Partnership on Agricultural Productivity & Sustainability (EIP-AGRI) wants to help innovations spread across the EU faster	2,193/ 5,605	https://twitter.com/EIPAGRI_SP
CEJA	@_CEJA_	European Council of Young Farmers // Conseil Européen des Jeunes Agriculteurs	1,156/ 5,027	https://twitter.com/_CEJA_
NewbattleBees	@NewbattleBees	Working to train new, and experienced beekeepers at the Bee Academy in the historic setting of Newbattle Abbey	4,617/ 1,270	https://twitter.com/NewbattleBees
Green Infrastructure Strategic Intervention	@GI_Scotland	The Green Infrastructure Strategic Intervention aims to improve Scotland's urban environment by increasing and enhancing greenspace in our towns and cities.	398/ 477	https://twitter.com/GI_Scotland

The Central Scotland Green Network	@csgreennetwork	The Central Scotland Green Network will change the face of Central Scotland, by restoring and transforming the landscape.	718/ 2,832	https://twitter.com/csgreennetwork
Scottish GI Forum	@ScottishGIF	The Forum is a group of organisations, businesses and individuals interested in promoting and encouraging the building of Green Infrastructure	493/ 703	https://twitter.com/ScottishGIF
Ecosystems Knowledge Network	@EcosystemsNet	Our vision is for wellbeing and prosperity for everyone through a healthy #environment.	1,711/ 2,335	https://twitter.com/EcosystemsNet
Bees for Development	@BeesForDev	Tackling poverty in developing countries with low-cost sustainable beekeeping	2,496/ 5,259	https://twitter.com/BeesForDev
Bees Abroad	@BeesAbroad	We are all beekeepers and we are all volunteers. We relieve poverty through beekeeping.	319/ 1,606	https://twitter.com/BeesAbroad
Scottish Beekeepers Association (SBA) charity	@Scotbeekeepers	Scottish Beekeepers Association (SBA) charity aims to promote honeybee conservation, beekeeping & honeybee products across Scotland	1,522/ 1,451	https://twitter.com/Scotbeekeepers
Glasgow & District Beekeepers' Association	@GlasgowBees	Glasgow & District Beekeepers Association founded 1918 by Peter Bebbington, is over 100 years old	182/ 394	https://twitter.com/GlasgowBees
Ayr Beekeepers	@AyrBeekeepers	Ayr & District Beekeepers Association is the local beekeeping association in South Ayrshire and is affiliated to the Scottish Beekeepers Association	32/ 256	https://twitter.com/AyrBeekeepers
K&DBA	@KilbarchanBees	Kilbarchan & District Beekeepers Association	221/ 526	https://twitter.com/margaretginman

The Bee Effect	@beeeffect2017	The Bee Effect is all about action to effect change in the threat against honey bees through awareness & education, and bee food diversity programmes.	147/ 45	https://twitter.com/beeeffect2017
The Buzz Club	@The_Buzz_Club	A charity associated with Sussex University undertaking nationwide citizen science to generate usable data on UK insects (specifically bees and pollination)	678/ 1,459	https://twitter.com/The_Buzz_Club
Ldn Beekeepers Assoc	@LondonBeeKeeper	Serving bee keepers & conservation enthusiasts in London.	3,505/ 7,430	https://twitter.com/LondonBeeKeeper
Apimondia	@apimondia	#Apimondia is the International Federation of #Beekeepers' Associations and apiculture sector since 1895	1,633/ 4,199	https://twitter.com/apimondia
Eva Crane Trust	@EvaCraneTrust	The Trust aims to advance the understanding of bees & beekeeping. A grant awarding organisation supporting bee science & bee projects around the world.	907/ 1,295	https://twitter.com/EvaCraneTrust
IBRA	@IBRA_Bee	IBRA - promotes the value of bees by providing information on bee science & beekeeping worldwide. Non-profit / Charity 209222	3,181 /6,054	https://twitter.com/IBRA_Bee
BBKA	@britishbee	This is the page for the British Beekeepers' Association, a national charity supporting bees and beekeepers.	833/ 13.1K	https://twitter.com/britishbee

