

DRIVE

Resisting Radicalisation Through Inclusion

Proactive Media Engagement

Deliverable 9.4

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Project information

DRIVE project information

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Table of Contents

Executive summary.....	3
1. Introduction.....	3
2. Overview of DRIVE Social Media Handles.....	4
The DRIVE website.....	5
Metrics.....	6
X (formerly Twitter).....	6
LinkedIn.....	10
3. Conclusion.....	15



Executive summary

Social media played a major role in the communication and dissemination strategy of the DRIVE project. Through the usage of multiple social media based platforms, including X (formerly Twitter) and LinkedIn, awareness was raised for the project through systematic engagement with broad audiences. LinkedIn, being more business oriented, was used in order to reach a more professional audience, including practitioners and academics. X (formerly Twitter) on the other hand was used to inform users of relevant developments within the project. Both platforms were also used in order to draw audiences to the DRIVE website as well as in-person events. This deliverable thus aims to assess the growth of and interactions with DRIVE's various social media handles as well as the website through a brief interaction with metrics from all three platforms.

- Social media played a crucial role in DRIVE project's communication and dissemination strategy.
- X (formerly Twitter) and LinkedIn were the primary platforms utilised
- Systematic engagement with broad audiences raised awareness for the project.
- LinkedIn targeted a professional audience, including practitioners and academics.
- X (formerly Twitter) was used to inform users of relevant project developments
- Both platforms drove traffic to the DRIVE website and promoted in-person events
- The DRIVE website served as a central hub for project information.
- X (formerly Twitter) account @DRIVEH2020 amassed 155 followers
- LinkedIn account DRIVE project EU gained 152 followers.
- Website maintained stable monthly visitors of 1000-1100.
- Average monthly pageviews for the website estimated at 4200.
- 11-12 June Brussels conference was a key promotional focus.
- Conference-related posts received over 1000 views on social media.
- Cross-platform promotion created a comprehensive digital ecosystem.
- This deliverable assesses growth and interactions across all digital platforms.

1. Introduction

The DRIVE project, aimed at determining multi-level causes and testing intervention designs to reduce radicalisation, extremism, and political violence in north-western Europe through social inclusion, recognised the vital role of digital communication in disseminating its findings and engaging with stakeholders. This report, a reflection on the results of output D9.2—Social Media Tools—provides a comprehensive analysis of DRIVE's social media and digital communication strategies. It examines the project's use of X (formerly Twitter), LinkedIn, and its dedicated website to expand its target audience and effectively share its research outcomes. The assessment focuses on understanding whether the previously outlined dissemination and communication



strategy has successfully influenced the project's reach and engagement with key stakeholders, including professionals, academics, civil society organisations, and interested members of the public.

The DRIVE project utilizes a detailed overview of each digital platform in the report. The first section discusses X (formerly Twitter) and LinkedIn individually, highlighting the distinct strategies employed for each platform based on their unique user bases and functionalities. This differentiated approach allowed DRIVE to tailor its content and engagement methods to suit the preferences and expectations of diverse audience segments. The report then examines the DRIVE website, which served as a central hub for more in-depth content, including blog posts, event information, and research publications. This multi-platform strategy created an interconnected digital ecosystem, with social media channels driving traffic to the website, and the website providing comprehensive information to support social media engagement.

Following the platform overview, the report offers a detailed analysis of metrics from each digital channel. This quantitative assessment includes follower growth, post-engagement rates, website traffic, and other key performance indicators. By presenting these metrics, the report aims to provide concrete evidence of the strategy's effectiveness in expanding DRIVE's digital footprint and engaging with its target audience. The analysis also identifies areas for potential improvement and optimisation, offering insights that could be valuable for future projects or the continued dissemination of DRIVE's findings beyond the project's official conclusion. Ultimately, this report serves not only as a record of DRIVE's digital communication efforts but also as a resource for understanding effective social media strategies in the context of EU-funded research projects focused on complex societal issues.

2. Overview of DRIVE Social Media Handles

The DRIVE project implemented a comprehensive digital communication strategy that leveraged multiple social media platforms to maximize its reach and engagement with diverse stakeholder groups. We designed this multi-faceted approach to address the project's varied communication needs, which included disseminating research findings, promoting events, and fostering dialogue on the complex issues of radicalisation, extremism, and political violence. At the core of this strategy was the use of two primary social media platforms: X (formerly Twitter) and LinkedIn. DRIVE selected these platforms due to their unique user bases and communication styles, which enabled it to customize its messaging and engagement strategies for various audience segments. X, with its rapid-fire, concise communication style, was ideal for quick updates, real-time event coverage, and engaging with a broader public audience interested in the project's themes. LinkedIn, on the other hand, provided a more professional environment suited to in-depth discussions, networking with experts in the field, and sharing more detailed content with practitioners and academics.

Complementing these social media efforts was the DRIVE project website, which served as a central repository for comprehensive information about the project. The



website housed detailed research outputs, blog posts, event information, and other resources that social media alone could not fully convey. This three-pronged approach, utilizing X, LinkedIn, and the project website, created a synergistic digital ecosystem that allowed DRIVE to effectively communicate its message across multiple channels and engage with its target audience in varied and meaningful ways. The following sections explore the specific strategies employed for each platform, examining their unique characteristics, target audiences, and the types of content that proved most effective in each digital space. By examining these elements, we can gain a comprehensive understanding of how DRIVE’s social media strategy contributed to the project’s overall communication and dissemination goals.

