"University to Society Collaborations for Inclusive Digital Transformation in the Western Balkans" (U2SID)

Erasmus+ Capacity Building Project

U2SID PROJECT SOCIAL MEDIA PRESENCE EVALUATION REPORT

Prepared by

CCIS U2SID project team

Center for Comparative and International Studies

WP1
Management, MEL, Communication

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Introduction

During the past months (June to August 2023) the CCIS has been monitoring the presence of the U2SID project in the social media. The communication of the project through social media is important in terms of maximizing the awareness and impact. U2SID has three media channel with different audiences Facebook, Instagram and LinkedIn. Web tools act as an important vessel for further spreading the activities, partner presentation, events, objectives and the developments of U2SID project and for the establishment of an identity for the project. The Quality Assurance Plan indicators are applied to effectively monitor and assess the communication and dissemination activities of the project. For the online and direct collection of data and information related to the dissemination activities implemented by the partners, CCIS used an online questionnaire (Annex 1) through the google form platform. The purpose of this questionnaire was to gather feedback and insights regarding the impact of the "University to Society Collaborations for Inclusive Digital Transformation in the Western Balkans" (U2SID) project's social media presence on its audience. It aimed to understand the awareness, engagement, motivation, and overall satisfaction of the audience with the project's social media content.

Methodology

The survey was distributed to all the partners and the target audience to gain valuable insights into our online presence and the effectiveness of our digital marketing efforts. Based on the feedback of the participants the CCIS produced this report in order to make informed decisions and improve U2SID social media strategies to better engage with the audience and achieve project goals.

Key Findings

1. **Demographics:**
- A total of 37 participants completed the survey.
- 80.5 % of the participants were female, 19.5% were male

2. **The majority of respondents were affiliated with the following**

organizations/institutions:

a. University of Shkodra "Luigj Gurakuqi" - 40.5%
b. University "Fan S. Noli", Korçë – 7.1%
c. Mediterranean University of Albania – 19%
d. Science and Innovation for Development Centre – 2%
e. Centre for Comparative and International Studies – 3%
f. National Agency for Scientific Research and Innovation – 9.5%
g. University of Montenegro – 9.5%
h. University of Belgrade – 2%
i. University of Salento - 1%

2. Organization/Institution

42 responses
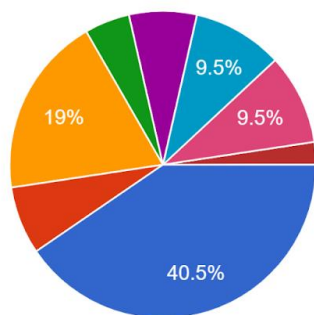
- University "Luigj Gurakuqi", Shkodër
- University "Fan S. Noli", Korçë
- Mediterranean University of Albania (MUA)
- Science and Innovation for Developm…
- Center for Comparative and Internatio…
- National Agency for Science, Researc…
- University of Montenegro
- University of Belgrade
- University of Salento

3. Social Media Usage

83.7% of respondents actively use Facebook, 9.3% use Twitter, 74.4% use Instagram, 53.5% use LinkedIn, 4.7% use TikTok.

3. Social Media Usage: Which social media platforms do you actively use? (Check all that apply)
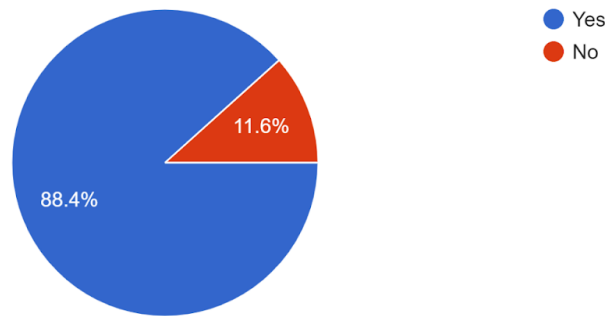
43 responses
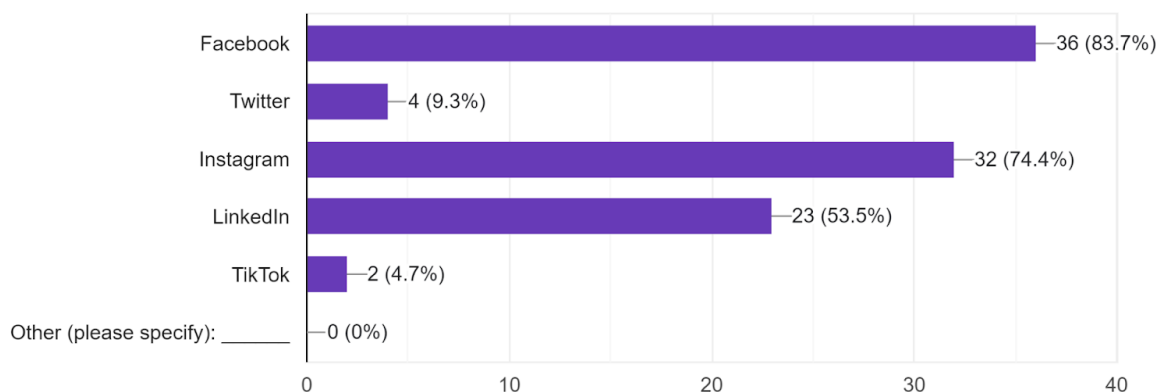
4. Awareness of U2SID Project