International Commission for Plant-Pollination	@ICPPR_XI	The ICPPR promotes & coordinates research on relationships between plants and pollinators. The ICPPR is one of the 82 scientific commissions of the IUBS.	129/ 86	https://twitter.com/ICPPR_XI
Project Maya	@projectmaya	Cutting edge project founded by scientists. We are creating a global network of #permaculture reserves.	7,142/ 6,543	https://twitter.com/projectmaya
Individuals:				
Sofia V. Dias	@SofsVDias	Conservation Biologist and Environmental Educator from Lisbon	61/ 5	https://twitter.com/SofsVDias
Gregor Gorjanc	@GregorGorjanc	Quantitative geneticist managing and improving populations: @HighlanderLab, @RoslinInstitute & @TheDickVet	1,743/ 1,088	https://twitter.com/GregorGorjanc
Maria José Amaral	@biomaram	Research Programme Officer at @EU_H2020 Interested in #biodiversity #sustainability #sciencepolicy #scicomm	1,745/ 834	https://twitter.com/biomaram
Gaëlle Le Bouler	@GaelleLeBouler	Project adviser #EASME, H2020 Environment and Resources.	227/ 424	https://twitter.com/GaelleLeBouler
Erik Pentimalli	@EPentimalli	Project Adviser #EcoInnovation #EASME	245/ 271	https://twitter.com/EPentimalli
Mario Pagnotta	@pagnotta_mario	Degree in Agriculture at Perugia Univ. 1984, PhD in Genetic Ecology at Reading Univ. (UK) 1991. Research Associate at ICARDA 1986-1991	29/ 20	https://twitter.com/pagnotta_mario
Francesco Riva	@frariva_riva	Biologico, agroecologico e dalla parte degli agricoli.	74/	https://twitter.com/frariva_riva

			239	
Ferroni Franco	@FerroniFranco	Dr. in Natural Sciences Conservation of Nature and its Resources	561/ 693	https://twitter.com/FerroniFranco
David De Pue	@DpDaaf	-	791/ 840	https://twitter.com/DpDaaf
Steven Rogge	@StevenRogge	-	2,700/ 1,171	https://twitter.com/StevenRogge
Fien Minnens	@FienMinnens	Researcher at Ghent University	360/ 146	https://twitter.com/FienMinnens
Scott Shanks	@ScottShanks01	-	744/ 845	https://twitter.com/ScottShanks01
Emilie Wadsworth	@emilie_csgn	Based within CSGNT, I work on issues relating to biodiversity, green infrastructure and community food growing	174/ 307	https://twitter.com/emilie_csgn
Matthew Bradbury	@MattBradbury01	CEO Nene Park Trust. Chair of The Parks Alliance & Director BMC & ACT. Advocate of parks, wildlife/wildplaces and 'space'	2,777/ 1,058	https://twitter.com/MattBradbury01
Ruth Anderson	@RRudiB1	-	113/ 71	https://twitter.com/RRudiB1
Brigit Strawbridge Howard	@B_Strawbridge	-	6,551/ 25K	https://twitter.com/B_Strawbridge
Michał Filipiak	@MichaelFilipiak	Environmental biologist / ecosystem ecologist	352/ 212	https://twitter.com/MichaelFilipiak

Prof. Jeff Ollerton	@JeffOllerton	Professor of Biodiversity with teaching and research interests in the ecology, evolution, and conservation of life on earth, especially plants and pollinators	2,926/ 4,107	https://twitter.com/JeffOllerton
Dr Linda Birkin	@LJBees	Entomologist; particularly interested in urban ecology, wildlife gardening in small spaces, and ecological outreach.	170/ 641	https://twitter.com/LJBees
John Walker	@earthFgardener	Kew-trained gardening & environment writer	8,028/ 8,320	https://twitter.com/earthFgardener
Marten Schoonman	@mato74	beep.nl #beehealth platform @BGood_H2020 project	3,455/ 2,996	https://twitter.com/mato74
Wim Verbeke	@WimVerbeke1	Professor of Agro-Food Marketing and Consumer Behaviour at Ghent University, Department of Agricultural Economics (Belgium)	56/ 241	https://twitter.com/WimVerbeke1
Amelie Cant	@ameliecant	Oceanic and Continental Environments and Paleoenvironments Team LTPC Former Senior Scientist @ReseauES	203/ 53	https://twitter.com/ameliecant
Ana Rodrigues	@ARamosRodrigues	Pollinator ecology and conservation, currently studying the impacts of agricultural land-use change on bumblebees	310/ 65	https://twitter.com/ARamosRodrigues
Lj. Stanisavljevic	@ljstanis	Professor at University of Belgrade - Faculty of Biology Chair of Center for Biology of Bees	119/ 27	https://twitter.com/ljstanis

