



# SHAPES

Smart and Healthy Ageing  
through People Engaging in supporting Systems

## D10.4 – Awareness Campaigns for Citizens Engagement V1

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Table 2 Table of Contributors

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## Table of Acronyms and Abbreviations

Table 3 Table of Acronyms and Abbreviations

Acronym	Full Term
AHA	Active and Healthy Ageing
D	Deliverable
EIP	European Innovation Partnership
IA	Innovation Action
M	Month
WP	Work Package

## Keywords

Awareness campaign, online, social media, stakeholders, outreach

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## Executive Summary

This deliverable summarises the activities put in place to deliver the four SHAPES Awareness Campaigns until M25. Awareness Campaigns take place back-to-back with Dialogue Workshops and prepare the ground to increase their impact. They address the topics of the workshop and involve stakeholders in the conversation. They are therefore a key tool for SHAPES' engagement with the ecosystem.

The four campaigns organised until M25 have served the purpose of boosting the visibility of SHAPES and of upcoming workshops. Organised fully online to overcome the restrictions linked with the COVID-19 pandemic, they have allowed SHAPES to share quality content in social media and boost our visibility. This has increased the outreach potential among target audiences and consolidated SHAPES' presence in the community of organisations and individuals working on the rights of older people and innovative solutions for care and support.

Campaigns have built on the lessons learnt in the previous ones. The first allowed us to test our concept; the second became more visual and we tested new participatory methods in social media; the third developed the visual aspect and reinforced the linkages with the wider agenda of human rights of older people; and the fourth established solid links with the lived realities of older people, which is a key goal of the task and the WP10 altogether.

The results of the campaigns will allow for the improvement of the concept in view of the next campaigns. The end of restrictions linked with COVID-19 would allow for the delivery of hybrid online-offline campaigns that could improve and diversify our impact.

# 1 Introduction

The SHAPES Innovation Action (IA) aims to create an open Ecosystem enabling the large-scale deployment of digital solutions for healthy and independent living addressed to older individuals who face reduced functionality and capabilities. The project builds on an integration of technological, organizational, clinical, educational, and societal digital solutions.

With the aim to achieve its primary aim, SHAPES involves more than 2000 older individuals in 15 pilot sites in 10 EU Member States, including 6 Reference Sites of the European Innovation Partnership (EIP) on Active and Healthy Ageing (AHA), and involves hundreds of key stakeholders to bring forth solutions to improve the health, wellbeing, independence, and autonomy of older individuals.

In order to involve as many people as possible throughout the implementation of the project; and to get people to know more SHAPES project and solutions, seven Awareness Campaigns will be organized during the four years of implementation.

The awareness campaigns mostly take place back-to-back with SHAPES Dialogue Workshops. They target older people, caregivers, care service providers, public health and care authorities and policymakers, in order to raise and build awareness of the SHAPES's activities and results as well as to engage potential users and stakeholders in the early adoption and use of the SHAPES Platform.

## *1.1 Rationale and purpose of the deliverable*

The deliverable 10.4 “Awareness Campaigns for Citizens Engagement V1” focuses on the planning, organization and execution of effective communication awareness campaigns and reports on the results achieved.

The awareness campaigns build on the dissemination plans laid out in SHAPES deliverable 10.1 Dissemination and Communication Plan.

Specific communication strategies stimulate positive attitude and behavioural change from society. The campaigns foster dialogue on the new SHAPES digital solutions, as well as SHAPES' adoption by its key users and beneficiaries, and allow the community to serve as multiplier of the SHAPES message.

A strong online presence, via the official project website and the social media channels (LinkedIn, Twitter, Facebook, Instagram, and YouTube) deemed appropriate to launch



awareness and engagement campaigns to targeted audiences about SHAPES and the new approach to integrated care and smart healthy living at home.

By reporting on the results, the deliverable shows the multiple perspectives and needs of the target groups gathered during the campaigns. In addition, by focusing on the number of people who have been reached out during the campaigns, the deliverable shows how the SHAPES awareness campaigns represents a relevant means to strengthen stakeholders' engagement and give space for discussion regarding the new SHAPES offers on the adoption of innovative digital technologies and solutions for sustaining and extending healthy ageing and independent living in-home.

This deliverable goes hand in hand with D10.6 "SHAPES Dialogue Workshops V1", which focuses on the SHAPES Dialogue Workshops performed during the project implementation. Indeed, SHAPES Awareness Campaigns and SHAPES Dialogue Workshops have been implemented back-to-back, therefore ensuring a relationship between these two deliverables.

## *1.2 Structure of the document*

This deliverable describes one by one each of the Awareness Campaigns of phases 1 (November 2019 – October 2020) and 2 (November 2020 – October 2021) of SHAPES' dissemination plan:

- **First awareness campaign**, April-May 2020, linked with the 1<sup>st</sup> Dialogue Workshop on Concept Validation (12 May 2020)
- **Second awareness campaign**, October 2020, linked with the 2<sup>nd</sup> Dialogue Workshop on Integrated Care Models (29 October 2020)
- **Third awareness campaign**, April 2021, linked with the 3<sup>rd</sup> Dialogue Workshop on "Technological platforms and healthy ageing: challenges and opportunities" (27 April 2021)
- **Fourth awareness campaign**, October 2021, linked with the 4<sup>th</sup> Dialogue Workshop, on "Diversity and Empowerment: understanding the realities of older people" (26 October 2021)

For each of the campaigns, this document provides the following information:

- **Structure of the campaign**: this section provides information on how the campaign was organised: phases, contents, partners involved, timeline.
- **Preparation of the campaign**: this section explains how the campaign contents were produced.
- **Materials and tools**: this part explains the materials produced for the campaign and includes some examples.

- **Impact:** this section explains the visibility reached by the campaign, and how it contributed to increasing SHAPES social media outreach. Social media analytics for the period when the campaign was run are included in annex.
- **Lessons learnt:** this section provides a reflection on the elements of the campaign that worked best and those that need further refinement.

## 2 First Awareness Campaign

The first awareness campaign was launched by AGE Platform Europe with the approval of the involved partners to support the first SHAPES Dialogue Workshop that took place on 12 May 2020 online (further details about the workshops are available in D10.6).

The purpose of the awareness campaign was to reach out to stakeholders working in the field of e.g., active and healthy ageing, ethics, digital innovation, use cases, digital platforms and invite them to attend the dialogue workshop. It was conceived as a tool to disseminate the information about the project to as many relevant stakeholders to whom SHAPES outcomes is of interest, thus making them aware of the project and our goals.

The awareness campaign took mainly place on Twitter, Facebook, Instagram, and LinkedIn. For this first campaign, it was decided that AGE would be responsible for Twitter and Facebook; Access Earth would be dealing with Instagram and the LinkedIn account. Each partner was responsible for growing the community of each of the social media they were responsible for, thanks to the messages posted but also by investigating and following stakeholders relevant to the project's objectives. Finally, the University of Aveiro extracted the analytics of the different social media channels at the end of April and May 2020 to have an overview of the impact of the campaign.

All SHAPES partners were informed in due time about the awareness campaign and were invited to spread the social media messages on their own platforms in order to create the desired snowball effect.

### *2.1 Structure of the awareness campaign*

The campaign lasted a month (from 13 April to 8 May 2020) and was divided into 5 different parts. The campaign was shaped on the different topics previously approved by the partners for the first SHAPES Dialogue Workshops, namely (i) Ethics – covered by LAUREA; (ii) co-creation of SHAPES pilot - covered by Carus Consilium Sachsen GmbH (CCS); (iii) Use cases/personas – covered by University Palacký in Olomouc; and (iv) the foresight in SHAPES – covered by Fraunhofer. These topics were chosen as, during the first six months of the project, WP 2 (on use cases and personas); WP6 (on SHAPES pilots); WP8 (on ethics) and WP9 (on SHAPES ecosystem) developed the basis needed to proceed and move forward in the work of their work packages. Therefore, the need to validate the work performed so far and collect feedbacks and ideas on how to improve it.

The awareness campaign was carried out to grow the social media community, attract the attention on the project's objectives, invite stakeholders to attend the workshop, generate debate and discussion between the SHAPES partners and externals through polls, and collect feedback and opinion.

The campaign can be summarised in the table below (Table 4).

*Table 4. Structure of the first awareness raising campaign*

Date	Content providers	Topic
<b>13-17 April</b>	AGE	Provide general information about the project
<b>20-23 April</b>	LAUREA	Ethics
<b>24-29 April</b>	Carus Consilium Sachsen GmbH	Co-creation of SHAPES pilot
<b>30 April – 4 May</b>	University Palacký in Olomouc	Use cases/personas
<b>5-8 May</b>	Fraunhofer	Foresight of SHAPES

## 2.2 Preparation of the campaign

To organize the campaign in the best way possible, AGE (leader of the dissemination package) and UP (coordinator of the first dialogue workshop) had several web-based calls to decide how to build the campaign in a way that the workshop could benefit from it. Once a strategy was agreed, AGE coordinated several calls with each speaker of the workshop (UP; CCS, Fraunhofer and LAUREA) to define:

- The focus of the campaign;
- The structure of the campaign (each week dedicated to one of the speakers);
- The materials needed (including key messages, slides presenting key points for discussion during the workshop, short videos inviting stakeholders to the workshop);
- The conclusion of the campaign (sharing the results and key points from each session of the workshop).

Once received the relevant materials from the speakers, AGE organized several posts to cover each day of the campaign, from April 13 to May 15. Any presentation or document mentioned in the different posts on social networks (Instagram, Facebook,

Twitter, and LinkedIn) was linked to the website and uploaded by Access Earth in the section of the SHAPES website dedicate to Dialogue Workshop 1. As far as the videos aimed at inviting stakeholders to the workshop, Access Earth upload them on the SHAPES YouTube channels, where also the plenary session of the workshop would have taken place.

The implementation of the campaign was done by AGE, which designed posts and visuals for Twitter and Facebook posts, while Access Earth adapted those posts for Instagram, LinkedIn and You Tube. The development of content was a responsibility of each partner speaking at the workshop. Such content was shared with AGE that designed posts, visuals and questions/poll/etc. to stimulate interaction with stakeholders. All materials were designed before and submitted to partners for approval. When approved, the messages were programmed to be posted through the different social media channels.

A specific hashtag was promoted to serve the first campaign but also all the following ones: #SHAPESdialogue

### *2.3 Materials and tools*

Apart from the awareness campaign's programmes shared by each speaker and uploaded on social media channels, AGE requested the speakers the following materials (prior to the awareness campaign's start) which are available on the website:

- [Speakers' bio](#)
- [Executive Summary of the four workshops](#)
- [Introduction videos of the four workshops](#)

Also, AGE invited all contributing partners to provide supporting documents that could help visualising the campaign and develop catchy materials for social media. It resulted in partners providing the following documents:

- From LAUREA, several documents were uploaded to give participants a little bit of background before participating in a technical workshop:
  - 1) [Ethics Guidelines for Trustworthy AI](#)
  - 2) [A definition of AI: Main Capabilities and Disciplines](#)
  - 3) [Capabilities and Human Rights](#)
  - 4) [White paper on AI](#)
  - 5) [Charter of Fundamental Rights of the European Union](#)
- From Fraunhofer, several power points presentations with detailed contents for each day of the campaign were shared on the website as well:
  - 1) [Foresight exercises #1](#)
  - 2) [Foresight exercises #2](#)

- 3) [Foresight exercises #3](#)
- 4) [Foresight exercises #4](#)
- 5) [Foresight exercises #5](#)

By collaborating with UP, the following general documents referring to the workshops were prepared during the implementation of the campaign and shared via social media channels:

- [Executive summary of the workshop](#)
- [Registration form to join the workshop](#)
- [Invitation to the workshop](#)
- [Programme of the workshop](#)
- [List of participants](#)
- [Guidelines \(a video\) on how to access Zoom](#)

Several software and tools were used to facilitate the implementation of the first awareness campaign and to generate some discussion. Indeed, a free account was created on [Buffer](#) to programme up to 10 posts at a time. This was particularly useful as the programme identified when it was the most appropriate time to post a social media post to catch the highest audience possible.

In regard to creating interactions between the SHAPES project and relevant stakeholders, different means were used. The software [Mentimeter](#), twitter polls and Facebook polls were used to collect stakeholders' opinion on specific questions related to the topic of the workshop when possible and create an interaction. See below (Figures 1 – 3) the different results obtained.

What should be prioritised when providing solutions that enable a sustainable & independent life for older people?

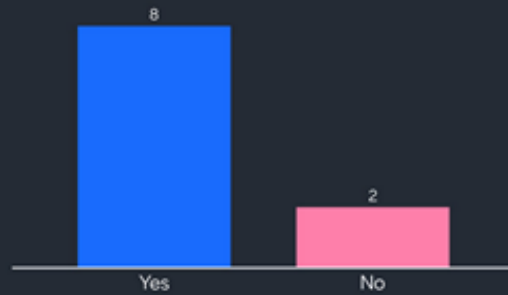
Mentimeter



4

Do you think #dignity can be enhanced by digital solutions?

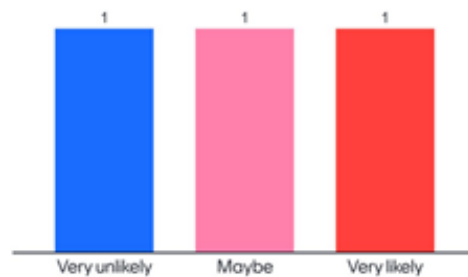
Mentimeter



10

How likely are #AI and #digital solutions to jeopardise #FundamentalRights and the exercise of some rights and capabilities?

