



TIMON

“Enhanced real time services for optimized multimodal mobility relying on cooperative networks and open data”

Deliverable D8.2: Social Network Profiles

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1. Introduction

Social media offers a very efficient and effective means of communications, especially for promotional and marketing purposes. In the context of the TIMON project social media plays a vital role, since many of the apps that will be developed, most notably the TIMON Collaborative Ecosystem, will borrow features from the way current social media networks work.

Many of the TIMON apps and services will rely on network cooperation and engaging users in providing information that could help others. This will also be a fundamental idea of the TIMON social media strategy. TIMON will seek to involve relevant stakeholders, which would be interested in keeping up-to-date with the project and its developments, as well as providing useful feedback and comments on the TIMON apps and ultimately becoming active contributors to the TIMON Collaborative Ecosystem. All contacts gained via TIMON activities on social networks will be invited to join and contribute to the TIMON Collaborative Ecosystem.

The TIMON consortium has decided to make use of three of the most popular social media networks – Facebook, Twitter and LinkedIn – in order to maximise the reach of TIMON. Each of these social media networks has their own target audience, and therefore TIMON will use them differently. Facebook will help engage the student community, whereas TIMON activities on LinkedIn and Twitter will aim to attract industrial stakeholders.

This document provides a brief introduction to the TIMON social media profiles. The first sections outline the main aims and purpose for creating and maintaining TIMON presence on social media. Then an illustrative insight is given into each of the TIMON social media profiles. Finally, the process and frequency of updating the profiles is considered, as well as the ways the success of the outreach of TIMON via social media will be assessed.

2. Purpose of the Social Network Profiles

The TIMON social network profiles have been created with several objectives in mind. Most distinctly, TIMON activities on social media will help to:

- ▶ Attract attention to the project and foster communication with the outside world;
- ▶ Highlight TIMON project achievements as they come about;
- ▶ Promote the TIMON apps and services that will be designed throughout the course of the project in order to facilitate exploitation of project results at the end of the project;
- ▶ Extend invitations to TIMON events to the outside world.

The TIMON social media activities will not be limited to information only about the project. Instead, it will also serve to inform the TIMON community (“followers” on Twitter, “friends” on

Facebook, contacts on LinkedIn) about recent developments in road safety and intelligent transport systems. This will help give the project a voice on these topics.

The TIMON social network profiles will help direct Internet traffic to the TIMON website, by prominently displaying links to the website, and serve as a conceptual backdrop to the TIMON Collaborative Ecosystem. The same way that the TIMON Collaborative Ecosystem will encourage information sharing among users, the TIMON social media activities will also be directed at establishing two-way communication with relevant stakeholders.

TIMON social media activities will aim to create a loyal user base, which is interested in the project, can be involved in the development of TIMON services by submitting comments and feedback, and ultimately become active contributors of the TIMON Collaborative Ecosystem. The success of implementing such two-way communication with stakeholders has recently been exemplified by the new navigation and mapping app Waze, which is growing in popularity in France and Germany.

3. Target Groups

In general, TIMON via social media will seek to attract the attention and interact with groups that could be interested in the project and its results. TIMON will also seek to gather feedback about project developments and TIMON services from these groups.

Groups targeted by TIMON include:

- ▶ **End-users:**
 - Drivers
 - Vulnerable Road Users (VRUs)
 - Public administrations
 - Apps developers
- ▶ **Industrial stakeholders:**
 - International companies
 - SMEs
 - Technology adopters
 - Technology users
 - Road operators
 - Traffic managers
- ▶ **Regional, national, and European administrations**
- ▶ **European citizens and society at large**
- ▶ **Academia and students**

More specifically, however, the TIMON consortium recognizes that each of the networks used, i.e. Twitter, Facebook, and LinkedIn, have their own target audience and certain stakeholder groups

may prefer one network over another. As such TIMON will seek to engage with different stakeholder groups on different social network sites. Facebook will help attract the student community, whereas TIMON activities on LinkedIn and Twitter will aim to draw the attention of industrial stakeholders.

