

# D5.2:

Project website,  
social media  
accounts and press  
kits – Dissemination  
tool

WP5 – Dissemination and Engagement



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 822337.





**Lead:** The Democratic Society

**Version:** 03 June 2020

**Contributors:** RVK, DS

**Due Date of Deliverable:** 08 June 2020

This document addresses the requested changes in the letter of rejection Number 2 regarding Dissemination tools, by the officer Jarkko Siren, received on 12/05/2020.

Dissemination Level		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	.
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>C O</b>	Confidential, only for members of the consortium (including the Commission Services)	

A brief summary of revisions will be recorded in the table below.

HISTORY OF CHANGES				
	VERSION	PUBLICATION DATE	KEY CHANGES	AUTHOR
	1.0	03 June 2020	Initial version	Bernardo Jurema and Nadja Nickel DEMSOC
	2.0	05 June	Final version	Bernardo Jurema and Nadja Nickel DEMSOC

The working language of this document will be English (EN), as required for reporting purposes by article 20.7 of the Grant Agreement.

## Consortium

#	PARTICIPATING ORGANISATION	CODE	COUNTRY
1	<b>Manchester Metropolitan University (coordinator)</b>	MMU	UK
2	City of Reykjavik	RVK	Iceland
3	The Centre for Liberal Strategies Foundation	CLS	Bulgaria
4	The Paris-Lodron University	PLU	Austria
5	The Technical University of Dresden	TUD	Germany
6	The Democratic Society	DEM	Belgium
7	Trilateral Research	TRI	Ireland
8	University of Helsinki	UH	Finland
9	Citizens Foundation	CF	Iceland



## Table of content

Consortium.....	<b>Error! Bookmark not defined.</b>
Introduction .....	4
1. PaCE response.....	5
1.1 PACE website.....	5
1.2 PaCE Social Media.....	6
2. External press kit.....	8
2.1 Project description.....	8
2.2 Partners bio.....	8
2.3 A selection of Press Releases .....	12
2.4 Products such as infographics.....	13
2.5 Publications.....	13
2.6 Noteworthy media coverage .....	15
2.7 PaCE Branding.....	16
2.8 Contact information.....	16
3. Internal press kit.....	17
3.1 Press release guidelines .....	17
3.2 Social media guidelines.....	18



## Introduction

Across Europe, there is a rise of political movements that claim to challenge liberal elites and speak for the 'ordinary person' - movements that can be loosely categorised as 'populist'. Many of these movements have undesirable tendencies. The Populism and Civic Engagement project (PaCE), with others, aims to combat the negative tendencies of populist movements, to build upon the lessons of positive examples, and hence play a part in constructing a firmer democratic and institutional foundation for the citizens of Europe.

For the PaCE project to reach its aspirations, it is essential to develop a robust plan for the dissemination and exploitation of results (PEDR). **The dissemination and exploitation of project results will take place throughout the duration of the PaCE project**, including but not limited to the planning, research and dissemination stage.

## Reviewer's comments

“The report provides very few information about the communication tools. For example, it doesn't report the figures about the actual number of access to the website or to the Twitter account of the project or other dissemination tools. For future reports it is highly recommended to report figures related to access. Regarding the tools themselves:

1. The website needs to be further developed. At the time of the review the domain is forwarded to its development version: <https://pace.viska.dev> and the content is very limited.
2. Social media activity is limited: #popandce hashtag was used one time only.
3. We were not able to find any press kits

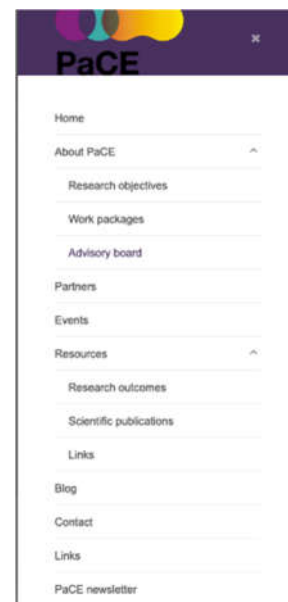
P. 3: there is a typo: the name of the deliverable is D5.2 Dissemination tools and not D7.1 Project handbook.”

