

European Space University for Earth and Humanity

UNIVERSEH is an alliance of five European universities established to develop a new way of collaboration in the field of Space, within the "European Universities" initiative.

The alliance aims to create new higher education interactive experiences for the university community, teachers and students, and for the benefit of society as a whole. Such initiatives will enable broadminded, informed and conscientious European citizens to capture and create new knowledge and become smart actors of European innovation, valorisation and societal dissemination within the Space sector, from science, engineering, liberal arts to culture.

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Funding Scheme: Erasmus+ / European Universities

D 7.4 Social Media Accounts

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Actual Submission date: 29/01/2021

Start date of the project: 01/11/2020

Duration: 36 months

Organisation responsible for this deliverable: uni.lu

Version: draft

Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium	

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Document History

Version	Date	Author	Partner	Summary of main changes
1.0	26/01/21	Hélène Gentils	UT	

Summary

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1. Deliverable description

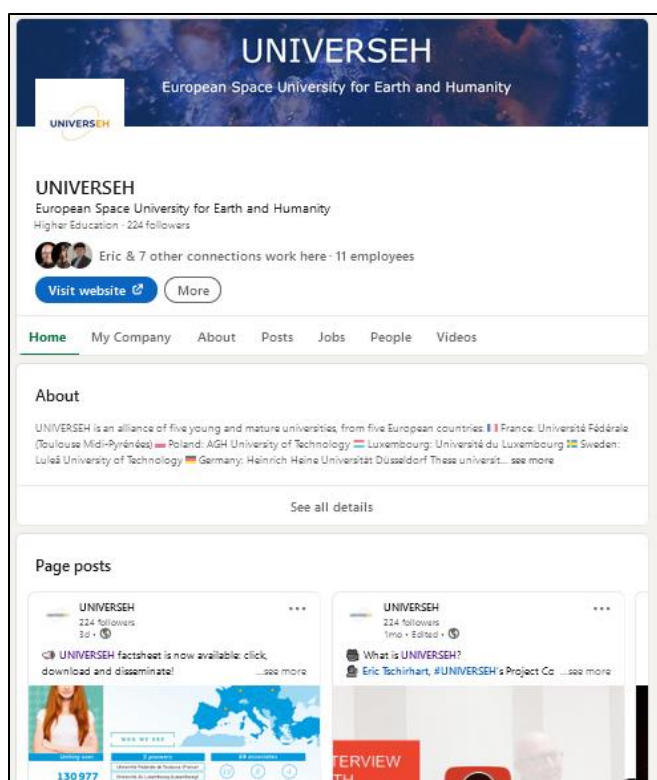
In order to promote our project, we created a social media presence thanks to LinkedIn, Twitter, Instagram, Facebook and Youtube accounts to reach diverse audiences.

For the beginning of the project, and in particular with the Kick Off Meeting in December 2020, we have decided to focus primarily on LinkedIn, Facebook and Twitter, while we will develop more content for our other platforms in the coming months.

An initial analysis of our social media presence for the months of November and December 2020 has been made, showing a constant increase of followers.

2. Annexes

- **UNIVERSEH LinkedIn page**



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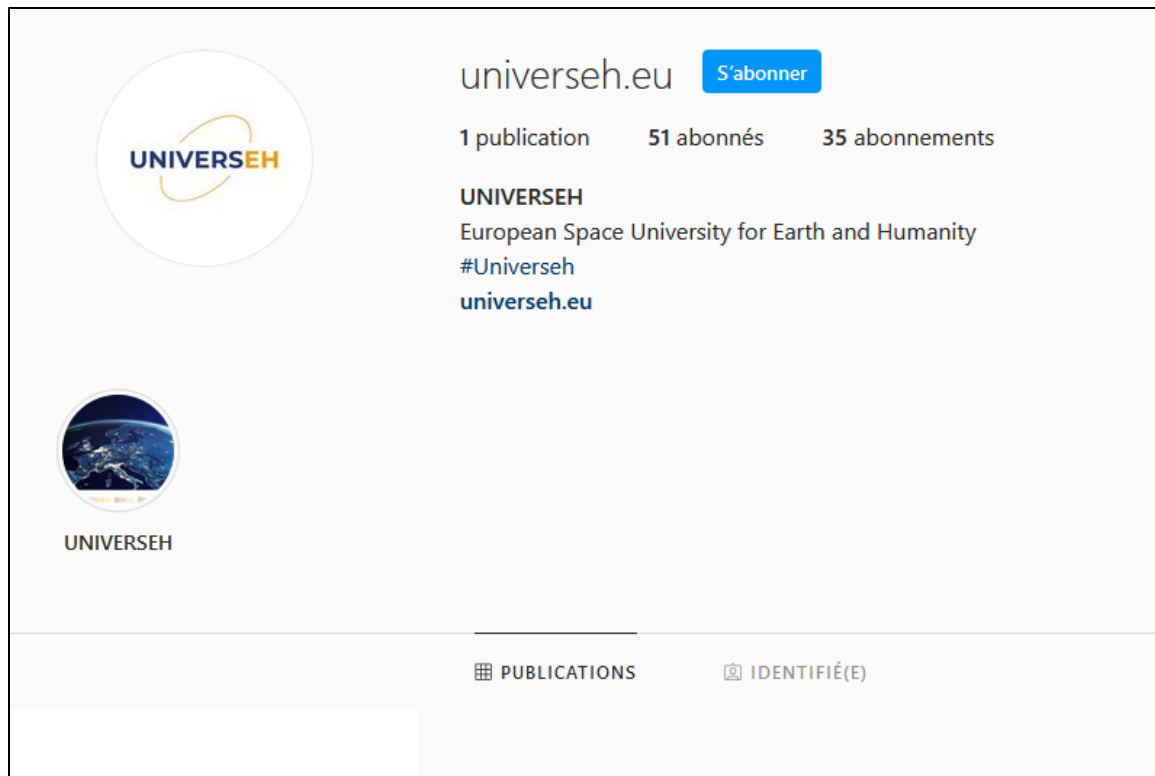
- UNIVERSEH Twitter page