TIMON will also involve its contact base on social media in participating to the TIMON Collaborative Ecosystem, once it is established. Communicating on various other social media networks will enable a smoother transition to interaction on the TIMON Collaborative Ecosystem.

4. TIMON LinkedIn Profile

LinkedIn has established itself, first and foremost, as a network for professionals to build and keep in touch with their professional networks. Consequently, TIMON will use it to interact more with industrial stakeholders.

The TIMON LinkedIn profile (see Figure 1 below; available at <https://www.linkedin.com/in/timonproject>) already includes the project logo, a brief description of the project and a link to the TIMON website. It also highlights that it is an EU-funded research project, which mainly concerns itself with intelligent transport systems and road safety.

TIMON will seek to grow its contact base by regularly posting on LinkedIn about achievements within TIMON, as well as news items about intelligent transport systems and road safety around the world.

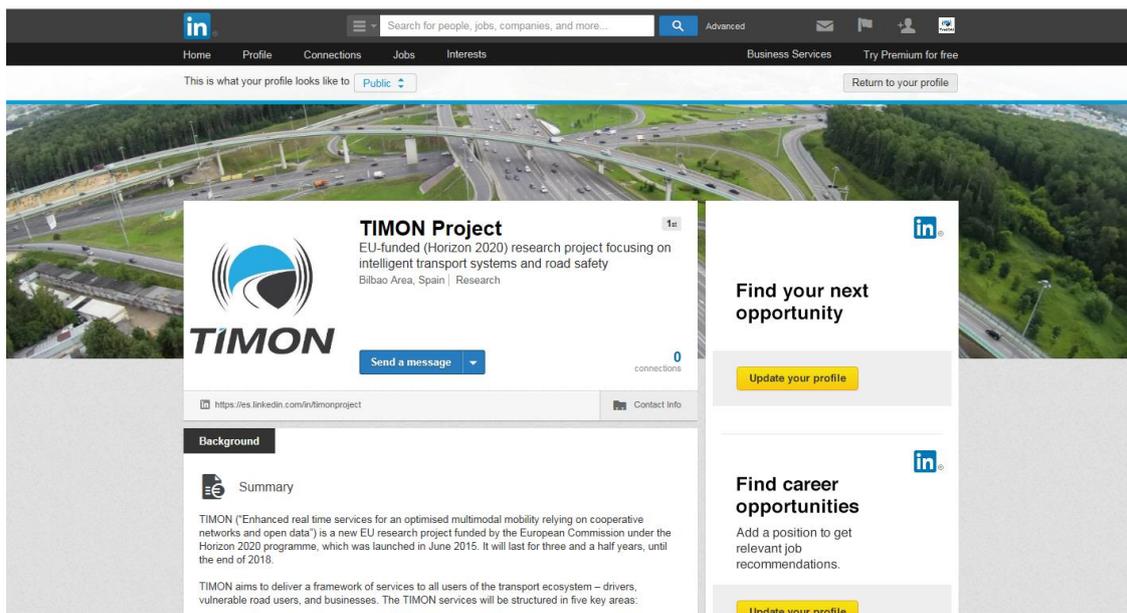


Figure 1 TIMON LinkedIn Profile

5. TIMON Facebook Profile

Facebook is by far the most popular social networking site today, with over one billion active users. It is widely popular amongst young people and as such TIMON will utilise its social media presence on Facebook to attract student communities and academia. However, due to its wide span of users, Facebook will also help engage with the general public.

The TIMON Facebook page (see Figure 2 below; available at <https://www.facebook.com/TIMONProject>) will include the project logo and a short description about the project, as well as a link to the TIMON website, where visitors can go for further information about TIMON. Traffic on the TIMON page has already slowly started, as it has received seven “likes”.

Regular updates about TIMON achievements, as well as relevant news about intelligent transport systems or road safety, will be posted on the TIMON Facebook page in an attempt to extend the TIMON Facebook presence.