## 1. PaCE's responses

### 1.1 PaCE website

The website's administration has been effectively transferred from MMU to RVK. The popandce.eu domain is now working properly.

<http://popandce.eu/>



More resources and information are being added on a regular basis, as can be seen in the image below, such as “Research outcome”, “Scientific publications” and other deliverables, and an area to subscribe for the PaCE newsletter has been set up:



## 1.2 PaCE Social Media

There was a technical issue with the Twitter account that hampered its normal use. The account was frozen for a couple of days as a result of Twitter's inspection of account ownership. These issues have since been resolved and the PaCE Twitter account has been fully active since again.

Twitter: @popandce

Facebook: facebook.com/popandce

Linkedin: <https://www.linkedin.com/company/populism-and-civic-engagement/>

YouTube: <https://www.youtube.com/channel/UCk6bLP54pHLB-JXxJgaSMaw>

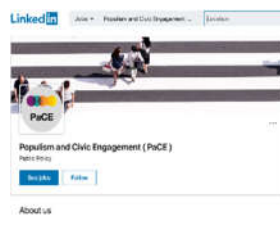
At this point, the PaCE YouTube channel features the videos from the Messina Democracy Lab. Going forward, videos produced within the context of e.g. other Democracy Labs will be uploaded as well.



Website  
popandce.eu



Twitter  
@popandce



LinkedIn



Facebook page

Steps have been taken to establish PaCE's comprehensive digital footprint. This includes regular updates on the website and the usual social media channels i.e. Facebook, Twitter, LinkedIn. PaCE's blog has been highlighting key events, main findings and main challenges.

Various social media channels, such as Facebook, Twitter, LinkedIn and YouTube, disseminated PaCE results over the first year of PaCE's activity, with the aim to reach a broad audience and feed into the conversation around democracy, populism and other cross-cutting issues.

All partners are committed to increase the visibility of the social platform and will do so using social media and their institutional websites and networks, drawing visitors to relevant content on the site. The following table displays the current status of some of the dissemination tools:

Instrument	Expected number of beneficiaries	Target	Current status (as of M14)
Blog posts (6/year)	600	Policy makers, researchers from other projects educators, activists, regulators	3 blog posts shared via website and partners' newsletters, such as Demsoc (reach 2,000+)
Newsletters (4/year)	300	Policy makers, researchers	upcoming



Instrument	Expected number of beneficiaries	Target	Current status (as of M14)
Two short videos on YouTube (on impacts of populism, types or populism and responses to populism).	unpredictable (100s to 1000s),	the public (press release to announce the videos)	
Social media (twitter, Facebook)	1000 visitors/users	public	<b>Twitter:</b> 250 followers; 262 tweets; impressions vary between 200-2,500 views on Tweets. <b>Facebook:</b> 46 “likes”, 50 followers

## 2. External press kit

### 2.1 Project description

Across Europe there is a rise of political movements that claim to challenge liberal elites and speak for the 'ordinary person' - movements that can be loosely categorised as 'populist'. Many of these movements have undesirable tendencies. The Populism and Civic Engagement project (PACE), with others, aims to combat the negative tendencies of populist movements, to build upon the lessons of positive examples (such as Reykjavik), and hence play a part in constructing a firmer democratic and institutional foundation for the citizens of Europe. PACE will analyse, in detail, the type, growth and consequences of such movements in terms of their particular characteristics and context. From this, it will analyse the causes of these movements and their specific challenges to liberal democracy a possibilistic analysis to complement survey/statistical approaches. In particular, it will focus on transitions in these movements (especially changes in leadership) as well as how they relate to other kinds of movements and the liberal reaction. PACE will propose responses to these challenges, developing risk-analyses for each kind of response, each kind of movement and the type of transition. For this, it will employ the agent-based simulation of political processes and attitudes to allow for thorough risk analyses to be made. Throughout the project, it will engage with citizens and policy actors, especially groups under-represented in public affairs, face-face and via new forms of democratic participation appropriate to our digital age to help guide the project and to comment on its outputs. It will develop new tools, based on machine-learning algorithms for identifying and tracking populist narratives and to aid online consultation. It will result in specific interventions aimed at: the public, politicians, activists and educators. It will look further into the future, developing new visions concerning how we could respond to populism and it will warn about longer-term trends.