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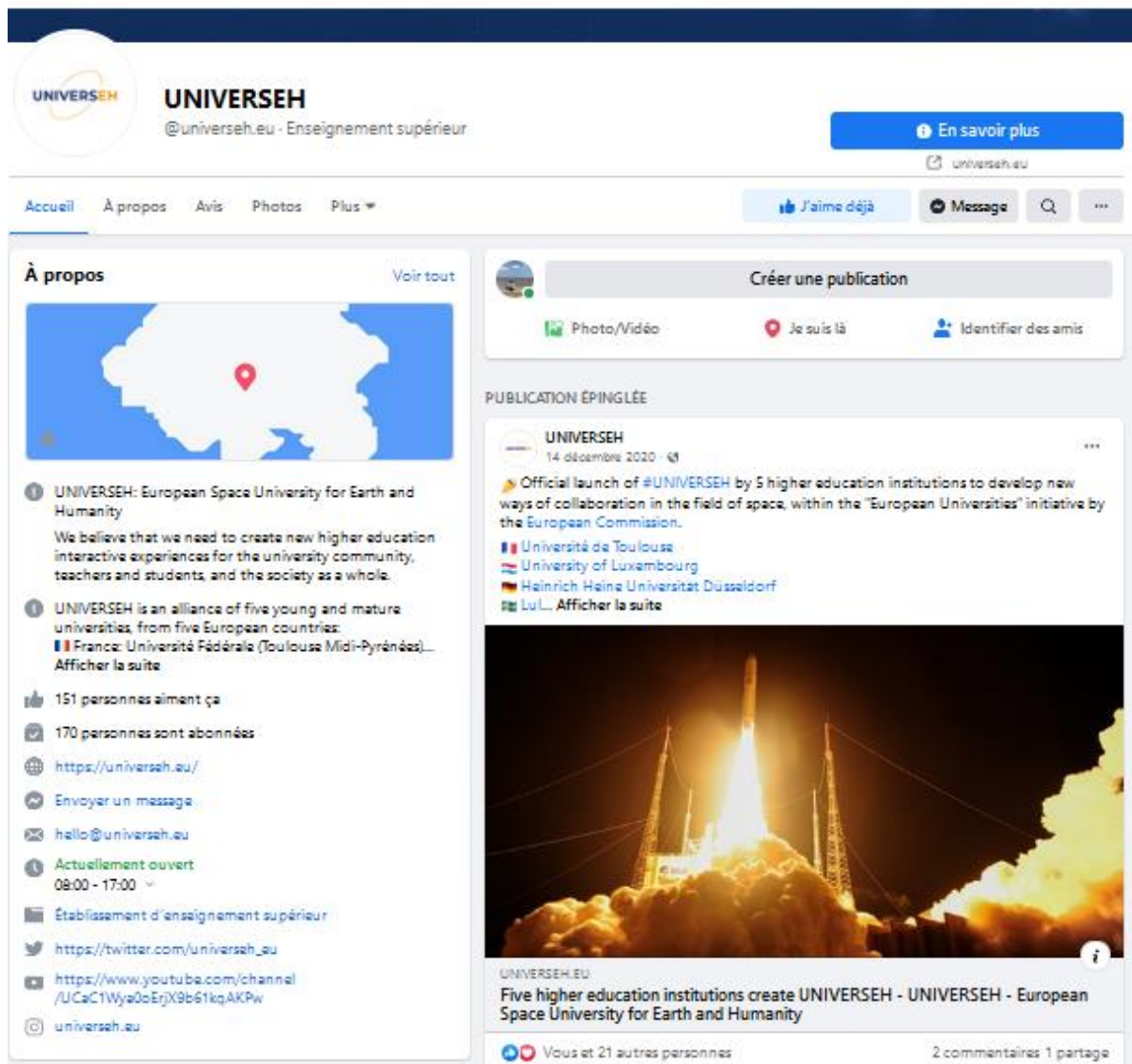
- UNIVERSEH Instagram page



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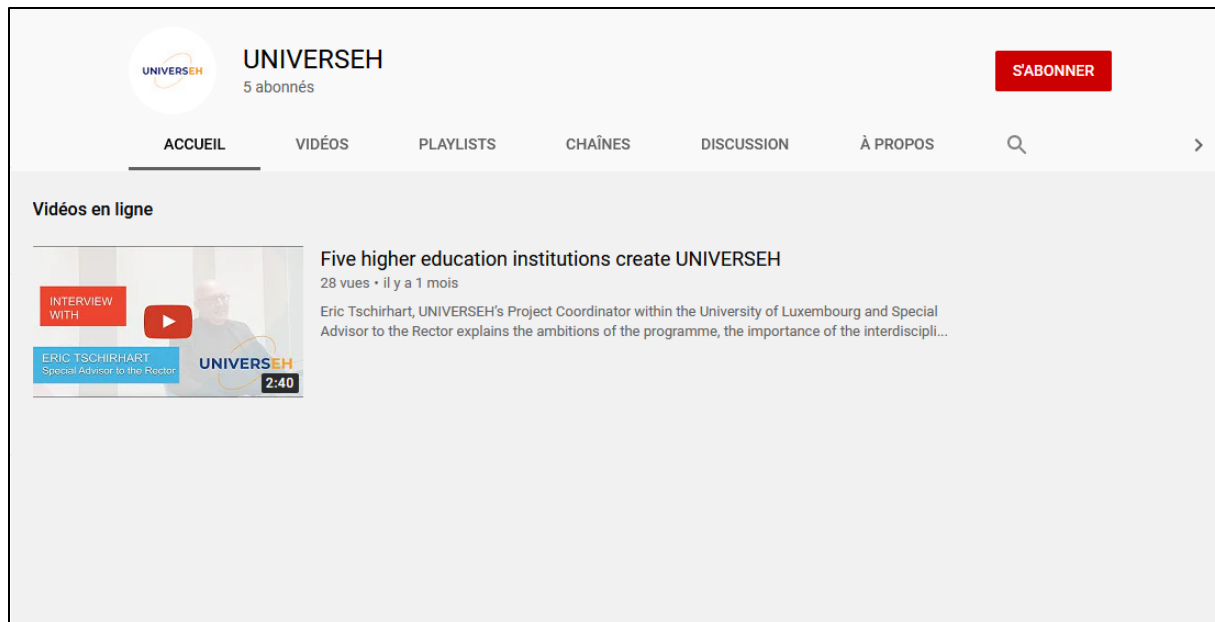
- UNIVERSEH Facebook page



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- **UNIVERSEH Youtube Channel**



- **Social Media analytics**

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Social Media Insights UNIVERSEH