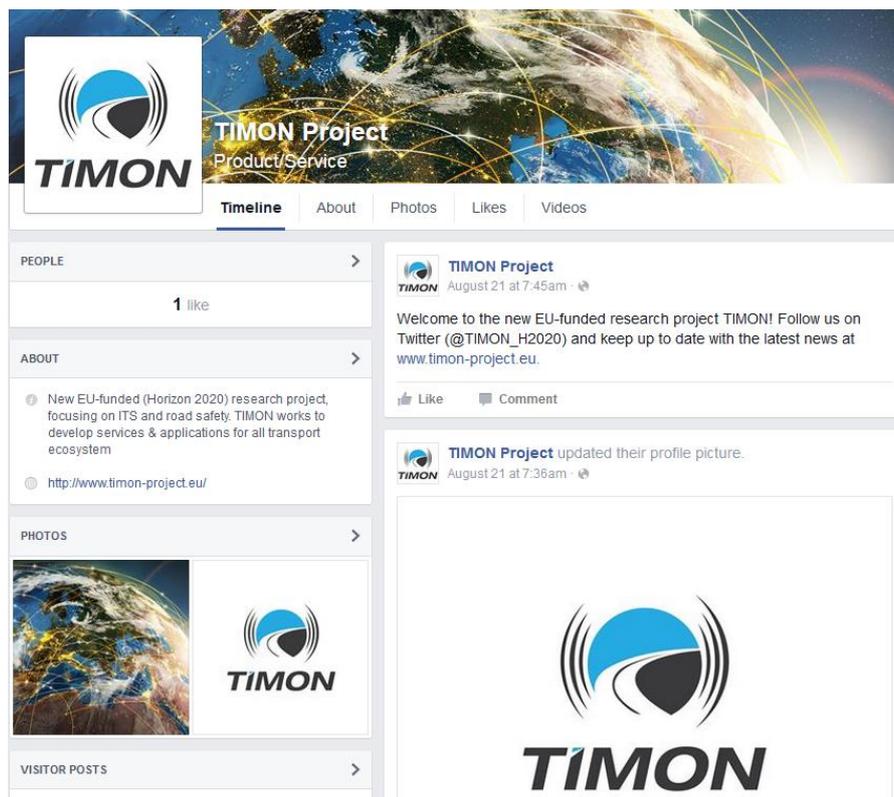


Figure 2 TIMON Facebook Profile

6. TIMON Twitter Profile

Twitter is becoming increasingly more popular, due to its convenient format of spreading information in short, well-phrased messages. As such, Twitter is expected to prove useful in quickly informing the TIMON “followers” on Twitter of project developments, TIMON events, and important news items related to road safety and intelligent transport systems.

TIMON has already slowly started building its network on Twitter (see Figure 3 below; available at https://twitter.com/TIMON_H2020). It has followed 86 different organisations, including the EU institutions, UN agencies, road transport authorities and organisations, and media outlets. TIMON has already attracted 12 “followers”.

TIMON will aim to post messages on Twitter, following the basics of Twitter language and incorporating hashtags and the @ sign, which denotes addressees of specific messages, in order for the TIMON “tweets” to reach a wider audience.