### 2.2 Partners bio

#### - The Manchester Metropolitan University (MMU)

**The Manchester Metropolitan University (MMU)** is the largest campus-based undergraduate university in the UK with a total student population of more than 37,000.

Although it was awarded university status in 1992, its roots in higher education go back over 150 years. It has a number of research centres and groups that have worldwide excellence, one of which is the Centre for Policy Modelling (CPM).

The Centre for Policy Modelling (CPM) is a dedicated research centre, which researches all aspects of social simulation, including: methodology, validation techniques, software tools, and applications (<http://cfpm.org>). It uses methods from computer science to understand aspects of human society and applies ideas from the social sciences to computer science. The CPM has developed to become a world-leading centre in agent-based simulation as applied to policy issues. It has also managed a number of trans-disciplinary projects, which integrate a variety of kinds of evidence.



#### - **The Municipality of Reykjavik (RVK)**

**The Municipality of Reykjavik (RVK)** is the capital of Iceland with around 130,000 inhabitants. It has a state of the art IT infrastructure, fibre optic broadband is ubiquitous, 94% of households are online and IT literacy in general is very high with Iceland itself ranked at number 1 on the ITU / ICT development index<sup>1</sup>. Reykjavik has three universities, the University of Iceland, The University of Reykjavik and the Iceland Academy of the Arts that together create a dynamic ecosystem of learning and innovation.

Reykjavik has state of the art ICT infrastructure (See the ITU/ICT development index)

<http://www.itu.int/net4/ITU-D/idi/2017/index.html>

We have three universities in Reykjavik and one of them, the University of Reykjavik has a research centre on AI <http://ailab.ru.is/> The university has very strong research links with MIT. The University of Iceland also has an excellent reputation for research.

The City of Reykjavik runs entirely on green energy. The city is the principle owner of Reykjavik Energy <https://www.or.is/> (a power company specialising in geothermal energy production) with power plants located near Reykjavik. The city also owns the utility companies that service the city including the ICT fiber-optic broadband infrastructure that is ubiquitous in Reykjavik. General ICT literacy is very high in Iceland. As regards the economy then fisheries is the backbone with very effective fisheries policies guaranteeing the sustainability of the industry. Tourism has grown exponentially in the past few years to around 2.5 million (from 350,000 a few years ago). Reykjavik is also a social innovator in digital government and governance. All in all, as a use case, Reykjavik has many strengths not least in owning all the critical infrastructure, excellent research institutions with strong international links and is widely regarded as a global leader in sustainable resource management (fishing and energy). Reykjavik now has a R&D unit with two successful H2020 grant applications. We have a solid network of international collaborators and partners.

#### - **The Centre for Liberal Strategies Foundations (CLS)**

**The Centre for Liberal Strategies Foundations (CLS)** is an independent, non-profit public policy institute operating in public benefit since 1994. The CLS team combines a strong academic background with various forms of involvement in the political process, civil society, and governmental institutions. The CLS has a long tradition in conducting social research and developing evidence-based policy papers. In political analysis, CLS has used innovative techniques to both understand and influence the political process. It develops programs to study from a policy point of view various aspects of political and social processes, institutional changes, and security in the countries of South East and East-Central Europe, the EU, and beyond.