01 Nov 20 - 31 Dec 20



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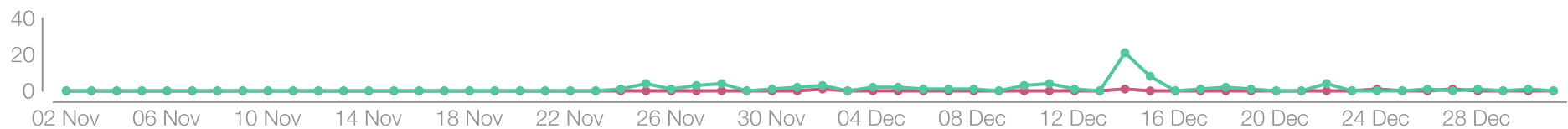
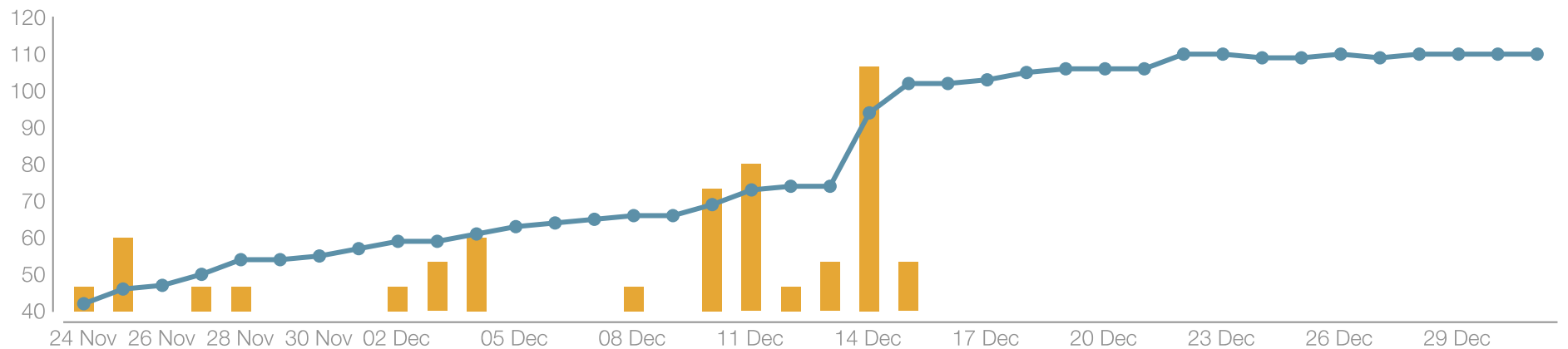
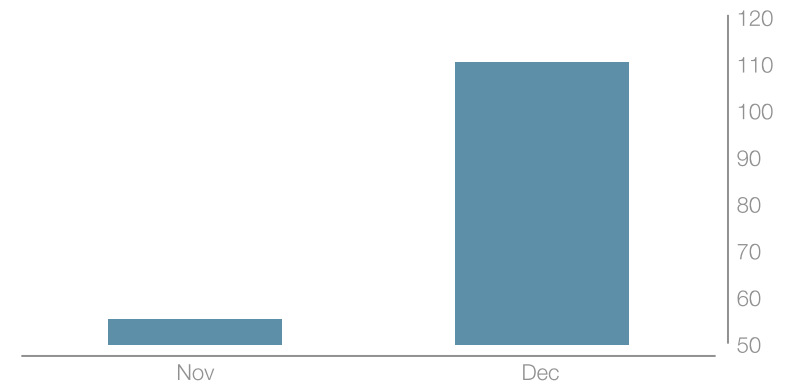
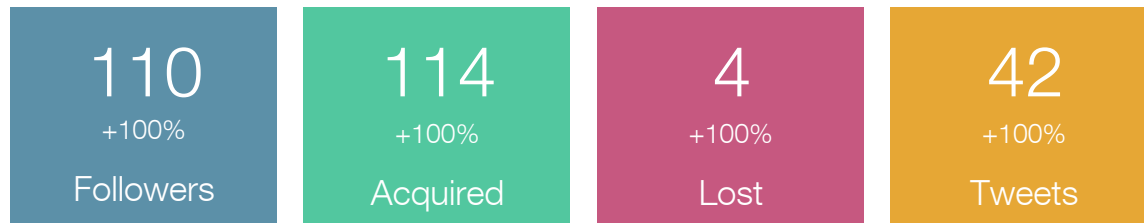


