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Intensive treatment of waste  
effluents and conversion into  
useful sustainable outputs: biogas,  
nutrients and water.

# **STRATEGIC APPROACH TO THE COMMUNICATION PLAN**

## **SOCIAL NETWORK STRATEGY**

October 2021

1





## Social network strategy

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## 1. Analysis

### 1.1. Comparative analysis



In order to establish an appropriate strategy and explore channels to improve previous actions, Both People&Comms, hired by AMB, has performed a comparative analysis of the execution of the Metamorphosis project's communication strategy and the starting point of the Infusion project's social network communication.

This aim of this analysis is to identify opportunities that enable the team to design an effective communication strategy in different social network profiles.

The action plan will focus on unifying communications via a common hashtag, the social network profile and the website news portal used by each partner to disseminate the information.

	LINKEDIN	TWITTER	YOUTUBE
	Followers: 956	Followers: 352 Following: 502	Posts: 8 Views: few or none
	Followers: 188	Followers: 65 Following: 78	No posts



**Figure 1.** Active channels (July 2021) | Source: Both People & Comms, 2021.

	LINKEDIN
	<ul style="list-style-type: none"> <li>- Status: low activity</li> <li>- Information about events in which it has participated</li> <li>- News of the project</li> <li>- Monthly frequency: one post/month</li> <li>- Average number of reactions per post: 15</li> <li>- Last post: May 2021</li> </ul>
	<ul style="list-style-type: none"> <li>- Status: active. Last post one month ago</li> <li>- Information about events in which it has participated</li> <li>- News of the project</li> <li>- Posting frequency: two post/month</li> </ul>





	<ul style="list-style-type: none"> <li>- Last post: 14 September 2021 (previous June 2021)</li> <li>- Average number of reactions per post: 15</li> </ul>
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**Figure 2.** Type of content – LinkedIn (July 2021) | Source: Both People & Comms, 2021.

TWITTER	
	<ul style="list-style-type: none"> <li>- Status: low activity</li> <li>- Information about events in which it has participated.</li> <li>- News of the project</li> <li>- Monthly frequency: 1-2 posts/month</li> <li>- Average number of reactions per post: 20</li> <li>- Last post: May 2021</li> </ul>
	<ul style="list-style-type: none"> <li>- Status: active</li> <li>- Retweets of accounts for similar projects</li> <li>- Information about participation in events</li> <li>- Posting frequency: one or two per month</li> <li>- Last post: 14 September 2021</li> <li>- Accounts with the most interaction (Retweets):  @EU_ENV (EU Environment). @lifemethamorph (Life methamorphosis).</li> </ul>

**Figure 3.** Active channels – Twitter (July 2021) | Source: Both People & Comms, 2021.

COMPARATIVE ANALYSIS OF PROJECTS	
	<ul style="list-style-type: none"> <li>- Lack of own content. Predominance of mentions or recommendations of other accounts</li> <li>- Attractive website</li> <li>- Posts without a defined frequency</li> <li>- Limited dissemination of the project's audio-visual material</li> <li>- Limited/non-existent use of the project's main hashtags</li> <li>- Limited mention or tags of partners</li> <li>- Language: English and Spanish</li> <li>- Tone: corporate and friendly</li> <li>- The majority of posts aim to inform and seek to interpellate users.</li> <li>- They are written in first person plural and address a group of people. The form and style of the communication are not defined.</li> </ul>
	<ul style="list-style-type: none"> <li>- A low number of active digital channels</li> <li>- No website</li> </ul>



	<ul style="list-style-type: none"><li>- Limited use of hashtags: #INFUSION and #Lifeinfusion. Furthermore, since they are not unique hashtags for the project, the criteria and posts need to be unified.</li><li>- Not many mentions and limited participation from partners</li><li>- Posts without a defined frequency</li><li>- Lack of own content or content of value</li><li>- Language: English and Spanish</li><li>- Tone: corporate and aloof</li><li>- The posts are mostly informative and do not seek interaction from users. They only offer referential content.</li><li>- They are written in first person plural and address a group of people, not an individual person.</li></ul>
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**Figure 4.** General comparative analysis | Source: Both People & Comms, 2021.

## 1.2. Project analysis



**Figure 5.** Entities of the LIFE INFUSION consortium | Source: Life Infusion, 2021.

PARTNER	NETWORK DISSEMINATION	WEB DISSEMINATION
		Yes
		Yes
	Yes	Yes
		Yes
		Yes
	Yes	Yes

Figure 6. Partner involvement (July 2021) | Source: Life Infusion, 2021.

