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1 Introduction

A core effort of the ActiveAdvice project is to raise awareness on AAL solutions, as part of the aim to guide older adults to the best possible solution for their needs via a digital decision-support platform. We could identify a distinct lack of information about AAL products and services; and a lack of integration of the diverse stakeholders involved in the field of AAL.

To address this problem, ActiveAdvice makes use of different channels to create a stakeholder ecosystem that allows for knowledge exchange; and to provide information and stories about AAL. For this, we make use of the Awareness & Information Hub, providing knowledge and raise awareness, and to connect stakeholders. In addition, the project makes use of a number of social media channels, based on the needs of the target groups.

Building on the previous deliverable D4.5 *Social media integration status report*, this report presents an update on the development status and the activities for social media integration carried out during the project.

1.1 Connection to other WPS

This deliverable is, as mentioned above, closely connected to D4.5 *Social media integration status report*. Furthermore, it is linked to the communication and dissemination activities in general, and in particular to *Task 6.2: Distribute generated materials, knowledge and main project outcomes to general public and main stakeholder groups*. It is also based on knowledge about the different stakeholder groups and which channels are the best way of reaching them, as described in the communication and dissemination plan, a working paper created within T6.2, describing the different activities and possibilities for communicating and disseminating the projects' outcomes and results.

2 Communication strategy & channels

In line with the objective of raising awareness on AAL solutions and engage stakeholders, below a short description of the three target groups and the channels to reach them is given.

2.1 Target groups

As outlined in detail in D4.5, ActiveAdvice targets three groups of stakeholders: consumers (AAL2C), i.e. older adults and their relatives and informal caregivers, businesses (AAL2B), and governments (AAL2G). These target groups prefer different channels, which has to be reflected in the communication strategy.

2.1.1 Customers (AAL2C)

Customers, i.e. older adults and their relatives/informal caregivers, are mainly interested in advice and information about AAL solutions for their respective needs. ActiveAdvice needs to provide access to comprehensive information about AAL products and services. Furthermore, this target group can benefit from gaining support in the decision-making process; and especially from information by both experts and their peers about solutions and their experiences. This will allow them to find solutions which are most suitable for their needs and requirements.

2.1.2 Businesses (AAL2B)

This group can benefit from ActiveAdvice in various different ways: ActiveAdvice can act as a stimulus for the businesses to invest in research and development of new and innovative AAL products and services; it can help translating knowledge from university to society. Furthermore, it gives an opportunity to develop AAL solutions more suitable to consumers’ needs as well as to present products and services to an international audience and collect feedback.

2.1.3 Governments (AAL2G)

Governments, as the third target group of ActiveAdvice, are understood as authorities, institutions or organizations that are responsible for the development and performance of policies at a national level, local or regional authorities like municipalities and councils that have the responsibility to develop and perform policies at a regional level. This target audience hold a considerable influence in the future growth and use of ICT by older adults, both politically and commercially, due to its role in the definition of policies and guidelines. Moreover, governments face current challenges related with efficiency and sustainability of care, reason because they have potentially a high interest in AAL solutions able to extend independent living of older adults. ActiveAdvice acts as a channel to better inform governments, which allows them to know the best practices and take the most suitable decisions.

2.2 Channels

Several channels are used to reach the target groups – both online and offline. Offline communication and dissemination activities such as mass media, promotional materials, workshops, conferences, etc. will be presented in the final dissemination report D6.8.

Table 1: Dissemination & communication channels

Channel <i>How do we reach our target audience?</i>	Target groups <i>How relevant is the channel?</i>		
	AAL2C	AAL2B	AAL2G
Project website	low	medium	medium
Awareness & Information Hub	high	medium	high
Twitter	medium	medium	high
Facebook	high	medium	high
LinkedIn	medium	high	high
Websites & social networks from government and NGO’s partners in the ageing field (e.g. Senior associations)	high	medium	high
Existing forums and blogs for caregiver support	high	low	medium
Digital advisors	high	high	high
Newsletters	medium	high	high
E-magazines, journals	medium	high	high

3 Engagement Activities & Social Networks

For ActiveAdvice, social media syndication features are mainly used as a way to promote the content within the platform, in the form of sharing news about new entries in the Intelligent Product & Service Could, new registrations of businesses, organisations etc., and new blog items on the Awareness & Information Hub. The option to integrate third party content and information, e.g. in form of RSS feeds, as identified as less relevant for the project’s goals. Social media syndication features are mainly used to ensure communication and dissemination of all information and knowledge produced within the project, following the first approach.