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Community growth



01 Nov - 31 Dec



Interactions



UNIVERSEH

89

+100%

Likes

30

+100%

Retweets

139

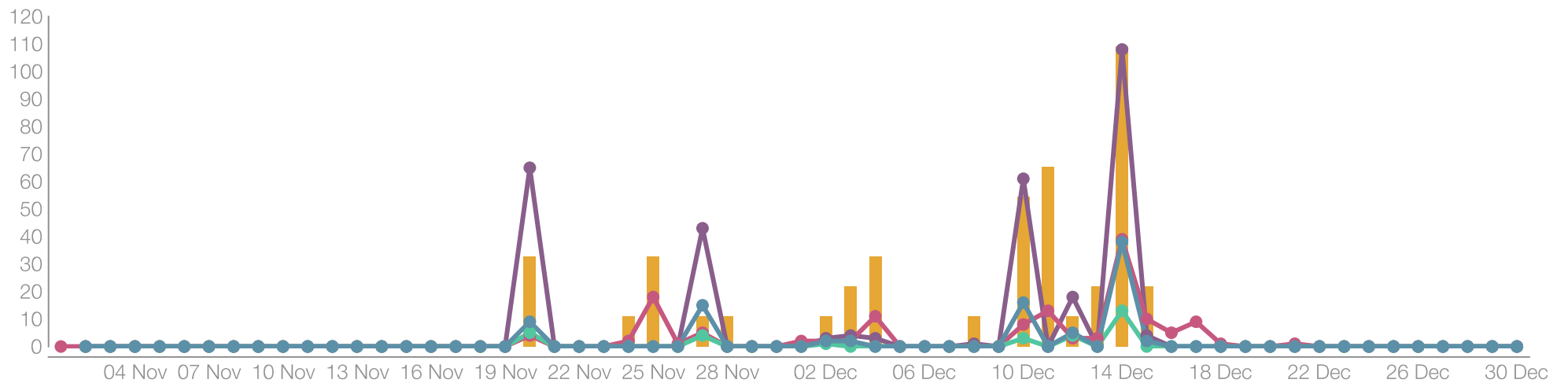
+100%

Mentions

310

+100%

Interactions



01 Nov - 31 Dec



Community growth



127

+100%

Likes

134

+100%

Acquired

4

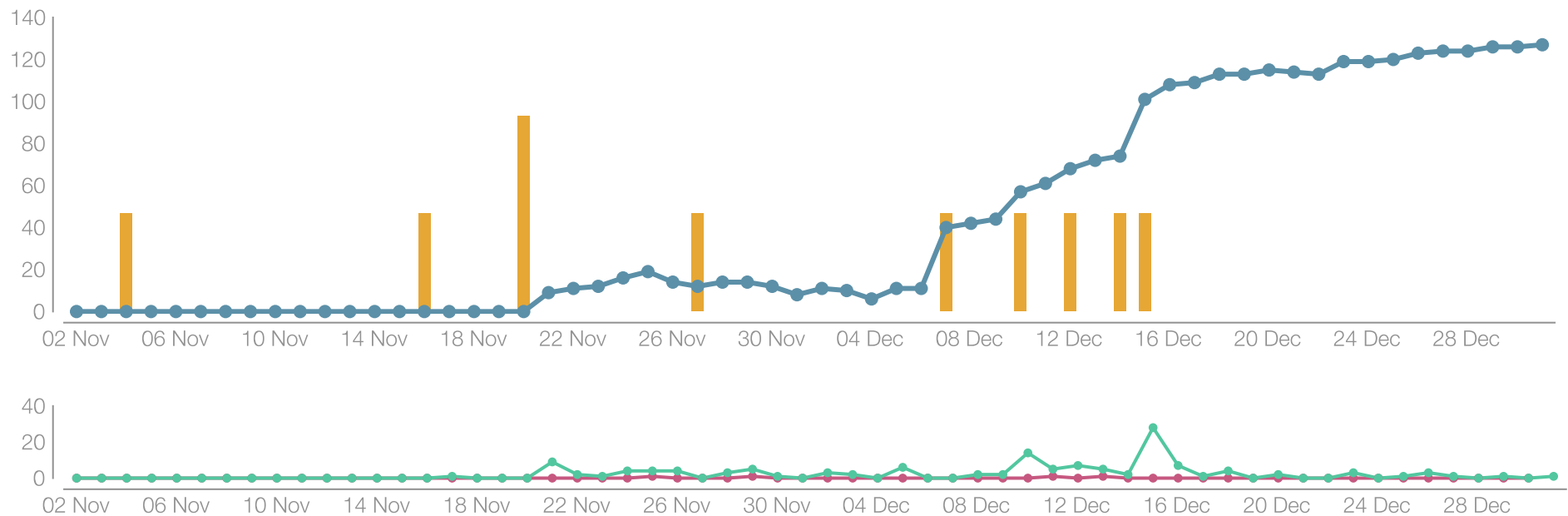
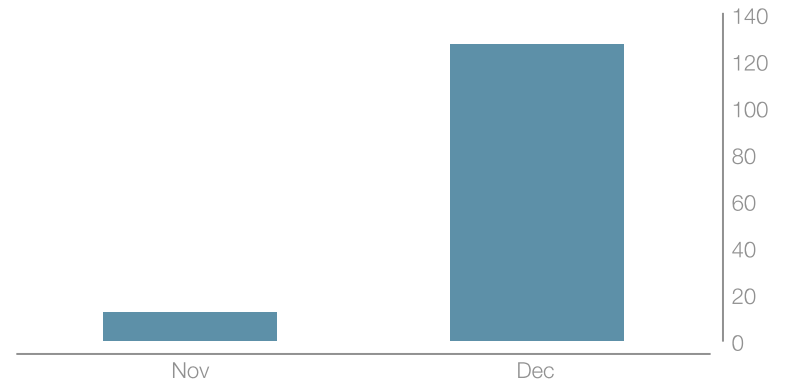
+100%

Lost

10

+100%

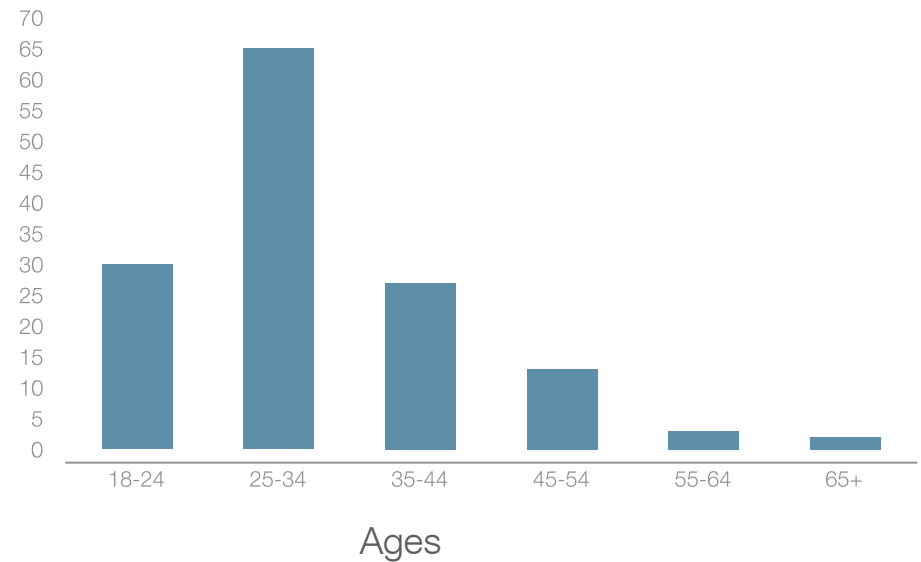
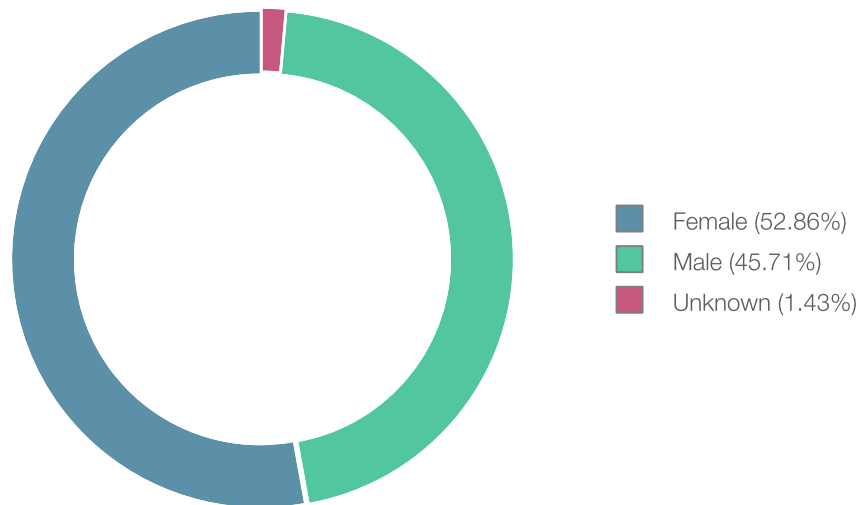
Posts



