SCAN Project

Report Project Social Media Accounts

Project Management

SCAN Project

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No.	Name	Short Name	Country
1	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II	UNINA	IT
2	UNIVERZA V LJUBLJANI	LJUBLJANA	SI
3	LIBERA UNIVERSITA INTERNAZIONALE DEGLI STUDI SOCIALI GUIDO CARLI	LUISS	IT
4	VILNIAUS UNIVERSITETAS	VILNIUS	LT
5	VRIJE UNIVERSITEIT BRUSSEL	VUB	BE
6	ETABLISSEMENT D'ENSEIGNEMENT SUPERIEUR CONSULAIRE HAUTES ETUDES COMMERCIALES DE PARIS	HEC	FR
7	CONSIGLIO DELL'ORDINE DEGLI AVVOCATI DI ROMA	COA	IT
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9	UNION DES AVOCATS EUROPEENS	UAE	LU

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[1]**Types. R:** Document, report (excluding the periodic and final reports); **DEM:** Demonstrator, pilot,prototype, plan designs; **DEC:** Websites, patents filing, press & media actions, videos, etc.; **OTHER:**Software, technical diagram, etc.

[2]**Dissemination levels. PU:** Public, fully open, e.g. web; **CO:** Confidential, restricted under conditions set out in Model Grant Agreement; **CI:** Classified, information as referred to in Commission Decision 2001/844/EC.

Document History

Version	Date	Status	Authors, Reviewers	Description
v 0.01	28.10.2018	Draft	UNINA	Creation of Twitter account
v 0.02	29.10.2018	Draft	UNINA	Creation of Linkedin account
v 0.10	29.10.2018	Draft	UNINA	Content Editing
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v 1.01	31.10.2018	Final	UNINA	Final document for submission.

Acronyms and Abbreviations

Acronym/Abbreviation	Description
SCAN	Small Claims Analysis Network

Contents

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Executive Summary

This deliverable is focused on the creation of the Social Media Accounts on Twitter and Linkedin, in order to guarantee wide dissemination of the project activities carried out.
We choose Twitter, since it is very used in all countries around the world. In social media accountspeople are only able to see what is in their *filter bubble*, that is what is interesting for them. Using Twitter, our aim is to go into people's filter bubbles, creating a strong network of citizens and legal practitioners interested in our project and, above all, the European Small Claims Procedure. Twitter account is needed, in order to publish project information, news and results and spread the materials of the project.

LinkedIn is a very professional social media: it helps the user to reach a sharp target of interest. On Linkedin, the *filter bubble* is even more restricted and this is really useful to create a network of experts of the field and people which are interested in. Furthermore LinkedIn is very fit with the academic and professional world, since it allows the users to publish scientific works, research projects and newspaper articles.

1. Project Social Media accounts

Activities involved in Project Social Media accounts include the creation, targeting and publication of the relevant audience for our project. The accounts provide a strategically way to spread and share all the results, data and knowledge collected during the enactment of project activities.

The social media accounts areauser-friendly tools, which provide a set of services to all projects partners, in order to allow for sharing documentation, deliverables, events, news and other project materials.

In order to target our account, on LinkedIn, we have created an account profile and an official page, pinpointing our research fields. However we have mentioned many skills related to the project, that's why skills added are Civil Procedure, Civil Law, EU Law, European Union, Civil Litigation, Law, Small Claims, Machine Learning, Artificial Intelligence, in order to connect with a big network of people. In order to improve our exposure, it is needed to mention that this is a European project, providing many details on it.
Communication on Twitter is really smart. That's why we publish photos and brief posts about the activities we carry out. Nevertheless we post about our participations to conferences, our interventions and we have to retweet each other our posts, in order to exponentially improve our dissemination and adding new people to our network.
On Twitter account, EU funding is mentioned in the header image, in the description and in the pinned tweet.

LinkedIn also allow people to improve their learning in some fields, watching videos. This is a really useful feature for this project, since it is possible to create videos showing and explaining the functioning of the platform. It is really important to share the videos, in order to increase the number

of views, so that our videos will be in the «Top Liked» category, so that it will be the first videos people will watch.

Indeed, there is the specific section «higher education», which is absolutely fit with our work.
On LinkedIn account profile, EU funding is mentioned in the header image and in the description. On LinkedIn account page also EU funding is mentioned in the header image, in the tagline and in the description.

Figure 1– Twitter account profile page

Figure 2–LinkedIn account profile

Scan Project

Project Manager presso European Union

Rome Area, Italy

European Union

See contact info

See connections (15)

Add profile section ▾   More...

Small Claims Analysis Net project was co-funded by European Union's Justice Programme (2014-2020).

Figure 3–LinkedIn account page

Project SCAN

Alternative Dispute Resolution · 2 followers

Small Claims Analysis Project was co-funded by European Union's Justice Programme (2014-2020).

