



**Project No.:** 618103-EPP-1-2020-1-PS-EPPKA2-CBHE-JP

## **Edu4ALL**

### **Disability as diversity: The inclusion of students with disabilities in higher education**

<b>Deliverable D4.1.2</b>	<b>Edu4ALL Social Media Dissemination Action Plan</b>
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<b>Work Package (WP)</b>	WP4: Project Dissemination & Exploitation
<b>WP Leader</b>	The University of Jordan
<b>WP members</b>	Palestine Technical University Kadoorie National & Kapodistrian University of Athens The University of the Basque Country Irbid National University Partners for Sustainable Development Al-Ummah University College Palestine Technical College Int@E UG
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## Table of Contents

List of Figures .....	6
List of Tables.....	7
List of Acronyms .....	8
1 Executive Summary .....	9
2 Introduction .....	9
2.1 Objectives of the Deliverable .....	9
3 Methodology .....	10
3.1 Facebook Marketing Tips .....	14
3.2 Facebook Content Types .....	14
4 Results .....	14
5 Conclusions .....	18
References.....	19

## List of Figures

Figure 1. Facebook Page Reach.....	15
Figure 2. Facebook Page Visits .....	15
Figure 3. Facebook Page New Likes .....	15
Figure 4. Facebook Page Likes According to the Age and Gender .....	16
Figure 5. Facebook Page Likes According to City .....	16
Figure 6. Facebook Page Likes According to Country .....	17
Figure 7. Total Post Reach from Last 90 Days vs 90 Days Prior.....	17
Figure 8. Median Post Reach per Media Type for Posts Created in the Last 90 Days .....	18
Figure 9. Total Post Reactions, Comments and Shares from Last 90 Days vs 90 Days Prior.....	18

## List of Tables

Table 1. Social Media Channels Used for Edu4ALL and Purposes.....	10
Table 2. Success Metrics for Social Media Channels.....	11
Table 3. Tentative Marketing Performance Grid .....	11
Table 4. Data Required from each Edu4ALL Partners .....	12

## List of Acronyms

This table shows the acronyms used in this deliverable in alphabetical order.

Acronym	Description
EC	European Commission
EU	European Union
HE	Higher Education
HEI	Higher Education Institution
SwD	Students with Disability



## 1 Executive Summary

The social media dissemination action plan includes the tactical objectives to be used to accomplish the primary dissemination goals through social media (i.e., Facebook, Twitter, Instagram, LinkedIn and YouTube). This dissemination action shows in detail the different steps, stages, messages and tools we are using to widely spread the progress and results of the Edu4ALL project.

The purpose of this document is to provide a comprehensive overview of what we are implementing in terms of communication to help Edu4ALL fulfil its mission. The dissemination plan will help Edu4ALL move toward its objectives in the coming years. This dissemination plan is identified by the UJ team on behalf of Edu4ALL.

## 2 Introduction

The social media dissemination action plan has a key role in laying down the principles for designing the dissemination strategy to be followed throughout the Edu4ALL project. The dissemination strategy is required to increase the global and local reachability of the dissemination activities and to spread awareness of the project and its results, among specialists, general public and emerging stakeholders. In order to achieve these results, the dissemination plan will target diverse groups of people, using a variety of tools and media, to maximize the spreading impact. The target audiences of Edu4ALL project include:

- Teaching Staff
- Students
- Trainees
- Administrative Staff
- Technical Staff
- Librarians
- Researchers
- Stakeholders

### 2.1 Objectives of the Deliverable

The objectives of the social media dissemination action plan are as follows:

- Increase brand awareness (#Edu4ALL).
- Build engaged communities.
- Measure how people feel about the project.
- Advertise the products and services to target audiences (Sought Services).
- Track the performance and adjust the strategy accordingly.



### Edu4ALL D4.1.2 Edu4ALL Social Media Dissemination Action Plan

The focus channels of this action plan and purposes of each channel are presented in Table 1.

The recommended content of posting in the social media is as follows:

- 80% of posts should inform, educate, or entertain the audience.
- 20% can directly promote #Edu4ALL.

Table 1. Social Media Channels Used for Edu4ALL and Purposes

Social Media Channel	Purpose
Facebook	Increase recognition, increase social engagement, establish online social networks, searchability.
Twitter	Increase recognition, increase engagement, establish network, establish brand, searchability
LinkedIn	Increase recognition, increase engagement, establish network, establish brand, searchability, and find leads.
YouTube	Increase recognition, increase engagement, establish brand.