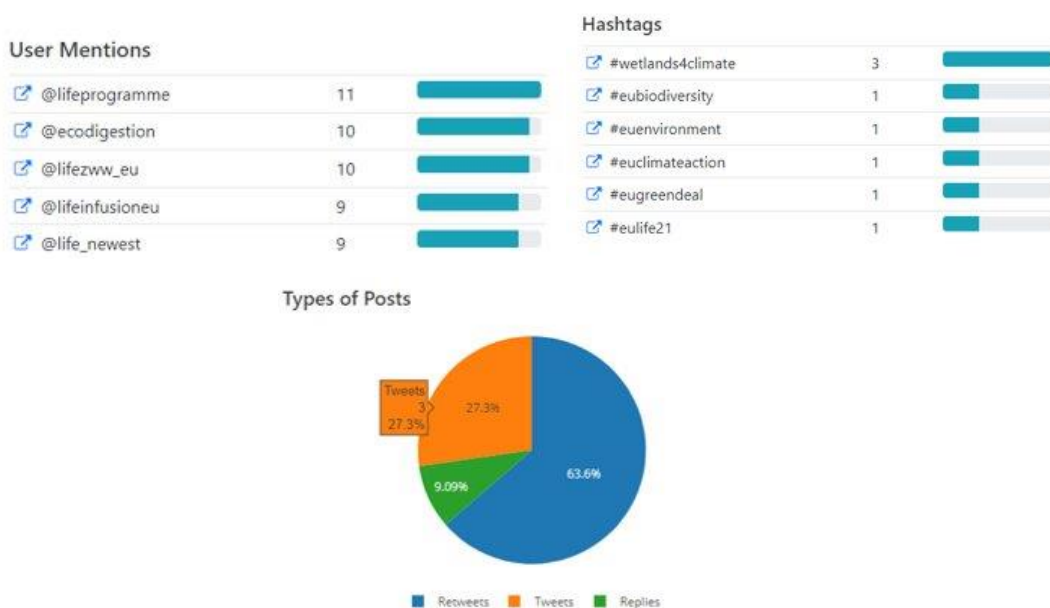


Figure 7. Network activity 18-28 July | Source: Life Infusion, 2021.



#### Word Cloud



**Figure 8.** Network activity 18-28 July | Source: Life Infusion, 2021.

### 1.3. Conclusions

- Between 18 and 28 July there were very few own posts and the users who interacted the most with them were the project's official profiles; neither the partners nor any other account give us visibility. The interaction remains within our circle.
- If we want to have an account with a strong digital presence, include mentions and tag partners, we need to define the posting language of our profiles and increase our own content.
- We need to reflect upon the hashtags and keywords with which the account is related.
- It is necessary to pinpoint the specific keywords to identify the project and use them in the discourse on the networks.
- Generic hashtags need to be combined to position the posts and other more specific ones that define the project and make it possible to group external posts together.
- Partner involvement has to be increased from their official accounts.



## 2. Strategy

### 2.1. Approach

As we have seen in the comparative analysis and subsequent project analysis, we are dealing with an embryonic project that has hardly been noticed on social networks. The posts continue to focus on the latest news, after participating in events.

Based on this fact, a strategy is required that centres on a general audience and is capable of covering different age ranges. We propose a strategy designed to achieve some basic dissemination and project recognition objectives based on the scope of action.

### 2.2. Target

We establish two major audiences to whom our posts will be directed:

#### 1- EXTERNAL AUDIENCE

- Citizens in general
- Universities
- Research and investigation centres
- Journalists

#### 2- INTERNAL AUDIENCE

- Technical teams
- Administrative entities
- Public-private institutions
- Experts in the sector

### 2.3. Should we open new channels?

#### 1- INSTAGRAM

It would be a good idea to set up an Instagram profile to approach a younger and more dynamic audience. If the message reaches a younger audience that is used to





sustainability-related concepts, it would increase engagement and, therefore, reach a higher number of people.

## 2- WEB SPACE

It is advisable to open a web space to be able to redirect all the networks, gather all the messages and updates, and become the central information point that strengthens the messages on the networks.

### 2.4. General objectives

- Become a leading name in the treatment of wastewater obtained from municipal solid waste management.
- Gain recognition for innovation and the project's creativity.
- Convert wastewater and municipal waste treatment into a trending topic.

