ACTION GRANTS TO SUPPORT TRAINING ACTIVITIES ON THE DATA PROTECTION REFORM

REC-DATA-2016-01

TAtoDPR – Training Activities to Implement the Data Protection Reform

Project Number 769191

Grant Agreement number 769191 — TAtoDPR — REC-DATA-2016/REC-DATA-2016-01

Social Networks

Deliverable No. (use the number indicated on technical annex)		**D1.19**	
Workpackage No.	**1**	Workpackage Title	**Management and Coordination of the Project**
Activity No.	**1.3**	Activity Title	**Dissemination and communication management**
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Status (F: final; D: draft; RD: revised draft):		**F**	
File Name:		**TAtoDPR_D3.1 SocialNetworks_final**	
Project start date and duration		**1st November 2017, 24 Months**	

Version History table

DATE	COMMENT
02/01/2018	First draft version by RELAB: structure definition
14/02/2018	Second draft version by RELAB for peer review
22/02/2018	Third draft by RELAB taking into account peer review comments and suggestions
28/02/2018	Final version for submission

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List of abbreviations

ACRONYM	DESCRIPTION
GDPR	General Data Protection Reform
DPO	Data Protection Officer
DPA	Data Protection Authority

Executive Summary

The creation of Social Network outlets for TAtoDPR is a core element of the project Dissemination and Communication strategy. This report illustrates how Social Media will be used throughout project implementation to magnify the project's expected impact by expanding its overall outreach.

Social Media Communication and Dissemination activities have been addressed to and tailored on several targets:

- Legal, IT, Economics, Humanities, Engineering professionals
- The scientific community
- Companies and Legal Firms
- Students
- National and International Public Authorities
- The general public

Presence on Social Media will furthermore allow the project to reach certain specific objectives. First and foremost, Social Networks support the goal of advertising the courses, together with other promotional activities expected as project deliverables such as presentation events, conferences and advertisement materials.

In addition, we expect Social Media to contribute to other Dissemination and Communication objectives: the propagation of information and news regarding the project, the dissemination of materials produced during the project and lessons learnt, the communication of information and knowledge about Data Protection, privacy, cybersecurity and related news.

In order to achieve said objectives, we have devised specific strategies which will allow to address each identified target by making use of three main Social Networks:

- Facebook
- Twitter
- Linked-in

The project profiles activated on these Social Networks are described within this report, including the visual identity and information they convey, and their role within our Dissemination and Communication strategy.

Finally, this report provides general indications on how Social Networks management and strategy will be adapted to the changing needs and objectives of the project.

Introduction

This document depicts the state of Social Network activities and strategy as developed and implemented at this point in time (M4 of the project). The strategy and tools identified in this Report are living instruments, and will be subject to adaptation in the future, to ensure their effectiveness throughout different phases of project implementation.

This report intends to provide a brief overview of TAtoDPR pages on Facebook, Twitter and Linked-in, outlining their functions and objectives in adherence with the overall Social Networks strategy. The structure of this document is the following:

- 1. Overall Strategy: This section illustrates the general strategy and overarching objectives that TAtoDPR Communication and Dissemination activities will follow and pursue using Social Networks
- Social Network Strategy: This section defines more in detail the specific objectives, the targets addressed, the tools employed and the strategies developed
- 2. Implementation: This section introduces the work completed so far within the Social Networks domain for the project
- a. Facebook: This section provides a report of the Facebook profile created for TAtoDPR
- b. Twitter: This section similarly serves to describe TAtoDPR's Twitter profile
- c. Linked-in: This section reports the features of the Linked-in profile of the project
- Conclusion: This section provides indications on future Social Media management to be adapted to changing needs and expectations

1. Overall Strategy

The Data Protection Reform is a key enabler for the Connected Digital Single Market and a milestone in the creation of a real Area of Justice and Fundamental rights based on Mutual Trust in Europe. Without harmonized legislation on Data Protection, the EU was missing out on reaping the full potential benefits of a truly Connected Digital Single Market, roughly accounting for €250 billion of additional growth [1]. Now that the General Data Protection Reform (GDPR) is complete and about to become enforceable in all Member States, the Union is one step closer to delivering a Connected Digital Single Market to its citizens. The same applies for the Area of Justice and Fundamental rights: the right to Privacy is now going to be safeguarded equally throughout Europe.