## 3 Methodology

In this section, we present social media channels used for Edu4ALL, which are as follows:

- Facebook.
- Twitter.
- LinkedIn.
- YouTube.

The recommended posting frequency in the social media is as follows:

- Instagram (feed): 3-7 times per week
- Facebook: 1-2 times per day
- Twitter: 1-5 times per day
- LinkedIn: 1-5 times per day



### Edu4ALL D4.1.2 Edu4ALL Social Media Dissemination Action Plan

The success metrics for each channel are represented in Table 2.

Table 2. Success Metrics for Social Media Channels

Social Media Channel	Success Metrics
Facebook	<ul style="list-style-type: none"> <li>• Page likes.</li> <li>• Post likes.</li> <li>• Post interactions.</li> <li>• Mentions.</li> <li>• Shares.</li> <li>• Comments.</li> </ul>
Twitter	<ul style="list-style-type: none"> <li>• Followers.</li> <li>• 2nd-order followers.</li> <li>• Social capital (influence of twitter followers).</li> <li>• Referrals.</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>• Followers.</li> <li>• Discussion Participation.</li> <li>• Referrals.</li> </ul>
YouTube	<ul style="list-style-type: none"> <li>• Video views.</li> <li>• Video reviews.</li> <li>• Video likes.</li> <li>• Followers.</li> </ul>

The recommended posting contents in the social media channels are as follows:

- 50% of content will drive traffic back.
- 25% of content will be curated from other sources.
- 20% of content will support lead-generation goals (newsletter sign-ups, ebook downloads, etc.).
- 5% of content will be about culture.

A tentative marketing performance grid used in Edu4ALL, related with the respective objectives and targeted groups is presented in the Table 3.

Table 3. Tentative Marketing Performance Grid

Tool	Targets	Actual Measures	Metrics
Facebook	Page Likes: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+		%



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	#Edu4ALL reach: 1000/mo		
YouTube	Subscribers: 1000+ Videos: aprox. 4/mo Vid View Hours: 10/mo #Edu4ALL reach: 500/mo		%
Twitter	Acc. followers: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+ #Edu4ALL reach: 1000/mo		%
LinkedIn	Page follows: 10,000+ Posts: aprox. 30/mo Post Comments: 100+ Post interactions: 200+ Post Share: 10+ #Edu4ALL reach: 1000/mo		%
Webinars	5 Attendance 100+ per each		%

In order to achieve the success metrics mentioned in Table 2, and the targets presented in Table 3, the following data is required from each Edu4ALL partners as shown in Table 4.

Table 4. Data Required from each Edu4ALL Partners

Data Required	Description	Preferred Language	Frequency
General Information about the institution and faculties.	100-150 words about the institution and faculties.	English Language. Arabic language (if possible).	Bi-Annual
General Information about the students with disabilities in the country and institution	Such as the number of accepted students and details of their disabilities.	English Language. Arabic language (if possible).	Bi-Annual
General Information about the regulations.	50-100 words about the regulations concerning students with disabilities in the institution and the country.	English Language. Arabic language (if possible).	Quarterly



### Edu4ALL D4.1.2 Edu4ALL Social Media Dissemination Action Plan

Success stories about persons with disabilities	Videos to encourage persons with disabilities.	English Language. Arabic language.	Monthly
Progress News	A piece of news about the progress of the project in the institution	English Language. Arabic language.	Monthly
Event News	A piece of news about an event in the institution related to the project.	English Language. Arabic language.	Monthly
Provided Services for Student with disabilities.	Available services related to students with disabilities in your institution (supported with images).	English Language. Arabic language.	Monthly
Equipment Description	A brief description of a device that will be used in the developed unit (supported with images).	English Language. Arabic language.	Monthly
Questions	Question to be posted on LinkedIn and Facebook. Make it a question that is appropriate to the project and that will result in lots of responses. Avoid questions that are too obscure.	English Language. Arabic language.	Monthly
Engaging Content	Relevant links, blog posts, and engaging content.	English Language. Arabic language.	Monthly
Future Events	Details about upcoming events.	English Language. Arabic language.	Monthly

General Guidelines about social media dissemination are as follows:

- Every time you do a blog post, go to Twitter, Facebook and LinkedIn and post a short blurb leading people to the blog post.
- Always include your web address at the bottom of each post. This will get you more visibility in search engines.
- Announce your post on Twitter and Facebook.
- Use our project template for sending the above information.
- Always invite those on your e-list and everyone you know, that you are on LinkedIn, Facebook and Twitter, to link to your platform.
- Engage with influencers (e.g. SwD usually have some).