With respect to economic analysis, CLS maintains a constant focus on macroeconomic processes, and on various economic factors for long-term development and growth. Maintaining and expanding a large data set, it uses the accumulated knowledge about the regional economies to participate in an informed manner in public debates on different political and institutional decisions facing the region.

#### - **The Paris-Lodron University of Salzburg – Department of Political Science**

With over 18.000 students and 2.800 employees in research, teaching, and administration, **the Paris Lodron University of Salzburg (PLUS)**, is the largest educational institution in both the city and province of Salzburg, Austria.



**The Department of Political Science at the University of Salzburg** understands itself as a highly research oriented institution focused on an empirical analytical qualitative and quantitative institution. Its largely international faculty recruited from top US, Canadian, and European universities work on issues of democracy, populism, representation, party politics, environmental policy, European integration and European financial policies as well as trade policy and interest groups. The department offers the full range of degree programs for some 300 students from the BA to a highly competitive PhD. The department went through a complete reorganization in starting in 2009 and has since then attracted more than €4.5 million in European Union funding (including a current consolidator ERC grant/trade policy and Horizon 2020/national responses to European financial crisis). Its principle political faculty members consist of four chaired professors and five junior professors along with various post-doctoral researchers, PhD fellows, and lecturers. Faculty members in the department serve on the steering committee of the European elections survey and the editorial boards of leading international publications, they engage in consulting work for different government institutions (US Dept of State, UK House of Commons, Austrian govt.). The department is also a leading partner in the national Austrian election survey and the main survey platform of the Austrian statistical office. All members of the department are required to publish regularly in leading international peer-reviewed journals and are engaged in extensive collaborative international networks.

#### - **The Technische Universität Dresden (TUD)**

**The Technische Universität Dresden (TUD)** is one of the leading and most dynamic universities in Germany and since 2012 it is one of eleven ‘Universities of Excellence’ in Germany. TUD has about 32,000 students and over 8,200 employees, 560 professors among them. As a full-curriculum university with 18 faculties in five schools it offers a broad variety of 129 degree programmes and covers a wide research spectrum.

Sven Engesser and his team will cover all aspects of populism related to the media. They will represent the field of communication within the consortium. Sven and his team will lead WP3 on narrative analysis and ICT tools. Within WP3, they will provide definitions and operationalisations of populist public narratives. Subsequently, they will conduct the Heuristic Computational Narrative Analysis and provide the theoretical underpinnings for the Machine Learning Narrative Analysis. Finally, they will conduct between-subjects online experiments to test the effects of populist narratives and counter-narratives on attitudes. Additionally, Sven and his team will contribute to other Work Packages, such as the causal analysis within Work Package 4.

#### - **The Democratic Society**

**The Democratic Society** works towards a more and better democracy, creating opportunities for people to become involved in the decisions that shape their lives and for them to have the skills to do so effectively. The Democratic Society works with governments, parliaments and any organisation that wants to involve citizens in decision making to be transparent, open and welcoming of participation. We have extensive experience and expertise in stakeholder participation and engagement, which we bring to all of our projects, ranging from our work on engaging citizens in decisions around climate action to exploring how citizens can have a greater voice in constructing a firmer democratic and institutional foundation across Europe.



#### - **Trilateral Research Ltd**

**Trilateral Research Ltd** specialises in research and the provision of strategic, policy and regulatory advice on new technologies, privacy, risk, surveillance and security issues, and effective stakeholder engagement strategies and exploitation. Our focus is on understanding the impacts of new technologies and identifying solutions that enhance innovation in an ethical manner and bring the greatest benefit to society, whilst ensuring responsible practices. We do so by using foresight methods such as scenario construction and deconstruction, weak signal detection and by working with a variety of stakeholders ranging from technical specialists, to policy-makers and citizen groups.

Trilateral has strong and established experience in qualitative and quantitative social science research methodologies. Ninety per cent of its research staff has post-doctoral experience and professional qualifications in disciplines such as social sciences, data sciences, science and technology studies, and law. Trilateral is currently running more than twenty H2020 projects and is providing research, advisory and technology development services to private and public sector organisations.

