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Updates in Twitter, Youtube, Instagram, Snap chat

DELIVERABLE 2.7
MONTH 12

D2.7 – Updates in Twitter, YouTube, Instagram Snap chat

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I. Updates in Twitter, YouTube, Instagram, Snap chat

As part of the task 2.2 ‘Students’ meeting space’, this deliverable is linked to the deliverable 2.4 ‘Students’ video blogs at EC2U communication channel’. Both deliverables have a shared ambition: sharing students’ experiences on social media platforms for students, partners universities and other stakeholders. The deliverables D2.4 and D2.7 are therefore seen as complementary. The added value of the later is the continual updating of content that is representative of 1. Students’ experiences and 2. The actions and progress of the EC2U Alliance.

A few advantages of updating social media platforms are:

- Up-to-date information about the Alliance as a whole, whether it be about events, recent progress, new projects of the different Work Packages etc.
- Continual source of information that contributes to the inclusivity of the EC2U community via transparent communication
- A clearly defined role of the external communication channels for students as well as the opportunity for students to share the progress of personal and academic actions.

Updating on social media ensures the Alliance’s visibility on these platforms and solidifies the EC2U identity. As content is up-to-date and updated, these communication channels also become a credible source of information for stakeholders.

As part of the Work Package 2, there is an emphasis on Student and Campus Life that notably includes and impacts students across the Alliance.

Below the reader will find various examples of social media posts that show the online presence of partner universities and the updating process put in place to ensure the visibility of EC2U engagements.

A. University of Coimbra

The University of Coimbra publishes and reposts key elements about EC2U activities. For example:

- For the first EC2U Science Battle, the University of Coimbra, published in Portuguese an Instagram post inviting students and key stakeholders to learn more about what a Science Battle is and participate by watching the broadcast. Promoted by the tag @ec2u_alliance. [Access the Instagram post here.](#)
- The University of Coimbra also publishes key elements about student mobility, encouraging student exchanges across the seven Universities of the alliance. Promoted by the tag @ec2u_alliance, [read the Instagram post on student mobility here.](#)
- Other EC2U projects are promoted by the University of Coimbra, such as the project “RI4C2 – Research & Innovation for Cities and Citizens”, for which the partner shared key information on Twitter. [Access the Twitter post here.](#)

B. University of Iasi

The University of Iasi continually posts and reposts key events of the EC2U Alliance. A few examples:

- For the first EC2U Science Battle, Iasi created a Facebook post inviting students and staff to participate, which was promoted with @EC2UAlliance and #EC2UScienceBattle. More than 30 students from Iasi connected online during the Science Battle. [Access the EC2U Science Battle Facebook post from Iasi.](#)
- The University of Iasi also reposted information about the online courses organised by the University of Pavia on the United Nations Sustainable Development Goals. [Access this Facebook post.](#)

If interested, a few more examples of posts by the University of Iasi :

- [#EC2Uentrepreneur – participate in the 1st learning opportunity at the University of Turku.](#)
- [#EC2Ualliance – get involve and dessimate the EC2U news and activites](#)

C. University of Jena

Jena was highly active during the Science Battle by promoting the event and encouraging student participation from August until the 24th of September. [Access one of the Facebook posts about the 2021 Science battle.](#)

The University of Jena also publishes about partner universities collaboration, such as the obtention of the "Research and Innovation for Cities and Citizens" (RI4C2) project. [Access the Facebook post here.](#)

D. University of Pavia

The University of Pavia regularly posts and reposts about ongoing events and activities organised by the EC2U Alliance, such as:

- The EC2U Forum held in Salamanca: the post highlighted student mobility during the Forum. (Promoted with the hashtag #EC2UAlliance). [Access the EC2U Forum Post by the University of Pavia.](#) The University of Pavia also published a news sharing an article wrote by students on their experience during the forum. [Read the article.](#)
- The meeting between ESN delegation from Iasi and STEP ESN Pavia: posts were published on Facebook and Instagram to share the first post pandemic meeting in person of the association, and the welcome of Pavia from students and EC2U staff. [See the post on Facebook.](#) The call for application for students to participate in this event was also shared as well on social media. [See Facebook post.](#)



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- The Science Battle was equally communicated on the university's Facebook and Instagram page, with regular posts preceding the event. An example: [The University of Pavia's posts about the 2021 Science Battle](#). S.T.E.P ESN Pavia also published continual information on the event. [See the ESN Pavia post](#).
- The University of Pavia also shared information on the new SDGs Courses destined to EC2U students. A campaign was launched on different communication channels. See [Facebook post](#) and [Twitter post](#).
- The virtual workshop "Designing Your Global Career", organized by the University of Pavia, was promoted through a multichannel campaign. Access the [Facebook post](#) and [Twitter post](#).

E. University of Poitiers

The University of Poitiers communicates about the EC2U events throughout the year. For example:

- The University of Poitiers published various posts on the first Science Battle to gather interest for the event. Facebook and Twitter posts, as well as Instagram stories were published with fun anecdotes and pictures during the event.
- The EC2U Forum was also promoted the University's Facebook page. [Access the post here](#).

F. University of Turku

The University of Turku highly promoted the first Science Battle. Their team created a short video about the event that highlighted student participation and partner collaboration for the first joint-campus event. [Watch the Science Battle teaser](#).

The University of Turku also publishes key information on Twitter such as information about the joint master degree and the different degree programs. [Access the post here](#).

The International Student Ambassadors have also been introduced to EC2U and the different tools (tags and hashtags) of the Alliance. They post on Instagram via Instagram stories every Monday with special focuses on the EC2U Alliance. [Watch the Student Life posts that highlight EC2U](#).

G. University of Salamanca

The University of Salamanca, as host of the third EC2U Forum highly promoted the event. For example, the partner recorded, edited and published a video about the Students Sports Event during the Forum in Salamanca on Twitter. [Watch the video here](#).

Instagram stories were also published during the event with the hashtag #EC2USalamanca and #EC2UForum2021.



II. Collaborating to promote EC2U by extending existing projects

A. A monthly podcast created by University of Jena - to be extended to present EC2U partners and cities.

To promote international mobility and grant programs, the International Office of the University of Jena started a monthly podcast in 2020 about various topics on outgoing mobilities.

With the creation of the EC2U Alliance, the International Office decided to include, per semester, one episode about EC2U to raise awareness and disseminate information about the Alliance. The idea is to extend this project and collaborate with partner universities. For example, by:

- Asking each partner to present their city and university, with the goal of encouraging the students, staff and researchers in Jena to participate in exchange programs with the partner universities.
- Promote the EC2U's latest news and key happenings in each partner city and university.

This project has been initiated with the University of Poitiers. Other partner universities will be included depending on the different EC2U activities in the partner cities and universities.

Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.