### 3.1 *Facebook Marketing Tips*

Facebook continues to be the reigning champ of social media channels. Following is a set of Facebook marketing tips that will help us to build a good foundation for our content overall.

- **Optimize** content to encourage sharing and engagement. Set a character limit of 150-200
- **Use Images, video, gifs:** Accompany all posts with an image or video to boost content reach and engagement
- **Links:** Link back to the website as often as possible to drive traffic
- **Promoted posts:** Promote important posts to reach a targeted, new audience
- **Call to Action:** Give each post a call to action, however small. This keeps the audience engaged
- **Frequency:** Post consistently, up to once a day. Do not post several times in one day and then not again for a week.

### 3.2 *Facebook Content Types*

Facebook is one of the most incredible places in the digital space. Therefore, we must ensure that we are posting engaging content that our audience enjoys. Engaging content is the key to increasing reach and interaction with our Facebook Page. Following is a set of Facebook content types that will help to increase engagement.

- Regular competitions to engage the audience
- Edu4ALL related news stories and stories
- Edu4ALL category related news and stories
- Photos, gifs, video, infographics
- User generated content (UGC) – customer stories, engagements, good feedback etc.
- Being aware of key dates and using events to tap into seasonal/trending content.
- Sharing other relevant content from Facebook or other channels.

## 4 Results

This section provides some insights into the Edu4ALL Facebook page. Figures 1, 2 and 3 provide results about the Edu4ALL Facebook page on the last year (i.e., 07/08/2021 – 07/08/2022).