88.4% of respondents had heard about the U2SID project through social media platforms.

4. Awareness of U2SID Project: Have you heard of U2SID project through social media platforms?
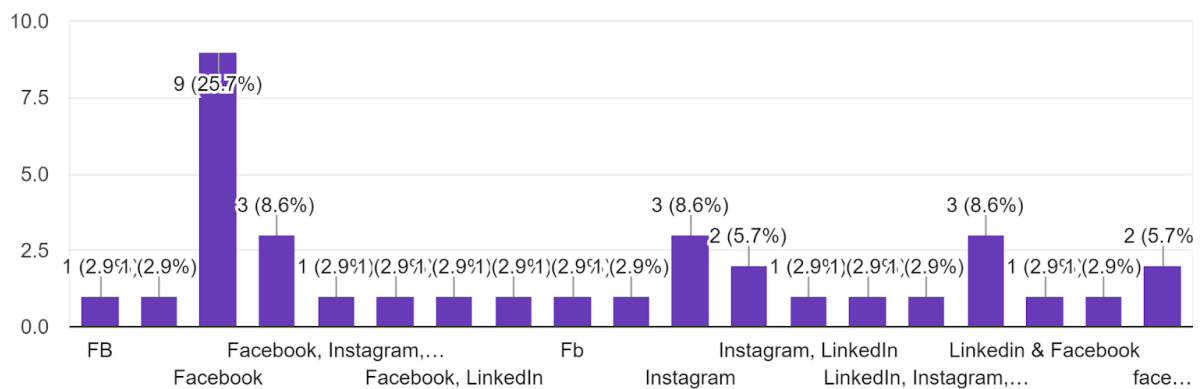
43 responses

- Yes
- No

88.4%

11.6%

5. Among those who were aware of the project, the most common social media platforms where they heard about it were Facebook followed by Instagram and LinkedIn as shown in the below chart:

5. If you answered yes in the previous question, which social media platform(s) did you hear about U2SID project on?

35 responses

6. Engagement with U2SID Project

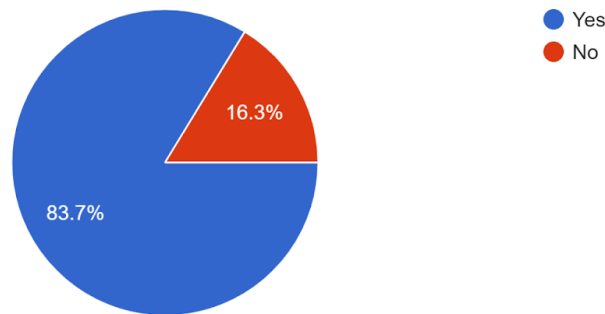83.7% of respondents had engaged with the U2SID project's social media posts by liking, sharing, or commenting.