Figure 1: Social Media Platforms Specificities

Platform	Type of Social Media	Target Audience	Approach/Method/Type of Posts
X (formerly Twitter)	Micro blogging social site	Professionals from the field; civil society users; general public users with an interest in social inclusion & radicalisation <ul style="list-style-type: none"> - Audience looking for short informative content. - Broad audience 	<ul style="list-style-type: none"> • Use images and visual content. • Use hashtags & tags. • Consistent posting (at least 2-3 posts a week) & sharing. • Create interactive content that generates engagement. • Share content that speaks to a broad audience
LinkedIn	Business-oriented & professional social network	Professionals from the field; civil society organisations and companies from the field <ul style="list-style-type: none"> - Audience seeking to expand their network. - Audience looking for professional content. - Narrower audience 	<ul style="list-style-type: none"> • Use images and visual content. • Use hashtags & tags. • Share events & professionally oriented content. • Consistent posting (1-2 posts a week)

The DRIVE website

The DRIVE project website served as a central hub where content such as blog-posts, events and other publications could be found. Both LinkedIn and X (formerly Twitter) were used in order to refer audiences from their respective platforms to the website in order to inform them about the status and content of the project. Most importantly, however, the website highlighted the June 11-12th conference organised in Brussels and offered readers the opportunity to register to take part in the event, as well as become informed about the programme and the content which would be shared across the two days.



Metrics

The growth strategy outlined in the 9.2 Social Media Tools deliverable centred on several key strategies:

- **Rely** on the existing network formed by the partners of the project for sharing the DRIVE content with the help of a partner's social media database.
- **Expand the network** of organisations and individuals likely to engage with DRIVE content.
- Increase the reach of our posts through a more optimal use of **tags** and **hashtags**.
- **Engage** with other users by sharing their content.
- Establish consistent **posting patterns**.
- **Monitor** the analytics of each platform in order to understand the DRIVE audience better.

X (formerly Twitter)

The originally envisioned goals of growing the audience, advertising events and publications, attracting users to visit the website and opening conversation were achieved through various ways. Not only were professionals and organisations within the field the targets of X (formerly Twitter) posts and engagement, but also members of civil society who have shown interest in the issues and topics relevant to the project and its outputs.

The outlined objectives of the DRIVE X (formerly Twitter) account ([@DriveH2020](#)) were:

- **Growing** its audience and gain visibility on users' timelines.
- **Advertising** for events and publications in order to increase the reach of the DRIVE project.
- **Attracting** users on the DRIVE website.
- **Sharing** insightful content for professionals in the field (blogs, publications, etc).

At the time of writing, the DRIVE X (formerly Twitter) account [@DRIVEH2020](#) has amassed a total of 155 followers (figure 2). Aside from the creation of new posts, with an average of ca. 7-14 days in between postings, interactions most often took the form of reposting other content posted by DRIVE team-members, or other practitioners/professionals within the field. This also served the purpose of having DRIVE-content being reposted by other users as a means of increasing awareness for the project. A notable highlight of the X (formerly Twitter) account includes the posting of the registration link for the June 11-12th conference in Brussels. Aside from the post created on the [@DRIVEH2020](#) account, which received upwards of 1.2K views, alternative posts by DRIVE-team members



mentioning the upcoming conference received upwards of 1K views too (figures 3 & 4). After the conference had taken place, posts created by participants were also reposted as a means to further increase awareness for the project and tap into existing networks of practitioners and professionals within the field.

Figure 2: [@DRIVEH2020](#) account on X (formerly Twitter)