## Edu4ALL D4.1.2 Edu4ALL Social Media Dissemination Action Plan

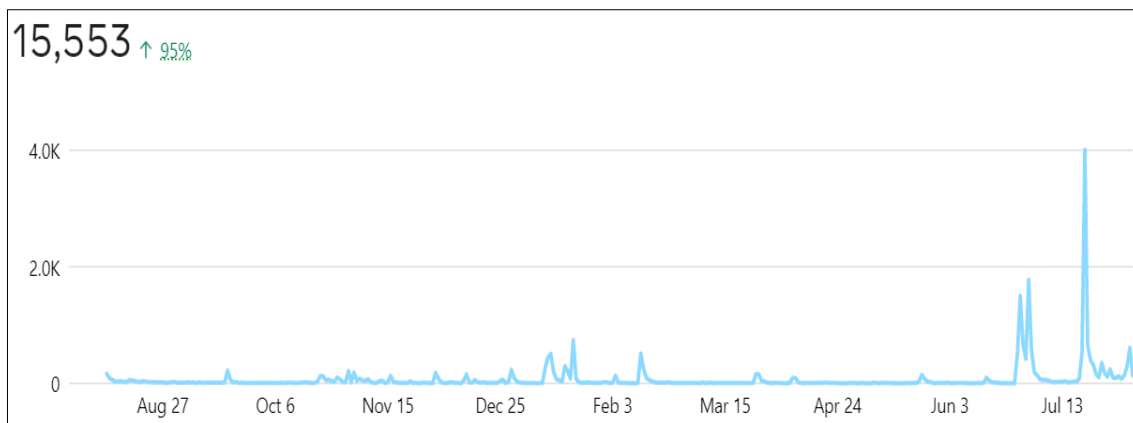


Figure 1. Facebook Page Reach

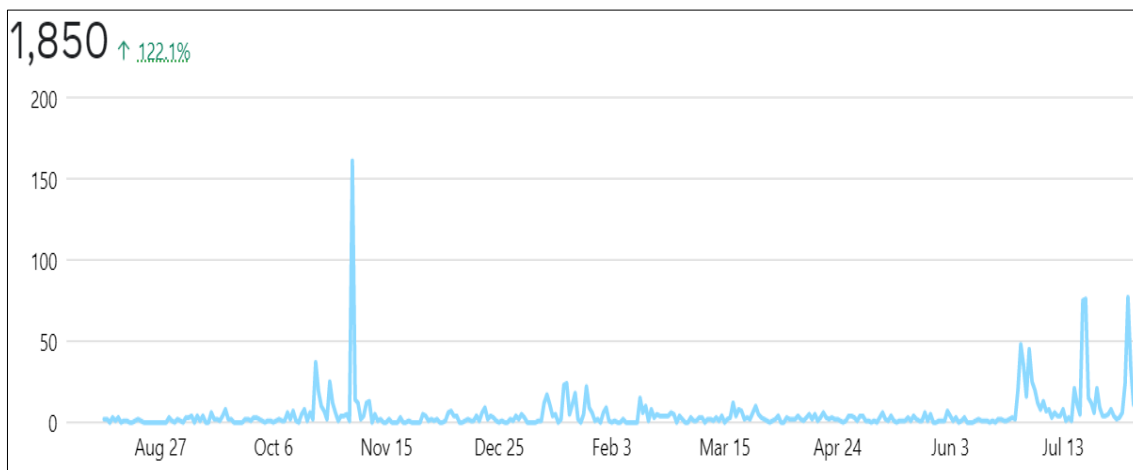


Figure 2. Facebook Page Visits

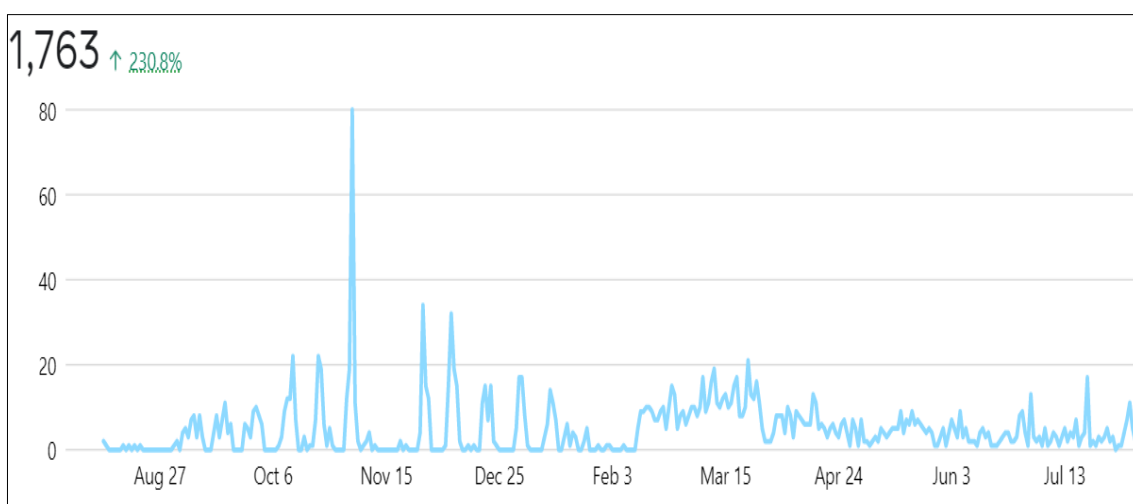


Figure 3. Facebook Page New Likes



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Furthermore, Figures 4, 5 and 6 present some statistic about the audience of the Edu4ALL Facebook page.

