

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 3

Running SoMe in H2020 projects

Social Media (SoMe) is the new key to communication; in the EU 57% of adults and 53% of businesses participate, and these numbers have been increasing steadily (Eurostat). Managers of H2020 projects must also use SoMe if they are to raise awareness and share results with a wide audience (stakeholders, scientific community, general public). In the FAIRCHAIN project, a SoMe strategy was developed in the first months but weekly meetings of the SoMe team are what keep postings and SoMe accounts up-to-date. These meetings are crucial as here we brainstorm on single posts about project news and campaigns such as 10 consecutive weekly posts introducing our new website or 20 posts introducing project partners. Campaigns such as these give continuity to a project's SoMe.

Planning is needed for successful SoMe but so is flexibility; the SoMe world moves fast and e.g., Facebook was hot last year but today it's TikTok so sometimes new accounts need to be created! To be successful, a project needs a SoMe team and the team needs to have:

- several SoMe accounts with the option to add or delete in the project lifetime
- a calendar for organizing upcoming SoMe posts, including long-term campaigns
- a tool allowing planned and multiple posts to different SoMe accounts
- weekly meetings of the SoMe team to review project activities relevant for posts
- adequate budget for personnel, programs, and, perhaps, SoMe advertising

It is also crucial that the SoMe team attend regular high-level Project meetings in order to know what project news can be turned into a SoMe post. Often, our SoMe team must rephrase a project outcome as presented by the project partner to make it SoMe appropriate, in other words easily understood by a non-expert. And that is the point of SoMe communication isn't it?

Authors

Katherine Flynn
Luminita Ciolacu
Luis Mayor

Affiliation

ISEKI-Food Association

Contact

kflynn@iseki-food.net

End Users

Other

Country

Worldwide



More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



PRACTICE ABSTRACT No: 3

Links for additional information

<https://www.linkedin.com/company/fairchaineu/>

<https://www.facebook.com/FairchainEU-100261485349877>

<https://twitter.com/FairchainEU>



[FairchainEU](https://twitter.com/FairchainEU)



[FAIRCHAIN EU](https://www.linkedin.com/company/fairchaineu/)



www.fairchain-h2020.eu

All Practice Abstracts prepared by FAIRCHAIN can be found [here!](#)

ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

FAIRCHAIN PARTNERS



DISCLAIMER

This Practice abstract reflects only the author's view. The FAIRCHAIN project is not responsible for any use that might be made of the information it contains.



FAIRCHAIN project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000723.