Trilateral Research Ltd is based in Ireland and has a related entity in the UK, with which it shares resources and expertise. Trilateral is a multidisciplinary research services company. Its team collaborates across social science and technology development to bring insights from each into supporting data-driven innovation.

Role in PaCE:

Trilateral is leading the work on ethics (WP6), where it ensures that the project is conducted in an ethical manner, and provides ethical guidance to the development of the project's outputs. Trilateral is also leading the scenario analysis component of WP4. It contributes to other work packages in particular supporting case studies of populism and the development of usable and realistic policy recommendations. Trilateral's understanding of the social impacts of technology supports the project in understanding the role of communications technologies in contemporary populism and the creation of ICT tools.

#### - **The University of Helsinki (UH)**

**The University of Helsinki (UH)** places in the 50-100 range, elevating it to the top 0.5% of the world's universities (91st in both the QS World and Times Higher Education rankings, 56th in the Shanghai ranking and 71th in Taiwan ranking). Among the Nordic countries, UH ranks as the first (Times Higher Education) or second-best multidisciplinary university (QS World). In nearly all of the most important rankings, UH is a founding member of the League of European Research Universities (LERU), a consortium of 23 leading multi-faculty research-intensive universities. A further manifestation of scientific quality and impact is more than 60 ERC grants, nearly 50% of ERC grants nominated to Finland. 50% of Thomson Reuters' highly cited Finnish researchers are in UH. The University of Helsinki is the oldest and largest institution of academic education in Finland, an international scientific community of 40,000 students and researchers. UH has 11 faculties, several research-oriented institutes, multidisciplinary research networks, and campus units, as well as units attending to the duties of a national authority. UHEL has an annual budget of 750 million euros.

UH was awarded 49 Marie Curie projects during FP7 and has so far received funding for 36 MSCA projects in H2020.



The Faculty of Social Sciences at the University of Helsinki explores social and societal phenomena and problems in our changing world from global, European, national and local perspectives. In terms of both methods and themes, the Faculty is Finland's most diverse and internationally successful research unit in the social sciences.

#### - Citizens Foundation

**Citizens Foundation** is a social innovator non-profit foundation in Iceland lead by Robert Bjarnason a veteran of Internet entrepreneurship having started the first web companies in Iceland in 1993, centrum.is and in Denmark in 1995, centrum.dk. Those companies were the first to offer citizens access to the web from their homes and they produced many of Europe's first wave of commercial websites.

Citizens Foundation develops cutting-edge open source technology and platforms and manages electronic democracy user communities including Better Reykjavik, Better Iceland, Okkar Kópavogur, Okkar Mosó, Better Hafnarfjörður, Better Fljótdalshérað and Better Hafnarfjarðarsveit in Iceland alongside projects in over over 20 countries.

Citizens Foundation has the experience and competence in important areas needed for PaCE to succeed: Social entrepreneurship, AI software development, big data management, and electronic democracy, both in a technical and societal sense.

### 2.3 A selection of Press Release

#### - Icelandic press release:

<https://www.visir.is/g/2019190509160>

Um alla Evrópu hafa sprottið upp pólitískar hreyfingar sem gagnrýna frjálslýnt lýðræði og fjölmenningu og mála svarta mynd af slíkri samfélagsgerð og kalla hana gæluverkefni forréttindahópa sem gangi ekki raunverulegra hagsmuna almennra borgara. Slíkar hreyfingar eru af ýmsum toga og sumar þeirra endurspeglar lögmætari áhyggjur almennings af auknum ójöfnuði og áskorunum sem tengjast innflytjendamálum. Aðrar hreyfingar eru skaðlegri og ala á tortryggni að því er virðist með það eitt að markmiði að sundra einingu og samkennd samfélaga. Áhrifa þessa gætir í Bretlandi og í Bandaríkjunum en einnig í Tyrklandi, Ungverjalandi, Póllandi og víðar.