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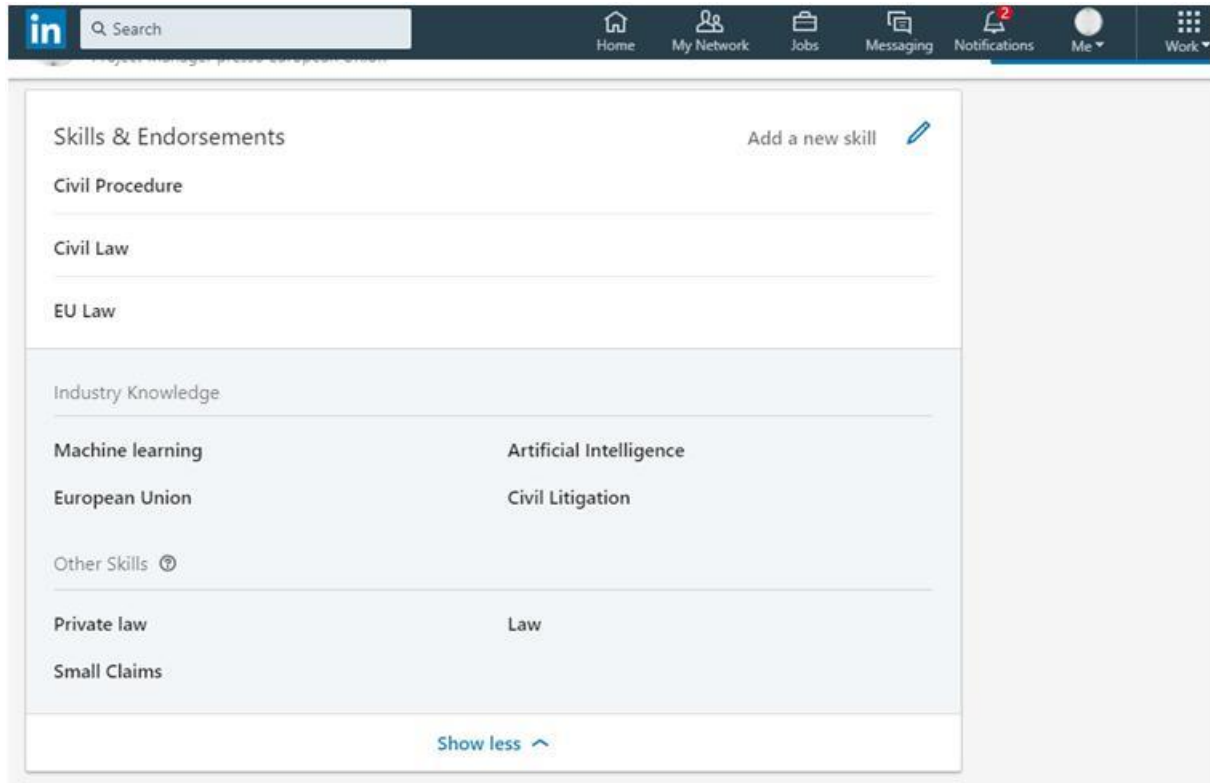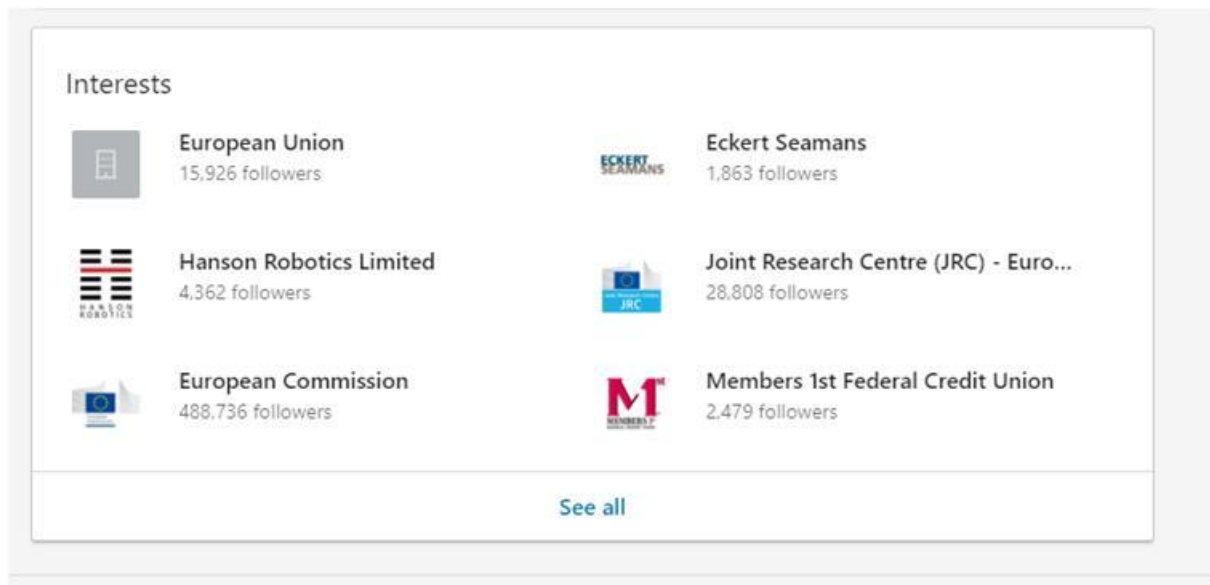**Figure 3– LinkedIn account profile skills**

Figure 4–LinkedIn account profile interests

1.1   Accounts Information

The Twitter account is @scaneuproject and it is available at this address: https://twitter.com/scaneuproject

The LinkedIn account profile is named Scan Project and it is available at this address:
https://www.linkedin.com/in/scan-project-a44031174/

The LinkedIn account page is named Project SCAN and it is available at this address:
https://www.linkedin.com/company/project-scan-eu/