6. Engagement with U2SID Project: Have you ever liked, shared, or commented on U2SID project's social media posts?
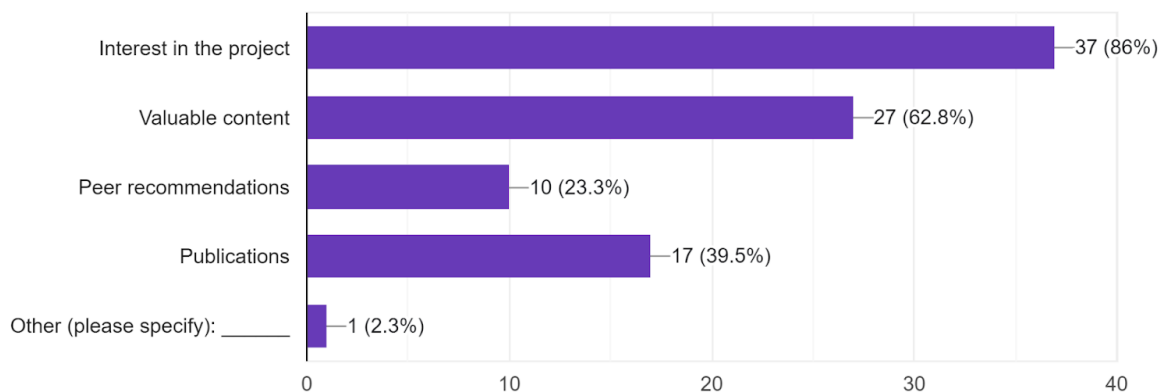
43 responses

- Yes
- No

16.3%

83.7%

7. Motivation to Engage
The top motivations for engaging with the U2SID project on social media were:
- Interest in the project – 86%
- Valuable content – 62.8%"
- Publications – 39.5
- Peer recommendations – 23.3%
 with "Interest in the project" and Valuable content" being the most common reasons.

7. What motivates you to engage with U2SID project on social media? (Select all that apply)

43 responses

Interest in the project	37 (86%)
Valuable content	27 (62.8%)
Peer recommendations	10 (23.3%)
Publications	17 (39.5%)
Other (please specify): _____	1 (2.3%)

8. Impact on Perception
97.7% of respondents stated that the U2SID project's social media presence had positively influenced their perception of the project.
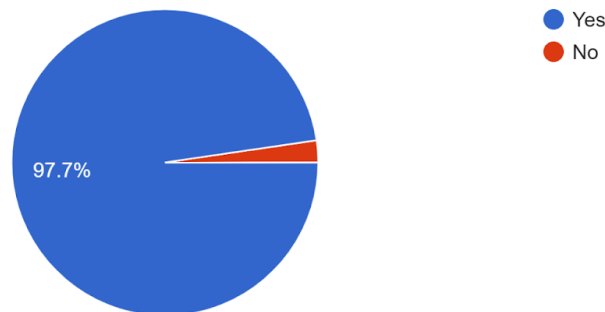
8. Impact of Social Media on Your Perception: Has U2SID project's social media presence positively influenced your perception of this project?

43 responses

- Yes
- No

97.7%

9. Suggestions for Improvement

Respondents provided several suggestions for improving the U2SID project's social media content and presence, including:

- The project content might be shared regularly.
- Social Media is a way of bringing people together and I would like to see more shared photos of members who participate.
- I have been interested in social interactions
- Photo
- Information, data and facts
- I am a project partner, so I need to, I have to engage with the project in social media, maybe this questionnaire is for stakeholders or audiences after first year of project
- Podcasts
- Until now it's everything ok. We are just in the beginning.
- More project info
- More publications related to project content
- Project activities
- Project social media
- Maybe more interactive
- Active webpage
- 1.Increased social media presence 2. More appealing posters (due to the frequent use of the launching poster it is very difficult for the audience not familiar with the project to understand the new developments) 3. Unifying poster templates (the posts promoting the partners do not use the same template, colors, etc.) 4. Diversifying the social media content
- For now I am satisfied with U2SID presentation in the media
- Impact on the social aspects involved
- To be more adaptive to the level of digital skills that possess all the stakeholders and target groups of the project.

10. Overall Satisfaction

62.5% of respondents reported their overall satisfaction with the U2SID project's social media presence. The average satisfaction rating on a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied was:

1 – 2.3%

2 – 2.3%

3 – 11.6%

4 – 20.9%

10.   Overall Satisfaction: On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with U2SID project's social media presence?