Mentimeter



3

Figure 1 Examples of open polls and social media posts

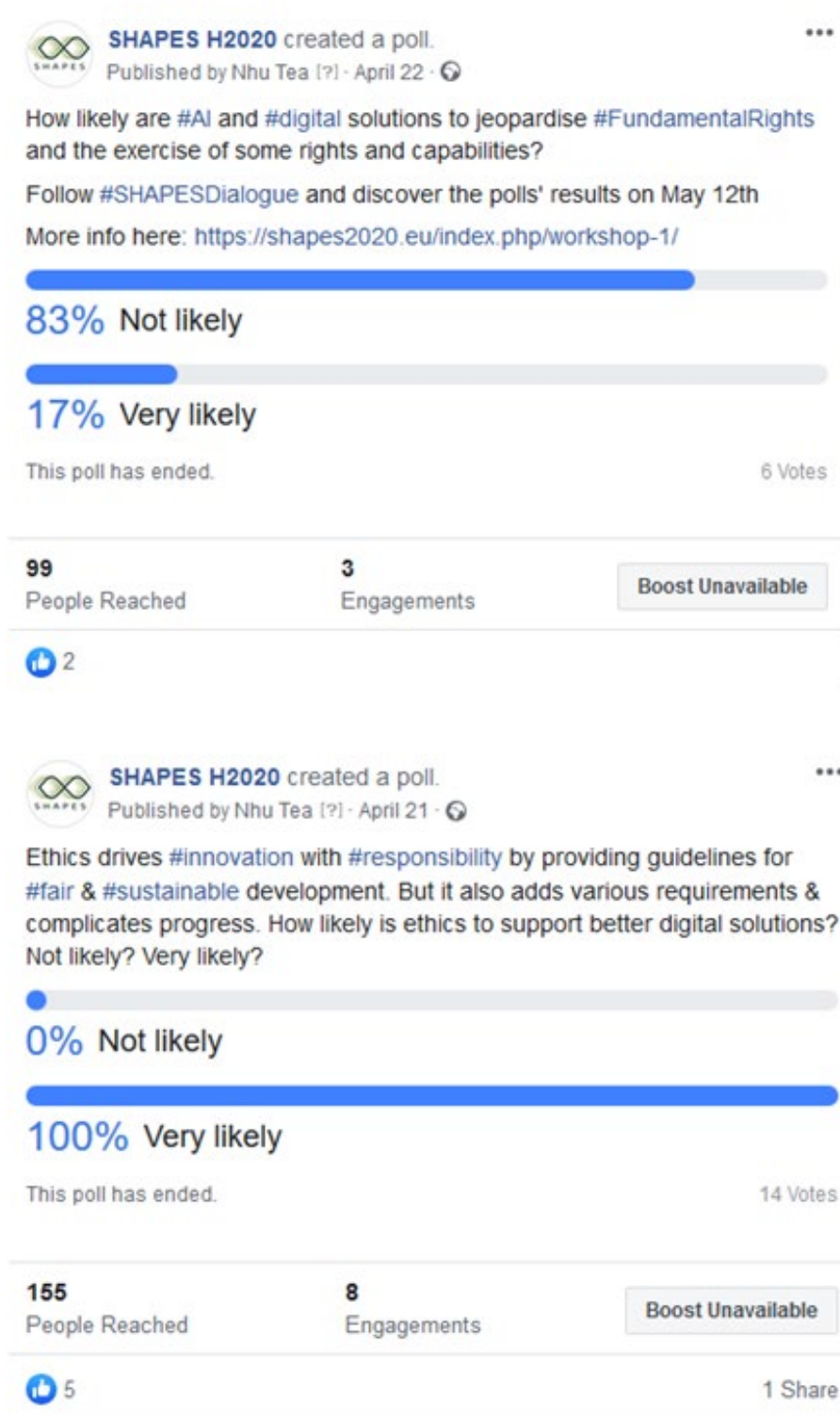


Figure 2 Examples of open polls and social media posts





Figure 3 Examples of open polls and social media posts

## 2.4 Impact

In general, the campaign produced positive results in terms of social media impact and contributed to increase the visibility of the project among organisations and stakeholders working on topics such as active and healthy ageing, technology, ethics, use cases, interoperability.

An important increase between the beginning of the campaign and 31 May was observed in the number of followers of the different social media channels used for the occasion.

- The Facebook followers increased from 45 to 203 → 351% increase;
- Twitter followers increased from 109 to 288 → 164% increase;
- Instagram followers increased from 6 to 45 → 650% increase;
- LinkedIn connections increased from 0 to 65;
- YouTube subscribers increased from 0 to 28.

A detailed overview of the analytics of the different social media channels used during the first Awareness Campaign is available in Annex 1 for April and May 2020.

## 2.5 Lessons learnt

This first experience with a framed on-line campaign was globally positive, for the outreach generated, which can sustain the overall dissemination strategy of the project.

This first campaign highlighted once more how key the support from partners is to guarantee the snowball effect and dissemination of the project on social media. AGE needed the direct and on-going involvement of its project partners to sustain an on-line debate and awareness on SHAPES' topics.

Last, AGE and the consortium will work to improve the interaction with the external stakeholders. The Mentimeter tool and polls on the different media received little results, at least less than what originally expected. It is difficult to judge on the engagement of this kind of social media campaign, considering that no partner is experienced and ever conducted such a campaign before.

It should be highlighted that the first awareness raising campaign run during the COVID-19 first pandemic. In that occasion, all Europe was in hard lockdown and the Coronavirus, its countermeasures, but especially the very high toll of death around Europe and the globe were making the news daily. There was hardly any different news in traditional medias and also on social media, people were little prone to discuss about "other" issues.

## 3 Second Awareness Campaign

The second awareness campaign was launched by AGE Platform Europe with the approval of the involved partners to support the second SHAPES Dialogue Workshops that took place on 29 October 2020 online.

With the goal to invite a broad range of stakeholders in the field of active and healthy ageing to attend the dialogue workshop and to set the scene for this online event, the campaign was once again designed around the active social media channels of the project, i.e., Twitter, Facebook, Instagram, and LinkedIn. AGE remained responsible for posting in the Twitter account, while UAVR dealt with Facebook, Instagram, and the LinkedIn account, using the Twitter posts and visuals as reference. Each partner was asked to sustain the debates on social media of their own organisations.

All SHAPES partners were informed in due time about the awareness campaign and were invited to spread the social media messages on their own platforms to sustain dissemination and engagement.

### 3.1 Structure of the awareness campaign

Satisfied with the format of the first campaign, also the second one lasted a month (from 28 September to 29 October 2020) and was divided into 5 different parts. The campaign was shaped on the topics of the second Dialogue Workshops, i.e.:

1. The second dialogue workshop (general posts for final invitations) and link to the International Day of Older Persons;
2. Good Practice Examples of Integrated Care, Lessons Learned and Future Concepts;
3. User Perspectives on Integrated Care;
4. First Ideas about Scaling up SHAPES Integrated Care;
5. Required Mindset of all Stakeholders to Make Integrated Care Work and Strategy to Establish this Mindset.

Mirroring the first campaign, the second awareness campaign was carried out to grow the social media community, to attract the attention on the project's work, and to invite stakeholders to attend the workshop, while igniting short debates and discussion between the SHAPES partners and externals through polls and collecting feedback and opinion.

The campaign can be summarised in the table below (Table 5).

Table 5. Structure of the second awareness raising campaign

Wk	Days	Themes	Content provider	Channels
1	1-2 October	International Day Older Persons & Integrated Care/SHAPES	AGE	Social media + websites
2	5-9 October	Integrated care: lessons learnt and future concepts	CCS	Social media + websites
3	12-16 October	User perspectives on integrated care	AGE	Social media + websites
4	19-23 October	First ideas about scaling up SHAPES integrated care	AIAS	Social media + websites
5	26-30 October	Required mindset of all stakeholders to make integrated care work and strategy establish this mindset	NIUM	Social media + websites

### 3.2 Preparation of the campaign

Being the second dialogue workshop again a fully virtual one, the campaign was entirely virtual as well. Close cooperation between AGE (leader of the dissemination package) and CCS (coordinator of the second dialogue workshop), via several web-based calls and e-mailing, helped shaping the workshop and the campaign hand-in-hand. Then AGE coordinated several calls with each speaker of each sub-workshop to refine the content of each post, visuals and contacts for soliciting reactions from stakeholders.

AGE requested a short summary (max 1 page) from partners in charge of each sub-workshop. The document was meant to highlight main concerns and the SHAPES approach towards those challenges, good practices... and whatever can stimulate an online debate and the curiosity of the readers.

Table 6. Template to gather content information for the second awareness raising campaign

Item	Input
Main Challenges	
SHAPES approach	

<b>Good practices</b>	
<b>Triggering questions</b>	
<b>Others</b>	

Besides, AGE asks its partners to provide details of the websites and social media accounts that would have been supporting the campaign.

*Table 7. Template to gather outreach information for the second awareness raising campaign*

<b>Tool</b>	<b>Information</b>
<b>Social media</b>	
<b>Website</b>	
<b>Other channels/campaign</b>	
<b>Hashtags</b>	

AGE provided 3 posts per day on Twitter with some canvas with questions and visuals and UAVR performed the follow-up activities after each Twitter post on Facebook, LinkedIn and Instagram. The following structure was suggested to post along each day:

1<sup>st</sup> post: it introduced the topic

2<sup>nd</sup> post: it asked for personal views /feedback

3<sup>rd</sup> post: it linked up with question to be asked during the workshop

It was internally agreed to use maximum 3 hashtag/post): alongside #SHAPESdialogue, the other selected hashtags were #Integratedcare and #olderpeople.

### *3.3 Materials and tools*

Similarly to the first awareness raising campaign, AGE sought contributions from the direct involved partners on both contents and contacts. Feedback from partners was requested on drafted weekly canvas, following this example below:

Table 8. Template to gather feedback on suggested posts and links for outreach

DAY	SUGGESTED POST	SUGGESTED LINKS (to engage with others)
12/10	Evidence shows that health systems built around the needs of people and communities are more effective, #cost less, improve #healthliteracy and patient engagement, and are better prepared to respond to health crises. Take a look at #integratedcare in Europe: join the workshop <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a> #SHAPESdialogue	@WHO  #healthcare #healthcareforall #healthcaredesign #ICOPE #WHO
12/10	#integratedcare is the solution to cope with the current COVID-19 crisis, resulting in more effective and efficient health systems and healthier communities. Do you agree? Yes/No <a href="https://www.menti.com/q59f1mjnj">https://www.menti.com/q59f1mjnj</a> Join #SHAPESDialogue for more details: <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a>	@H2020Shapes
12/10	What care systems currently need! #people-centred care and #value-based care means to focus in on the outcomes that matter to patients, delivered at a cost that is acceptable to patients and funders. @IFIC asks: can a system focused on paying for performance and activity shift to paying for value? Vote Yes/No at <a href="https://www.menti.com/66udqa2cnp">https://www.menti.com/66udqa2cnp</a> #SHAPESdialogue	@IFIC @aushealthvalue
13/10	#Prevention and citizen-centred health services, e.g., falls clinics and fracture liaison services, will play a crucial role in meeting the future challenges of an ageing population. Let's discuss this on Oct 29 <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a> Looking forward to exchanging on #Integratedcare. Perhaps also with @ECHAlliance @UmeaUniversity @EIP_AHA	@ECHAlliance @UmeaUniversity @EIP_AHA @EuGMSSociety
13/10	What does #integratedcare mean? Does your perception of integrated care change while you are ageing? How do different abilities relate to integrated care? How can we build integrated care together? Have your say here <a href="https://www.menti.com/hm4rnqn6x5">https://www.menti.com/hm4rnqn6x5</a> and join the discussion on Oct 29 <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a> with @AGEplatform #WFDB, @NHSCTrust	@SUSTAIN @Advantage_JA @ValueCare_eu
13/10	SHAPES fosters integrated care through #digital technologies to ensure that #olderpeople get the care they need as close as possible to them.	@agileageing @ianspero @ECHAlliance