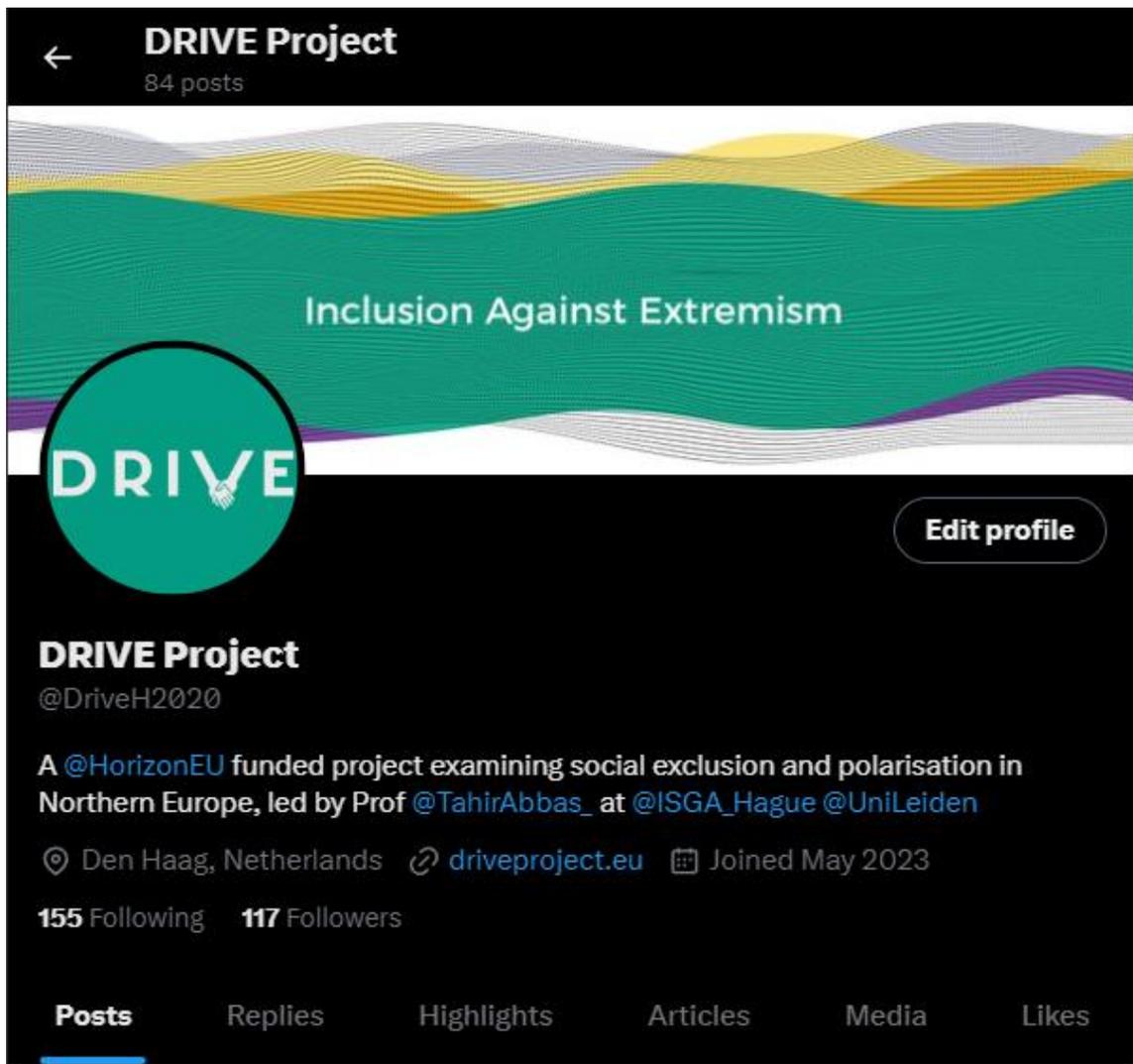


Figure 3: Post created by @DRIVEH2020 account on X (formerly Twitter) to highlight the 11-12 June conference in Brussels.