43 responses
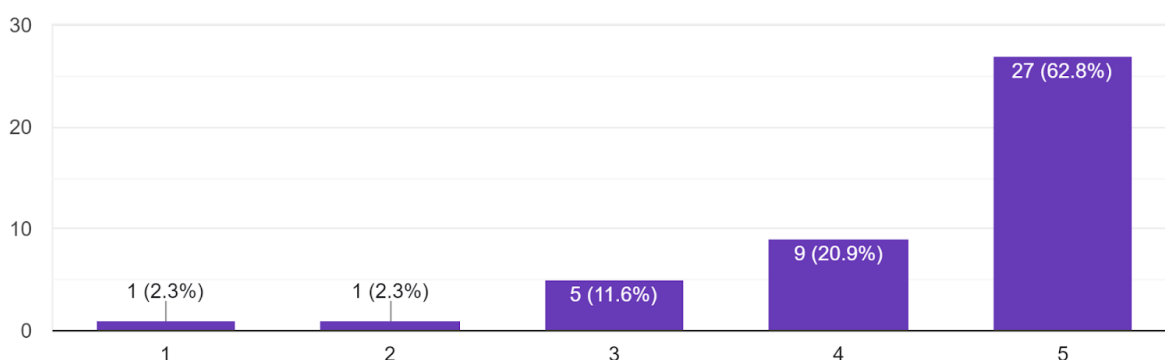
11. Additional Comments

Respondents shared various additional comments and feedback about the project's social media presence, highlighting:

-    The project ongoing events might be recurrently presented.
-    Objectives and goals of the project related to the reality in academia - research and education framework
-    I am a project partner, so I need to, I have to engage with the project in social media, maybe this questionnaire is for stakeholders or audiences after first year of project
-    It would be of interest if meetings and discussions will be made face to face.
-    The project coordinator is great
-    More about project partners
-    Good job, and hope WEB will work even better
-    Very good project

Conclusions

The survey results indicate that the U2SID project has a notable presence on social media, with a positive impact on its audience. The project's content is valued for its quality and relevance. However, there is room for improvement, and suggestions provided by respondents should be considered to enhance the social media presence further.

Recommendations

Based on the survey findings, we recommend the following actions:
- Implement the suggested improvements to the project's social media content and presence.
- Continue to focus on creating valuable and engaging content.
- Monitor audience feedback and adjust the dissemination strategy accordingly.

Acknowledgment

We would like to thank all the participants who took the time to complete this questionnaire. Your valuable feedback will contribute to enhancing the U2SID project's social media presence.

Annex I – U2SID Project: Social Media Presence Evaluation Survey

"University to Society Collaborations for Inclusive Digital Transformation in the Western Balkans" (U2SID)

U2SID Project: Social Media Presence Evaluation Survey

Prepared by

Center for comparative and International Studies

September 2023

Thank you for participating in our survey! We are interested in understanding how U2SID project's social media presence impacts our audience. Your feedback is valuable to us.
For any doubt or further comment, please refer to Dorina Gjipali: dorinadervishaj@yahoo.com

1. Email Address
_____

2. Name Surname
_____

3. Gender
   - Female
   - Male
   - Prefer not to say

4. Organization/Institution
- University "Luigj Gurakuqi", Shkodër
- University "Fan S. Noli", Korçë
- Mediterranean University of Albania (MUA)
- Science and Innovation for Development Centre (SCiDEV)
- Center for Comparative and International Studies (CCIS)
- National Agency for Science, Research and Innovation (NASRI)
- University of Montenegro
- University of Belgrade
- University of Salento

5. Social Media Usage:
Which social media platforms do you actively use? (Check all that apply)

- [ ] Facebook
- [ ] Twitter
- [ ] Instagram
- [ ] LinkedIn
- [ ] TikTok
- [ ] Other (please specify): _____

6. Awareness of U2SID Project:
Have you heard of U2SID project through social media platforms?
- Yes
- No

If yes, which social media platform(s) did you hear about U2SID project on?

_____

7. Engagement with U2SID Project:
Have you ever liked, shared, or commented on U2SID project's social media posts?
- Yes
- No

8. What motivates you to engage with U2SID project on social media? (Select all that apply)
- Interest in the project
- Valuable content
- Publications
- Peer recommendations
- Other (please specify): _____

9. Impact of Social Media on Your Perception:
Has U2SID project's social media presence positively influenced your perception of this project?
- Yes
- No

10. Suggestions for Improvement:
What improvements would you like to see in U2SID project's social media content or presence?

_____
_____

11. Overall Satisfaction:
On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with U2SID project's social media presence?
- 1

- 2
- 3
- 4
- 5

   12. Additional Comments:
Is there anything else you would like to share about U2SID project's social media presence?

_____
_____

Thank you for taking the time to complete this survey. Your feedback is important to us and will help us enhance our social media presence.