Within the ActiveAdvice project, a variety of information is produced in form of blog articles, decision-support material and target-group specific information material such as Awareness Guidelines (“Guidelines to AAL Solutions”). In order to reach a broad variety of stakeholders, both the Awareness & Information Hub¹, as well as certain social media channels are used to share content and engage the users of ActiveAdvice. This means that new blog articles are published on the Awareness & Information Hub, and, in a next step, shared by the project to social media channels. In addition, all articles can be shared by visitors on their private pages (this is enabled for Facebook, Twitter and LinkedIn). For this, social media sharing buttons are used (see Figure 1).

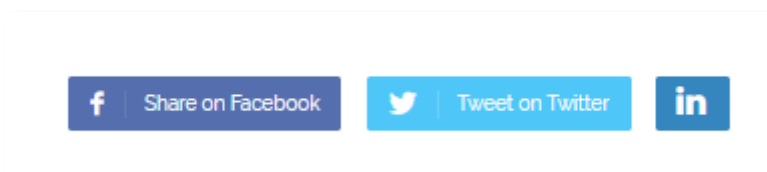


Figure 1: Social Media Sharing Buttons

These buttons are displayed after each article headline, enabling visitors of the platform to share interesting articles in their respective network (e.g. on their private Facebook wall, their private Twitter account or on their LinkedIn page), and thus create more audience for the respective topic and ActiveAdvice, as well as AAL, in general.

Since ActiveAdvice is targeting three target groups with different needs when it comes to the type of information and the channel on which it is offered, we have to follow a strategic approach. Social media and social networks are a relatively easy and quick way to share information with a broad audience, and thus can be used as an effective tool for awareness raising and dissemination. For ActiveAdvice, we have discussed different tools and their usefulness to reach the three different targeted stakeholder groups. In the following, the most important channels and tools for ActiveAdvice are discussed, and the status of their integration is presented.

3.1 Awareness & Information Hub

The modules of the ActiveAdvice Awareness & Information Hub has already been described in detail in other deliverables.² To engage the stakeholder community, two steps have been taken on the blog itself: The comment section has been activated to allow discussions between stakeholders on the blog;