	It sustains the @WHO Decade of Healthy Ageing and aims at combatting #ageism while adopting a multi-stakeholder approach to care. W/ @AGEPlatform @agileageing @ianspero on Oct 29 <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a>	@EIP_AHA @ehtel_ehealth @Palrobotics
14/10	#Smart #Resilient #Inclusive #Sustainable care. These are some of the features of the #integratedcare we aim at. Can you think of more? Have your say here <a href="https://www.menti.com/aqzit13ddi">https://www.menti.com/aqzit13ddi</a> and join the virtual discussion on how users can contribute to it. Of sure interest for @EAHPtweet, @FIWARE and @MedicalPhysicsA	@EAHPtweet @FIWARE @MedicalPhysicsA
14/10	Linking up with @SUSTAINeu and its #roadmap for #integratedcare to deliver quality of health and care across Europe. We share our findings on Oct 29 <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a> #SHAPESdialogue  Looking forward to meeting @InAdvance_eu  @DHE_2020 @Advantage_JA @ValueCare_eu	@InAdvance_eu  @DHE_2020  @SUSTAIN  @Advantage_JA  @ValueCare_eu
15/10	"Our long-term care systems do not live up to the European Union's fundamentals of equality and dignity. It took a deadly pandemic in residential care and nursing homes for society to get to grips with the issue" said the SecGen @AGEPlatformEurope.  It cannot happen again, the @EP said: <a href="https://bit.ly/2GOOjff">https://bit.ly/2GOOjff</a>  Ready to move this forward: #SHAPESdialogue Oct 29 Virtual Dialogue Workshop on #integratedcare	@AGE @EP @Maciejjulienk @IFICInfo @ESNsosocial @EASPD_Brussels @europeanregions @EPSUnions @MyEDF @eupatientsforum
15/10	EU funding, policies and legislations must contribute to the development of #qualitycare and support services, including in the community and at home, in accordance with principle 18 of the European Pillar of Social Rights and article 19 of the UN Convention on the Rights of Persons with Disabilities.  Do you agree (Twitter poll)?  Sustain this discussion on Oct 29 #SHAPESdialogue	@AGE @EU_Social @IFICInfo @ESNsosocial @EASPD_Brussels @europeanregions @EPSUnions @MyEDF @eupatientsforum @social_platform
15/10	The @EuropeanParliament debated the impact of #COVID-19 pandemic in long-term care facilities.	MEP Lutgen



	<p>There was a large consensus on the serious breaches of the #dignity of older people and people with disabilities.</p> <p>Rooting for #change: the debate is open on</p> <p>Oct 29: <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a></p> <p><a href="#">#SHAPESDialogue</a></p>	<p>MEP Rodriguez Palop MEP Lexmann MEP Brglez MEP Majorino @EPSUnions @MyEDF @AGE</p> <p>Dubravka Suica</p>
16/10	<p>Human #dignity is inviolable. Age and dependency cannot be the grounds for restricting #rights acknowledged by international standards and embedded in democratic constitutions. Everybody, regardless of gender, age or dependency is entitled to enjoy these rights and freedoms. Discussing #integratedcare live on Oct 29: <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a> <a href="#">#SHAPESDialogue</a></p>	<p>@AGEPlatform Eustacea partners Wedo partners @liesbeth_donder @THLresearch @bagso_de @unccas @anzianienonsolo @ESNsosial @EuroCentre_SWPR @Eurocarers_info @LOCWaardevolle</p>
16/10	<p>A human rights-based approach to care has the potential to empower people to claim their rights and to hold states accountable for their duties.</p> <p>Do you see #integratedcare moving towards a rights-based approach nowadays? (Y/N poll in Twitter)</p> <p>More discussion upcoming on Oct 29 <a href="#">#SHAPESdialogue</a></p>	<p>@EuroCentre_SWPR @nenageorgantzi @UN4Ageing @AGE @MyEDF @IFICInfo</p>
16/10	<p>#Integratedcare is first and foremost a way of delivering care that allows for person-centeredness.</p> <p>Join our live discussion on Oct 29 #user perspectives <a href="https://shapes2020.eu/workshops/workshop-2/">https://shapes2020.eu/workshops/workshop-2/</a></p> <p>This session will encourage participants to integrate the needs, wishes and expectations of users in their conversations about integrated care. W. @borja_arrue @Melanie/NIUM</p> <p><a href="#">#SHAPESDialogue</a></p>	<p>@WFDB @NHStrust @NIUM /Melanie @AGEPlatform @Ilenia_AGE @europeanregions @Eurocarers_info @MyEDF</p>

AGE developed visuals to accompany every post, and submitted polls and questions, similarly to the first awareness raising campaign.





SHAPES H2020

7 October 2020 · 🌐

...

Interesting integrated care models have been developed across Europe.

In Germany, for instance, Gesundes Kinzigtal has run since 2005 one of the most advanced: <https://gesund-es-kinzigtal.de/international-website/>

Innovation at regional level is proving to be a key driver of integrated care!

#SHAPESdialogue #IDOP2020 #integratedcare #SHAPESH2020

#H2020 #OlderPersons #ActiveHealthyAgeing #Innovation

#DigitalSolutions #EuropeanUnion #gesund-es-kinzigtal-gmbh



Figure 4 Examples of visuals accompanying social media posts

Benefitting from the experience of the first awareness campaign, several software and tools were used to facilitate the implementation of the second awareness campaign and to generate some discussion. The software [Mentimeter](#), twitter polls and Facebook polls were used to collect stakeholders' opinion on specific questions related to the topic of the workshop when possible and create an interaction. See below the different results obtained.

People-centred, Value-centred, cost-effective. These are some of the features of integrated care. Can you think of more?



Mentimeter

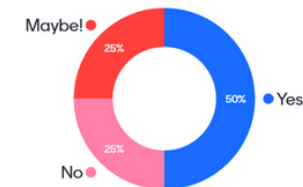


**SHAPES EU project** @H2020Shapes · Oct 14, 2020

Here you are our first reactions

can a system focused on paying for performance and activity shift to paying for value?

Mentimeter



**SHAPES EU project** @H2020Shapes · Oct 15, 2020

EU funding, policies and legislations must contribute to the development of #qualitycare and support services, incl. in the community and at home, in accordance with principle 18 #European Pillar of #SocialRights and art 19 #UNCRPD

Do you agree ?

Join #SHAPESdialogue



9 votes · Final results



Figure 5 Examples of polls on social media posts

### 3.4 *Impact*

The analytics from social media show an overall increase in the number of followers and views during the month-long awareness campaign. It should be noted that a 4% increase among followers aged 65+ was registered for Facebook, both in September and in October 2020. LinkedIn shows a rather homogenous distribution of followers per job function and categories.

Detailed analytics for October 2020 are annexed.

### 3.5 *Lessons learnt*

This second campaign allowed the project to check progress in comparison with the first campaign. Overall, the engagement was in line with the first experience and the social media posts supported the registration process along the days. However, online campaigning around open questions/issues seemed to have limited effectiveness, and looking for alternative ways of boosting such interactions was identified as a next step.

On the other hand, the attractive visuals shared, and the visibility reached thanks to them, was a good lesson learnt for next campaigns. Another key learning was that linking our posts with wider concerns around ageing, notably the enjoyment of human rights, proved to be effective in terms of widening SHAPES' outreach beyond researchers and innovation initiatives. This was identified as a practice to nurture in following campaigns.

## 4 Third Awareness Campaign

The third awareness campaign was designed by AGE Platform Europe with the approval of the involved partners to support the third SHAPES Dialogue Workshops that took place on 27 April 2021, once again online.

Similarly to the previous editions of the campaign, the main aim was to invite various stakeholders in the field of active and healthy ageing to attend the dialogue workshop and to set the scene for the online event, the campaign was once again designed around the active social media channels of the project, i.e., Twitter, Facebook, Instagram, and LinkedIn. AGE was responsible for posting in the Twitter account, while UAVR dealt with Facebook, Instagram, and the LinkedIn account, using the Twitter posts and visuals as reference. Each partner was asked to sustain the debates on social media of their own organisations.

Conscious that the success of an online campaign lays on the support from partners' social media activities, all SHAPES partners were informed about the awareness campaign and were invited to spread the social media messages on their own platforms to sustain dissemination and engagement.

### 4.1 Structure of the awareness campaign

Capitalising of the experience of the past campaigns, AGE came up with the following organisation of the campaign (see table 9). Designed to run over 15 days, the campaign connected the SHAPES third dialogue workshop, devoted to technological platforms for active and healthy ageing, to the actual policy development and trends, namely the Green Paper on Ageing<sup>1</sup> (under public consultation until 21 April 2021) and the mainstreaming of ageing across policies<sup>2</sup>.

The main goals of this third campaign were:

- To boost the visibility of SHAPES among all key target audiences;
- To trigger the dialogue around the topic of the 3<sup>rd</sup> Dialogue Workshop and engage with audiences, thus contributing to SHAPES' engagement objective;
- To boost registrations for the 3<sup>rd</sup> SHAPES Dialogue Workshop, taking place 27 April, around the technological platform.

Table 9. Overview of themes and days for the third online campaign

Days	Themes
13-14 April	What is healthy ageing?

<sup>1</sup> <https://epale.ec.europa.eu/en/resource-centre/content/green-paper-ageing-fostering-solidarity-and-responsibility-between>

<sup>2</sup> <https://data.consilium.europa.eu/doc/document/ST-6976-2021-INIT/en/pdf>

<b>15-16 April</b>	Technological platform: what do we mean?
<b>19-23 April</b>	Technology and support in older age: What opportunities? What challenges?
<b>26 April</b>	Summary of all key issues highlighted over the previous days
<b>27 April</b>	Live tweeting of the 3 <sup>rd</sup> Dialogue Workshop

This third campaign made connections with the UN/WHO Decade of Healthy Ageing, linked up with policy stakeholders and civil societies, in the attempt to bridge the technical debate around open platforms' technologies and healthy ageing, suitable to be understood by stakeholders without a strong technical and technological background.

*Table 10. Details of themes and timing for the third online campaign*

<b>What is healthy ageing? – 13-14 April</b>	
<b>Lead</b>	Borja Arrue AGE
<b>Goal</b>	Set the scene against the background of healthy ageing. Inform audiences and link with ongoing relevant initiatives.
<b>Messaging</b>	<p>1-2 Canva-made visuals per day around:</p> <ol style="list-style-type: none"> <li>1) A definition of healthy ageing.</li> <li>2) What healthy ageing is and isn't: challenging misconceptions.</li> <li>3) What initiatives contribute to healthy ageing.</li> <li>4) UN/WHO Decade of Healthy Ageing</li> </ol> <p>Supporting materials will be AGE's work in this field, as well as the materials of UN/WHO for the Decade of Healthy Ageing: <a href="https://www.who.int/initiatives/decade-of-healthy-ageing">https://www.who.int/initiatives/decade-of-healthy-ageing</a>. It will liaise with AGE's human rights work.</p>
<b>Interactions</b>	<p>Project partners working on WP8 on ethics, plus other partners, when possible, will be tagged in the Twitter posts. UN, WHO and other European and international partners will be tagged, too.</p> <p>The posts may ask questions to boost interactions and include little built-in polls.</p>
<b>Technological platform: what do we mean? – 15-16 April</b>	
<b>Lead</b>	Ilenia Gheno AGE
<b>Goal</b>	Inform external audiences about the technological platform SHAPES is working on.
<b>Messaging</b>	<p>1-2 Canva-made visuals per day around:</p> <ol style="list-style-type: none"> <li>1) What technological platforms are.</li> <li>2) What SHAPES technological platform aims to achieve.</li> <li>3) State of play: where we are and what remains to be done.</li> <li>4) User requirements for the platform.</li> </ol> <p>Supporting materials will be WP3 and WP4 deliverables, as well as the outcomes of the discussions between T2.4 and T3.5 on user</p>



	requirements. The Grant Agreement will provide details on the ultimate goals of the platform.
<b>Interactions</b>	Partners involved in the relevant WPs will be tagged in priority in Twitter visuals (NUIM and ICOM), in particular for posts directly linked with SHAPES work. The remaining tags will be attributed to relevant project partners and European level projects (priority given to the cluster) and organisations (including EHMA, EHTEL, EuroHealthNet, EPHA, EASPD, etc.).  The posts may ask questions to boost interactions and include little built-in polls.
<b>Technology and support in older age: What opportunities? What challenges? – 19-23 April 2021</b>	
<b>Lead</b>	Borja (19-21 April) / Ilenia (22-23 April) AGE
<b>Goal</b>	Highlight and discuss some of the opportunities and challenges in the use of technology to achieve healthy ageing
<b>Messaging</b>	1-2 Canva-made visuals per day around: <ol style="list-style-type: none"> <li>1) The potential of technology for healthy ageing: key ideas and examples.</li> <li>2) The importance of face-to-face human contacts in care and support.</li> <li>3) The human rights challenges of new technologies.</li> <li>4) Reconciling technology and inclusion in the community.</li> </ol> Supporting materials will be AGE's human rights work, as well as ethics work of WP8. The report of the United Nations Independent Expert on Ageing and new technologies (2017) will be used to extract content specific to human rights implications.
<b>Interactions</b>	Partners involved in WP8 and other project partners will be tagged. UN, WHO and other human rights-based institutions and organisations will be tagged, too. Organisations of older people of AGE's network will be equally prioritised to discuss the attitudes of older people towards new technologies for healthy ageing.  The posts may ask questions to boost interactions and include little built-in polls.
<b>Summary of all key issues highlighted over the previous days – 26 April 2021</b>	
<b>Lead</b>	Borja Arrue AGE
<b>Messaging</b>	Summary of some of the key messages and outcomes of the previous days
<b>Live tweeting of the 3<sup>rd</sup> Dialogue Workshop</b>	
<b>Lead</b>	Borja / Ilenia AGE
<b>Messaging</b>	Live tweeting of the discussions of the workshop.

## *4.2 Preparation of the campaign*

The campaign was discussed during the preparations for the 3<sup>rd</sup> Dialogue Workshop with lead organiser UCLM. The campaign was shorter than previous ones and AGE simplified the process by producing the messages and visuals. These built on AGE's pieces of work around ongoing EU policy processes, as well as AGE's human rights work, including in the field of robotics and new technologies.

SHAPES partners were informed in a timely manner about the campaign, and invited to:

- Share social media posts with their organisations' accounts.
- React to our social media posts, liking them and/or reacting to them with responses and comments.