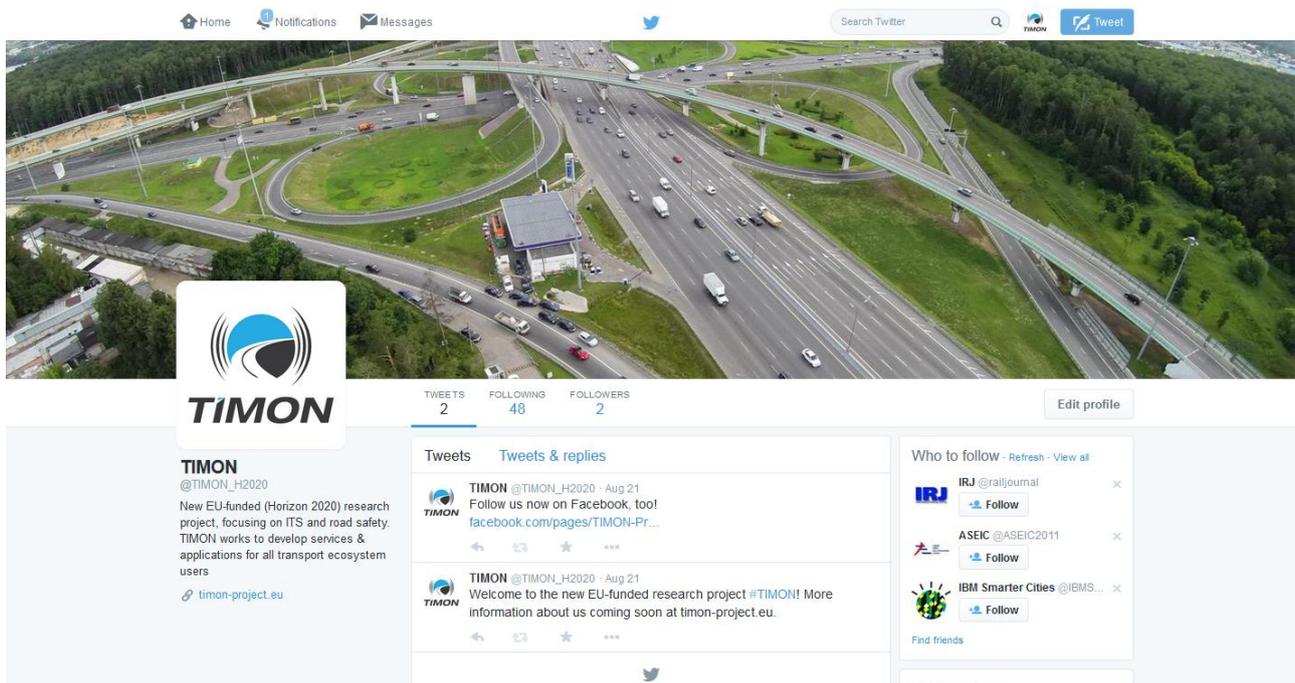


Figure 3 TIMON Twitter Profile

7. Social Network Profile Updates

All TIMON social network profiles will be updated on a regular basis. Updates will include news relevant to the TIMON project, as well as recent developments in road safety and intelligent transport systems.

CORTE, as the leader for WP8 and dissemination activities, will be in charge of maintaining and updating the TIMON social network profiles.

8. Assessment of Results

The aim of the TIMON social network profiles will be to engage a wide range of stakeholders and establish a contact database, which would be informed about the TIMON project developments and achievements and invited to TIMON events. Emphasis, however, will be put on reaching out to organisations that represent the end-users that TIMON aims to attract, i.e. drivers, vulnerable road users, public administrations, and apps developers, and which would be interested in the services and apps that TIMON will develop.

TIMON will seek to establish two-way communication via its social network profiles, so that not only stakeholders are informed about the project and its developments, but they can also contribute to the work of TIMON by providing feedback and comments. Once active two-way communication is established on other social media networks, it will be easier to switch to communicating on the TIMON Collaborative Ecosystem. All contacts established via TIMON social network activities will be invited to join the TIMON Collaborative Ecosystem once it is established.

The success of TIMON activities on social media will be assessed by the number of contacts / “followers”, the number of page views, “likes” received (in the case of Facebook), and page comments. These numbers will be reflected in the TIMON dissemination plans.

List of abbreviations and acronyms

Abbreviation	Definition
CORTE	Confederation of Organisations in Road Transport Enforcement
DEUSTO	Universidad de Deusto
EU	European Union
H2020	Horizon 2020
ITS	Intelligent transport systems
SMEs	Small and medium-sized enterprises
TIMON	Enhanced real time services for optimised multimodal mobility relying on cooperative networks and open data
UN	United Nations
VRUs	Vulnerable Road Users
WP	Work Package

Table 1 Abbreviations and acronyms