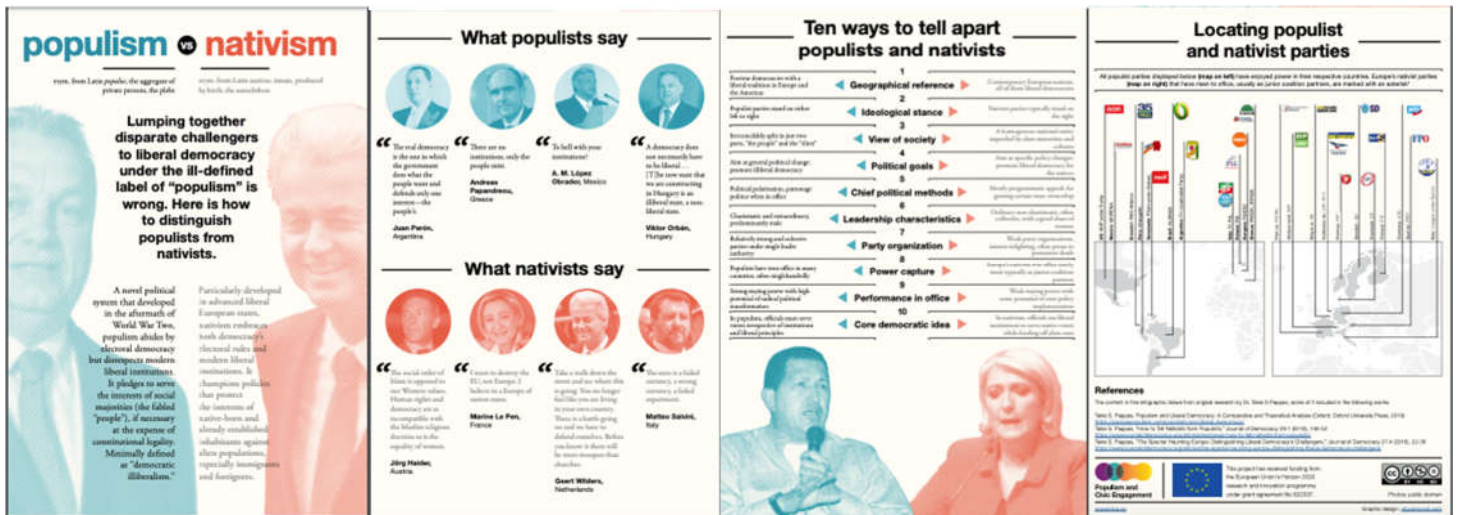
Á Íslandi varð til fjöldahreyfing (búsáðaldabýltingin) sem bar sum einkenni populisma en sem Íslendingar virkjuðu sem verkfæri til stjórnskipta í átt að meiri frjálshæð, betra lýðræði, breytingum á stjórnskrá og væntum ábyrgðum stjórnmalastéttar.

PaCE verkefnið miðar að því að sporna gegn neikvæðum birtingarmyndum og áhrifum populisma, byggja á því sem læra má af jákvæðum dæmum og með því taka þátt í að byggja upp sterkari lýðræðislegan grundvöll fyrir borgara og stofnanir Evrópu. PaCE mun greina tegund, vöxt og afleiðingar evrópskra populistahreyfinga, bakgrunn þeirra, einkenni og samhengi og tengdar áskoranir við frjálslýnt lýðræði í Evrópu. Þá mun PaCE þróa verkfæri og leiðir til að mæta áskorunum og gagnrýni á grundvelli samráðs, skilnings, rökræðu og gagnrýnnar hugsunar. Dr. Magnús Yngvi Jósefsson og Dr. Roxana Elena Czikser sem bæði starfa á skrifstofu þjónustu og reksturs Reykjavíkurborgar leiða verkefnið fyrir hönd Reykjavíkur.