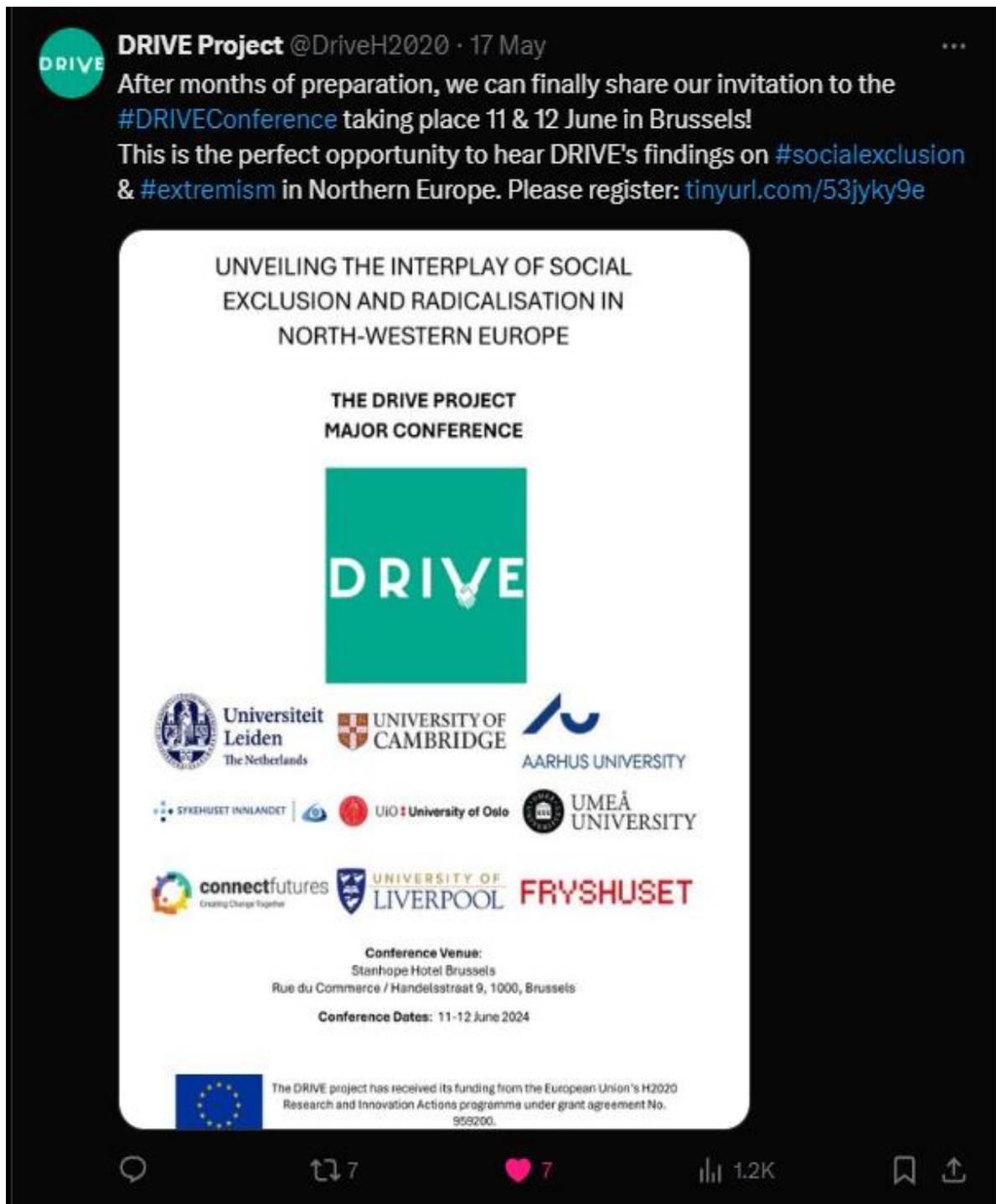
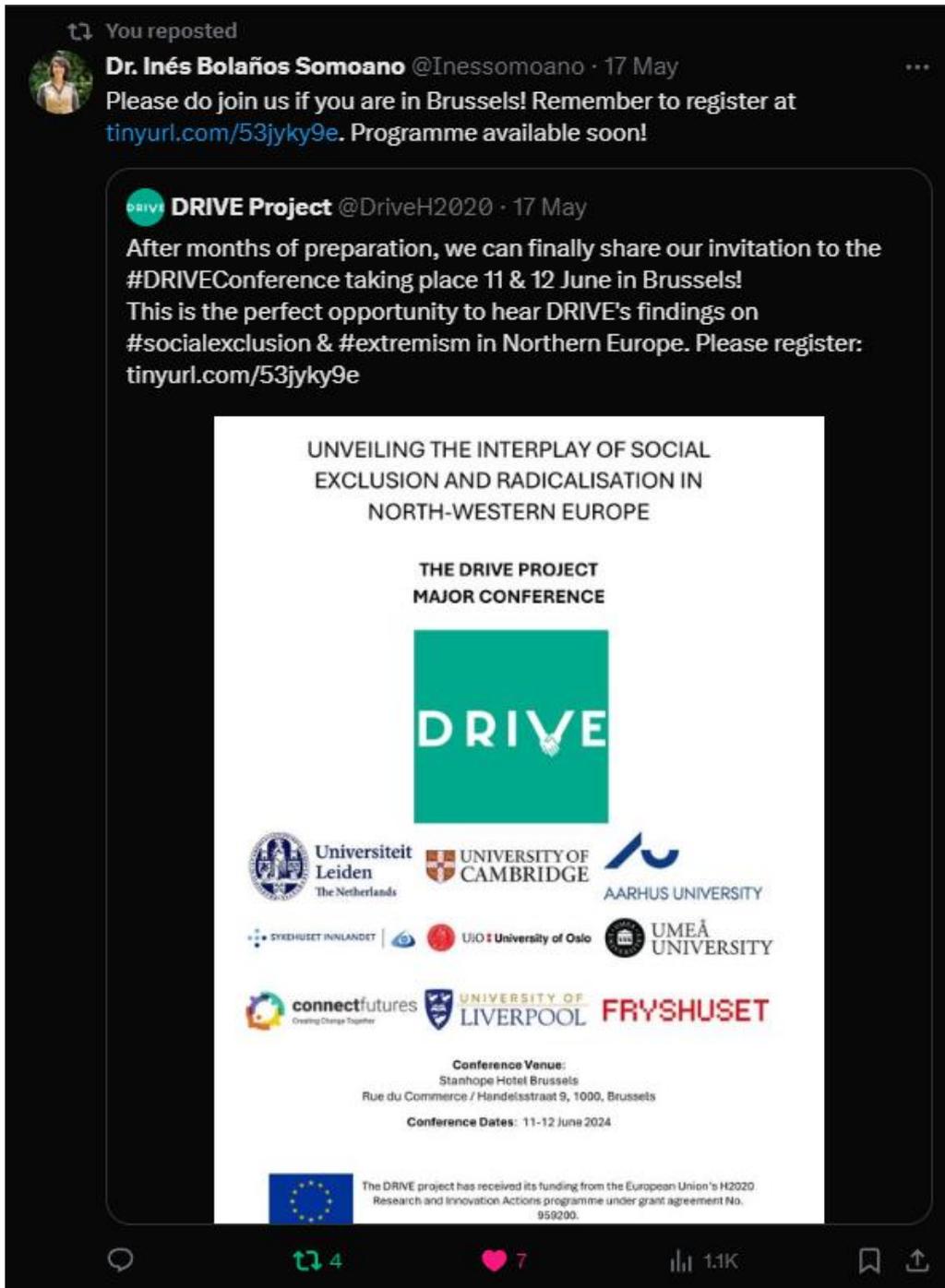


Figure 4: Post created by DRIVE-team member to highlight the 11-12 June conference.



LinkedIn

The DRIVE project's LinkedIn strategy was meticulously crafted to engage with a professional and business-oriented audience. This platform was chosen for its unique ability to connect with academics, practitioners, policymakers, and other professionals working in fields related to radicalization, extremism, and social inclusion. The LinkedIn approach was designed to complement the project's presence on X (formerly Twitter), providing a space for more in-depth discussions and professional networking.