01 Nov - 31 Dec



Demographics: gender and age



01 Nov - 31 Dec



Demographics: countries and cities



Top 10 countries

Luxembourg	39	28.57%
Poland	37	27.14%
France	21	15.71%
Bangladesh	4	3.57%
Italy	4	2.86%
Belgium	2	1.43%
Germany	2	1.43%
Iraq	2	1.43%
Greece	2	1.43%
Spain	2	1.43%

Top 10 cities

Luxembourg, Luxembourg	35	25.71%
Kraków, Poland	32	22.86%
Toulouse, France	11	7.86%
Metz, France	4	2.86%
Paris, France	2	1.43%
Sylhet, Sylhet Division, Banglad...	2	1.43%
Esch-sur-Alzette, Luxembourg	2	1.43%
As Sulaymaniyah, Iraq	0	0.71%
Aba, Nigeria	0	0.71%
Puławy, Poland	0	0.71%

Reach of the page



13596

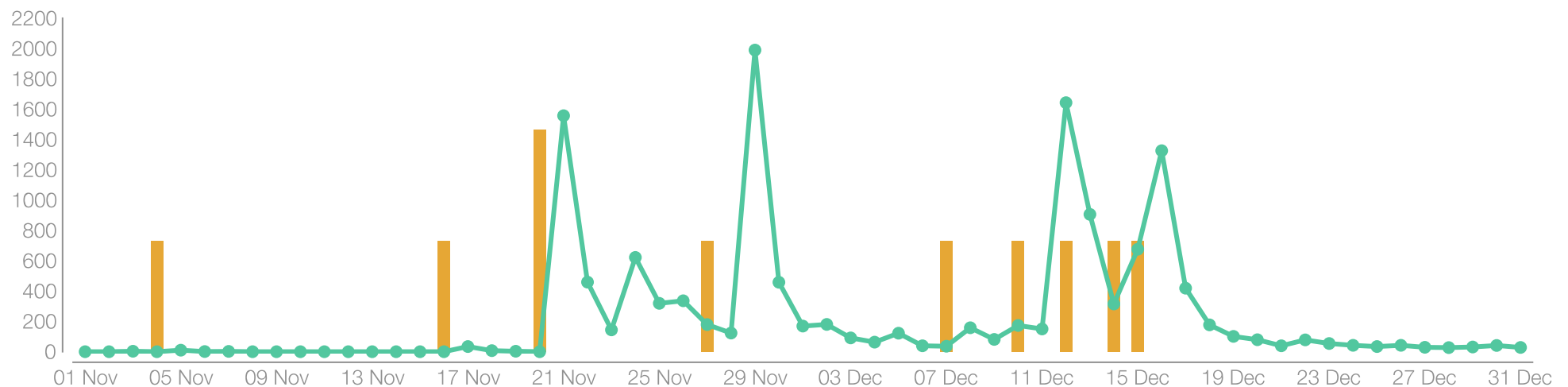
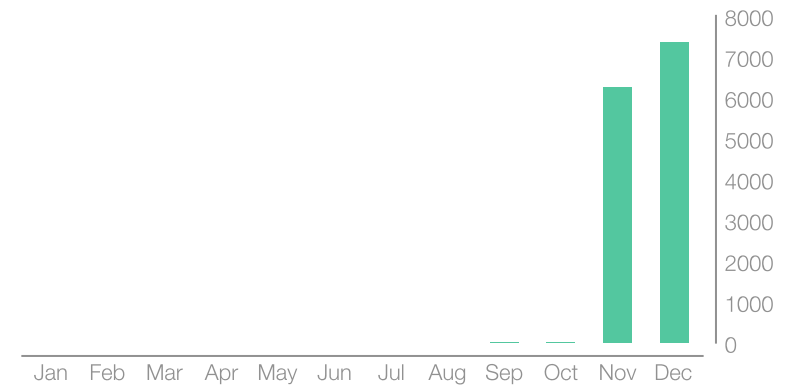
+79876.47%