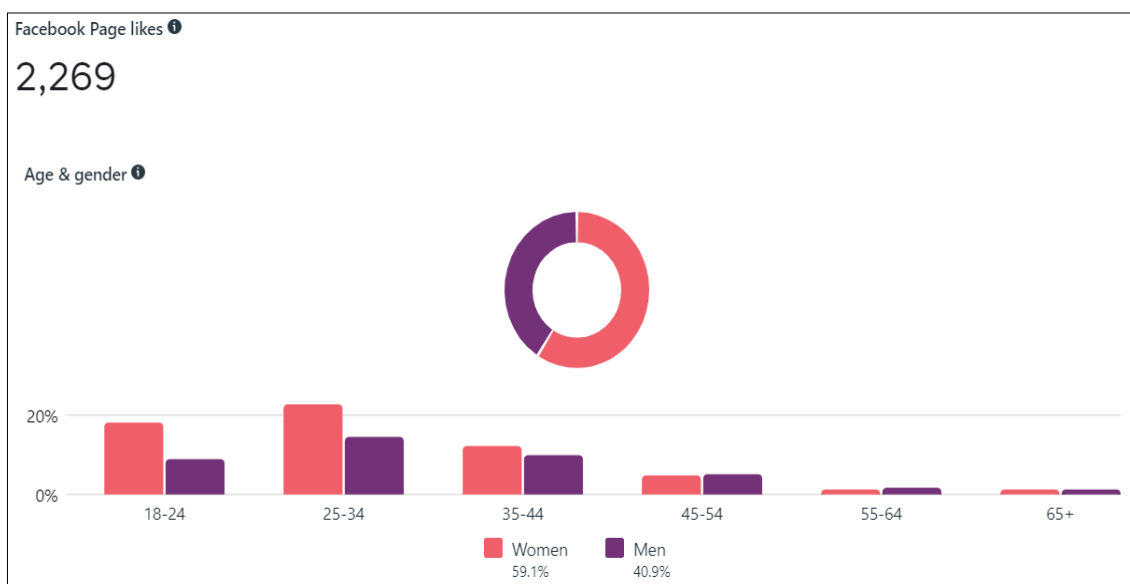


Figure 4. Facebook Page Likes According to the Age and Gender

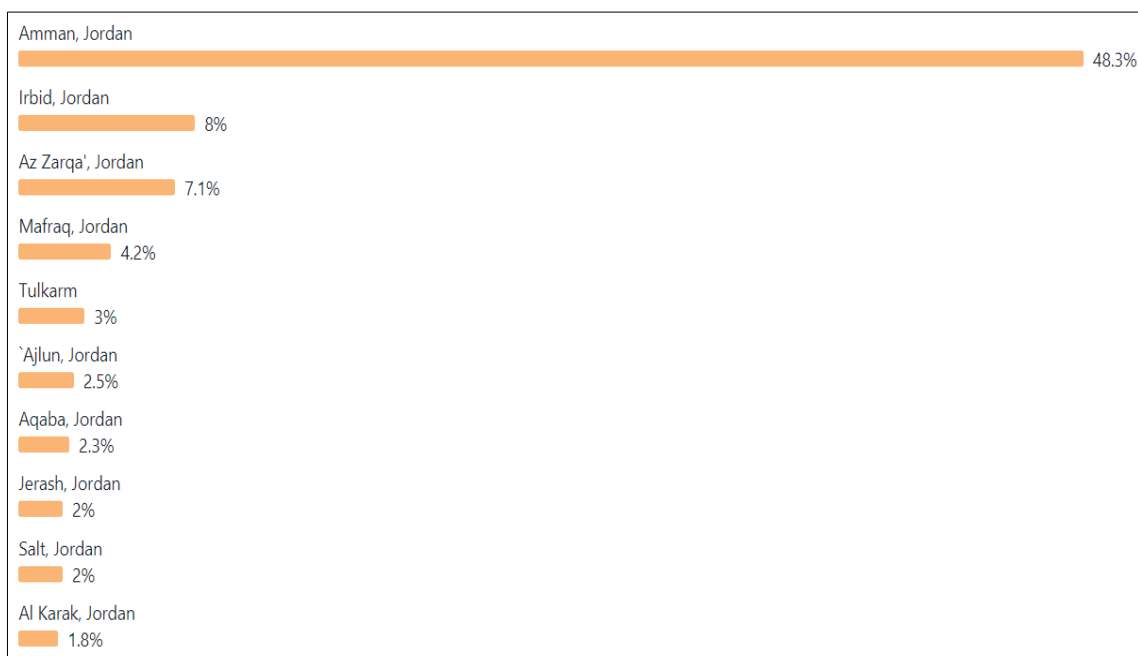
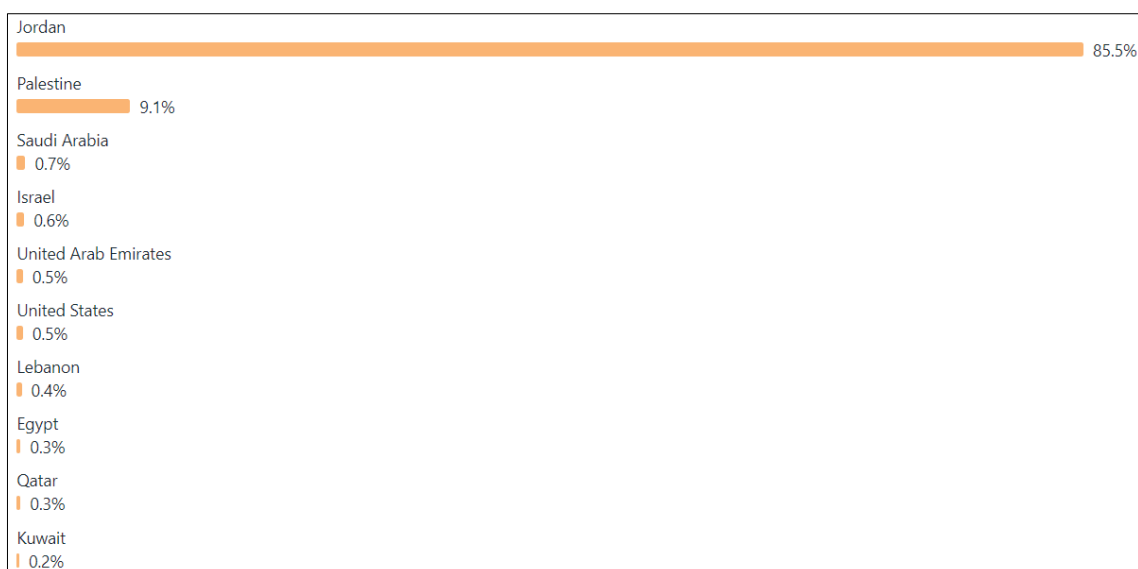


