



DIGITAL COMMUNICATION STRATEGY FOR A SOCIAL ECONOMY PROJECT SUPPORTED BY WEB PLATFORM

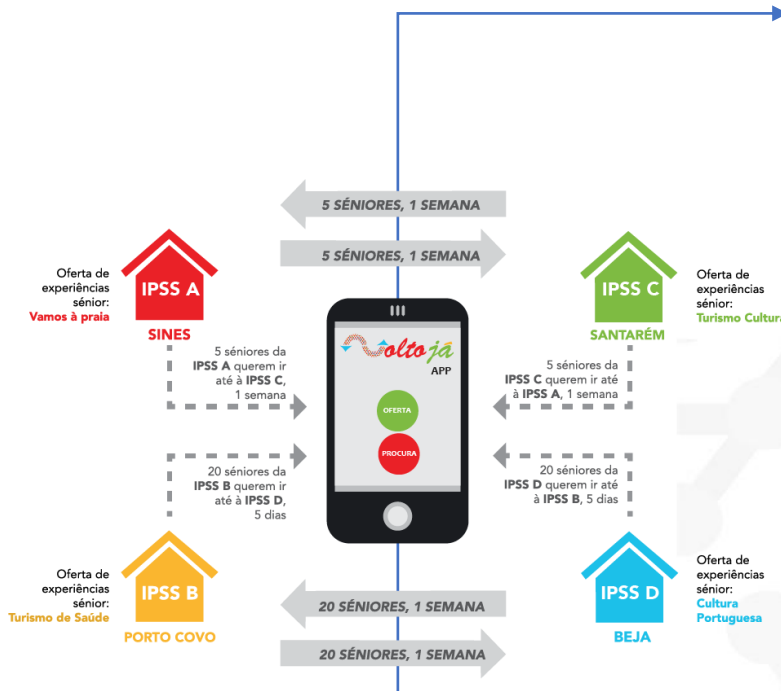
Aldo Passarinho, Cristina Santos, Sandra Oliveira,
Susana Leal, Ana Rodrigues, Marta Amaral,
Joana Santinhos, Alice Diniz

ACKNOWLEDGEMENTS

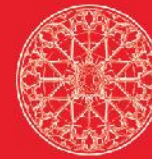
Study funded by FCT/Alentejo2020 - VOLTO JÁ: PROGRAMA DE INTERCÂMBIO SÉNIOR (Ref. ALT20-03-0145-FEDER-024111).



How to "engage" target audiences and generate leads in the validation phase of the business model, development and launch of the web platform?



Communication Plan

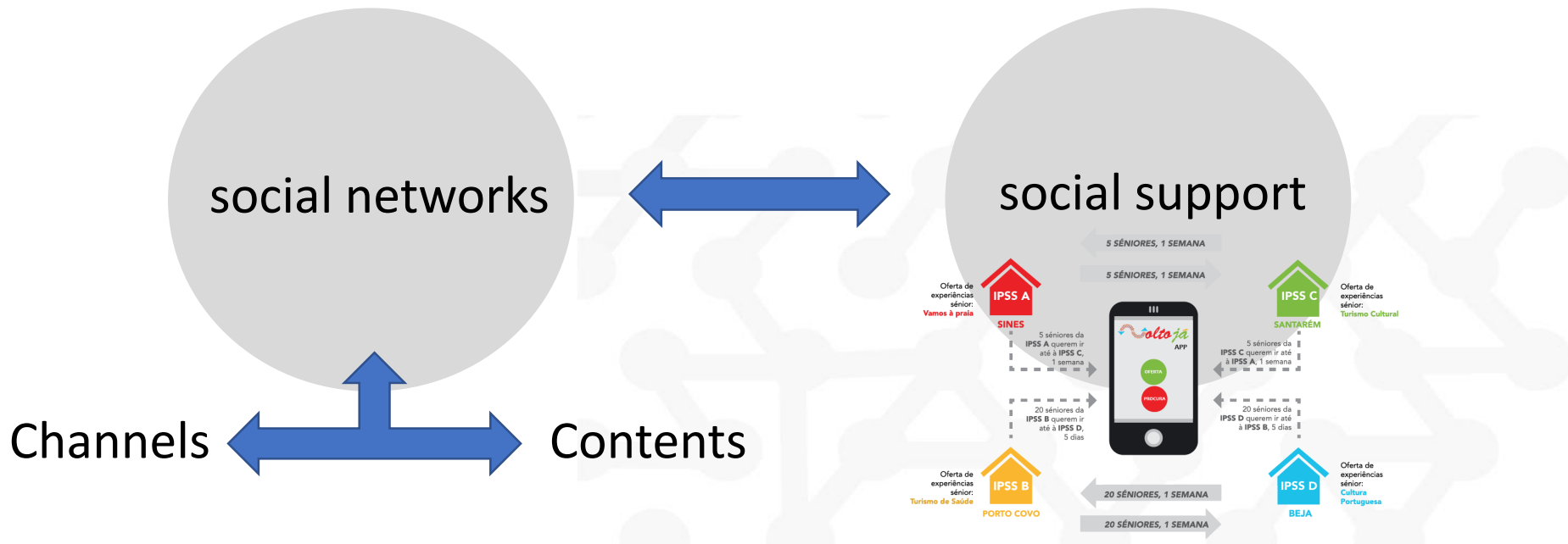


Activity No. 11 according to the project consisted:

1. Preparation of the communication plan to ensure efficiency in achieving the objective of dissemination of results of the project.
2. Implementation of the content of the broadcast channels and manage the presence in social networks according to the project communication plan, namely in accordance with the defined communication axis.