Impressions

10

+100%

Posts



01 Nov - 31 Dec



Clicks on page



6

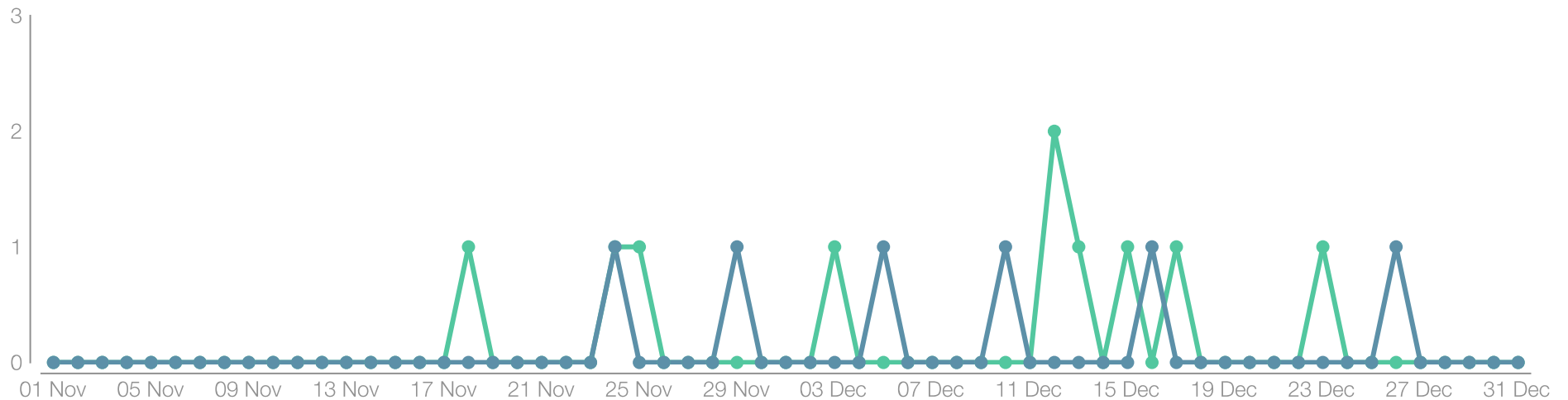
+100%

Call to action

10

+100%

Website



01 Nov - 31 Dec



Interactions



245

+100%

Reactions

2

+100%

Comments

19

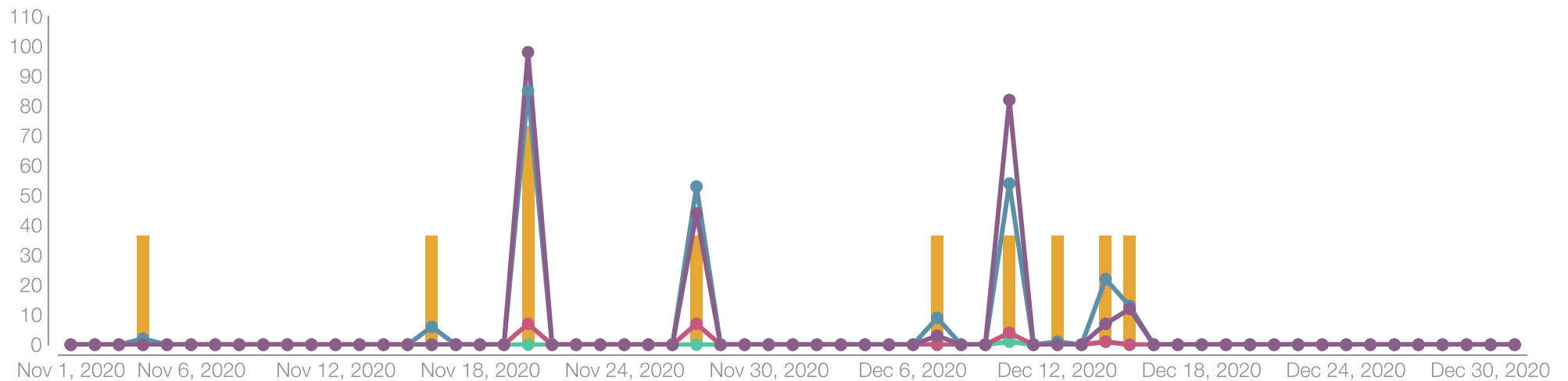
+100%

Shares

246

+100%

Clicks



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Community growth



192

+9500%

Followers

0

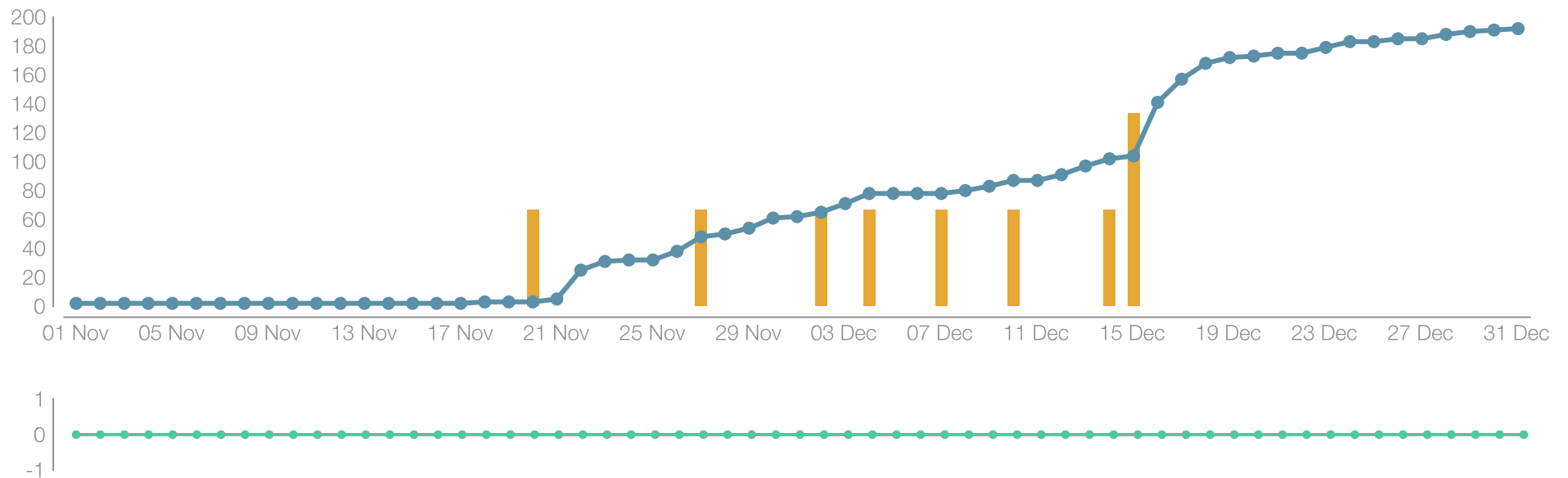
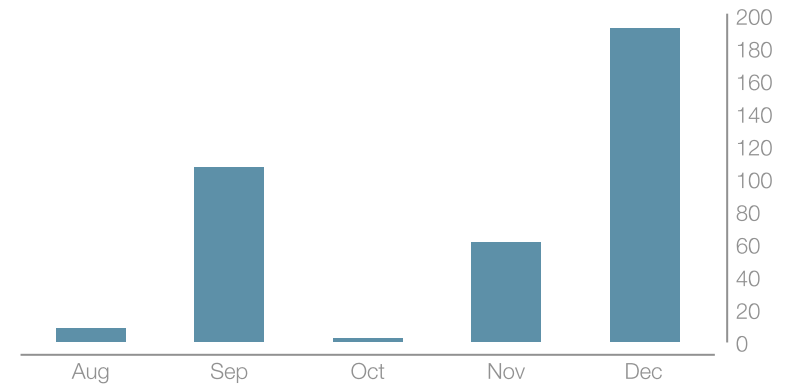
+100%

