# DRIVE

## Resisting Radicalisation Through Inclusion

# Social Media Tools

## Deliverable 9.2

Author: Astrid de Vries & Hannah Bieber

# Project information

| DRIVE project information | |
|---|---|
| **Grant agreement number** | 959200 |
| **Project full title** | Determining multi-level led causes and testing intervention design to reduce radicalization, extremism and political violence in north-western Europe through social inclusion. |
| **Project acronym** | DRIVE |
| **Funding scheme** | H2020 Research and Innovations Actions (RIA) |
| **Start date of the project** | 1 January 2021 |
| **Duration** | 36 months: 1 January 2021 - 31 December 2023 |
| **Project website** | https://www.driveproject.eu/ |

## History of changes

| Version | Publication date | Author | Description of change |
|---|---|---|---|
| 1.0 | 15-6-2021 | Astrid de Vries | • Initial version |
| 1.1 | 21-6-2021 | Hannah Bieber | • Updated version |
| 1.1 | 24.06.2021 | Tahir Abbas, Tobias Muller | • Review |
| 1.2 | 25.06.2021 | Astrid de Vries | • Final version |

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# Glossary of acronyms

| Acronym | Definition |
|---------|-----------------------|
| EU | European Union |
| UL | University of Leiden |
| | |
| | |

# 1. Executive summary

Social Media are a key component of the **DRIVE dissemination and communication strategy**. They serve to reach a broader audience than a website and offer the possibility to expand the reach of the project. DRIVE will be using two social media platform: **Twitter** and **LinkedIn**. While one is a micro-

blogging social site, the other is business oriented and gathers professionals from various sectors. Ultimately, the goal of these social media platform will also be to **attract users** on the project's website and **increase** the number of **attendees** to the project's events. The main element at stake in the social media strategy of the DRIVE project is thus: how to expand the project's reach and target audience through social media?

The main objective of this deliverable is to describe the social media strategy of the DRIVE program and to provide evidence of advances towards the achievement of the project's objectives. It will outline the plan and actions for the  dissemination and communication of the project at this early stage and those to come in order to **expand** the project's reach and **grow** its target audience. Ultimately, the role of this deliverable is meet **Objective 9.2** by demonstrating that the DRIVE project is reactively developing and maintaining its social medial handles.

# 2. Introduction

This report outlines the output of **D9.2** – *Social Media Tools*. This document is the second deliverable withing Work Package 9 (WP9) – *Communication and Dissemination*. It will describe the role social media handles play and will play in the **DRIVE dissemination and communication strategy**. It will outline the plan and actions that have been and will be implemented in order to **expand the project** and **reach its target audience**.

The first part of this report will present the specificities of the two social media platforms that were chosen for the online communication and dissemination of the DRIVE project: **Twitter** and **LinkedIn**. It will provide evidence of how the project is unfolding its social media strategy.

The second part of this document will explore the **challenges** posed by the two selected social media platforms as well as the strategies that will be implemented to tackle them. It will provide insights into the next steps to actively develop the two social media platforms.

The University of Leiden (LU) is in charge of WP9 – *Communication and Dissemination* and will thus be responsible for the social media handles and strategy.

# 3. Overview of the DRIVE Social Media Handles

This chapter will describe the social media platforms that were selected for the DRIVE project's communication and dissemination strategy (WP9). It will compare both platforms to underline their specificities and will then explore their specific objectives set for each account. It will also provide an outlook on the state of the social media handle as of Mid-June 2021.

## 3.1 Twitter & Linkedin: Comparison

The DRIVE project will rely on two social media platforms, namely **Twitter** and **LinkedIn**. Each social media platform has its specificities which need to be taken into account in the social media strategy The specificities of each platform have been outlined in Table 1 below.

| Platform | Type of Social Media | Target Audience | Approach/Method/Type of Posts |
|---|---|---|---|
| **Twitter** | Micro blogging social site | Professionals from the field; civil society users; general public users with an interest in social inclusion & radicalization<br>⇨ Audience looking for short informative content<br>⇨ Broad audience | • Use images and visual content<br>• Use hashtags & tags<br>• Consistent posting (at least 2-3 posts a week) & sharing<br>• Create interactive content that generates engagement<br>• Share content that speaks to a broad audience |
| **LinkedIn** | Business-oriented & professional social network | Professionals from the field; civil society organizations and companies from the field<br>⇨ Audience seeking to expand their network<br>⇨ Audience looking for professional content<br>⇨ Narrower audience | • Use images and visual content<br>• Use hashtags & tags<br>• Share events & professionally-oriented content<br>• Consistent posting (1-2 posts a week) |

*Table 1. Social Media Platforms Specificities*

Branding is a key component of social media communication, which is why consistency will be maintained from one social media to the other. Similar content will be shared, but adapted to the platform that is used. Maintaining a consistent visual identity is also a crucial aspect of social media communication. The DRIVE visual identity will be branded on all dissemination channels thanks to the use of the logo, as well as a consistent colour code and posting style. However, as outlined in Table 1, each platform has its specificities, which should be taken into account.