Similar to the strategy employed on X, the LinkedIn approach relied heavily on the frequent use of recurring, relevant hashtags. These hashtags were carefully selected to increase the visibility of Drive's content within LinkedIn's professional networks and to connect with users interested in the project's key themes. However, the content strategy for LinkedIn differed slightly, focusing on more comprehensive, professionally-oriented posts that could provide value to the platform's career-focused user base.

The objectives of the LinkedIn account DRIVE project EU were multifaceted:

- **Growing** its audience and gaining visibility on users' timelines: This involved consistently posting engaging content and actively participating in relevant LinkedIn groups and discussions to increase the project's visibility.
- **Advertising** for events and publications to increase the reach of the DRIVE project: LinkedIn's event promotion features were utilised to maximize attendance at project events, particularly the June 11–12 conference in Brussels.
- **Attracting** users to the DRIVE website: Posts were designed to pique interest and encourage professionals to visit the project website for more in-depth information.
- **Sharing** insightful content for professionals in the field: This included sharing blog posts, research findings, and other publications that would be of particular interest to LinkedIn's professional audience.

The success of this strategy is evident in the growth and engagement metrics of the DRIVE LinkedIn account. At the time of writing, the account has amassed 152 followers, a significant number for a specialised research project. Over the past three months, the account has received 219 page views and attracted 108 unique visitors, indicating a growing interest in the project among LinkedIn's professional user base.

The content creation for the LinkedIn account was carefully planned to maintain consistent engagement. Posts highlighted upcoming events, with particular emphasis on the 11-12 June conference in Brussels, which received significant attention. The account also shared blog posts from the DRIVE website, providing snippets of insight to encourage users to visit the main site for more information. Additionally, the strategy included reblogging posts created by DRIVE team members that referenced the project, leveraging the personal networks of team members to increase awareness.



Figure 5: Reposting by the DRIVE-LinkedIn account of a conference-related post



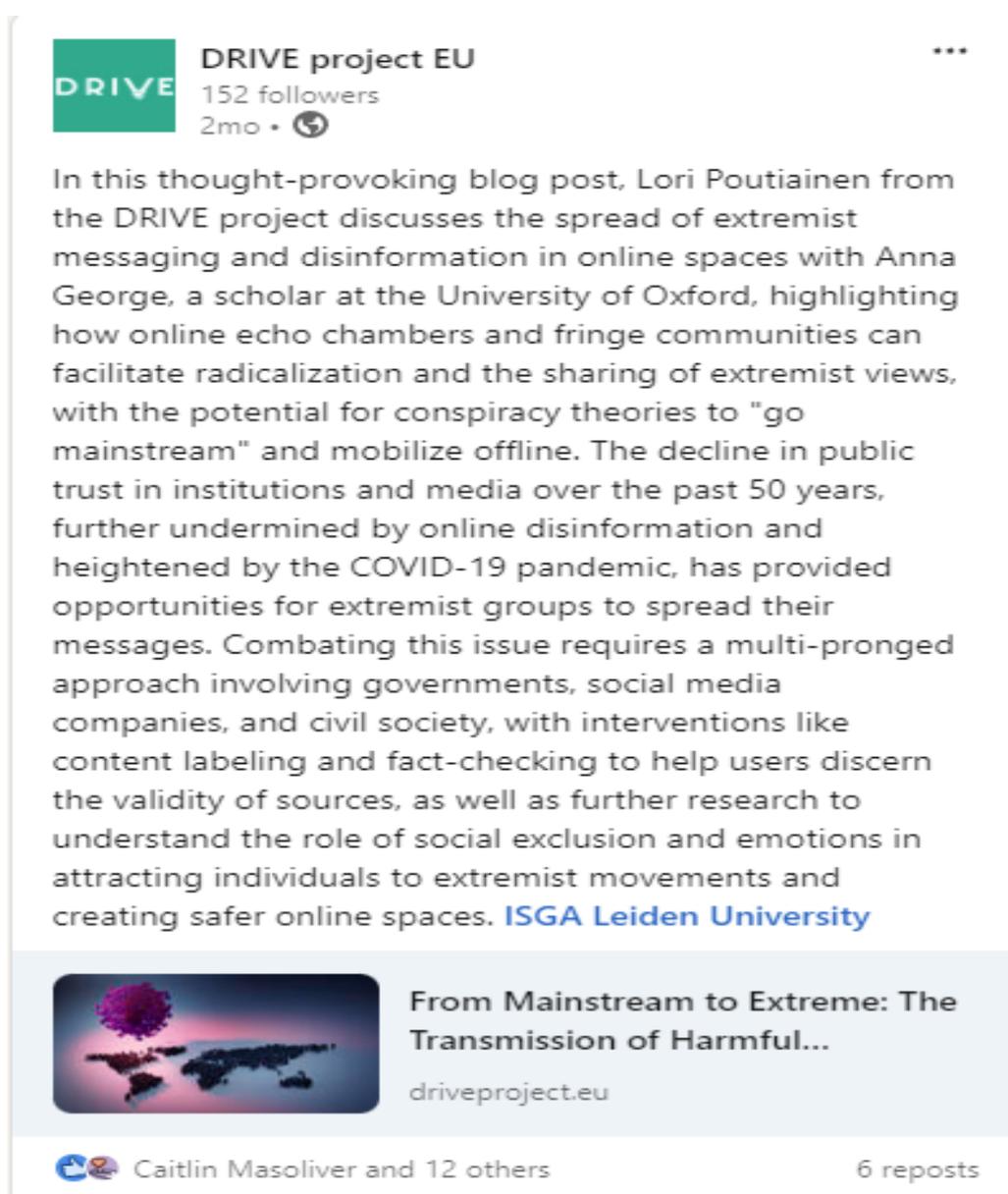
To maintain a steady flow of content without overwhelming followers, dedicated posts were typically spaced one month apart. This cadence allowed for thorough preparation of each post and gave followers time to engage with the content. Between these dedicated posts, the account engaged in re-blogging content from other practitioners in the field. This approach served multiple purposes: it helped maintain a consistent presence on followers' timelines, increased engagement with key stakeholders, and tapped into existing professional networks to heighten exposure for the project.