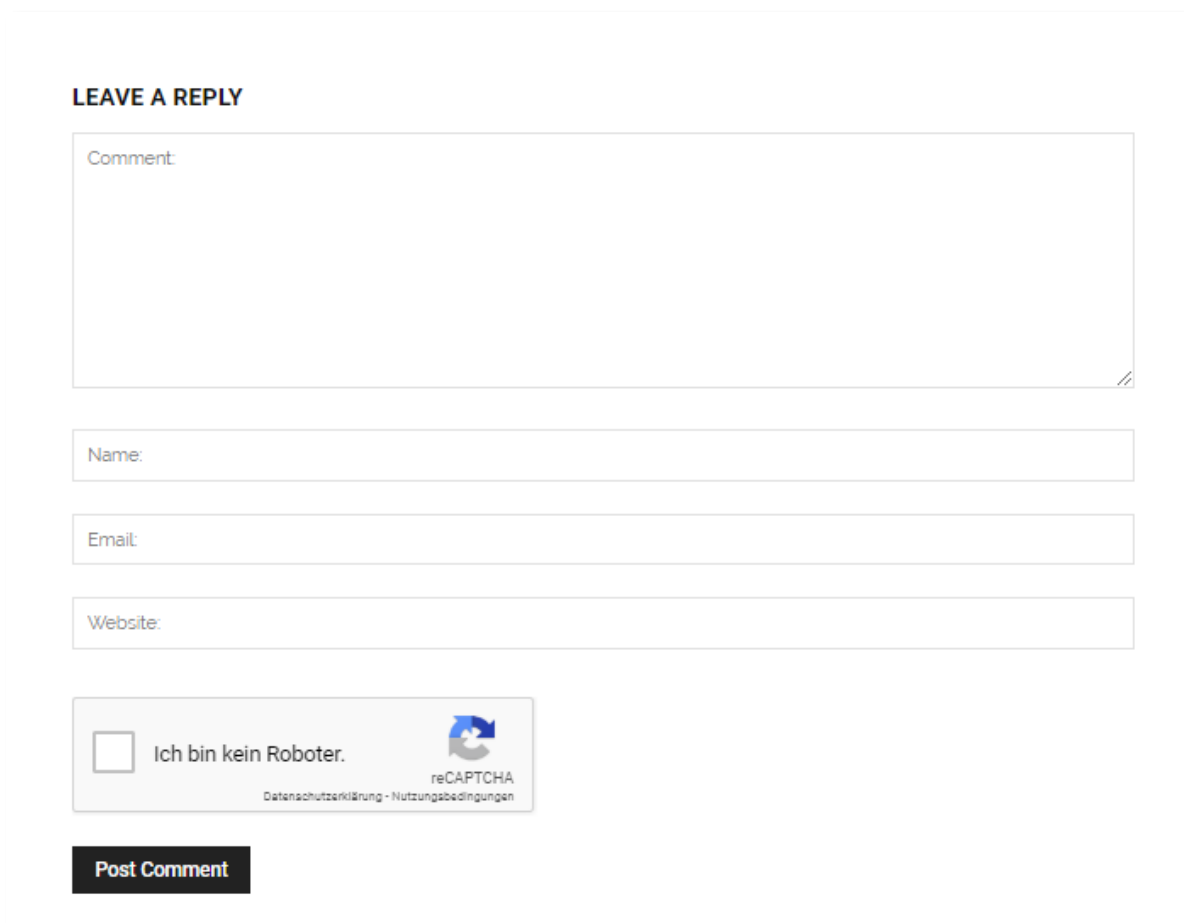
¹ <https://www.activeadvice.eu/>

² D3.2 Technical framework and requirements specification including mockups; D3.3 Content structure and decision support logic report; D4.3 Service module status report

and automatic sharing functions are being investigated to ease sharing of relevant news on social media.

3.1.1 Comments

External stakeholder engagement is enabled by the interactive comment section, where the three target groups can easily interact with each other, exchange knowledge and experiences, provide feedback, and contribute with their knowledge and knowhow.




LEAVE A REPLY

Comment

Name:

Email:

Website:

Ich bin kein Roboter.  reCAPTCHA
Datenschutzerklärung - Nutzungsbedingungen

Post Comment

Figure 2: Comment function on the Awareness & Information Hub

3.1.2 Automatic sharing function

The next steps for the Awareness & Information Hub is the implementation of an automatic sharing and updating function for the ActiveAdvice Twitter, Facebook and LinkedIn page whenever a new blog item is released; a feature which is done by project members. At the moment, a number of plugins are being tested, keeping in mind that preferably the same mechanism will be used for sharing information about new products, services or organization profiles within the Intelligent Product & Service Cloud. Plugins are being tested in terms of functionality, combability, supported social media channels, filter settings, message format settings, posting options, and others; and will be implemented after the testing phase.

3.2 Twitter

In May 2016, the ActiveAdvice project joined Twitter³ and has been regularly tweeting news about the project, project activities, outcomes and achievements, new blogposts and news items, and AAL in general. This channel aims to address the general public, providing updates on the project progress and sharing interesting facts and insights from research, development and related activities in AAL. Since May 2017, Twitter is also the main channel to promote new articles on the ActiveAdvice Information & Awareness Hub. Until August 2018, ActiveAdvice managed to engage 124 followers, and a total of 197 tweets were produced. Twitter has been identified as the main important channel to reach the scientific community, businesses as well as the general public.