TAtoDPR's intended impact is to facilitate the correct and uniform implementation of the Reform on a European level, delivering courses to train Data Protection Officers entrusted with the role of monitoring compliance with the Regulation within public and private organizations. Said courses will directly impact 90 participants (30 per country), who will benefit from the training activities and will in turn employ their acquired expertise in their day-to-day work, coming in contact with colleagues, national Data Protection Authorities (DPAs) and data subjects.

TAtoDPR Dissemination and Communication activities have been clearly designed with a view to support and amplify the expected impact of the project, leveraging the strengths of the Consortium and mitigating its weaknesses. In this perspective, the activation of Social Networks profiles for the project plays a paramount role in enhancing the project's reach and visibility.

Since four of the TAtoDPR partners are Universities, we plan to exploit their strength in terms of number of possible connections (e.g. students, teachers, etc.) to obtain a multiplier effect for the project's own connections.

Social Network Strategy

Social Networks Objectives

The objectives to be achieved through TAtoDPR's Social Networks are manifold, and can be summarized as follows:

OBJ1: To **recruit** participants for the courses (either as students or as teachers)

OBJ2: To **propagate** news and knowledge regarding project activities (including meetings, conferences, events etc.)

OBJ3: To **disseminate** materials produced during the project, the project's Scientific Journal (to be created by M6), lessons learnt and best practices

OBJ4: To **communicate** information and knowledge about Data Protection, privacy, cybersecurity and related subjects

Social Networks Targets

To achieve such objectives, we will address specifically the following targets:

TARG1: Legal, IT, Economics, Humanities, Engineering professionals

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[1] *A New Start for Europe: My Agenda for Jobs, Growth, Fairness and Democratic Change*, Political Guidelines for the next European Commission, Opening Statement in the European Parliament Plenary Session, Strasbourg, 15 July 2014

TARG2: The scientific community (including other research projects)
TARG3: Companies and Legal Firms
TARG4: Students
TARG5: Public Organizations
TARG6: The general public

Social Networks Tools

Facebook:
The Facebook page allows the Consortium to perform the following activities:

- collect and display news and information about the project throughout its implementation
- give periodic updates on activities, work packages and events
- spread content regarding Data Protection in general

This will enable the communication of project activities and objectives to a vast audience within this social network. Content published on the page will not necessarily be of a technical nature; on the contrary, simple, informative material will be preferred, for it to appeal also to non-professionals. This is expected to enhance the project's ability to spread knowledge and raise awareness about Data Protection issues, legislation and future challenges. We expect Facebook to be especially effective in reaching young university students or recent graduates looking for training activities to provide them with new, multi-disciplinary skills, as well as with the chance to enter the labour market and perform their role within organizations as DPOs. This will be rendered possible by the effort of Partner Universities, spreading the word about this new training opportunity using their Facebook connections.

Twitter:
Twitter will mostly be used as a means to reference content to be found elsewhere. In fact, given the limited amount of characters this social medium provides, posts will essentially link to e.g. the project's website or information therein, the project's Scientific Journal or specific issues thereof. Twitter will also serve to communicate short pieces of news and information regarding Data Protection, the new GDPR, and related technological aspects, or to link to longer content to be found, e.g. on the project's website or Facebook page, or online newspapers and journals. Leveraging the network of connections with other projects, institutions and professional bodies, we expect to be able to reach a significant number of individuals using this social medium.

Linked-in:
The purpose of the Linked-in page is to promote the project and its activities among businesses, institutions, universities and professionals who might be interested in the project topics. This social network is in fact especially valuable as it allows us to specifically address our potential participant from the professional domain.

Social Networks Strategies

Finally, in order to reach our Dissemination and Communication targets and achieve our objectives, we have devised a general strategy for our Social Networks activity, which can be split into three different, specific strategies:

STR1: **Advertisement** of the courses among potential participants

STR2: **Dissemination** of project results, lessons learnt, best practices and establishment of possible collaborations with Authorities and other projects

STR3: Production of material and **circulation of news** regarding Data Protection and Privacy latest developments.

Table 1 illustrates how these strategies pursue specific objectives and describes how each Social Network, while addressing all targets, focuses specifically on certain audiences.