Marguerite Matherne	@mmatherne6	PhD student @GeorgiaTech studying biological fluid mechanics, specifically mammal tails and honey bees.	73/ 62	https://twitter.com/mmatherne6
Dr Ana Attlee	@DrAnaAttlee	#entrepreneur #ecopreneur ♀ #CEO @collingwoodldn collingwood property @seed_ball @projectmaya	8,296/ 8,912	https://twitter.com/DrAnaAttlee
Mark Reed	@profmarkreed	Professor of Socio-Technical Innovation @UniofNewcastle @N8agrifood Co-producing innovation in agri-food systems	481/ 7,730	https://twitter.com/profmarkreed
Sarah Rotz	@Sarah_Rotz	Geographer of political ecologies of food & land. she/her. settler. organizer for food, water, climate justice	1,233/ 623	https://twitter.com/Sarah_Rotz
Pedro Jordano	@pedro_jordano	#IAmANaturalist, an evolutionary ecologist, working on how ecological interactions shape complex ecological systems.	655/ 2,666	https://twitter.com/pedro_jordano
Heather Briggs	@briggs_bee	Insect behavior, Pollination Biology, Species Interactions, Mutualism. she/her	678/ 333	https://twitter.com/briggs_bee
Richard Comont	@RichardComont	Naturalist, entomologist and author. Member of the UK Ladybird Survey & Garden Bioblitz teams, now lead the Bumblebee Conservation Trust's science programme.	1,094/ 5,514	https://twitter.com/RichardComont

Gavin Broad	@BroadGavin	Principal curator in charge of insects @NHM_London	355/ 1,644	https://twitter.com/BroadGavin
Steven Falk	@StevenFalk1	Naturalist with passion for invertebrates, trees, habitats etc.	169/ 6,840	https://twitter.com/StevenFalk1
Richard Fox	@RichardFoxBC	Associate Director Recording & Research @savebutterflies UK. Sightings, science & conservation.	271/ 7,180	https://twitter.com/RichardFoxBC
Martin Warren	@martinswarren	Butterflies, moths, conservation, Europe. Head of Development at Butterfly Conservation Europe.	429/ 4,504	https://twitter.com/martinswarren
Dara Stanley	@DaraStanley	Scientist. Ecology & biodiversity; entomology; insect-plant interactions; bees & pollination. Lecturer/Assistant Professor @UCDdublin	941/ 1,952	https://twitter.com/DaraStanley
Clare Flynn	@wildaboutnature	PhD student (bees) VC45 Joint County Recorder (Bees)	342/ 537	https://twitter.com/wildaboutnature
Myles Menz	@myles_menz	Ecologist	576/ 439	https://twitter.com/myles_menz
Kristal Watrous	@melittophile	Entomologist, research tech specializing in bees.	1,746/ 1,564	https://twitter.com/melittophile
Dr. Hollis Woodard	@bee_witcher	I lead a research group @ UC Riverside that uses molecular + experimental approaches to study bumblebees.	772/ 2,005	https://twitter.com/bee_witcher

Octavio S. Paulo	@OctavioSPaulo	Professor of Evolutionary Biology and Genomics at the University of Lisbon	763/ 299	https://twitter.com/OctavioSPaulo
Raquel Mendes	@MendesGRaquel	PhD student of Evolutionary Biology (BIODIV) at Univ. of Lisbon	169/ 89	https://twitter.com/MendesGRaquel
Filipa Grilo	@grilo_filipa	#PhDstudent at cE3c – Centre for Ecology, Evolution and Environmental Changes	404/ 117	https://twitter.com/grilo_filipa
Edna Correia	@ednarcorreia	Ecologist, Ornithologist	295/ 291	https://twitter.com/ednarcorreia
Paul Egan	@phytomonster	Ecologist @_SLU	1,127/ 722	https://twitter.com/phytomonster
Laura Russo	@lrusso08	Botanist/Entomologist/Ecologist	332/ 455	https://twitter.com/lrusso08
Robert R. Junker	@rr_junker	ecology evolution communities plant-animal-bacteria interactions ecosystems multidiversity statistics @UniSalzburg	496/ 433	https://twitter.com/rr_junker
Miguel Ferreira	@miguel_ff	Biologist Science Communicator PhD Student @CFE_UC @UnivdeCoimbra	260/ 157	https://twitter.com/miguel_ff
João Loureiro	@jloureiro_13	co-PI @cfe_FLOWerLab	1,292/ 374	https://twitter.com/jloureiro_13
EU H2020 Participants:				