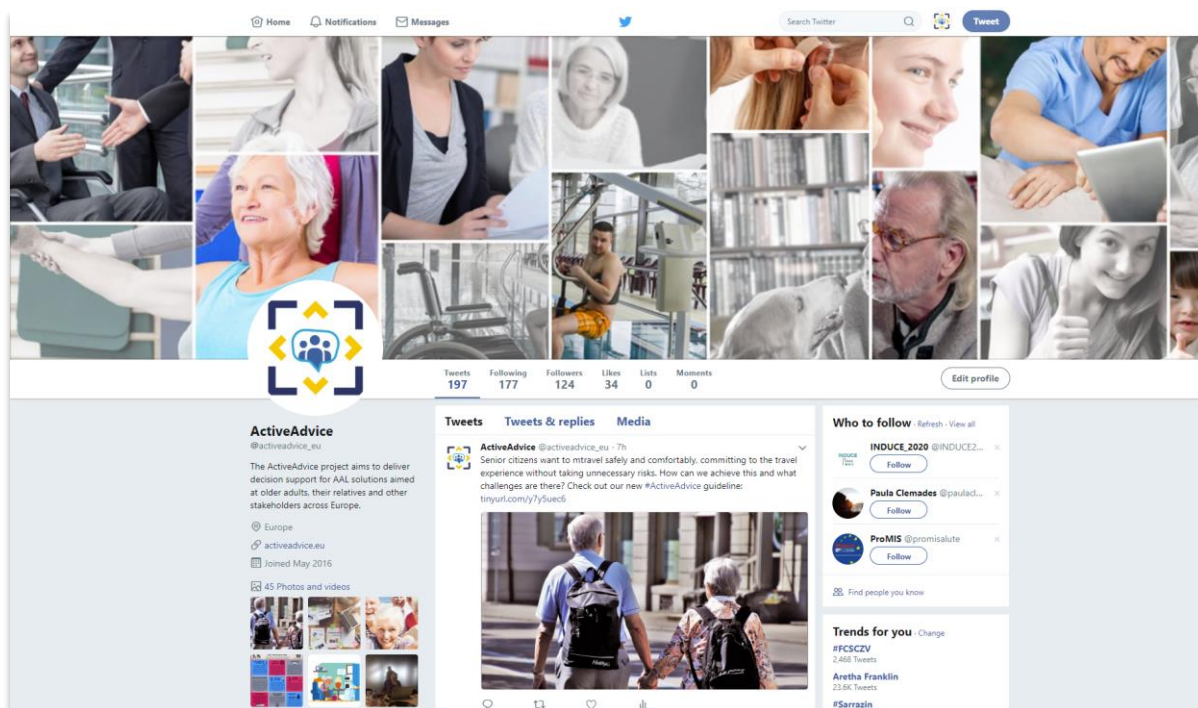


Figure 3: ActiveAdvice Twitter page

3.3 Facebook

Facebook, as one of the biggest social networks, can be a useful tool to reach a broad audience of members; and with the integration of groups for discussion and exchange, can be also used as a tool to connect and engage stakeholders. Facebook has been identified as one of the main important channel to reach older adults and informal caregivers, because it is a channel where they also can also engage in discussions and sharing experiences with each other.

As there are certain challenges to successfully maintain a Facebook page, i.e. the effort which has to be dedicated to content creation and meaningful posts at least two times a week, we decided to launch a Facebook page only when the project was at a stage where a critical mass of relevant content has been produced. Therefore, we decided to strategically start a Facebook page on 24 May 2018⁴. This page acts as a corporation profile. Facebooks groups (on a national level) are not yet started, as the

³ https://twitter.com/activeadvice_eu

⁴ <https://www.facebook.com/ActiveAdvice/>

critical mass to launch such pages is even more difficult to gain. This is also connected to local issues (e.g. language), and is thus depending on the status of the translation of the solution. Furthermore, the project needs to develop a strategy for the moderation of Facebook groups.



Figure 4: ActiveAdvice Facebook page

Until August 2018, the Facebook page manage to win 53 likes and 55 followers. In August 2018, the page reached 309 people.