## *4.3 Materials and tools*

Like the past editions, AGE prepared visuals to accompany all posts. An example from the third awareness campaign follows hereby.

Several of the tweets requested explicitly the reactions of users and tried to create debate. This modality was used as an exploration of alternatives to the tools used beforehand, notably the Mentimeter tool. This allowed some conversations to develop, including with representatives of regional and local authorities.





SHAPES H2020

15 April at 13:10 · 🌐

The open [platform](#) is [#SHAPESH2020](#)' contribution to [#HealthyAgeing](#) in [#Europe](#).

By discussing user requirements, technological architectures & [#DigitalSolutions](#) we want to shape today the platform we could all benefit from tomorrow.

Learn more at: <https://shapes2020.eu/about-shapes/> ... See more



Figure 6 Examples of visuals in Spanish and English

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159



**SHAPES EU project**  
@H2020Shapes

\*\*\*

🧡💙 Technologies for [#HealthyAgeing](#) can contribute to the realisation of [#HumanRights](#)!

❓ But how?

📖 The 2017 report of [@UN](#) Independent Expert on the human rights of older people provides valuable guidance [age-platform.eu/special-briefi...](#)

Let's have a look! THREAD 

[#SHAPESdialogue](#)

[Traducir Tweet](#)



 Active and Healthy Ageing (AHA) Community y 9 más

12:58 p. m. · 20 abr. 2021 · Twitter Web App

Figure 7 Examples of tweets aiming at creating a conversation with stakeholders





SHAPES EU project  
@H2020Shapes

\*\*\*

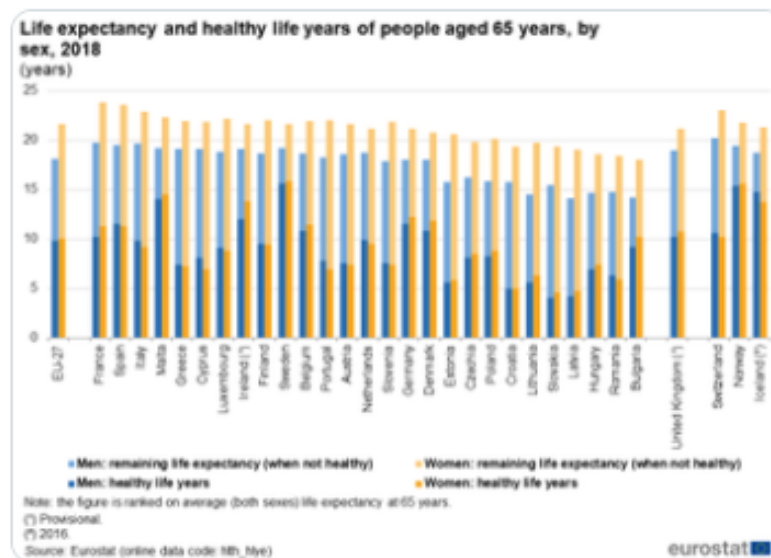
In every country in the European Union there is a big gap between life expectancy and the years we can expect to live healthy.

? What policies and programmes are needed to close this gap and ensure #HealthyAgeing?

🗣️ Respond to this tweet to share your views!

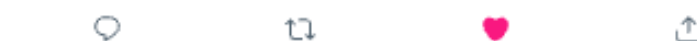
#SHAPESdialogue

Traducir Tweet



2:08 p. m. · 13 abr. 2021 · Twitter Web App

1 Retweet 9 Me gusta



**Nhu Tram** @T\_U\_Nhu · 13 abr.

\*\*\*

En respuesta a @H2020Shapes

Health prevention is also a big part of ensuring healthy ageing in older age. And this starts from the earliest age. This can be done through life-long education, but also through local initiatives carried out by local and regional authorities. What do you think @CCRECEMR?



**Council of European Municipalities and Regions** @CCREC... · 14 abr.

\*\*\*

Indeed! local governments are already setting initiatives to ensure healthy ageing and to shape more inclusive cities for everyone:

👉 Here some examples: gentle ramps, doors wide enough for wheelchairs or ample public lighting to improve safety: [bit.ly/3shZE91](https://bit.ly/3shZE91)



Mostrar respuestas

Figure 8 Examples of tweets aiming at creating a conversation with stakeholders

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159

## 4.4 Impact

Similarly to the previous workshops, social media analytics show an overall increase in the number of followers and views during the month-long awareness campaign. Increase was particularly important in Twitter, where the greatest campaign efforts were put, with an increase of almost 8% in the number of followers over the month.

This campaign emphasized the connection between SHAPES' work and the ongoing discussions on how to ensure the promotion of the human rights of older people. By referring explicitly to such agenda, SHAPES exposed to the wider community of social media users our willingness to have a rich and diverse conversation on the implications of technologies, including SHAPES' own solutions. An illustration was the thread with the key recommendations of the United Nations Independent Expert on the enjoyment of all human rights by older persons regarding the use of artificial intelligence and new technologies ([here](#)), referenced above. This thread was shared or liked by several EU projects and stakeholders, including sister project Pharaon. Such content proved SHAPES' campaigns' potential to bring real value to its community, by linking with the work of SHAPES partners and building on their expertise and diversity.

Detailed analytics for April 2021 are annexed.

## 4.5 Lessons learnt

This campaign showed the high effectiveness of visuals in boosting the visibility of social media posts. They also allow for tags, which revealed to be excellent means to reach out to SHAPES' targets.

For the first time, workshop announcement was shared in a different language (Spanish), which was a very positive step towards opening the project to new, national stakeholders. The importance of language diversity was retained as a key learning for next campaigns and workshops.

Achieving interactions to posts revealed once more a difficult exercise. The open questions asked did trigger some responses and interactions, as showed in section 4.3. The need to control expectations in terms of using social media as a tool for debate was one of the learnings; the all-online format due to the COVID-19 pandemic has, moreover, increased a 'virtual fatigue' that makes social media interactions even more challenging. The potential combination of virtual and offline campaigning modes in the coming campaigns, if the pandemic allows, should allow for more interactive campaigns.

All in all, the campaign revealed again to be a good tool to increase SHAPES' visibility and engage with the ecosystem.

## 5 Fourth Awareness Campaign

The fourth awareness campaign was designed by AGE Platform Europe. As AGE was also the lead organiser of the fourth Dialogue Workshop, organised on 26 October 2021, the alignment between the campaign and the workshop topics was easily and fully achieved.

The main remained inviting stakeholders in the field of healthy ageing and the rights of older people, including older people themselves, to attend the workshop and to raise awareness of the topic of the event. In view of the good results in terms of increasing SHAPES' visibility, registrations to the workshop and positioning SHAPES as a key European initiative in the landscape of innovation around ageing, the campaign focused, as in previous opportunities, on Twitter, Facebook, Instagram, and LinkedIn. The division of tasks between AGE as responsible for posting in the Twitter account, and UAVR, dealing with Facebook, Instagram, and the LinkedIn account, was preserved. This time, the support of AELTD was requested in order to develop visual supports to feed the campaign.

Moreover, SHAPES partners were invited to follow and support the campaign via their own social media channels. To ensure continuity and to easily retrieve all posts, the #SHAPESdialogue hashtag was used, in combination with #SHAPESstories, a permanent SHAPES hashtag that aims to promote real-world experiences of individuals involved in the SHAPES ethnographic study (WP2).

### *5.1 Structure of the awareness campaign*

AGE designed the campaign in order to run for the month ahead of the Dialogue Workshop, similarly to previous campaigns. The key aim was to launch it coinciding with the International Day of Older Persons (1<sup>st</sup> of October) to take the opportunity of the increased attention to older people's issues around this date. The campaign was designed with a clear focus on older people, building on AGE's expertise in the area and on the work that SHAPES has been doing in the ethnographic study (WP2) through SHAPES stories, which constitute a whole section in AGE website.

In some, and like for the previous campaigns, the main goals were:

- To boost the visibility of SHAPES;
- To trigger the interest around the topic of the 4<sup>th</sup> Dialogue Workshop;
- To boost registrations for the workshop, taking place 26 October, on the lived realities of older people.

Table 11. Overview of themes and days for the fourth campaign

Days	Themes
<b>1-6 October</b>	International Day of Older Persons
<b>13 October</b>	Workshop announcement in German, Italian and Spanish: engagement with stakeholders from those countries
<b>14-22 October</b>	The lived realities of older people: SHAPES stories
<b>26 October</b>	Live tweeting of the 4 <sup>th</sup> Dialogue Workshop

The campaign put the focus on older people and on reaching out to grassroots organisations via the multilingual workshop announcement. Building on the strong focus on older people of previous campaigns, this campaign used the potential of SHAPES stories to show project's concern for addressing lived realities, with a focus on diversity and empowerment.

Table 12. Details of themes and timing for the fourth campaign

International Day of Older Persons (IDOP) – 1-6 October 2021	
<b>Lead</b>	Ilenia Gheno AGE
<b>Goal</b>	Set the scene against the background of the human rights framework. Link with the project and our follower with the human rights perspective.
<b>Messaging</b>	2 tweets to mark the IDOP while announcing the workshop: <ul style="list-style-type: none"> <li>1) Sharing and commenting one of AGE Platform Europe's tweets marking IDOP and building on UN work on the rights of older people.</li> <li>2) Sharing and commenting one of the tweets of the United Nations Human Rights Office.</li> </ul>
<b>Interactions</b>	The post gathered the attention of several SHAPES partners as well as other SHAPES followers (organisational and individual social media accounts), via retweets and likes.
Workshop announcement in German, Italian and Spanish: engagement with stakeholders from those countries – 13 October	
<b>Lead</b>	Borja Arrue AGE
<b>Goal</b>	Invite organisations and individuals from Italy, Spain, and Germany/Austria to join the workshop, using the opportunity of the availability of interpretation into their national languages at the workshop.
<b>Messaging</b>	3 Canva-made visuals in Italian, Spanish and German announcing the workshop and linking with the agenda and registration form. <p>In each visual, stakeholders from those countries were tagged: SHAPES partners, academics, older individuals, and organisations of older people.</p>
<b>Interactions</b>	Tweets were successful in creating interactions with national stakeholders. In particular, the Spanish translation achieved a significant number of likes and retweets, including from organisations working with and for older people.

The lived realities of older people: SHAPES stories – 14-22 October	
<b>Lead</b>	Ilenia Gheno AGE
<b>Goal</b>	Focus on people's lives through SHAPES stories, with quotes revealing how they live and feel, their hopes and the obstacles they may face to live in equality
<b>Messaging</b>	5 tweets and Canva-made visuals, with the following focuses: <ol style="list-style-type: none"> <li>1) Changes in physical shape in later life.</li> <li>2) Older age and disability.</li> <li>3) Changing habits in later life.</li> <li>4) Deafblindness.</li> <li>5) Self-identity and memories in older age.</li> </ol>
<b>Interactions</b>	The visuals gathered substantial interactions with SHAPES' followers in social media and the wider ecosystem.
Live tweeting of the 4 <sup>th</sup> Dialogue Workshop	
<b>Lead</b>	Borja AGE
<b>Messaging</b>	Live tweeting of the discussions of the workshop, interacting with the tweets of other participants.

## 5.2 Preparation of the campaign

The campaign was discussed internally within AGE's team and linkages with the dialogue workshop were readily made. AGE linked with AELTD for support in the production of some visuals.

SHAPES partners were informed about the campaign together with the invitation to join the workshop, and were invited to:

- Share social media posts with their organisations' accounts;
- React to our social media posts, liking them and/or reacting to them with responses and comments.

Many SHAPES partners were active in social media and actively supported and shared the contents of the campaign via their own channels.

## 5.3 Materials and tools

Like the past editions, AGE prepared visuals to accompany posts. Examples from the fourth awareness campaign follow hereby.





Older people are **diverse**.  
We must put this diversity  
at the core of **innovation**.  
Help us understand how  
best to do it.

Picture by Andrii Podilnyk in Unsplash

AGE Platform Europe SHAPES

Diversity & Empowerment Workshop:  
Understanding the realities of older people  
#SHAPESdialogue  
10:00-13:00 CET 26th October 2021  
with simultaneous interpretation in    

*"I DO NOT THINK THAT MANY  
PEOPLE KNOW WHAT IT MEANS TO  
BE A PERSON WITH  
DEAFBLINDNESS, AS A JOINT  
DISABILITY"*

Alegria contest many stigmas around  
#women with #disabilities

SHAPES dialogue workshop  
October 26th, 2021 (10-13 CET)

<https://us06web.zoom.us/j/84360732986>



Figure 9 Examples of visuals of the fourth campaign

As mentioned previously, a remarkable aspect of this edition was that the workshop had simultaneous interpretation into Italian, German and Spanish, as well as international sign language. In order to reach out to stakeholders working on those languages and use to the fullest the increased multilingual outreach potential, invitations and the visual announcing the workshop were translated into those languages.