## 3.2 Twitter

Twitter is a micro-blogging social site that displays very varied content depending on each user. The audience of the DRIVE Twitter account will thus comprise professionals and organizations from the field, but also members of civil society who have an interest in the issues tackled by the project.

Another important aspect of Twitter is its format, where users can share posts of a maximum of 140 characters. Posts therefore need to be short, to the point and impactful in order to catch the users' attention. Like its other social media counterparts, Twitter's algorithm is based on community

engagement: the more one's content is shared, commented and liked, the more it will appear on other users' timeline. As a consequence, creating **engaging content** is key to reaching a broader audience. Using **hashtags** and **tags** are the most efficient way for users to find one's content.

The objectives of the DRIVE Twitter account (**@DriveH2020**) are:

- **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;
- **Opening** a conversation with users.

The following figures provide an outlook onto the current state of the DRIVE Twitter account:



*Figure 1.* DRIVE Twitter profile and bio

*Figure 2.* Example of a highly-performing Tweet

## 3.3 LinkedIn

LinkedIn is a professional and business-oriented social media. It is mainly aimed at expanding one's **network** as well as sharing achievements and professional experiences. It gathers a large variety of actos and professionals from the field which constitute the primary target group of the DRIVE LinkedIn page. Its audience is thus narrower and more specific than the Twitter one.

Posts on LinkedIn can be longer than on Twitter, but still need to remain short, to the point and impactful in order to catch users' attention. The use of hashtags and tags is also key on LinkedIn. When an individual is tagged in a post, it will appear in their network's timeline even if they do not reshare the post.

The objectives of the LinkedIn account (**DRIVE – Resisting Radicalisation Through Inclusion**) are:

- **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).