### 2.5. Digital objectives

- Increase the social network community.
- Increase the project's visibility.
- Increase the scope of the social networks.
- Become leaders of the new municipal waste treatment effluents system.
- Centralise efforts to make the social network profile stand out.
- Show our involvement in the entire sustainable ecosystem.

#### Objectives of each channel:

##### 1- LINKEDIN

New group members. +Comments and +Likes.

##### 2- TWITTER

New followers and increased interaction. +Retweets, +Followers and mentions.



### 3- INSTAGRAM

New creation. Own posts and participation in Stories.

#### Objectives of each pillar:

We have divided the set objectives into three pillars to make it easier to monitor the strategy:

#### 1- BRANDING AND POSITIONING

- Increase project visibility.
- Make the social network (or Internet) profiles stand out.
- Create brand recognition.

#### 2- MAKE THE COMMUNITY GROW

- Increase the social network community.
- Increase the scope of the social networks.
- Show our involvement in the entire sustainable ecosystem.

#### 3- ENGAGEMENT

- LinkedIn: +Comments and +Likes.
- Twitter: +Retweets, +Followers and mentions
- Instagram: Participation in Stories.

## 2.6. Channel structure

### 1- INSTAGRAM:

Informational role:

- News of the sector
- Learning
- Tips
- External audience



## 2- TWITTER

Informational role:

- Learning
- News of the project and sector
- Events
- Tips.
- 60% external audience

## 3- LINKEDIN

Corporate role:

- Community
- Leaders in the sector
- News of the project
- Events
- Internal audience

## 2.7. Communication objectives of the channels

### 1- INSTAGRAM

Informational role:

- News
- Learning
- Tips

### 2- TWITTER

Informational role

- Tips
- Awareness-raising
- Events



### 3- LINKEDIN

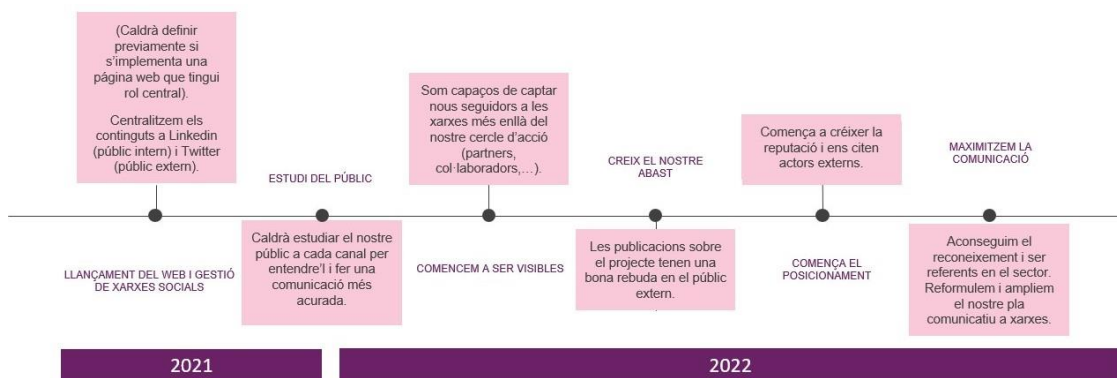
Corporate role:

- Community
- Leaders in the sector
- News of the project

### 4- WEB SPACE

- Updates
- News
- Events
- Resources (reports, data, etc.)

## 2.8. Development of objectives and channels



**Figure 9.** Development of objectives and Life Infusion channels | Source: Both People & Comms, 2021.

## 2.9. Channel structure

PILLARS	STRATEGY	KEY POINTS
Branding and positioning	Positioning strategy Awareness strategy	Visibility Project recognition and reputation
Make the community grow	Scope strategy Loyalty strategy	Increase external audience  Referents for internal audience
Engagement	Involvement strategy	Effective communication

**Figure 10.** Optimal channel structure | Source: Both People & Comms, 2021.

## 2.10. Optimal channel structure

- 1- VISIBILITY:** audience study, reports on monitoring posts and locations according to content pillars.
- 2- BRAND RECOGNITION AND REPUTATION:** monitor the activities of KOLs (Key Opinion Leaders, key people in the sector who are active on social networks), carry out a digital reputation study, monitor comments and conversations about the sector and communicate updates.
- 3- INCREASED AUDIENCE:** transparent communication, regular posts based on the established content pillars, monitor comments and mentions, answer questions and start conversations.