Table 13. Examples of visuals per language and accounts tagged

Visual	Accounts tagged
 <p><b>Workshop zu Vielfalt und Empowerment</b> Die Lebenswirklichkeit von älteren Menschen verstehen #SHAPESdialogue 10:00-13:00 MEZ 26 Oktober 2021 mit Simultanübersetzung auf </p> <p><b>ANMELDEN!</b></p>	<p>@SonjaGrigoleit</p> <p>@HelpAgeDE</p> <p>@empirica_Bonn</p> <p>@VdK_Deutschland</p> <p>@bagso_de</p> <p>@InaVoelcker</p>
<p><i>German language visual</i></p>	
 <p><b>Workshop sulla diversità e l'empowerment:</b> Comprendere le realtà delle persone anziane. #SHAPESdialogue 10:00-13:00 (orario italiano) 26 ottobre 2021 con interpretazione simultanea in </p> <p><b>REGISTRATI!</b></p>	<p>@anzianienonsolo</p> <p>@gmapu</p> <p>@illario3</p> <p>@micheclb</p> <p>@ValentinaTageo</p> <p>@nataliaallegre1</p> <p>@notar_isa</p> <p>@RobertaBevil81</p> <p>@sara_casaccia</p> <p>@Seren03317545</p>
<p><i>Italian language visual</i></p>	
 <p><b>Taller sobre diversidad y empoderamiento:</b> Entendiendo las realidades de las personas mayores. #SHAPESdialogue 26 de octubre de 2021, 10:00-13:00 CET con interpretación simultánea en </p> <p><b>¡REGÍSTRATE!</b></p>	<p>@CEOMA_ong</p> <p>@MayoresUDP</p> <p>@CruzRojaEsp</p> <p>@HelpAgeEspana</p> <p>@MatiaFundazioa</p> <p>@NagusilanDonos</p> <p>@HelpAgeLA</p> <p>@sancho_mayte</p> <p>@GrandesAmigos_</p> <p>—</p> <p>@AdinberriFund Plus, in cc:</p> <p>@ARCOresearch</p> <p>@mjsantof</p> <p>@Vicomtech</p> <p>@PALRobotics</p> <p>@tree_RD</p>
<p><i>Spanish language visual</i></p>	

Moreover, the Twitter accounts of individuals and organisations using those languages and with significant outreach and impact were tagged in the visuals – including, as much as possible, organisations of older people from AGE Platform Europe’s network. Some of them did react and shared or liked the posts, which allowed for greater visibility among speakers of those languages.

During the Dialogue Workshop, on 26 October, Twitter posts focused on the testimonies of older people and people with disabilities that joined as speakers. The aim was to put the focus on them, as this was the main scope of the workshop and reaching out to citizens is a core goal of campaigns. Below are some examples:



Figure 10 Examples of tweets posted during the Dialogue Workshop

## 5.4 Impact

Social media analytics show an overall increase in the number of followers and views during the month of October when the campaign was run. Similarly to previous campaigns, increases were substantial across social media channels, excluding YouTube, where no new materials were shared over the period.

The fact that the campaign focused efforts on connecting SHAPES with the wider community of stakeholders working for older people's rights allowed to generate new key followers in that community, including at policymaking level. The messages shared, linking SHAPES with human rights discussions, promoted the identity of the project as an initiative truly committed to respecting older people's realities. For instance, the workshop announcement tweet ([here](#)) received the like of the [official account](#) of the United Nations Decade of Healthy Ageing. Moreover, organisations of self-advocates of persons with disabilities, the World Federation of the Deafblind and AGE Platform Europe, partners of the project, shared the posts proactively via their own channels, which multiplied their visibility and brought new followers.

All in all, the campaign showed the great potential of SHAPES to talk to the wider community, beyond the realm of technologies and innovation. The complementarity of SHAPES partners, who reach to different audiences, and their active involvement in promoting the campaigns, are key elements for their success.

Detailed analytics for October 2021 are annexed.

## 5.5 Lessons learnt

This campaign continued with the same dynamics of the previous ones. Building on the lesson learnt through the previous campaigns, the fourth one did not focus on engaging with questions and answers, but on liaising with stakeholders, with the goal to involve them actively during the fourth dialogue workshop.

The ability for AGE to link the project with other pieces of work around older people and ageing was a great way of increasing project's outreach beyond the community of technological innovators for healthy ageing.

## 6 Conclusion

Over years 1 and 2 of the project, Awareness Campaigns have proven effective in achieving the triple goal of increasing SHAPES' visibility, engaging with stakeholders, and promoting the participation to the Dialogue Workshops.

Campaigns have allowed the project to produce new, attractive contents that have increased the visibility of SHAPES and consolidated the project in the landscape of innovative practices in the field of ageing at European level. Campaigns have also allowed SHAPES to reach out to the wider community of older people, civil society and policymakers fighting for the promotion of the human rights of older people.

Campaigns have also boosted the involvement of SHAPES partners in promoting the project via their own social media accounts, through interactions with the posts shared. This has boosted the visibility of SHAPES and social media outreach. Campaigns have become key moments when SHAPES partners meet each other in social media and join forces to make the project more impactful.

The prospect of exit from the COVID-19 pandemic may open the door to new campaign formats, combining online and offline actions in the form of hybrid campaigns. New possibilities to explore in the next period include delivering the campaigns jointly with other Large Scale Pilot projects in the health cluster (see activities of task 9.3), and/or in partnership with organisations and initiatives that are active in the areas addressed by Dialogue Workshops. This may enable campaigns to deliver greater impact and to reach out to new audiences.

## 7 Ethical Requirements Check

The focus of this compliance check is on the ethical requirements defined in D8.4 and having impact on the SHAPES solution (technology and related digital services, user processes and support, governance-, business- and ecosystem models). In the left column there are ethical issues identified and discussed in D8.4.(corresponding D8.4 subsection in parenthesis). For each deliverable, report on how these requirements have been taken into account. If the requirement is not relevant for the deliverable, enter N / A in the right-hand column.

Ethical issue (corresponding number of D8.4 subsection in parenthesis)	How we have taken this into account in this deliverable (if relevant)
Fundamental Rights (3.1)	N/A
Biomedical Ethics and Ethics of Care (3.2)	N/A
CRPD and supported decision-making (3.3)	Throughout campaigns we established solid links with human rights agendas; raising awareness of the human rights dimension of ageing was among our core goals.
Capabilities approach (3.4)	N/A
Sustainable Development and CSR (4.1)	N/A
Customer logic approach (4.2)	N/A
Artificial intelligence (4.3)	N/A
Digital transformation (4.4)	N/A
Privacy and data protection (5)	N/A
Cyber security and resilience (6)	N/A
Digital inclusion (7.1)	N/A
The moral division of labour (7.2)	N/A
Care givers and welfare technology (7.3)	N/A
Movement of caregivers across Europe (7.4)	N/A

## 8 References

[SHAPES Deliverable D3.5 Initial SHAPES Collaborative Governance Model](#)

[SHAPES Deliverable D5.1 SHAPES User Experience and Guidelines](#)

[SHAPES Deliverable D6.1 SHAPES Pan-European Pilot Campaign Plan](#)

[SHAPES Deliverable D10.1 SHAPES Dissemination and Communication Plan](#)



## Annex 1 – Analytics 1<sup>st</sup> Awareness Campaign (April – May 2020)






### SHAPES HIGHLIGHTS - APRIL

#### Facebook

##### • MONTH HIGHLIGHTS:

NUMBER OF POSTS		TOTAL REACH	TOTAL COMMENTS	TOTAL REACTIONS
19		5.995	0	183
TOTAL CLICKS	TOTAL SHARES	TOTAL VIEWS	TOTAL PAGE FOLLOWERS	TOTAL PAGE LIKES
211	51	0	171	166

##### • TOP 3 POSTS:

		
<b>1º</b>	<b>2º</b>	<b>3º</b>
<b>Date:</b> April 28	<b>Date:</b> April 27	<b>Date:</b> April 23
<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/152944822879328/?type=3&amp;theater">https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/152944822879328/?type=3&amp;theater</a>	<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/posts/152944386212705?_tn=-R">https://www.facebook.com/SHAPESH2020/posts/152944386212705?_tn=-R</a>	<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/151494356357708/?type=3&amp;theater">https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/151494356357708/?type=3&amp;theater</a>
<b>Reach:</b> 1.189	<b>Reach:</b> 982	<b>Reach:</b> 515
<b>Clicks:</b> 29	<b>Clicks:</b> 24	<b>Clicks:</b> 12
<b>Reaction:</b> 14	<b>Reaction:</b> 13	<b>Reaction:</b> 10
<b>Comments:</b> 0	<b>Comments:</b> 0	<b>Comments:</b> 0
<b>Shares:</b> 9	<b>Shares:</b> 6	<b>Shares:</b> 4
<b>Views:</b> 0	<b>Views:</b> 0	<b>Views:</b> 0

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159

## • FOLLOWERS:




PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE	COUNTRY
<b>April 16</b> 45 followers	<b>April 16</b> 42 page likes	59% Female 41% Male	33% 35-44 years	1- Portugal (103)
			25% 25-34 years	2- Greece (23)
<b>April 30</b> 171 followers	<b>April 30</b> 166 page likes		15% 45-54 years	3- Finland (19)
			11% 55-64 years	4- Spain (11)
			10% 18-24 years	5- Czech Republic (3)

## Twitter

### • MONTH HIGHLIGHTS:

NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT	TOTAL LIKES
40	204.385	2.161	571
TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS	TOTAL FOLLOWERS
320	3	150	270

### • TOP 3 TWEETS:

		
<b>1º</b>	<b>2º</b>	<b>3º</b>
<b>Date:</b> April 16	<b>Date:</b> April 22	<b>Date:</b> April 20
<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1250885686292602882">https://twitter.com/H2020Shapes/status/1250885686292602882</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1252863972811792384">https://twitter.com/H2020Shapes/status/1252863972811792384</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1252188493205340161">https://twitter.com/H2020Shapes/status/1252188493205340161</a>
<b>Impressions:</b> 37.138	<b>Impressions:</b> 36.533	<b>Impressions:</b> 36.467
<b>Engagements:</b> 15	<b>Engagements:</b> 40	<b>Engagements:</b> 35
<b>Likes:</b> 10	<b>Likes:</b> 14	<b>Likes:</b> 6
<b>Retweets:</b> 3	<b>Retweets:</b> 10	<b>Retweets:</b> 6
<b>Replies:</b> 0	<b>Replies:</b> 0	<b>Replies:</b> 0
<b>Link Clicks:</b> 0	<b>Link Clicks:</b> 0	<b>Link Clicks:</b> 0
<b>Engagement rate:</b> 0%	<b>Engagement rate:</b> 0.1%	<b>Engagement rate:</b> 0.1%






# LinkedIn

## MONTH HIGHLIGHTS:

NUMBER OF POSTS		TOTAL IMPRESSIONS		TOTAL CLICKS			
11		1.937		62			
TOTAL REACTIONS		TOTAL COMMENTS		TOTAL SHARES		TOTAL FOLLOWERS	
101		0		19		46	

## TOP 3 POSTS:

		
1º	2º	3º
<b>Date:</b> April 14	<b>Date:</b> April 17	<b>Date:</b> April 28
<b>Post permalink:</b> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6655857805481787392/">https://www.linkedin.com/feed/update/urn:li:activity:6655857805481787392/</a>	<b>Post permalink:</b> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6656942371118297088/">https://www.linkedin.com/feed/update/urn:li:activity:6656942371118297088/</a>	<b>Post permalink:</b> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6660960898418642944/">https://www.linkedin.com/feed/update/urn:li:activity:6660960898418642944/</a>
<b>Impressions:</b> 320	<b>Impressions:</b> 238	<b>Impressions:</b> 225
<b>Clicks:</b> 18	<b>Clicks:</b> 8	<b>Clicks:</b> 6
<b>Reactions:</b> 17	<b>Reactions:</b> 14	<b>Reactions:</b> 11
<b>Comments:</b> 0	<b>Comments:</b> 0	<b>Comments:</b> 0
<b>Shares:</b> 10	<b>Shares:</b> 1	<b>Shares:</b> 1
<b>Engagement rate:</b> 14,06%	<b>Engagement rate:</b> 9,66%	<b>Engagement rate:</b> 8%

## FOLLOWERS:




FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
<b>April 1</b> 0 followers	Barcelona, Spain (11,43%)	Research (23,4%)	Higher education (24%)
	Helsinki, Finland (8,57%)	Project management (19,15%)	Research (24%)
<b>April 30</b> 46 followers	Porto, Portugal (8,57%)	Education (17,02%)	Medical and hospital care (8%)
	Dresden, Germany (8,57%)	Commercial development (8,51%)	Nonprofit organization management (8%)
	Cologne, Germany (8,57%)	Engineering (6,38%)	Information technology and services(6%)

# Instagram

## MONTH HIGHLIGHTS:

NUMBER OF POSTS	TOTAL REACH	TOTAL IMPRESSIONS		TOTAL COMMENTS
6	Information unavailable	Information unavailable		2
TOTAL INTERACTIONS	TOTAL LIKES	TOTAL SENT	TOTAL SAVE	TOTAL FOLLOWERS
Information unavailable	30	Information unavailable	Information unavailable	30