The engagement strategy was particularly effective during the Brussels conference. Posts created by conference participants were actively engaged with, creating a virtuous cycle of interaction that extended the reach of the project beyond its immediate network. This approach not only increased visibility for the conference itself but also helped to establish DRIVE as a key player in discussions around radicalization, extremism, and social inclusion within professional circles.

Overall, the LinkedIn strategy demonstrated a nuanced understanding of the platform's professional nature and effectively leveraged its unique features to contribute significantly to the DRIVE project's digital communication and dissemination efforts.

Figure 6: Post highlighting a blogpost, referring readers to the DRIVE project website.



DRIVE project website!

The website served as a central hub for all information concerning the project’s publications and events, and both X (formerly Twitter) and LinkedIn would refer their respective audiences to the website whenever possible. Metrics collected by the webhost have shown that the unique monthly visitors have remained relatively stable since October 2021 until May 2024, fluctuating around the 1000-1100 visitors mark (figures 7 & 8). Furthermore, pageviews have been less stable with larger fluctuation between recorded months. The highest recorded number of pageviews was in November 2021, with 7717, and the lowest amount corresponds to June 2023, with a total of 2181 pageviews (figures 9 & 10). However, the average amount of monthly pageviews is estimated at 4200 based on 14 months of data provided by the webhost. Finally, figure 11 provides insights into the top referrers to the website and the most popular pages on the website for June 2024. Google appears to be the top referrer, followed by LinkedIn, and the most popular pages include the landing page, team-overview, project-overview and a blog post.