3.4 LinkedIn

LinkedIn, as a professional network, provides the possibility to share a business pro file, to promote ActiveAdvice to businesses, but also to customers and governments. In order to make us of this channel, the ActiveAdvice project launched a LinkedIn profile for the project on a national level for the Netherlands.

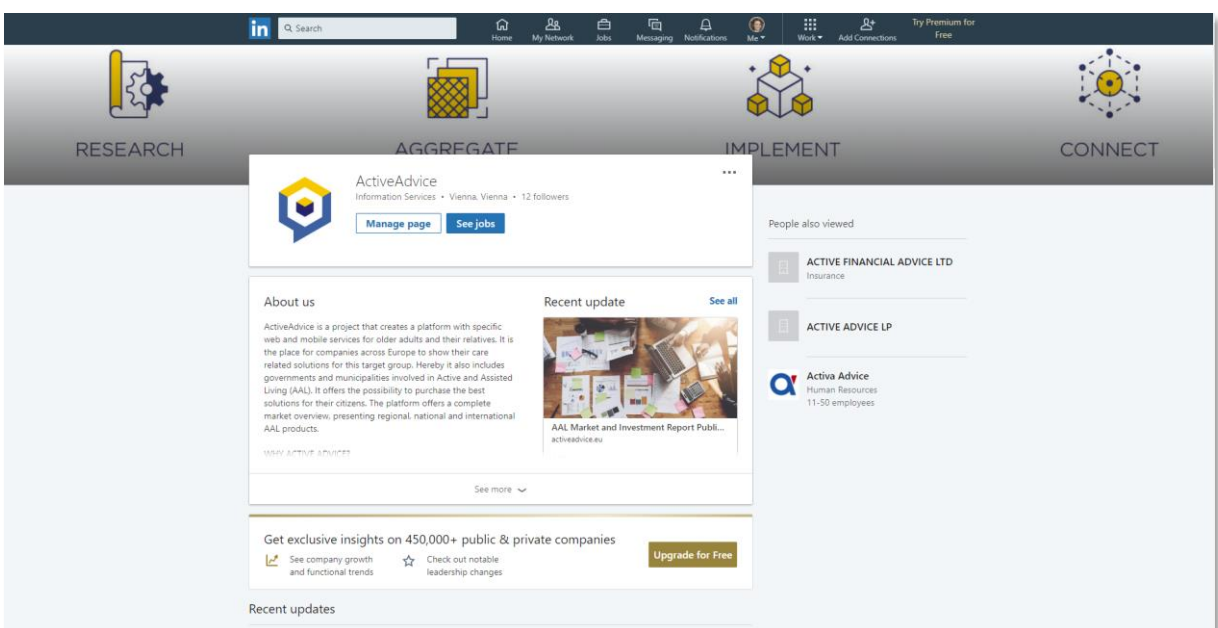


Figure 5: ActiveAdvice LinkedIn page

This was at a later stage updated to a European page, which as launched in May 2018.⁵ Following a common communication strategy, the LinkedIn page is used to share recent and relevant project news. Since its launch, the page gathered twelve followers, and an engagement of 33% in the latest article.

3.5 Other Social Networks

As outlined in D4.5, there is a wide variety of other social networks which can be used to distribute knowledge and raise awareness in addition to the chosen channels, such as Pinterest, Instagram, WhatsApp, YouTube, or others. In the context of ActiveAdvice and with regard to the target groups, however, these channels were not identified as beneficial. Furthermore, all partners are building on their own social networks (e.g. their own Twitter or Facebook channels), and are generating traffic and engaging visitors based on them.

4 Outlook

The final steps for social media syndication include, as outlined above, the selection of a plugin which allows sharing of new products or organisations within the Intelligent Product & Service Cloud. Furthermore, within the final digital advisory platform, there will be a widget that allows the creation of a wish list of products. Ratings and comments on the product detail view, furthermore, will be connected to social media channels for login.

⁵ <https://www.linkedin.com/company/active-advice/>