## TOP 3 POSTS:

		
1º	2º	3º
<b>Date:</b> April 22	<b>Date:</b> April 29	<b>Date:</b> April 24
<b>Post permalink:</b> <a href="https://www.instagram.com/p/B_SLqORD1RR/">https://www.instagram.com/p/B_SLqORD1RR/</a>	<b>Post permalink:</b> <a href="https://www.instagram.com/p/B_k4mBLjXqT/">https://www.instagram.com/p/B_k4mBLjXqT/</a>	<b>Post permalink:</b> <a href="https://www.instagram.com/p/B_W07hNDBBC/">https://www.instagram.com/p/B_W07hNDBBC/</a>
<b>Reach:</b> Information unavailable	<b>Reach:</b> Information unavailable	<b>Reach:</b> Information unavailable
<b>Impressions:</b> Information unavailable	<b>Impressions:</b> Information unavailable	<b>Impressions:</b> Information unavailable
<b>Likes:</b> 8	<b>Likes:</b> 5	<b>Likes:</b> 5
<b>Comments:</b> 0	<b>Comments:</b> 1	<b>Comments:</b> 0
<b>Interactions:</b> Information unavailable	<b>Interactions:</b> Information unavailable	<b>Interactions:</b> Information unavailable
<b>Sent:</b> Information unavailable	<b>Sent:</b> Information unavailable	<b>Sent:</b> Information unavailable
<b>Save:</b> Information unavailable	<b>Save:</b> Information unavailable	<b>Save:</b> Information unavailable

## FOLLOWERS:



FOLLOWERS	GENDER	AGE	COUNTRY
April 15 6 followers	Information unavailable	Information unavailable	Information unavailable
May 8 30 followers			

# Youtube

## • MONTH HIGHLIGHTS:

NUMBER OF VIDEOS	TOTAL VIEWS	TOTAL LIKES
5	139	5
TOTAL DISLIKES	TOTAL COMMENTS	TOTAL SUBSCRIBERS
0	0	8

## • TOP 3 VIDEOS:

		
1º	2º	3º
<b>Date:</b> April 16	<b>Date:</b> April 16	<b>Date:</b> April 22
<b>Video permalink:</b> <a href="https://www.youtube.com/watch?v=kHVVn-ErwQY">https://www.youtube.com/watch?v=kHVVn-ErwQY</a>	<b>Video permalink:</b> <a href="https://www.youtube.com/watch?v=LMLGbfdOkdk">https://www.youtube.com/watch?v=LMLGbfdOkdk</a>	<b>Video permalink:</b> <a href="https://www.youtube.com/watch?v=CWXH-0loZUc">https://www.youtube.com/watch?v=CWXH-0loZUc</a>
<b>Views:</b> 57	<b>Views:</b> 36	<b>Views:</b> 26
<b>Likes:</b> 2	<b>Likes:</b> 3	<b>Likes:</b> 0
<b>Dislikes:</b> 0	<b>Dislikes:</b> 0	<b>Dislikes:</b> 0
<b>Comments:</b> 0	<b>Comments:</b> 0	<b>Comments:</b> 0






## SHAPES HIGHLIGHTS - MAY

### Facebook

#### MONTH HIGHLIGHTS:

NUMBER OF POSTS		TOTAL REACH		TOTAL COMMENTS		TOTAL REACTIONS			
24		4753		0		122			
TOTAL CLICKS		TOTAL SHARES		TOTAL VIEWS		TOTAL PAGE FOLLOWERS		TOTAL PAGE LIKES	
226		36		72		203		186	

#### TOP 3 POSTS:

		
1º	2º	3º
<b>Date:</b> May 25	<b>Date:</b> May 13	<b>Date:</b> May 15
<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/posts/160605282113282?_tn=-R">https://www.facebook.com/SHAPESH2020/posts/160605282113282?_tn=-R</a>	<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/157276512446159/?type=3&amp;theater">https://www.facebook.com/SHAPESH2020/photos/a.149000949940382/157276512446159/?type=3&amp;theater</a>	<b>Post permalink:</b> <a href="https://www.facebook.com/SHAPESH2020/posts/157852142388596?_tn=-R">https://www.facebook.com/SHAPESH2020/posts/157852142388596?_tn=-R</a>
<b>Reach:</b> 767	<b>Reach:</b> 751	<b>Reach:</b> 581
<b>Clicks:</b> 29	<b>Clicks:</b> 40	<b>Clicks:</b> 18
<b>Reaction:</b> 9	<b>Reaction:</b> 10	<b>Reaction:</b> 9
<b>Comments:</b> 0	<b>Comments:</b> 0	<b>Comments:</b> 0
<b>Shares:</b> 7	<b>Shares:</b> 4	<b>Shares:</b> 7

#### FOLLOWERS:

PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE	COUNTRY
<b>May 1</b> 171 followers	<b>May 1</b> 166 page likes	60% Female 39% Male	32% 35-44 years	1- Portugal (108)
			23% 25-34 years	2- Greece (26)
			18% 45-54 years	3- Finland (19)
			11% 55-64 years	4- Spain (11)
			10% 18-24 years	5- France (3)
<b>May 31</b> 203 followers (32 new followers)	<b>May 31</b> 186 page likes (20 new likes)			


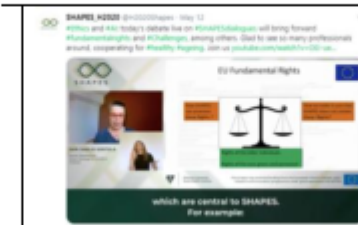

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159

# Twitter

## MONTH HIGHLIGHTS:

NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT	TOTAL LIKES
35	101.224	972	272
TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS	TOTAL FOLLOWERS
118	18	107	288

## TOP 3 TWEETS:

		
1º	2º	3º
<b>Date:</b> May 6	<b>Date:</b> May 12	<b>Date:</b> May 4
<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1257937399792967680">https://twitter.com/H2020Shapes/status/1257937399792967680</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1260133621677150208">https://twitter.com/H2020Shapes/status/1260133621677150208</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020Shapes/status/1257212625777307650">https://twitter.com/H2020Shapes/status/1257212625777307650</a>
<b>Impressions:</b> 40.851	<b>Impressions:</b> 40.565	<b>Impressions:</b> 1.769
<b>Engagements:</b> 63	<b>Engagements:</b> 49	<b>Engagements:</b> 88
<b>Likes:</b> 13	<b>Likes:</b> 10	<b>Likes:</b> 16
<b>Retweets:</b> 6	<b>Retweets:</b> 5	<b>Retweets:</b> 7
<b>Replies:</b> 1	<b>Replies:</b> 0	<b>Replies:</b> 1
<b>Link Clicks:</b> 25	<b>Link Clicks:</b> 10	<b>Link Clicks:</b> 11
<b>Engagement rate:</b> 0.2%	<b>Engagement rate:</b> 0.1%	<b>Engagement rate:</b> 5%

## FOLLOWERS:

FOLLOWERS	GENDER	AGE	COUNTRY
<b>May 8</b> 270 followers	This information is no longer provided by Twitter Analytics.	This information is no longer provided by Twitter Analytics.	This information is no longer provided by Twitter Analytics.
<b>May 31</b> 288 followers (18 new followers)			

# LinkedIn




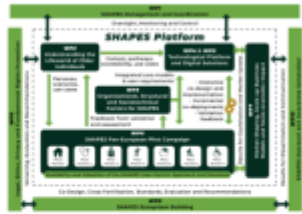
## MONTH HIGHLIGHTS:

NUMBER OF POSTS		TOTAL IMPRESSIONS		TOTAL CLICKS			
7		727		46			
TOTAL REACTIONS		TOTAL COMMENTS		TOTAL SHARES		TOTAL FOLLOWERS	
51		0		5		65	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159



### • TOP 3 POSTS:

 <b>SHAPES EXPECTED IMPACTS</b> <b>1.</b> A European-led platform for smart, healthy and independent living at home.	<b>SHAPES OBJECTIVES</b>  <b>1.</b> To build and deliver the innovative European-led <b>SHAPES Platform</b> , providing a broad range of <b>interoperable solutions</b> to improve the health, wellbeing and independence of older individuals, while enhancing the long-term sustainability of H&C systems in Europe.	<b>SHAPES STRUCTURE</b>  
<b>1º</b>	<b>2º</b>	<b>3º</b>
<b>Date:</b> May 18	<b>Date:</b> May 15	<b>Date:</b> May 27
<b>Post permalink:</b> <a href="https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6667055644731949056-vOyT">https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6667055644731949056-vOyT</a>	<b>Post permalink:</b> <a href="https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6668106852787716096-qIHn">https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6668106852787716096-qIHn</a>	<b>Post permalink:</b> <a href="https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6671310194300989440-bGGP">https://www.linkedin.com/posts/shapes-sh2020-shapes-h2020-olderadults-activity-6671310194300989440-bGGP</a>
<b>Impressions:</b> 171	<b>Impressions:</b> 142	<b>Impressions:</b> 106
<b>Clicks:</b> 3	<b>Clicks:</b> 16	<b>Clicks:</b> 9
<b>Reactions:</b> 11	<b>Reactions:</b> 15	<b>Reactions:</b> 5
<b>Comments:</b> 0	<b>Comments:</b> 0	<b>Comments:</b> 0
<b>Shares:</b> 0	<b>Shares:</b> 1	<b>Shares:</b> 1
<b>Engagement rate:</b> 8,19%	<b>Engagement rate:</b> 22,54%	<b>Engagement rate:</b> 14,15%

### • FOLLOWERS:



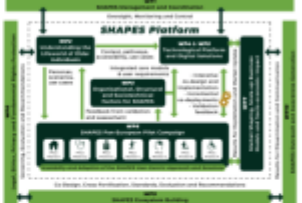
FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
<b>May 1</b> 46 followers	Barcelona, Spain (9,76%)	Research (20,34%)	Higher education (19,35%)
	Helsinki, Finland (7,32%)	Project management (15,25%)	Research (19,35%)
<b>May 31</b> 65 followers (19 new followers)	Porto, Portugal (7,32%)	Education (15,25%)	Medical and hospital care (11,29%)
	Dresden, Germany (7,32%)	Engineering (10,17%)	Information technology and services (11,29%)
	Cologne, Germany (7,32%)	Commercial development (8,47%)	Nonprofit organization management (6,45%)

## Instagram

### • MONTH HIGHLIGHTS:

NUMBER OF POSTS	TOTAL REACH	TOTAL IMPRESSIONS		TOTAL COMMENTS
6	157	201		0
TOTAL INTERACTIONS	TOTAL LIKES	TOTAL SENT	TOTAL SAVE	TOTAL FOLLOWERS
10	18	1	0	45

- TOP 3 POSTS:

 <p><b>SHAPES EXPECTED IMPACTS</b></p> <p>1. A European-led platform for smart, healthy and independent living at home.</p>	<p><b>SHAPES OBJECTIVES</b></p>  <p>1. To build and deliver the innovative European-led <b>SHAPES Platform</b>, providing a broad range of <b>interoperable solutions</b> to improve the health, wellbeing and independence of older individuals, while enhancing the long-term sustainability of H&amp;C systems in Europe.</p>	<p><b>SHAPES STRUCTURE</b></p> 
1 <sup>o</sup>	2 <sup>o</sup>	3 <sup>o</sup>
Date: May 18	Date: May 15	Date: May 27
Post permalink: <a href="https://www.instagram.com/p/CANeV KUj12T/">https://www.instagram.com/p/CANeV KUj12T/</a>	Post permalink: <a href="https://www.instagram.com/p/CAU8dF wDnzp/">https://www.instagram.com/p/CAU8dF wDnzp/</a>	Post permalink: <a href="https://www.instagram.com/p/CAruDV OD4Xw/">https://www.instagram.com/p/CAruDV OD4Xw/</a>
Reach: 33	Reach: 28	Reach: 28
Impressions: 37	Impressions: 36	Impressions: 30
Likes: 4	Likes: 6	Likes: 0
Comments: 0	Comments: 0	Comments: 0
Interactions: 1	Interactions: 3	Interactions: 0
Sent: 0	Sent: 1	Sent: 0
Save: 0	Save: 0	Save: Information unavailable

- FOLLOWERS:

FOLLOWERS	GENDER	AGE	COUNTRY
May 8 30 followers	Information available by Instagram when the profile has at least 100 followers.	Information available by Instagram when the profile has at least 100 followers.	Information available by Instagram when the profile has at least 100 followers.
May 31 45 followers (15 new followers)			

# Youtube

## • MONTH HIGHLIGHTS:

NUMBER OF VIDEOS	TOTAL VIEWS	TOTAL LIKES
1	26	0
TOTAL DISLIKES	TOTAL COMMENTS	TOTAL SUBSCRIBERS
0	0	28 (20 new subscribers)