Strategy	Objectives	Main Targets	Main Social Networks
STR1 - Advertisement	OBJ1 - Recruit	TARG1 - Professionals	Linked-in
		TARG4 - Students	Facebook
	OBJ2 - Propagate	TARG6 – General Public	Facebook, Twitter
STR2 - Dissemination	OBJ3 – Disseminate	TARG2 – Scientific Community	Linked-in, Twitter
		TARG3 - Companies	Linked-in
		TARG5 – Public Organizations	Linked-in, Twitter
STR3 – Circulation of news	OBJ4 - Communicate	TARG6 – General Public	Facebook, Twitter

Table 1 Strategies, Objectives and Targets of TAtoDPR Social Networks

In order to maximize the impact of Social Media for the project, the link to each Social Network page is displayed on the project's website as well, thanks to a banner on the top-right of the page.

Figure 1 Social Networks links displayed on project Website

2. Implementation

The strategy described above provides the necessary guidelines for our action on Social Media during project activities.

The following sections provide a brief overview of the work performed so far, providing a description of the social network profiles created for TAtoDPR, of their main features and content they display.

a. Facebook

The Facebook page created for the project is called "Tatodpr–Training Activities to Implement the Data Protection Reform". It displays the project logo as profile picture and an image, using the same writing and colours, created *ad hoc* as cover picture for the page.

Figure 2 TAtoDPR Facebook Home Page

The section "About" provides additional information regarding the Project, such as a description of the Consortium, reference to the funding programme and support of the European Union, outline of short-term and long-term objectives and needs addressed.
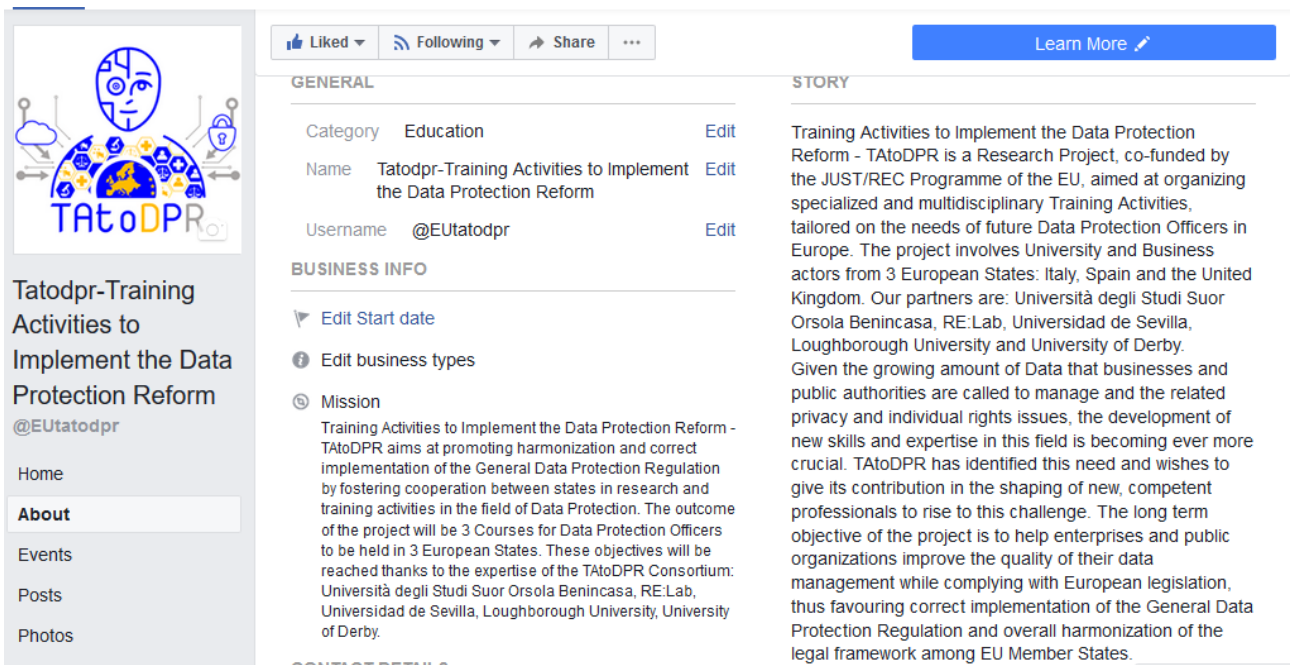

Figure 3 TAtoDPR Facebook About Section

b. Twitter

The TAtoDPR Twitter profile can be found under the name TAtoDPR_EU and it can be directly referred to using @TAtoDPR. The profile displays the project logo as profile photo and the *ad hoc* header photo using the project acronym and colours.