## 2.4 Products such as infographics

- Populism versus Nativism

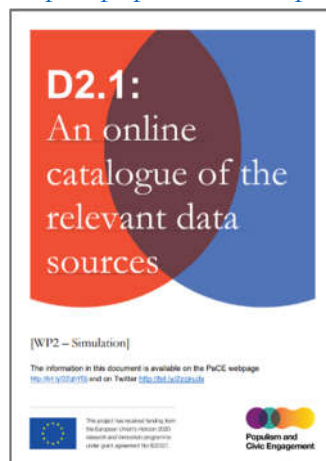
[http://popandce.eu/wp-content/uploads/2020/06/PaCE\\_Populism-vs.-Nativism\\_Infographic.pdf](http://popandce.eu/wp-content/uploads/2020/06/PaCE_Populism-vs.-Nativism_Infographic.pdf)



## 2.5 Publications

- D2.1: An online catalogue of the relevant data sources

[http://popandce.eu/wp-content/uploads/2019/08/paCE\\_d2.1\\_v0.3-6.pdf](http://popandce.eu/wp-content/uploads/2019/08/paCE_d2.1_v0.3-6.pdf)





- Report on Messina Democracy Lab

[http://popandce.eu/wp-content/uploads/2020/05/PaCE\\_Report\\_Messina-Democracy-Lab.pdf](http://popandce.eu/wp-content/uploads/2020/05/PaCE_Report_Messina-Democracy-Lab.pdf)



WP5 – Dissemination and Exploitation  
Part of D5.3 – Lessons learned from lab events



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822337



- D.6.4 ELSI guidance on ICT tools design

[http://popandce.eu/wp-content/uploads/2020/01/PaCE\\_6.4\\_ELSI-ICT-guidance-report\\_29Oct2019.pdf](http://popandce.eu/wp-content/uploads/2020/01/PaCE_6.4_ELSI-ICT-guidance-report_29Oct2019.pdf)



WP6 – Ethics



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822337



- D6.5: ELSI guidance on public engagement

[http://popandce.eu/wp-content/uploads/2020/05/PaCE\\_D6.5-ELSI-guidance-on-public-engagement-1.pdf](http://popandce.eu/wp-content/uploads/2020/05/PaCE_D6.5-ELSI-guidance-on-public-engagement-1.pdf)



[WP6 – Ethics]



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 822337





## 2.6 Noteworthy media coverage

- <http://www.letteraemme.it/impegno-civico-e-democrazia-al-palacultura-il-workshop-di-associazione-ionio-e-startup-messina/>



- <http://www.letteraemme.it/2019/09/29/come-rendere-la-democrazia-piu-forte-a-messina-lunico-workshop-italiano-di-the-democratic-society/>



- <https://normanno.com/attualita/messina-unica-tappa-italiana-progetto-pace/>





## 2.7 PaCE Branding



## 2.8 Contact information


The project can be contacted either via email [Bernardo@demsoc.org](mailto:Bernardo@demsoc.org), Twitter: @popandce or Facebook: <http://facebook.com/popandce>. There is also a form on the website that can be filled: <http://popandce.eu/contact>

## 3. Internal press kit

The following additional documents have been shared with the consortium to aid the development of press releases and social media coverage.

### 3.1 Press release guidelines

**Press release**

 **Put your logo here**

**PRESS RELEASE:** (Enter the data on which this should be reported)

**Contact:** (Your Name)  
**Tel:** (Your Phone Number)  
**Twitter:** (Your Twitter Name)  
**Email:** (Your Email Address)

(This is where you put the **headline** - it should be short but informative)

(This is optional. You can put a **second, longer headline** here to add to the first and mention something else from the press release)

(Name of city where the news is happening) - (the date of the press release) - (your first paragraph should start with a punchy sentence summing up in one line the point of the whole press release - this should be the main message that you are trying to communicate. The rest of this paragraph should tell us where the story is happening and when it is happening. It should be no more than about 100 words.)

