

SCORE SoMe strategy

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1. Social Media Strategy for SCORE

The objective of SCORES' communication strategy, including its SoMe strategy, is to design and implement communication activities that support collaboration and a shared common vision internally, as well as mobilises an engaged audience and outreach for its project's results. Communication is crucial for the facilitation of SCORE's ecosystem and for mobilising its community to engage with the SCORE challenges. SCORE's stakeholder group consist of city authorities, tech-community, and urban developers, and at a later stage we aim increasingly for engaging citizens.

SCORE's Social Media strategy thus aims to reach stakeholders at two different levels:

1. Keeping an ongoing and updated relation to the community and ecosystem around SCORE, both locally and globally through a series of social media platforms best suited for this purpose.

2. Creating awareness for SCORE among citizens and civic organizations through relevant social media platforms, mostly overlapping with the ones mentioned above, but with different purposes and key messages.

1.1. SCORE SoMe channels

Channel	Partners and community	External stakeholders
Blog/newsletter - writing rotated within the SCORE internal community and involving external authors	Within the community to create a strong transnational coordination and awareness and facilitate the sharing of earnings and visions	Information and discussion on topics related to SCORE and general update.

-Bimonthly		
Website	Updates, blog, linkage, publications	Go-to page for basic info on contacts, SoMe platforms and further info links.
Partners' own Facebook pages		Creating a presence for the SCORE ecosystem. Can also act as a Q&A platform.
Instagram - rotation - 1st campaign: Introductions in the community	Useful tool for the SCORE community – rotation between partners. Informal style to build community feeling and a human SCORE face.	For interested stakeholders to follow the project advancing in an entertaining and personal way.
Vlog: Youtube: - Rotation between partners - Short 1 min. interventions to 5 min. interviews/Q&A. - Good platform for Living Labs phase. -Event video (see Social Media Activity Cluster below)	Living labs that raise curiosity among the partners. First campaign will cover introductions to the projects and each other's work.	Also with regard to living labs as the place where stakeholders, eg. educational institutions are curious to see what is being developed.
Twitter (English) - Useful during events, administrators would e.g. be an event attendee	Update and posts on the presence of Score at various events.	Update and posts for professionals, tech-savvies and the developer community to follow and comment on

- Great for retweeting other events/posts.		events where SCORE is present.
International Facebook page – (English) - Posts/shares at least biweekly	Partners can share events and news, e.g. post relevant article links from news media, journals etc. Create a presence for professionals, SME's, researchers etc. (ecosystem)	
LinkedIn - To be set up later in the process	Useful in the later stages of the project to ensure sustainability and professional legitimacy	Useful in the later stages of the project to ensure sustainability and professional legitimacy

1.2. Content

In essence, the type of content that should be shared via the social media channels includes the following:

- Information and updates about the project that is interesting to target stakeholders
- Activities of the consortium partners and the reference zones
- Content from other related projects in the form of links and shared articles

1.3. Platform Specific Best Practices:

1.3.1. Facebook

SCORE's International Facebook page is managed by Aarhus.

The aim with Facebook page is to highlight dynamic content that also can be placed on

the website (news and events, later on project results). In the initial phase of the project we expect only a limited number of posts but will ramp up when the project starts to deliver results.

- When not sharing content from SCORE, the objective is to also look for news or posts relevant to the project and its research that can be of interest for the targeted audiences. Relevant here means tagging and relating to other Open Data projects, Smart city and urban challenge focused initiatives.
- Posts should be short and concise between 100 and 250 characters to get more engagement. In case of a longer text, a link to a blog post should be inserted so interested readers can discover more via the project website and just read a short excerpt on the social media.

1.3.2. Twitter

@SCORE_NSR, managed by Aarhus, but can be made accessible for others who e.g. attend a conference or event.

- SCORE Community partners' role: Re-tweets, tweets with hashtag #... and addressing SCORE.
- If tweeting about SCORE at a conference or event, make sure to identify and use the handle or #tag of the event as well tagging SCORE so that tweets can be brought to the attention of the attendees who are potentially interested in SCORE.
- When not sharing our own content the idea is to share content relevant to the project from complementary initiatives that our followers would also be interested in.
- SCORE Twitter-profile should be following other likeminded individuals, groups, organizations and projects. Through engagement with other initiatives, interest in SCORE could be evoked.

1.3.3. Instagram

An Instagram account has been set up as a community-facilitation initiative. Once the living labs are up and running, these can be linked in a more citizen minded SoMe.

Instagram will be rotating between partners to allow for diversity and local input.

- A SCORE Instagram account should have enough content to post at least a few times each week. Managers should login each day to like and comment on users' photos, and monitor comments and tags.
- If posting about SCORE at a conference or event, make sure to identify and use the handle or #tag of the event as well tagging SCORE so that posts can be brought to the attention of the attendees who are potentially interested in SCORE.
- Consider stories. Instagram stories are special photos and videos that are seen by followers for just 24 hours. They appear at the top of the Instagram feed.
- Consider Boomerang. Boomerang is an app to download for Instagram use. It is a very short, speedy film footage – good for a funny little PROMO montage.

1.3.4. Blogs

- **Make your blog a conversation.** Your blog is not the only thoughts on the subject, so raise questions, introduce other ideas and allow people to comment and continue the conversation. Monitor the comments you receive in order to weed out spam and delete any inappropriate submissions.
- **Encourage readers to share your posts.** Increase traffic to your blog by making it easy for readers to share the content on social media. Most platforms allow sharing plugins so make sure each blog post can be shared on at least Facebook and Twitter. Many blogs also include options for sharing on Pinterest, Instagram, Facebook etc.
- **Make friends in the blogosphere.** Do a little research and find other blogs that cover similar topics or are authored by similar bloggers (eg urban developer blogs, IoT blogs, or even affiliated project blogs) . You can subscribe to these blogs so you know when they are posting. Comment and link to their post if they say something you want to reference. You can add these related blogs to your blogroll, which often

appears in the sidebar.

1.3.5. LinkedIn

- A LinkedIn group will be created and made publicly available to join in. The group will be managed by Aarhus, however, the group is expected to become active only at a later stage, when project's results are available.
- SCORE partners' role: Partners will be informed about the LinkedIn group and encouraged to sign in as well as to promote their activities and engage in the discussions.
- Carry on the conversation. Facilitate group discussions by posting useful information and prompts for future discussions.
- Make introductions between members. Simple introductions can add a personal touch to your group members' experience.

1.3.6. Vlogging: Vimeo/Youtube

- Vlog channel will be created once the project has created some video material.
- SCORE partners' role: Partners will be informed about the set-up of the channel and encouraged to follow it as well as participate in the takeover.
- Vlogging is a highly efficient way to promote a project, because it shows a face behind the initiative. Whether it is a 1 minute rant or a 5 min. tour of your Smart City.

All SoMe will be accessible through the website as will the blog.

1.4. Guidelines for partners

- A simple “like”, tag, or link to our other channels plus website automatically brings more traffic to the project platforms.
- If possible, include an image or video when making a post. Rich media like photos and videos get more attention and help your message stand out in the News Feed of the followers of SCORE, helping to increase our reach.
- Ask for feedback and comments from the followers to encourage discussion
- Posts can be scheduled in order to publish at the best time of the day (weekdays in the morning and afternoon) to maximize the number of fans reached.
- You can use a URL shortener – Use bit.ly or a similar device to shorten URLs and track click-through rate to measure impact.