Paid followers

9

+100%

Posts



01 Nov - 31 Dec



Reach of the page



10449

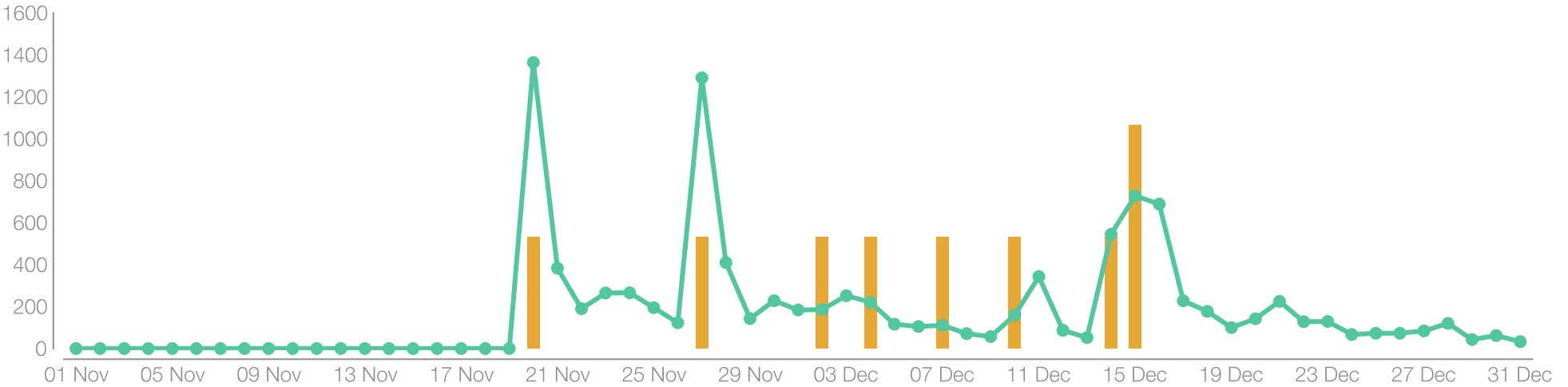
+100%

Impressions

9

+100%

Posts



01 Nov - 31 Dec



Interactions



155

+100%

Likes

25

+100%

Comments

229

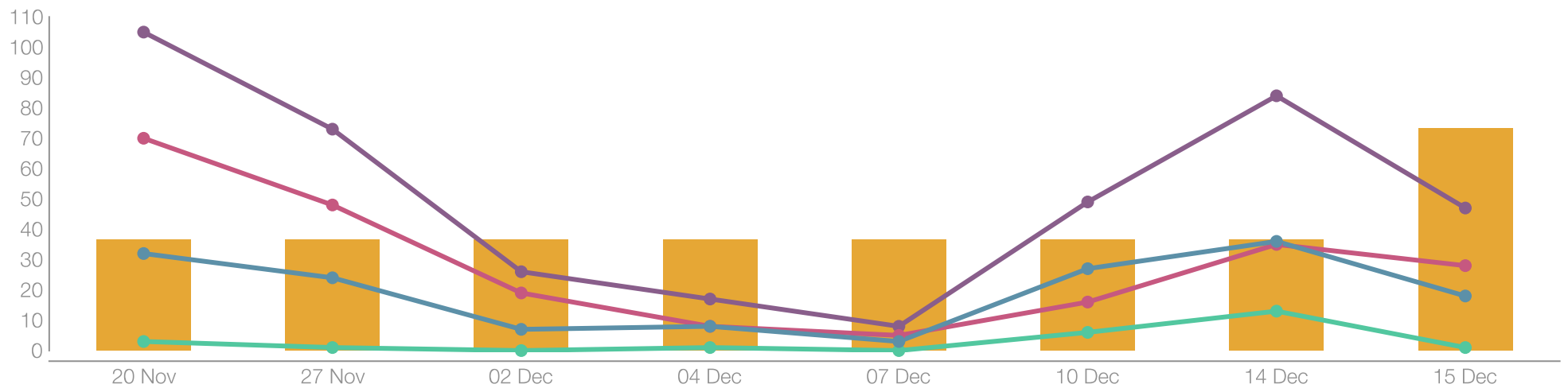
+100%

Clicks

409

+100%

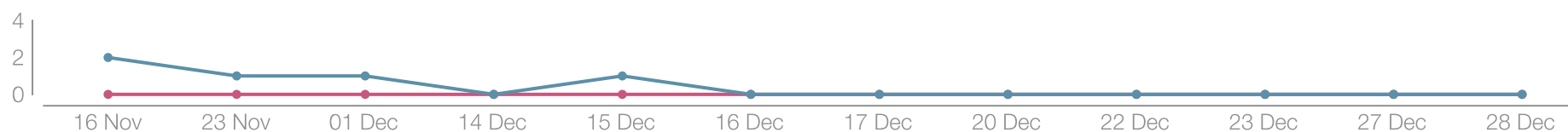
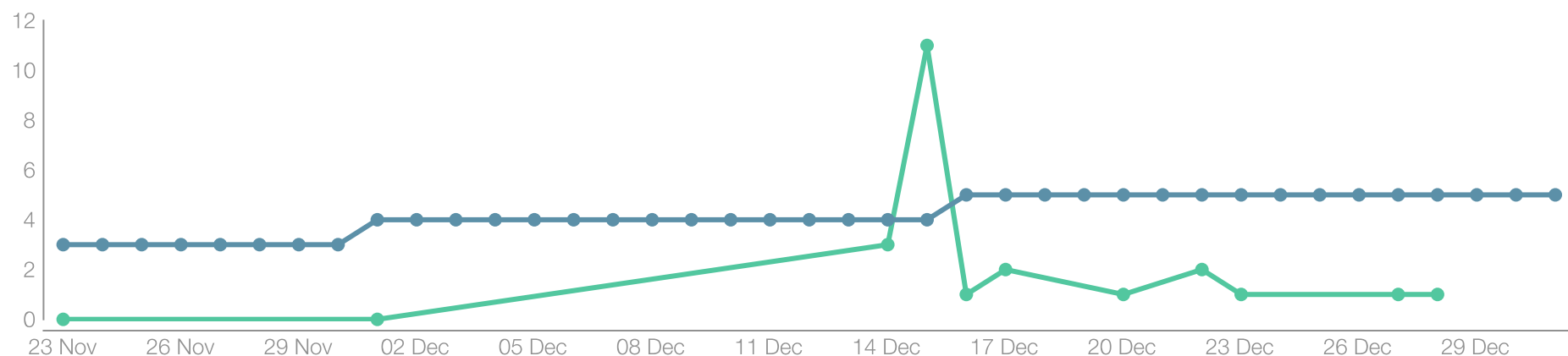
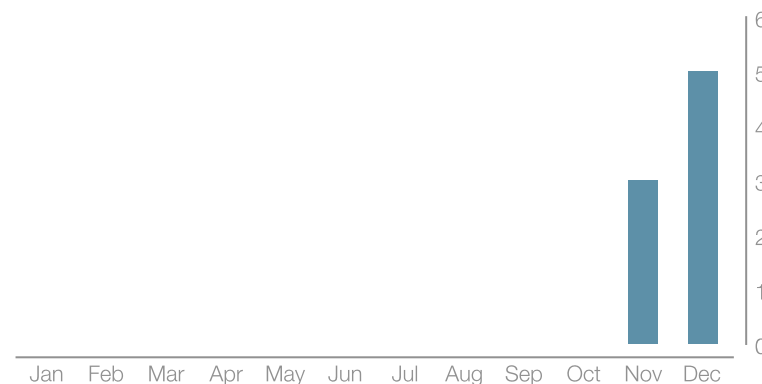
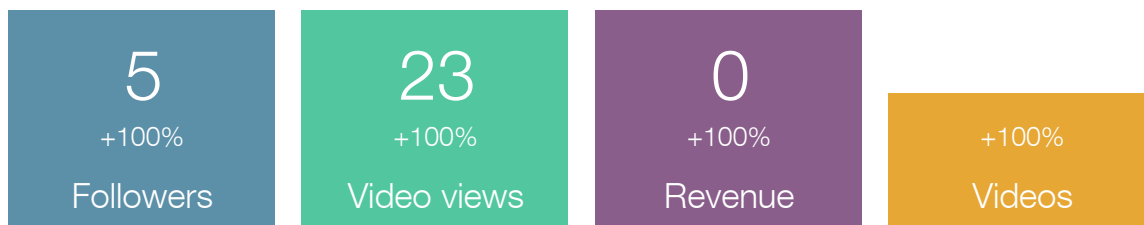
Interactions