- 4- **REFERENTS FOR THE INTERNAL AUDIENCE:** objective data, publication of updates of the project and sector, increase information and start conversations with KOLs of the sector.
- 5- **EFFECTIVE COMMUNICATION:** swift information, use of appropriate language and tone depending on the channel and post, use of graphic resources and mention collaborators and partners.

## 2.11. Audience and tone for each channel

### 1- TWITTER

- **Audience:** audience with a wide age range, the majority of whom are external audience. Channel for prioritising information and holding conversations with external agents. Also for prioritising the relationship with the internal audience.
- **Tone:** friendly, professional and take advantage of the channel's tools to strengthen the message (links, emojis, quoted Retweets, etc.).

### 2- INSTAGRAM

- **Audience:** young and external. Attract a new community and channels. Influencers in the sector.
- **Tone:** friendly, direct, dynamic and transparent. Take advantage of tools to adapt the message to the language (Stories, surveys, questions, etc.).

### 3- LINKEDIN

- **Audience:** audience within the senior age group and an internal profile.
- **Tone:** creative, transparent and professional.



## 3. Posts and publishing plan

### 3.1. Content pillars

#### INSTITUTIONAL

##### NEWS AND EVENTS

- Updated news about current laws and reforms
- Scheduling of events
- Sector-based information

#### AWARENESS-RAISING

##### INFORMATION

- How the treatment of wastewater from municipal waste management affects users.
- Importance of our role
- Description of activities and processes
- Main objectives of the project

#### LEARNING

##### RESOURCES

- Studies
- Surveys on the current situation, treatment-related data, etc.

#### INSTITUTIONAL

##### NEWS AND EVENTS

- News – PHOTO OF ACT / THREAD / LINK
- Scheduling – Creation of own graphic
- Sector-based information – repost Stories

## AWARENESS-RAISING

### INFORMATION

- Creation of own graphics
- Surveys
- Questions
- Threads

## LEARNING

### RESOURCES

- Roles
- Graphic creation
- Threads

## TIPS

- Video capsules
- Creation of own graphics

### 3.2. Content pillars for each channel

CHANNEL	CONTENT	OBJECTIVE
TWITTER	2 Content LEARNING 2 Content INSTITUTIONAL 1 Content AWARENESS-RAISING	Project recognition and reputation Increase external audience
INSTAGRAM	3 Content LEARNING 2 Content AWARENESS-RAISING	Increase external audience Visibility
LINKEDIN	4 Content INSTITUTIONAL 1 Content AWARENESS-RAISING	Project recognition and reputation Referents for the internal audience

Figure 11. Content pillars for each channel | Source: Both People & Comms, 2021.



### 3.3. Publishing plan

CONTENT PILLAR	TOPIC THREAD	TYPE OF CONTENT	CONTENT	FORMAT	CHANNEL
INSTITUTIONAL	NEWS	Latest news, current reforms  Sector-based information	News of the project	Text, thread (Twitter), graphic creation	TW / LK
			Monitor the sector	Text, thread (Twitter), graphic creation, reposts	TW / LK / IG
			Scheduling	Graphic creation	TW / LK
	EVENTS	Attend talks, roundtables or conversations	Invitation	Graphic piece	TW / LK
			Coverage	Photos, text, quotes.	IG / LK / TW
	PROJECT	Inform about the features of the project	Partners	Quoted Retweets, graphic creation	TW / LK
			Achieved milestones	Text, thread (Twitter), graphic creation	TW / LK
	RESOURCES TIPS	Studies, surveys, one shots	Sector-based studies	Text, thread (Twitter), graphic creation	TW / LK
			Participation of external audience and study the audience	Surveys (Stories and TW), Q&A (Stories)	TW / IG
AWARENESS-RAISING	RELEVANCE OF PROJECT	Life Infusion's activities, processes and improvements in the sector	Problems in the sector and how Life Infusion solved them	Graphic piece, thread, article	TW / IG / LK
			User actions	Graphics, carousel (IG), thread	IG / TW

Figure 12. Publishing Plan | Source: Both People & Comms, 2021.

### 3.4. Calendar

SOCIAL NETWORK	TYPE OF CONTENT	FREQUENCY
Twitter	Image, Stories, video	5 times a week
Instagram	Video, carousel, image and Stories	5 times a week
Linked-In	Image and video	3 times a week

**Figure 13. Calendar for each social network** | Source: Both People & Comms, 2021.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
10:00-11:00							
11:00-12:00							
18:00-19:00							
19:00-20:00							

**Figure 14. Calendar with recommended publication day, considering the best days and times for programmed posts** | Source: Both People & Comms, 2021.