## • TOP 3 VIDEOS:



**1<sup>o</sup>**

**Date:** May 11

**Video permalink:**  
<https://www.youtube.com/watch?v=sA726rGslkY>

**Views:** 26

**Likes:** 0

**Dislikes:** 0

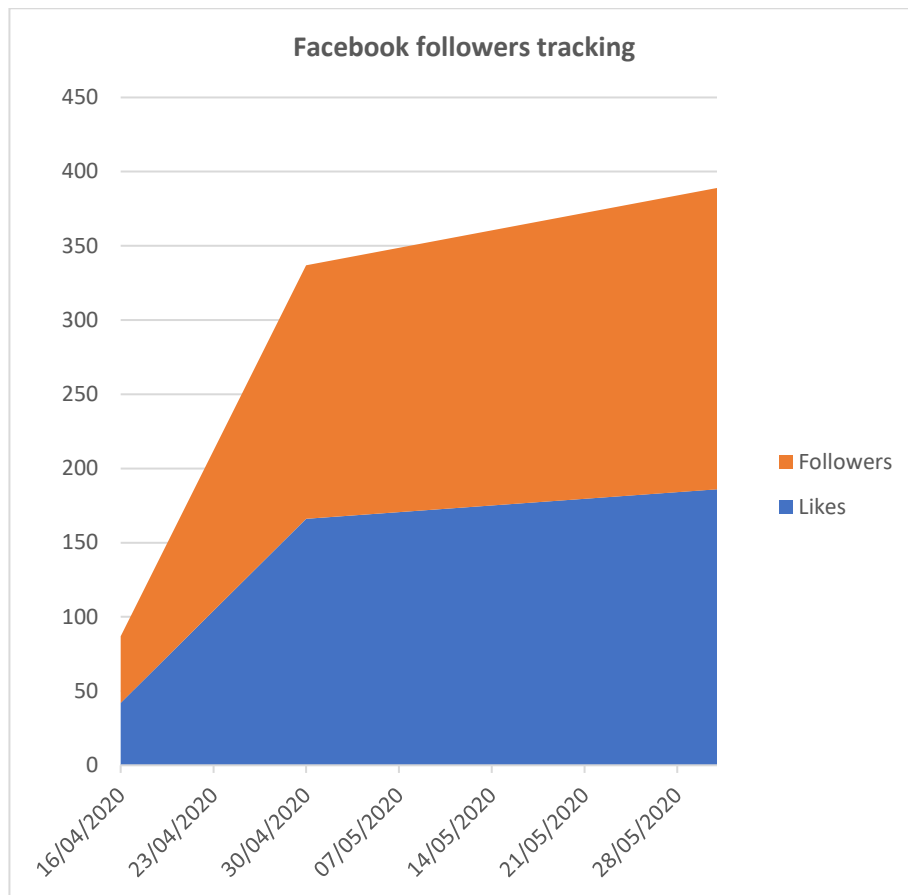
**Comments:** 0

Given the fact that this campaign took place over two months, and to facilitate the analysis of social media analytics, we deem necessary to include an analysis combining the figures above, per social media channel:

## Facebook

	Total Page Followers	Total Page Likes
16 April	45	42
30 April	171	166
31 May	203	186

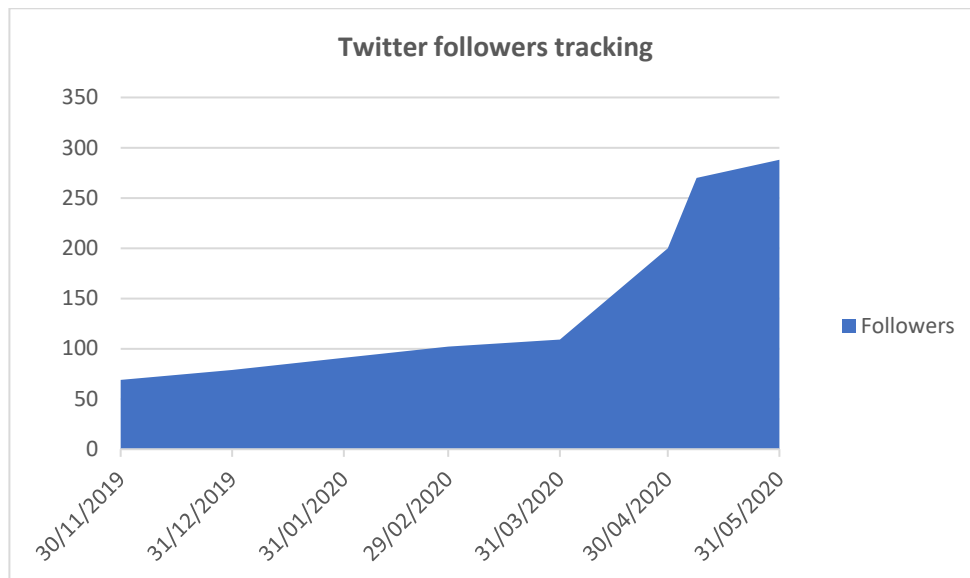




	April	May	TOTAL
<b>Number of posts</b>	19	24	<b>43</b>
<b>Total reach</b>	5995	4753	<b>10748</b>
<b>Total reactions</b>	183	122	<b>305</b>
<b>Total clicks</b>	211	226	<b>437</b>
<b>Total shares</b>	51	36	<b>87</b>

### Twitter

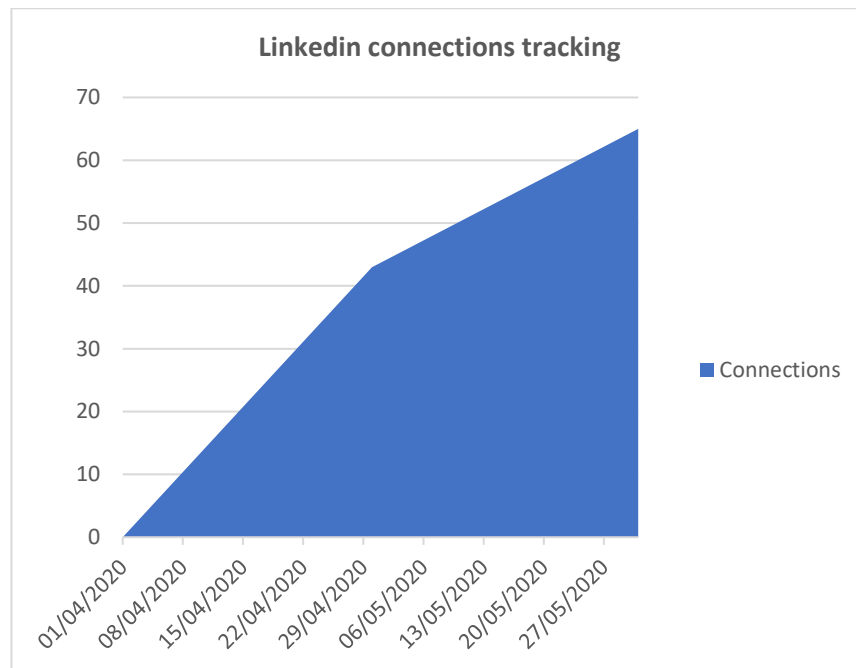
	31.03.2020	30.04.2020	31.05.2020
<b>TOTAL</b>	109	200	288
<b>Followers</b>			



	April	May	TOTAL
<b>Number of tweets</b>	40	35	75
<b>Total impressions</b>	204.285	101.224	305.509
<b>Total engagement</b>	2.161	972	3133
<b>Total likes</b>	571	272	843
<b>Total retweet</b>	320	118	438
<b>Total replies</b>	3	18	21
<b>Total link clicks</b>	150	288	438

### LinkedIn

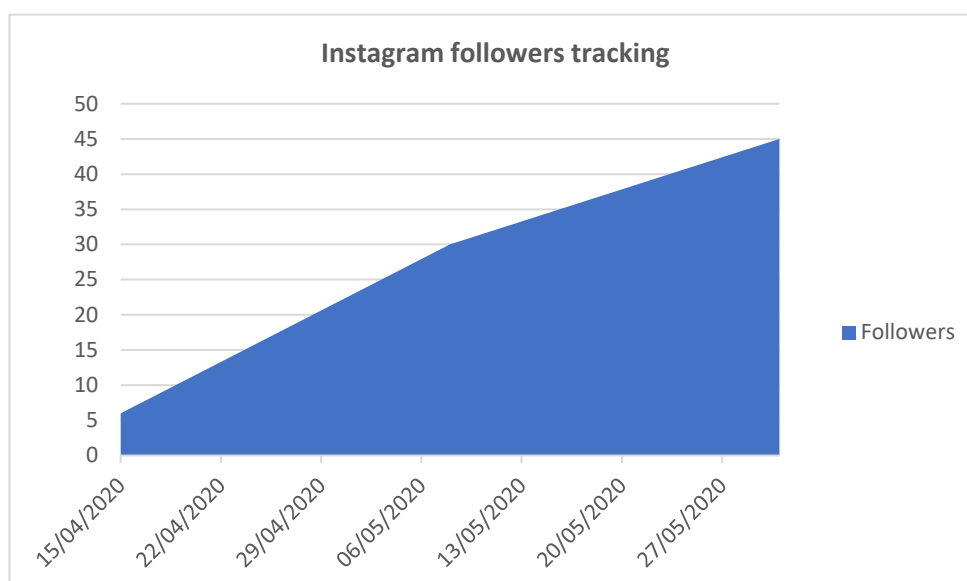
	01.04.2020	30.04.2020	31.05.2020
<b>TOTAL connections</b>	0	43	65



	April	May	TOTAL
<b>Number of posts</b>	11	7	<b>18</b>
<b>Total impressions</b>	1.937	727	<b>2664</b>
<b>Total clicks</b>	62	46	<b>108</b>
<b>Total reactions</b>	101	51	<b>152</b>
<b>Total shares</b>	19	5	<b>24</b>

### Instagram

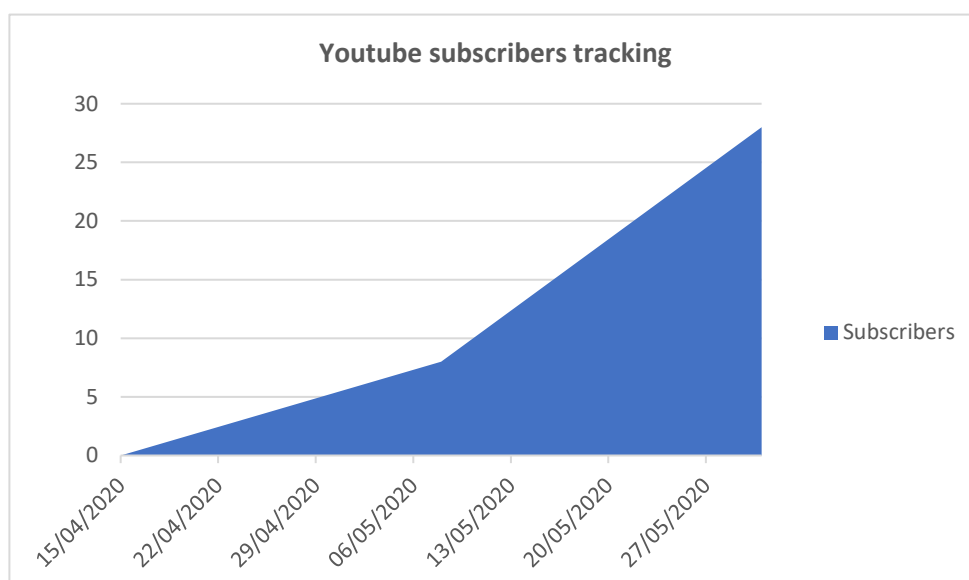
	15.04.2020	08.05.2020	31.05.2020
<b>TOTAL followers</b>	6	30	45



	April	May	TOTAL
<b>Number of posts</b>	6	6	<b>12</b>
<b>Total reach</b>	N/A	157	<b>157</b>
<b>Total impressions</b>	N/A	201	<b>201</b>
<b>Total interactions</b>	N/A	10	<b>10</b>
<b>Total likes</b>	30	18	<b>48</b>

## YouTube

	15.04.2020	08.05.2020	31.05.2020
<b>TOTAL subscribers</b>	0	8	28



	April	May	TOTAL
<b>Number of videos</b>	4	1	<b>5</b>
<b>Total views</b>	139	26	<b>165</b>
<b>Total likes</b>	5	0	<b>5</b>

## Annex 2 – Analytics 2<sup>nd</sup> Awareness Campaign (October 2020)

### Facebook

- FOLLOWERS:

PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE*	COUNTRY
September 30 227 followers	September 30 218 page likes	58% Female 39% Male	30% 35-44 years	1- Portugal (122)
			25% 25-34 years	2- Greece (38)
October 31 237 followers (10 new followers)	October 30 227 page likes (9 new likes)		19% 45-54 years	3- Finland (21)
			10% 55-64 years	4- Spain (12)
			8% 18-24 years	5- Czech Republic (9)




\* 4% 65+ years

### Twitter

- MONTH HIGHLIGHTS:

TOTAL LIKES	NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT
444	43	43.867	1.476
TOTAL FOLLOWERS	TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS
September 30 354 followers	226	11	115
October 31 402 followers (48 new followers)			

- TOP 3 TWEETS:

 <p><b>SHAPES EU project</b> @H2020SHAPES Today #H2020 we launch our focus on #integratedcare.</p> <p>The lack of integration of health &amp; social care is a challenge older people in need of care have faced for long time - and one of the key reasons why #COVID19 has had such tragic impacts in care.</p> <p>Join our #SHAPESdialogue! pic.twitter.com/AmKqYd4D</p>	 <p><b>SHAPES EU project</b> @H2020SHAPES Access to care services that are integrated is crucial to preserve the dignity of older people w/ health &amp; social care needs.</p> <p>But what precisely is the link between #integratedcare &amp; human rights?</p> <p>👉 Respond &amp; share your views, experiences &amp; examples!</p> <p>#SHAPESdialogue #H2020 pic.twitter.com/gjyYk4Hkz</p>	 <p><b>SHAPES EU project</b> @H2020SHAPES Human dignity is inviolable. ✖️ Age and dependency cannot be the grounds for restricting rights internationally acknowledged. Everybody, regardless of gender, age or dependency is entitled to enjoy these rights.</p> <p>Discussing #integratedcare live Oct 29 #SHAPESdialogue pic.twitter.com/1m4dC3TjK3</p>
1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
<b>Date:</b> October 1	<b>Date:</b> October 1	<b>Date:</b> October 16
<b>Tweet permalink:</b> <a href="https://twitter.com/H2020SHAPES/status/1311583075705524224">https://twitter.com/H2020SHAPES/status/1311583075705524224</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020SHAPES/status/1311652904286269440">https://twitter.com/H2020SHAPES/status/1311652904286269440</a>	<b>Tweet permalink:</b> <a href="https://twitter.com/H2020SHAPES/status/1317003046698782722">https://twitter.com/H2020SHAPES/status/1317003046698782722</a>
<b>Impressions:</b> 3.357	<b>Impressions:</b> 2.959	<b>Impressions:</b> 2.424
<b>Engagements:</b> 108	<b>Engagements:</b> 108	<b>Engagements:</b> 44
<b>Likes:</b> 27	<b>Likes:</b> 21	<b>Likes:</b> 14
<b>Retweets:</b> 18	<b>Retweets:</b> 12	<b>Retweets:</b> 9
<b>Replies:</b> 0	<b>Replies:</b> 3	<b>Replies:</b> 1
<b>Link Clicks:</b> 9	<b>Link Clicks:</b> 13	<b>Link Clicks:</b> 3
<b>Engagement rate:</b> 3.2%	<b>Engagement rate:</b> 3.6%	<b>Engagement rate:</b> 1.8%