RECAP H2020 Project	@RECAP_H2020	The Project's aim is to develop and pilot test a platform for improving the efficiency and transparency of the compliance with the Common Agricultural Policy.	282/ 457	https://twitter.com/RECAP_H2020
PLAID	@PLAID_project	The aim is to improve access to demonstration activities on commercial farms, to boost knowledge exchange and innovation	862/ 717	https://twitter.com/PLAID_project
Fertinnowa	@fertinnowa	A knowledge exchange platform to evaluate existing and novel technologies for irrigated and fertigated crops.	422/ 523	https://twitter.com/fertinnowa
Smart AKIS Network	@smart_akis	Smart Farming Thematic Network. Embracing Smart Farming in Europe	1,900/ 2,170	https://twitter.com/smart_akis
IoF2020	@IoF2020	IoF2020 facilitates the uptake of #IoT in the European food & farming sector •	1,233/ 2,492	https://twitter.com/IoF2020
AgriLink2020	@AgriLink2020	It aims to develop better understanding of the role of farm advice in farmer decision-making and innovation	407/ 666	https://twitter.com/AgriLink2020
BRESOV_EU	@BRESOV_EU	It aims at shaping the future of plantbreeding for the organic sector	693/ 453	https://twitter.com/BRESOV_EU
SiEUGreen	@sieugreen	It aspires to enhance the EU-China cooperation on urban agriculture	1,992/ 535	https://twitter.com/sieugreen
EU Eco-innovation	@EU_ecoinno	Climate Action, Environment, Resource Efficiency&Raw Materials programmes	792/ 19K	https://twitter.com/EU_ecoinno

EXCALIBUR	@excalibur_h2020	H2020 project aiming to exploit the multifunctional potential of belowground biodiversity	65/ 22	https://twitter.com/excalibur_h2020
LIVESEED	@LIVESEEDeu	It aims to boost Organic Seed and Organic Plant Breeding efforts with 49 partners across Europe.	491/ 855	https://twitter.com/LIVESEEDeu
UNISECO project	@ProjectUniseco	A H2020 project aiming at understanding and improving the sustainability of agro-ecological farming systems in the EU	463/ 269	https://twitter.com/ProjectUniseco
Others:				
Beekeeper Tips	@BeekeeperTips	Beekeeping advice, quotes and sayings	2,551/ 1,029	https://twitter.com/BeekeeperTips
Pollinators	@ScotPollinators	Updates on pollinators and pollinator projects from around Scotland.	260/ 461	https://twitter.com/ScotPollinators
-	@Brillianto_GI	Green Infrastructure by Ingo Schüder Brillianto	3,288/ 4,973	https://twitter.com/Brillianto_GI
Little Green Space	@LGSpace	Award-winning project/magazine for green living, solutions, action. Creating green spaces for people, wildlife, nature	20.3K/ 31.5K	https://twitter.com/LGSpace
Green Adventures	@GreenTravelMag	Online magazine	15.4K/ 15.6K	https://twitter.com/GreenTravelMag
BeeCraft	@BeeCraftMag	The Informed Voice of British Beekeeping. Britain's best-selling beekeeping magazine.	2,193/ 7,810 F	https://twitter.com/BeeCraftMag

Api:Cultural	@apiculturalLdn	Ecologist & beekeeper. Beekeeping & wild pollinator conservation consultancy working with businesses & communities to benefit London's pollinators	608/ 1,257	https://twitter.com/apiculturalLdn
National Honey Show	@nathoneyshow	The National Honey Show 24th October - 26th October 2019 at Sandown Park Racecourse, Esher, Surrey	272/ 2,145	https://twitter.com/nathoneyshow
The Bee Man	@TheBeeMan2	Queen Breeder & seller based in Scotland we also run #beekeeping courses YouTube videos The Beeman TV	946/ 3,355	https://twitter.com/TheBeeMan2
DrBeekeeper	@DrBeekeeper	Doctor Beekeeper Advocate We fell in love with bees when we realised the health benefits of raw honey	953/ 2,464	https://twitter.com/DrBeekeeper
medno.mk	@MednoMk	Macedonian web-portal about honey bees and beekeeping	1,448/ 124	https://twitter.com/MednoMk
Journalof ExpBiol	@J_Exp_Biol	Journal of Experimental Biology is the leading journal in integrative and comparative physiology.	430/ 3,348	https://twitter.com/J_Exp_Biol
N8 AgriFood	@N8agrifood	The N8 AgriFood Resilience Programme - focused on the stability & integrity of agri-food supply chains in the face of environmental & socioeconomic challenges.	807/ 1,739	https://twitter.com/N8agrifood
NHM Bees	@NHM_Bees	Bee Curator David Notton	3,495/ 7,150	https://twitter.com/NHM_Bees
Evolutionary Genetics @ cE3c	@egce3c	Evolutionary Genetics research group from @CE3CResearch	15/ 59	https://twitter.com/egce3c

AbejasSilvestres	@Abeja_Silvestre	Iberian Peninsula bees	56 / 974	https://twitter.com/Abeja_Silvestre
biophilliabotany	@biophilliabod	Connecting with nature #biophilia Wildflower Cons. Bumblebee/Solitary Bee/Pollinator/Wildlife & Meadowlands guardian.	224/ 2,123	https://twitter.com/biophilliabod