Figure 5. Facebook Page Likes According to City

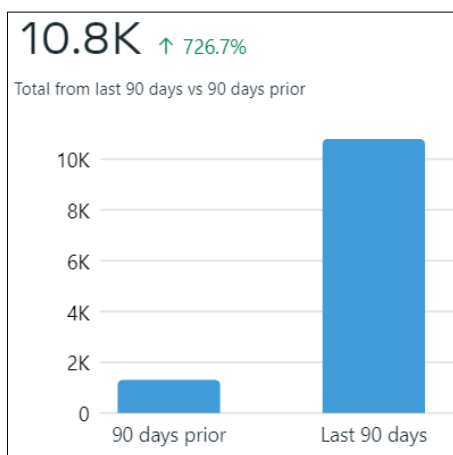


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**Figure 6. Facebook Page Likes According to Country**

Figures 7, 8 and 9 present some statistic about the organic reach of the Edu4ALL Facebook page. You should know that these statistics are captured on 07/08/2022.



**Figure 7. Total Post Reach from Last 90 Days vs 90 Days Prior**

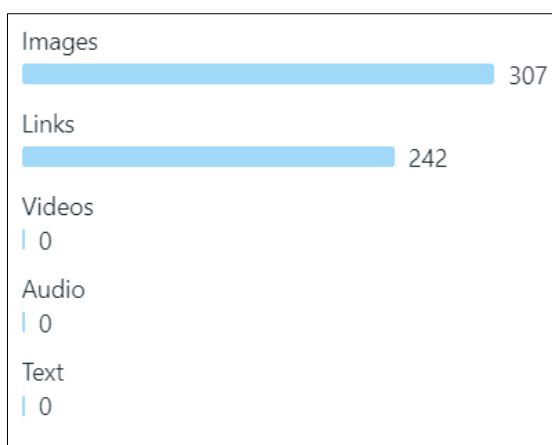


Figure 8. Median Post Reach per Media Type for Posts Created in the Last 90 Days

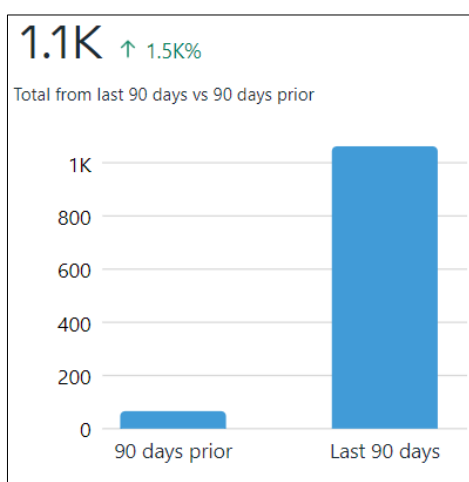


Figure 9. Total Post Reactions, Comments and Shares from Last 90 Days vs 90 Days Prior

## 5 Conclusions

This document describes the social media dissemination action plan of Edu4ALL project. It includes the tactical objectives to be used to accomplish the primary dissemination goals through social media (i.e., Facebook, Twitter, Instagram, LinkedIn and YouTube).

## References

[http://actionplan.com/pdf/Social\\_Media\\_Marketing\\_Plan.pdf](http://actionplan.com/pdf/Social_Media_Marketing_Plan.pdf)

<https://searchcontentmanagement.techtarget.com/definition/Klout-score#:~:text=A%20Klout%20score%20measures%20an, his%20or%20her%20Klout%20score>