Figure 7: Traffic summary DRIVE project website for October 2021

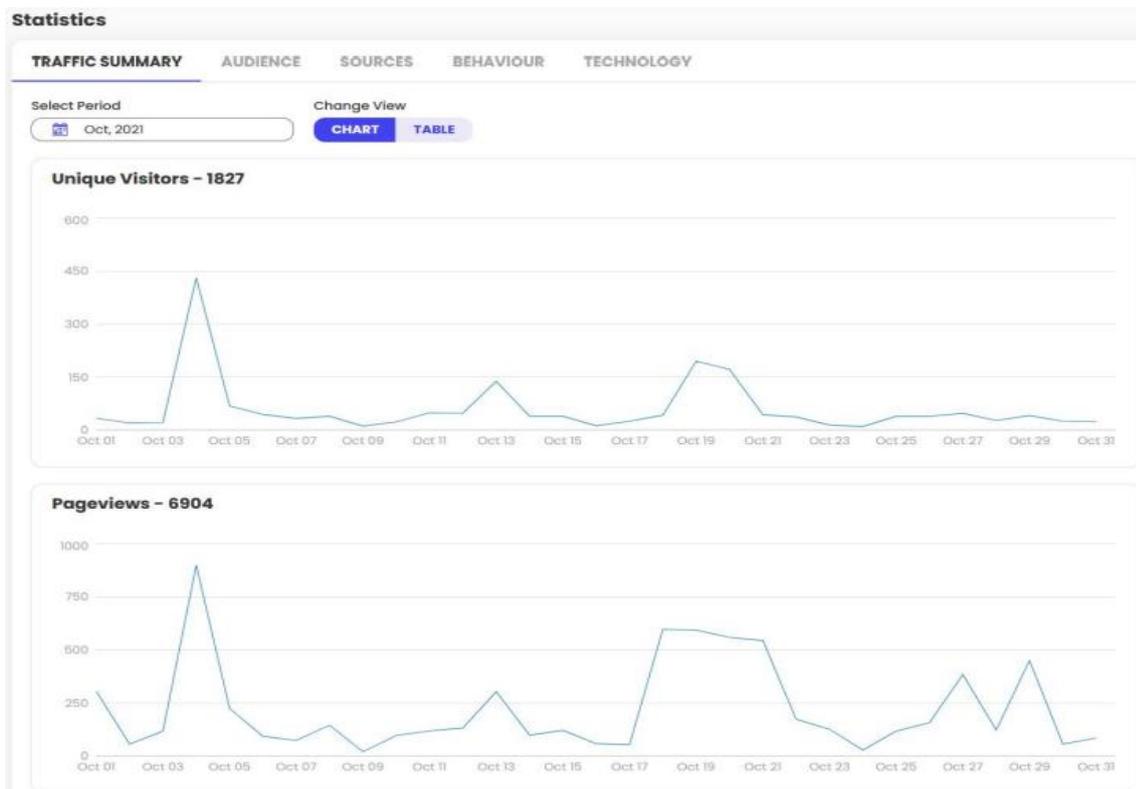


Figure 8: Traffic summary DRIVE project website for May 2024

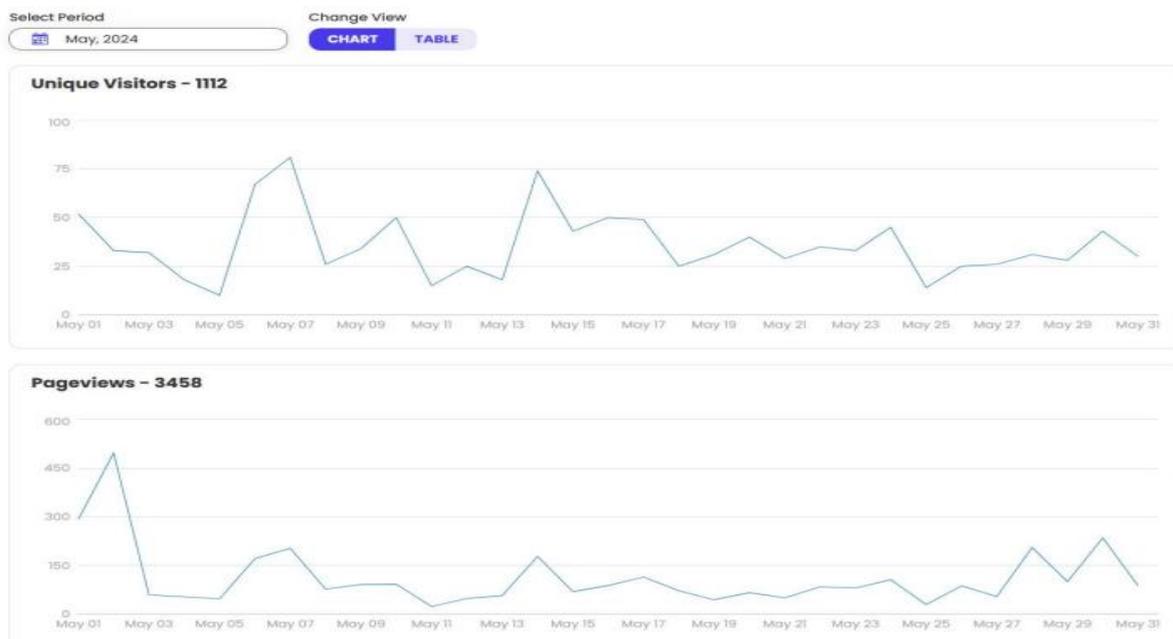


Figure 9: Traffic summary DRIVE project website for November 2021

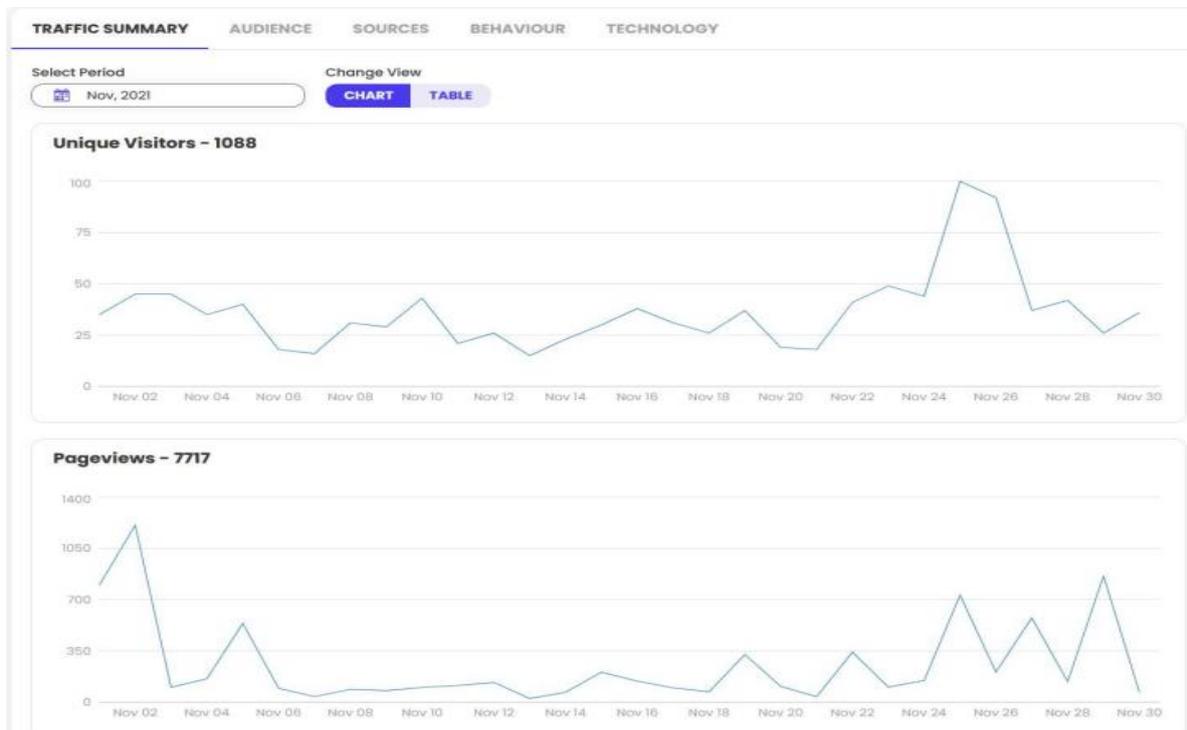
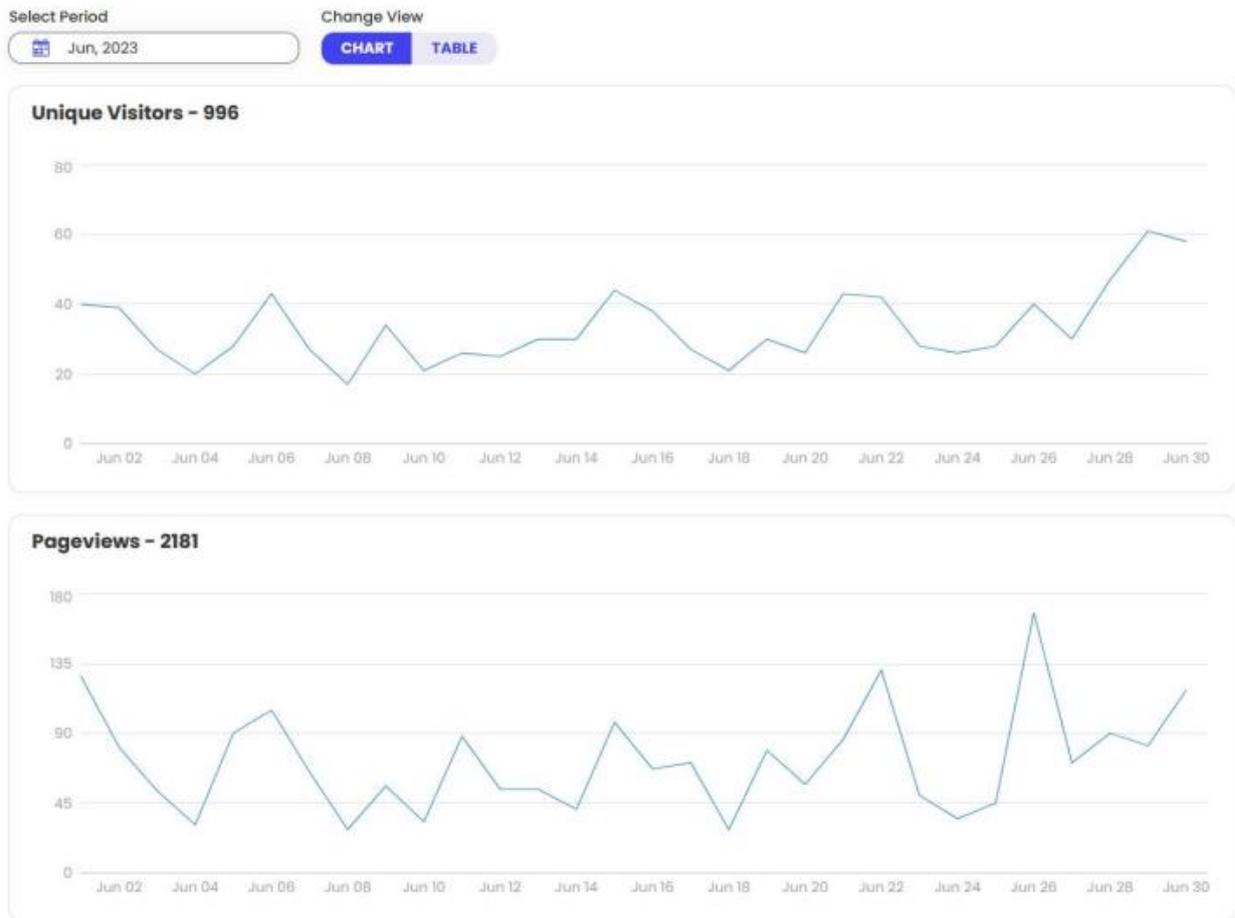


Figure 10: Traffic summary DRIVE project website for June 2023



3. Conclusion

The DRIVE project’s social media and digital communication strategy has demonstrated measurable success in expanding the project’s reach and engaging with key stakeholders. Through the strategic use of X (formerly Twitter), LinkedIn, and the project website, DRIVE has effectively disseminated information about its research, events, and outputs to a broad audience, including professionals, academics, civil society organisations, and interested members of the public. The consistent posting of content, use of relevant hashtags, and cross-promotion across platforms have helped grow the follower base on both social media channels to over 150 followers each, while the website has maintained a stable monthly visitor count of around 1,000–1,100 unique visitors.

Particularly noteworthy was the social media strategy’s role in promoting the 11–12 June conference in Brussels. Posts about this event on both X and LinkedIn garnered significant engagement, with views exceeding 1,000 on multiple posts. This demonstrates the power of social media in driving awareness and participation in key



project events. The website served as a crucial hub for more detailed information, hosting blog posts, publication details, and conference registration. The interplay between social media channels and the website created a comprehensive digital ecosystem for stakeholder engagement.

While the metrics show positive trends, there is still room for growth and optimisation of the digital strategy. Increasing the frequency of posts, particularly on LinkedIn, could help boost engagement further. Additionally, the fluctuations in website pageviews suggest opportunities to create more consistent traffic through regular content updates and improved search engine optimisation. As the project concludes, maintaining an active digital presence will be crucial for disseminating final results and ensuring the long-term impact of DRIVE's research on practices related to reducing radicalisation, extremism, and political violence through social inclusion.