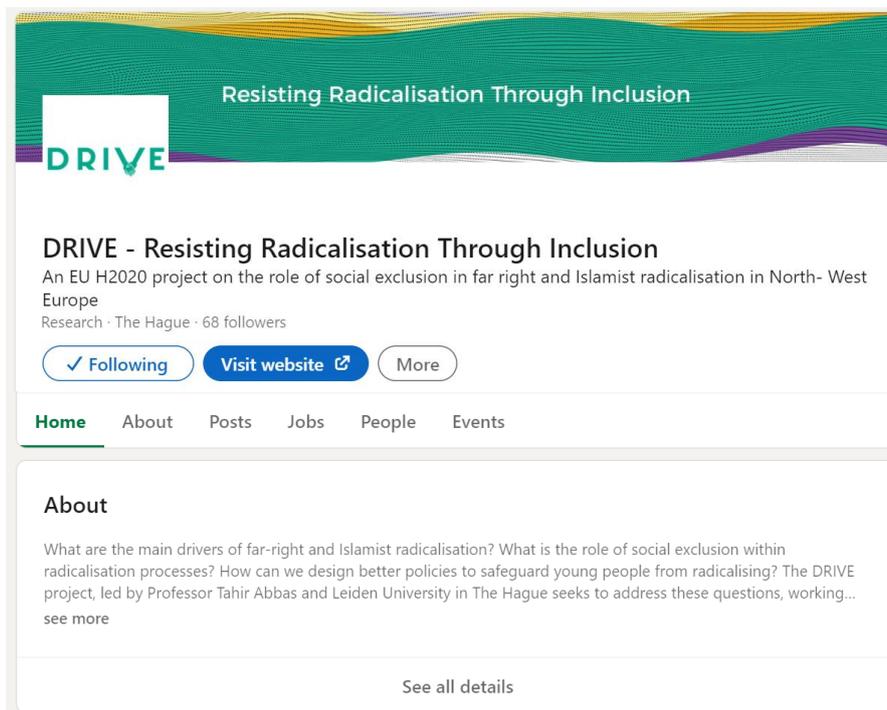The following figures provide an outlook onto the current state of the DRIVE LinkedIn account:
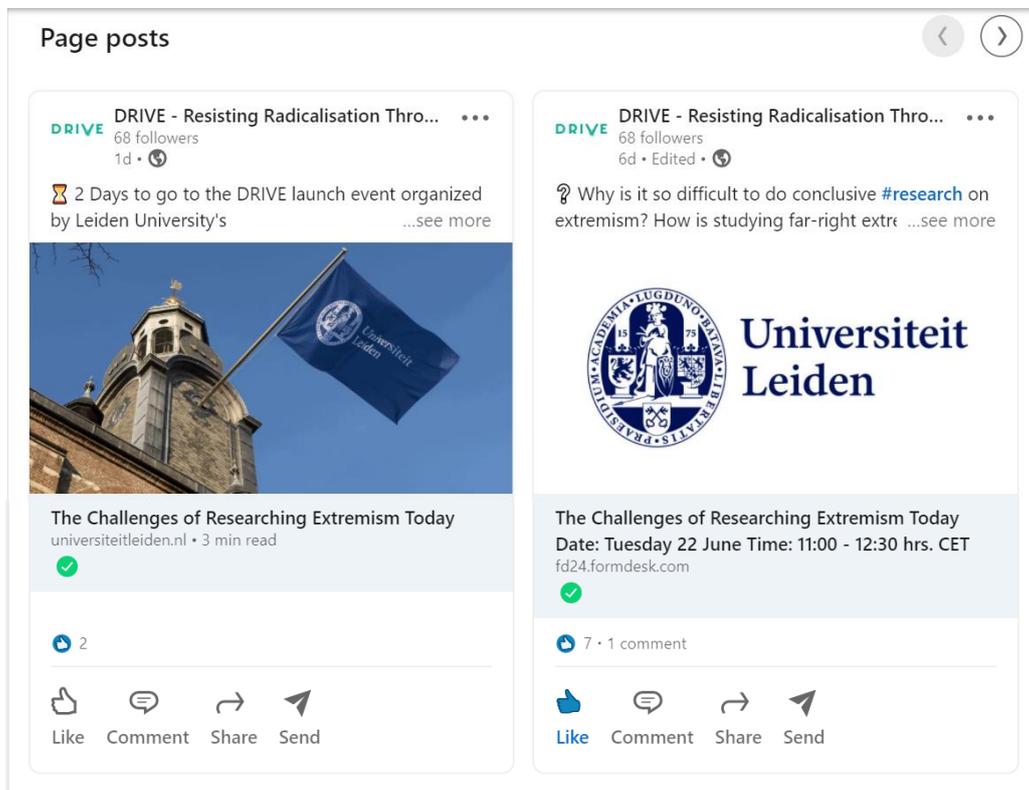


*Figure 3.* DRIVE LinkedIn profile and bio



*Figure 4.* Examples of LinkedIn Posts

# 4. Challenges & Ethical Concerns

## 4.1 Growth

The main challenge for the DRIVE social media handle is **growth**. On Twitter, similar projects such as the BRAVE or GREASE projects gather over 1,000 followers, which means the DRIVE project should be able to attract as many followers as this. The Twitter was in the last week of May 2021 and has already gathered some **150 followers** in the span of three weeks and will keep expanding over the coming months. This number is close to that reached by similar EU2020 projects (CONNEKT & D.Rad) who launched their social media in late 2020-early 2021. The LinkedIn page was launched on June 9, 2021 is followed by **68** users at the moment of the redaction of this report.

In order to achieve this growth, several strategies are being implemented:

- **Rely** on the existing network formed by the partners of the project for sharing the DRIVE content with the help of a partners social media database;
- **Expand the network** of organizations 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.

## 4.2 Consistent Posting

Another challenge posed by social media is that of the **regularity of the posting**. The more regular the Tweets and LinkedIn posts, the more visibility one gains on the users' grid and the more engagement one might generate. Careful scheduling and creative thinking will therefore be required in order to keep posting relevant content.

In order to tackle this challenge, the following action plan are being carried out:

- **Create** original DRIVE content which keeps the visual identity codes of the project;
- **Share** existing content posted by the partners or relevant users and organizations;
- Put together **communication strategies** over given period of times;
- **Plan** effectively the posting with the help of a dedicated social media schedule.

## 4.3 Ethical Concerns

Because of its scope and of the themes it is dealing with, DRIVE is a project which requires particular ethical attention. This attention needs to be reflected in the communication and dissemination strategy. These ethical concerns are twofold: the **protection of researchers** and the **prevention of stigmatization** due to the sensitive nature of the research.  Avoiding hashtags such as #farright, #terrorism, #islamism and consulting the various partners to agree on communications best practices will be a way to ensure those ethical requirements are met.