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Community growth

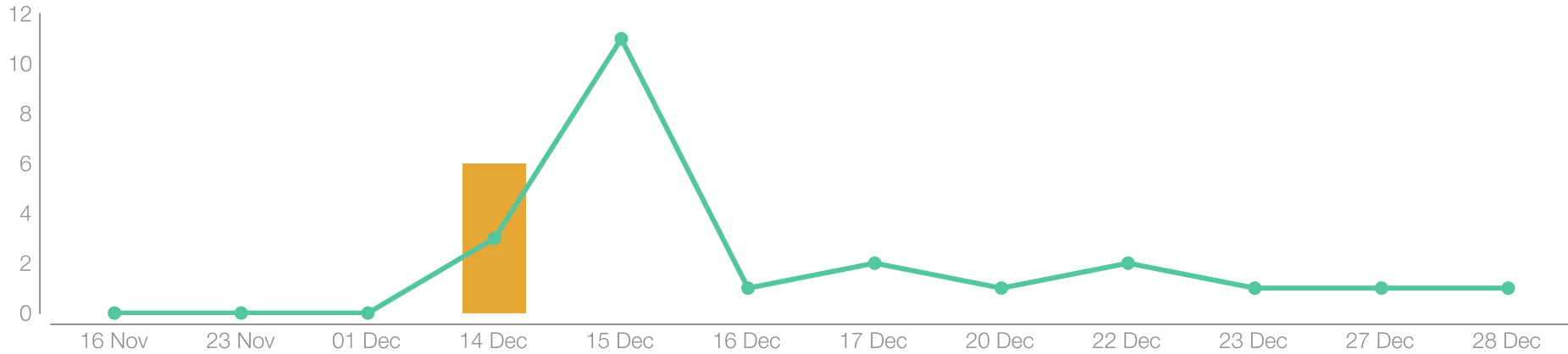
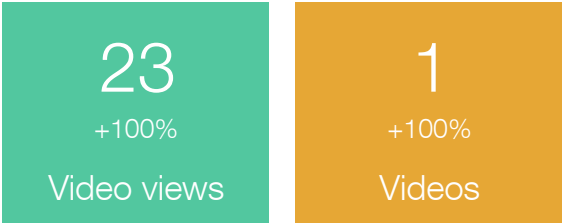


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Video views

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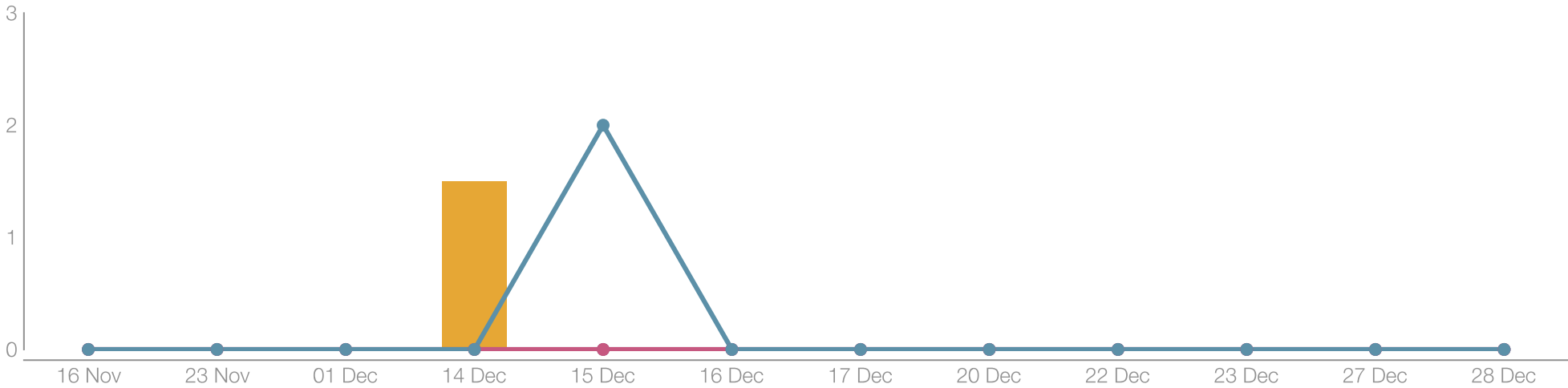
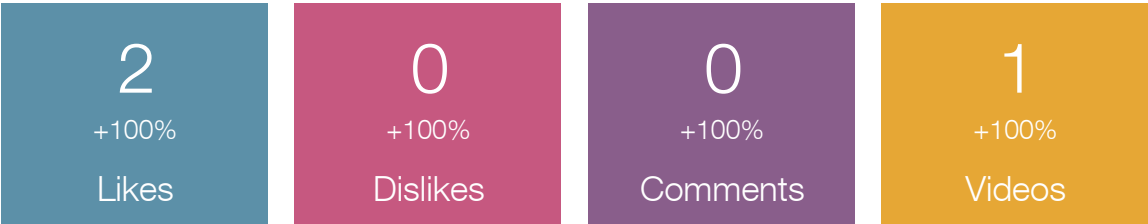


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Interactions

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