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159

## LinkedIn

- FOLLOWERS:

FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
<b>September 30</b> 112 followers	1- Barcelona (7.79%)	1- Education (16.1%)	1- Higher Education (19.85%)
	2- Helsinki (6.49%)	2- Research (12.71%)	2- Research (13.74%)
<b>October 31</b> 134 followers (22 new followers)	3- Porto (5.19%)	3- Business Development (11.86%)	3- Information Technology and Services (12.98%)
	3- Madrid (5.19%)	4- Program and Project Management (11.02%)	4- Hospital & Health Care (7.63%)
	4- Aveiro (5.19%)	5- Engineering (9.32%)	5- Nonprofit Organization Management (6.11%)

## Instagram

- FOLLOWERS:

FOLLOWERS	GENDER	AGE	COUNTRY
<b>September 30</b> 68 followers	Information available by Instagram when the profile has at least 100 followers.	Information available by Instagram when the profile has at least 100 followers.	Information available by Instagram when the profile has at least 100 followers.
<b>October 31</b> 73 followers (5 new followers)			

## Youtube

- MONTH HIGHLIGHTS:

TOTAL SUBSCRIBERS	TOTAL VIDEOS
<b>September 30</b> 35 subscribers	<b>September 30</b> 6 videos
<b>October 31</b> 36 subscribers (1 new subscribers)	<b>October 31</b> 9 videos (3 new videos)

## Annex 3 – Analytics 3<sup>rd</sup> Awareness Campaign (April 2021)

### Facebook

#### FOLLOWERS

PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE*	COUNTRY
March 31 285 followers	March 31 272 page likes	60% Female 38% Male	29% 25-34 years	1- Portugal (133)
April 30 290 followers (5 new followers)	April 30 276 page likes (4 new likes)		28% 35-44 years	2- Greece (40)
			21% 45-54 years	3- Finland (21)
			10% 55-64 years	4- Spain (15)
			6% 18-24 years	5- Czech Republic (11)

\* 5% 65+ years

### Twitter

#### MONTH HIGHLIGHTS

TOTAL LIKES	NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT
487	65	53.800	2.2%
TOTAL FOLLOWERS	TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS
<b>March 31</b> 520 followers	204	19	110
<b>April 30</b> 578 followers (58 new followers)			

#### TOP 3 TWEETS

 <p><b>SHAPES EU project</b> @H2020Shapes Register now to the SHAPES Dialogue Workshop on technological platforms and healthy ageing! 🤖👴👵 rs Led by @ARCOresearch @ucim_es Taking place next 27 April, 9:00-13:30 CET Everyone is welcome! Check the agenda &amp; register 👉 <a href="https://shapes2020.eu/workshops/workshop-3/">https://shapes2020.eu/workshops/workshop-3/</a> ... #SHAPESdialogue pic.twitter.com/v3JNthoPmX</p>	 <p><b>SHAPES EU project</b> @H2020Shapes #HealthyAgeing   What is it? @WHO suggests this definition: <a href="https://www.who.int/news/item/12-04-2021/healthy-ageing-and-functional-ability">https://www.who.int/news/item/12-04-2021/healthy-ageing-and-functional-ability</a> ... 🔍 What is the role of technology in ensuring healthy ageing? What human rights implications? 🗣️ We'll be discussing it here over the next 2 weeks. Be part of the conversation! #SHAPESdialogue pic.twitter.com/v3JNthoPmX</p>	 <p><b>SHAPES EU project</b> @H2020Shapes El 3º Foro de Debate de nuestro proyecto, liderado por @ARCOresearch, es gratuito y tendrá interpretación en español 🇪🇸 🔔 ¡Únete y comparte tu opinión sobre las nuevas tecnologías y el envejecimiento saludable! 📝 insíbete ➡ <a href="https://shapes2020.eu/workshops/workshop-3/">https://shapes2020.eu/workshops/workshop-3/</a> ... #SHAPESdialogue pic.twitter.com/v3JNthoPmX</p>
1º	2º	3º
<b>Date:</b> April 01	<b>Date:</b> April 13	<b>Date:</b> April 13
<a href="#">Tweet permalink</a>	<a href="#">Tweet permalink</a>	<a href="#">Tweet permalink</a>
<b>Impressions:</b> 8.153	<b>Impressions:</b> 2.366	<b>Impressions:</b> 2.333
<b>Engagements:</b> 253	<b>Engagements:</b> 100	<b>Engagements:</b> 86
<b>Likes:</b> 26	<b>Likes:</b> 20	<b>Likes:</b> 18
<b>Retweets:</b> 35	<b>Retweets:</b> 12	<b>Retweets:</b> 10
<b>Replies:</b> 1	<b>Replies:</b> 0	<b>Replies:</b> 1
<b>Link Clicks:</b> 48	<b>Link Clicks:</b> 4	<b>Link Clicks:</b> 10
<b>Engagement rate:</b> 3.1%	<b>Engagement rate:</b> 4.2%	<b>Engagement rate:</b> 3.7%

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## LinkedIn

### • CONNECTIONS

FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
<b>March 31</b> 218 connections	1- Barcelona, Spain (6.9%)	1- Education (15.15%)	1- Higher Education (24.23%)
	2- Aveiro, Portugal (6.21%)	2- Program and Project Management (12.12%)	2- Information Technology and Services (11.45%)
<b>April 30</b> 230 connections (12 new connections)	3- Lisbon, Portugal (5.52%)	3- Business Development (11.62%)	3- Research (11.01%)
	4- Porto, Portugal (5.52%)	4- Research (10.61%)	4- Hospital & Health Care (8.37%)
	5- Cologne, German (5.52%)	5- Engineering (10.61%)	5- Nonprofit Organization Management (4.85%)

## Instagram

### • FOLLOWERS

FOLLOWERS	GENDER	AGE	COUNTRY
March 31 102 followers	63.8% Female 36.2% Male	39% 25-34 years	1- Salonica, Greece (6.8%)
April 30 108 followers (6 new followers)		20.3% 35-44 years	2- Aveiro, Portugal (3.4%)
		16.9% 45-54 years	3- Porto, Portugal (3.4%)
		13.6% 18-24 years	4- Barcelona, Spain (3.4%)
		6.5% 55-64 years	5- Louisville, America (1.7%)

\* 3.4% 65+ years

## YouTube

### • MONTH HIGHLIGHTS

TOTAL SUBSCRIBERS	TOTAL VIDEOS	TOTAL VIEWS	TOP VIDEOS
<b>March 31</b> 50 subscribers	<b>March 31</b> 13 videos	<b>March 31</b> 65 views	 <b>Welcome to SHAPES Project / #H2020</b> - Publication date: November 03 - Average view duration: 1:58 (38.5%) - Views: 67
<b>April 30</b> 50 subscribers (0 new subscriber)	<b>April 30</b> 15 videos (2 new videos)	<b>April 30</b> 122 views (+57 views)	 <b>Get to know SHAPES project by Mac MacLachlan – ENG</b> - Publication date: April 12 - Average view duration: 4:25 (46.3%) - Views: 15

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## Annex 4 – Analytics 4<sup>th</sup> Awareness Campaign (October 2021)

### Facebook

#### • FOLLOWERS

PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE*	COUNTRY
September 30 301 followers	September 30 288 page likes	60% Female 38% Male	29% 25-34 years	1- Portugal (145)
October 31 307 followers (6 new followers)	October 26 293 page likes (5 new likes)		29% 35-44 years	2- Greece (51)
			21% 45-54 years	3- Finland (22)
			10% 55-64 years	4- Spain (15)
			5% 18-24 years	5- Czech Republic (11)




\* 5% 65+ years

### Twitter

#### • MONTH HIGHLIGHTS

TOTAL LIKES	NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT
189	26	14.900	3.2%
TOTAL FOLLOWERS	TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS
<b>September 30</b> 624 followers	77	1	69
<b>October 31</b> 650 followers (26 new followers)			

#### • TOP 3 TWEETS

 <p><b>SHAPES EU project</b> @H2020SHapes Integrating the lived realities of older people in innovation projects is a must. That involves addressing a great diversity of backgrounds and preferences.</p> <p>Join our workshop next 26 October and have your say!</p> <p>Agenda and registration <a href="https://shapes2020.eu/workshops/workshop-4/">https://shapes2020.eu/workshops/workshop-4/</a> ... <a href="https://twitter.com/wSSAB1ETK6">plc.twitter.com/wSSAB1ETK6</a></p>	 <p><b>SHAPES EU project</b> @H2020SHapes "What if us, older people, stopped the work we are doing voluntarily, just for one day? Then maybe society would realise how big our contribution is!", says Joke de Ruiter from @AGE_PlatformEU.</p> <p>#SHAPESdialogue</p>	 <p><b>SHAPES EU project</b> @H2020SHapes SHAPES researchers have been meeting older individuals across Europe. A great way to close gaps between research and the lived realities of older people.</p> <p>We are now hearing some of these stories. Check #SHAPESstories in our website: <a href="https://shapes2020.eu/shapes-stories/">https://shapes2020.eu/shapes-stories/</a></p> <p>#SHAPESdialogue</p>
1 <sup>o</sup>	2 <sup>o</sup>	3 <sup>o</sup>
<b>Date:</b> October 14	<b>Date:</b> October 26	<b>Date:</b> October 26
<a href="#">Tweet permalink</a>	<a href="#">Tweet permalink</a>	<a href="#">Tweet permalink</a>
<b>Impressions:</b> 2.524	<b>Impressions:</b> 1.287	<b>Impressions:</b> 1.241
<b>Engagements:</b> 135	<b>Engagements:</b> 59	<b>Engagements:</b> 41
<b>Likes:</b> 31	<b>Likes:</b> 19	<b>Likes:</b> 15
<b>Retweets:</b> 19	<b>Retweets:</b> 11	<b>Retweets:</b> 4
<b>Replies:</b> 0	<b>Replies:</b> 0	<b>Replies:</b> 0
<b>Link Clicks:</b> 10	<b>Link Clicks:</b> 0	<b>Link Clicks:</b> 8
<b>Profile clicks:</b> 5	<b>Profile clicks:</b> 11	<b>Profile clicks:</b> 4

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## LinkedIn

### • CONNECTIONS

FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
<b>September 30</b> 259 connections	1- Cologne, Germany (7.32%)	1- Education (15.42%)	1- Higher Education (24.9%)
	2- Barcelona, Spain (6.71%)	2- Research (13.66%)	2- Information Technology and Services (11.49%)
<b>October 31</b> 265 connections (6 new connections)	3- Aveiro, Portugal (6.1%)	3- Business Development (11.01%)	3- Research (10.34%)
	4- Lisbon, Portugal (5.49%)	4- Engineering (11.01%)	4- Hospital & Health Care (8.43%)
	5- Porto, Portugal (5.49%)	5- Program and Project Management (9.25%)	5- Nonprofit Organization Management (4.6%)

## Instagram



### • FOLLOWERS

FOLLOWERS	GENDER	AGE	COUNTRY
September 30 108 followers	60.8% Female 39.2% Male	39.1% 25-34 years	1- Spain (20.3%)
October 31 110 followers (2 new followers)		28.1% 35-44 years	2- Greece (14.1%)
		12.5% 18-24 years	3- United States (12.5%)
		10.9% 45-54 years	4- Portugal (10.9%)
		6.2% 55-64 years	5- Czech Republic (6.2%)

\* **3.1%** 65+ years

## YouTube

### • MONTH HIGHLIGHTS

TOTAL SUBSCRIBERS	TOTAL VIDEOS	TOTAL VIEWS	TOP VIDEOS
<b>September 30</b> 52 subscribers	<b>September 30</b> 17 videos	<b>September 3</b> 75 views	 <b>Welcome to SHAPES Project   #H2020</b> - Publication date: November 03, 2020 - Average view duration: 2:09 (42.1%) - Views: 30
<b>October 31</b> 52 subscribers (0 new followers)	<b>October 26</b> 17 videos (0 new videos)	<b>October 26</b> 79 views (+4 views)	 <b>#3 Dialogue Workshop (ENGLISH)</b> - Publication date: May 7, 2021 - Average view duration: 1:33 (0.5%) - Views: 15

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