Figure 4 TAtoDPR Twitter profile

The profile contains a brief description of the project, summarizing the most relevant information within the character limit allowed.

Figure 5 TAtoDPR Twitter profile description

c. Linked-in

The Linked-in page of TAtoDPR similarly displays the project logo and *ad hoc* cover image. This page contains a summary of the project and its objectives and a description of the consortium.
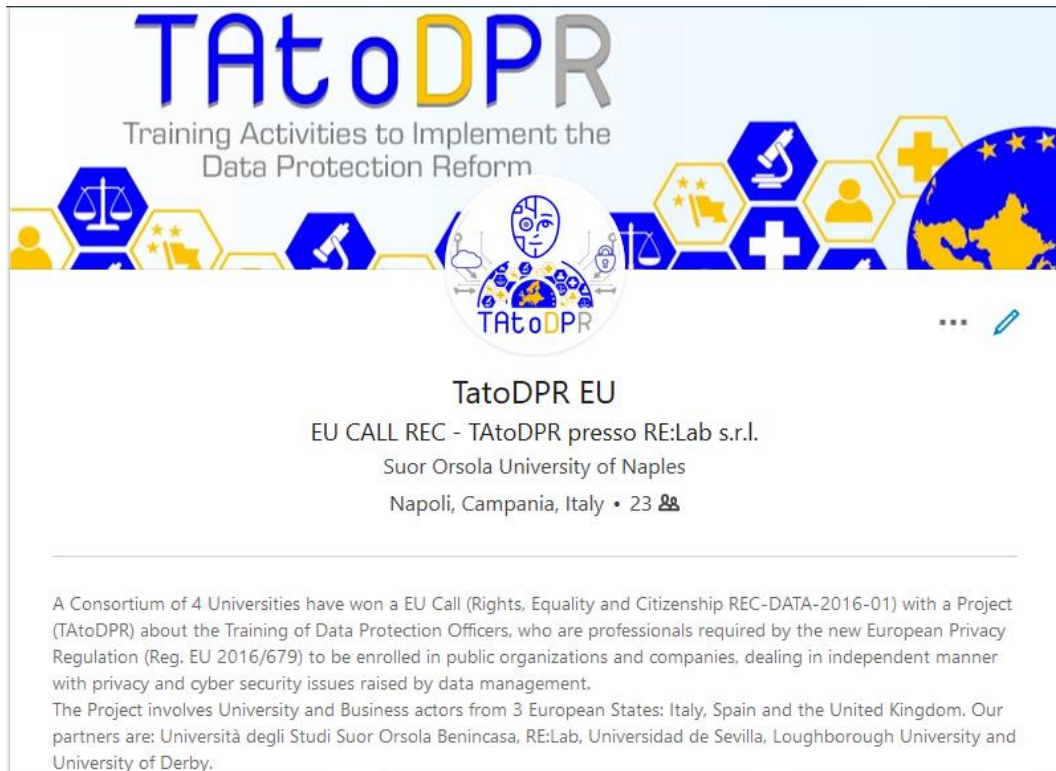

Figure 6 TAtoDPR Linked-in profile

Conclusion

This report has briefly outlined the Dissemination and Communication strategy for TAtoDPR's Social Media outlets. As leader of Dissemination and Communication activities, REL will ensure that Social Media management is performed in accordance with the overall strategy, based on coherence of objectives and means. This will reinforce the effectiveness of the general strategy itself, and in turn support its value as a core multiplier of the impact of the project.

Since Social Networks represent "living instruments" for the project, the content described in this report might change over time, with a view to ensure its communication effectiveness remains high at each stage of the implementation of the action. The strategies described might themselves be revisited in the future, to fix any possible inefficiencies or address different needs, based on increased understanding of our targets.