(This is the paragraph where we talk about why this news is happening - maybe it will be to achieve a goal of your organization or maybe it is to coincide with something in the news or a big event. This is the paragraph where you can go in to a bit more detail on your message. You can break this paragraph up in to two if you have a lot to say but be careful not to have too much text - a maximum of about 100 to 150 words)

(In this paragraph you should have a quote from a senior member of your organization about the news. They should be telling us why it is important and how it fits in with the organization's bigger plans and future goals. 100 words is more than enough)

(You can follow the above quote with a quote from someone outside of the organization in this paragraph - maybe they are from a partner organization or they are a government official. 50 to 100 words is enough)

(You're nearly ready to finish things off here if you have some more background information that you want to tell people about the news item go ahead and do it here. Since the most important points have all been hit in the first few paragraphs you can go long here if you like (but not too long). 100 to 150 is as much as anyone will read)

(Finish off the press release with a short description of your organization. This will probably be the same for each press release that you send out so take some time to get the wording right.)

**Remember:**  
Keep your press releases to no more than one or one and a half pages.

## 3.2 Social media guidance


### Social media guide


1/2

# Best Practice for Social Media Campaigns

## 1 USE PHOTOS TO TELL STORIES

Visual content gets 94% more views and 150% more retweets. Use photos and infographics to tell visual stories. Photos should be properly sized to ensure their message is not lost in the image preview and can engage the audience without clicking.

 +94%

 +150%

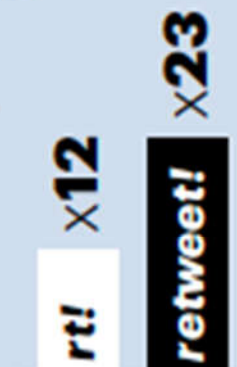
## 2 SHARE QUOTES AND DATA TO INCREASE CREDIBILITY

Give the audience interesting quotes and data that they can share and that will quickly build the story of the social media campaign. Ideally these can be integrated with custom made images. 56% of people who support nonprofits online say they do so because of compelling stories told through social media.

 56%  
▲▲▲▲

## 3 ASK FOR RETWEETS AND DON'T SHORTEN IT TO "RT"

Posts that ask for a retweet are 12 times more likely to actually be shared by followers. And those that spell out the word "retweet" rather than using RT are 23 times more likely to receive engagement than those that use RT.

  
rt! ×12  
retweet! ×23

4

## TWEET ON THE WEEKEND TOO

Tweets on the weekend receive up to 17% more engagement than during the week. Scheduling weekend tweets is an important way to increase engagement with audience members with more time on their days off.



5

## INCLUDE A CALL TO ACTION AND PROVIDE A WAY TO SIGN UP FOR MORE INFORMATION

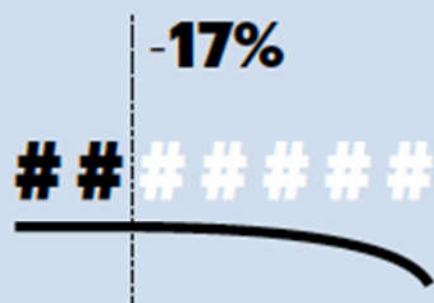
Organizations should use an email newsletter sign up box or a social media follow button and ensure that their websites are responsive for mobile devices. Responsive websites are 34% more likely to convert click-throughs from social media in to donations.



6

## USE HASHTAGS\* BUT DON'T OVERDO IT

Hashtags are an implicit call to action and double post engagements. However, tweets with more than 2 hashtags have a 17% drop in engagement.



\* A Hashtag is a word or phrase preceded by a hash sign (#), used on social media, especially Twitter, to identify messages on a specific topic.

7

## INCLUDE A LINK IN THE POST

92% of all Twitter interactions happen when readers click on a link. Posts with links are also 86% more likely to get retweeted.