This is the ideal calendar. Whenever possible, the objective would be to end the project having reached this frequency of publications.

### 3.5. Content campaigns

We reinforce the organic campaign and content pillar strategy with the campaigns proposed below to strengthen objectives:

#### 1- #MondayInfusion

- Objective: engagement
- Format: the first Monday of every month encourage end users to participate by asking questions on the networks.
- Channel: TW / IG

#### 2- Inside Life Infusion

- Objective: branding and positioning
- Format: testimonials from workers explaining functions, the project and improvements
- Channel: TW / LK / stories that can be redirected

### 3- Innovative projects

- Objective: branding and positioning
- Format: once a month, mention a new project on circular economy and the highlighted sector
- Channel: TW / LK

### 3.6. Campaign calendar

JAN	FEB	MAR	ABRIL	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC
#MondayInfusion											
Inside Life Infusion			Inside Life Infusion			Inside Life Infusion			Inside Life Infusion		
Innovative projects											

**Figure 15. Proposed calendar for campaigns to strengthen objectives** | Source: Both People & Comms, 2021.

## 4. Next Steps

### 4.1. Best practices

#### 1- TWITTER

- Questions and surveys. It is necessary to create conversation and gather opinions to know the audience.
- Include audio-visual content, mainly videos. Short explanatory or informational videos lasting between 6 and 15 seconds.
- Select content and connect via Retweets or replies. Interact with other organisations that provide information of interest for users.
- Real time Tweets about events organised to awaken users' interest.

## 2- INSTAGRAM

- Create a group of prominent stories using the content pillars as a reference, and update it with the daily Stories (Monday to Friday).
- Increase the frequency of the Stories to at least one a day from Monday to Friday, using tools such as: countdown, top Tweet, survey and reaction bar.
- For Stories, videos and images, use the vertical, not the horizontal format.
- Mention other accounts and people involved in each post to increase visibility.
- Increase the number of carousel-type posts and videos.

## 3- LINKEDIN

- Share PDFs or SlideShare of studies, surveys and news in posts.
- Using more videos than images improves the performance of posts.
- Post personalised images with not much text.
- Tag all people and pages mentioned.
- Ensure regularity and a minimum of weekly posts.
- Remember that the network is focused on work activity, professionalism and experiences.

## 4.2. Workflow

DAILY	FORTNIGHTLY	MONTHLY	YEARLY	SPORADICALLY
<b>MAINTENANCE</b> Monitor marked posts, review comments and engagement	<b>CONTENT</b> Publishing plan and copies at 15 days sight	<b>MONITORING OF RESULTS</b> Analysis of the KPIs and audience's behaviour	<b>MONITORING OF RESULTS</b> Analyse the KPIs and audience's behaviour  <b>STRATEGY</b> Set objectives, validate strategy, propose next steps	<b>CRISIS PROTOCOL</b> Design a protocol
	<b>MONITORING</b> Monitor the KOLs, hashtags, threats and opportunities in the networks	<b>IDENTIFICATION OF KOLs</b> Identify the KOLs to establish conversation and improve positioning		<b>QUESTIONS AND COMMENTS</b> Prepare sales arguments and Q&A

**Figure 16. Proposed duties of the social network department and required tasks to achieve the set objectives | Source: Both People & Comms, 2021.**



#### 4.3. Actions to be implemented

- Open an Instagram profile and implement a website.
- Define a monthly calendar of social network posts based on the different content pillars and materials proposed to achieve the objectives.
- It would be necessary to improve and strengthen the relationship (on the networks) between the partners and the project in order to gain visibility and involvement, using a strategy of mentions and tags in posts.
- Apply a strategy of hashtags and identifying keywords that have to be used whenever required. (We suggest keeping #Innovation #WasteWater, #Lifeinfusion and #CircularEconomy). It must be remembered that it is a project for treating wastewater that comes from municipal waste management.
- Adapt the publishing plan and types of messages for each channel, according to their development.
- Reinforce the Life Infusion story via social networks.
- A friendly tone with users' needs to be adopted to foster participation and interest in our discourse and messages.
- In Twitter the partners need to be tagged in the image, not in the body of the post (unless it is an interpellation).