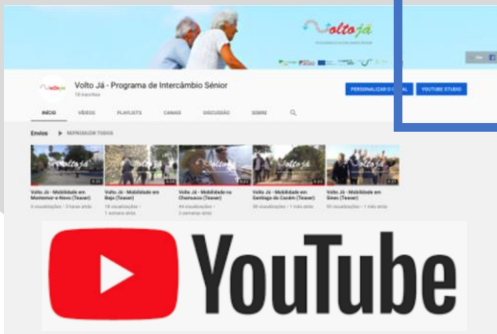
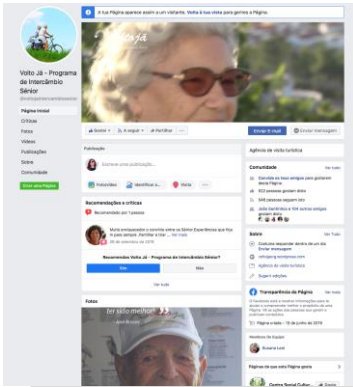


“Percentage of older adults using social networking technologies is increasing, stimulating research on "their use" and on their "communication behaviours". However, the literature states that it is necessary to distinguish between “social networks” and “social support”, Hutto, C. J. 2015

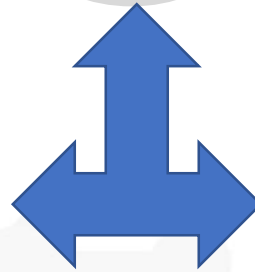




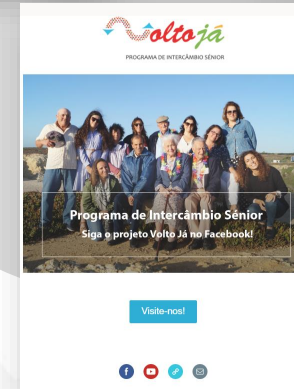
Channels



social networks



Contents

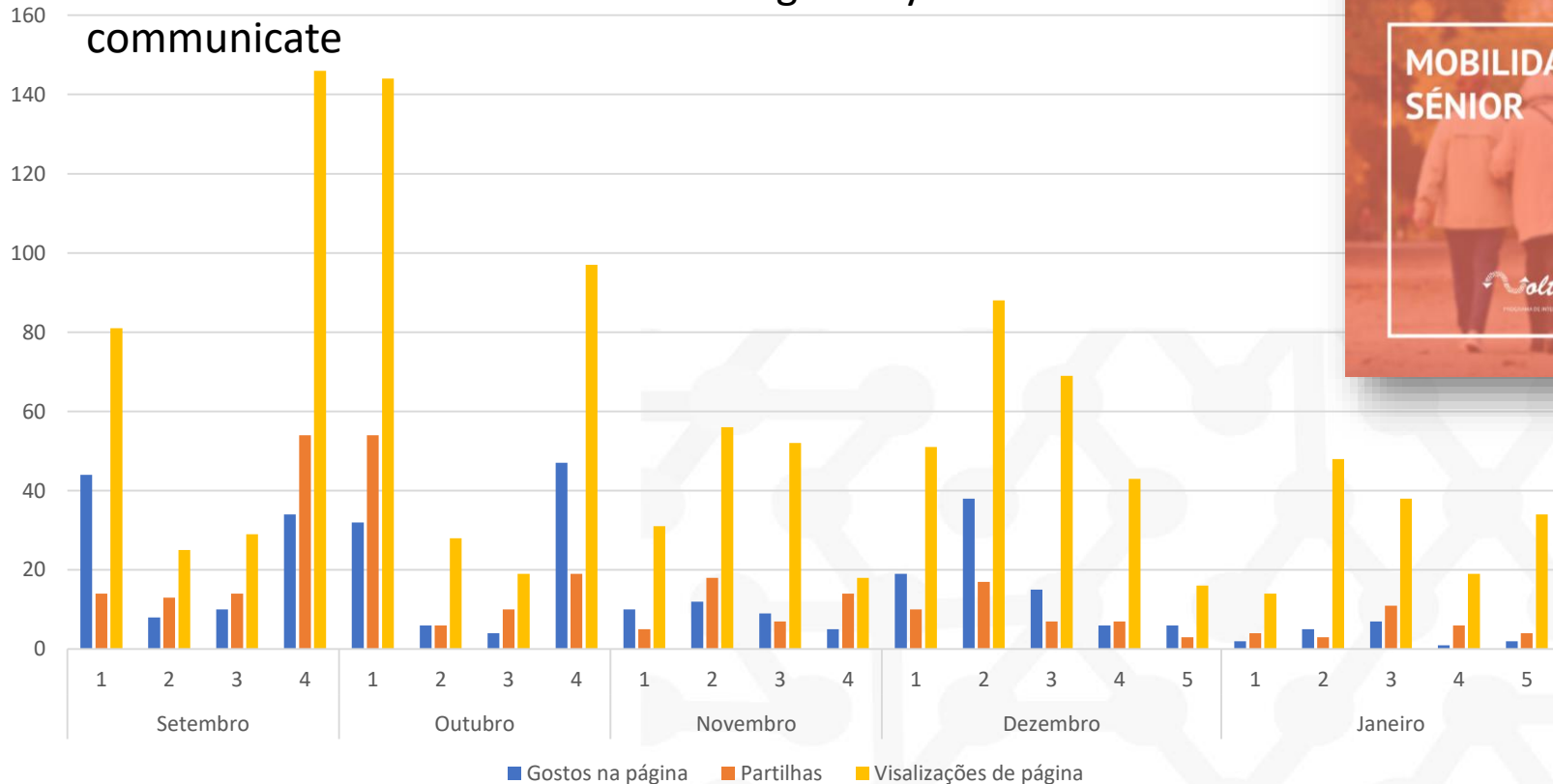


OUR WEB PRESENCE



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SOCIAL VALUE CREATION

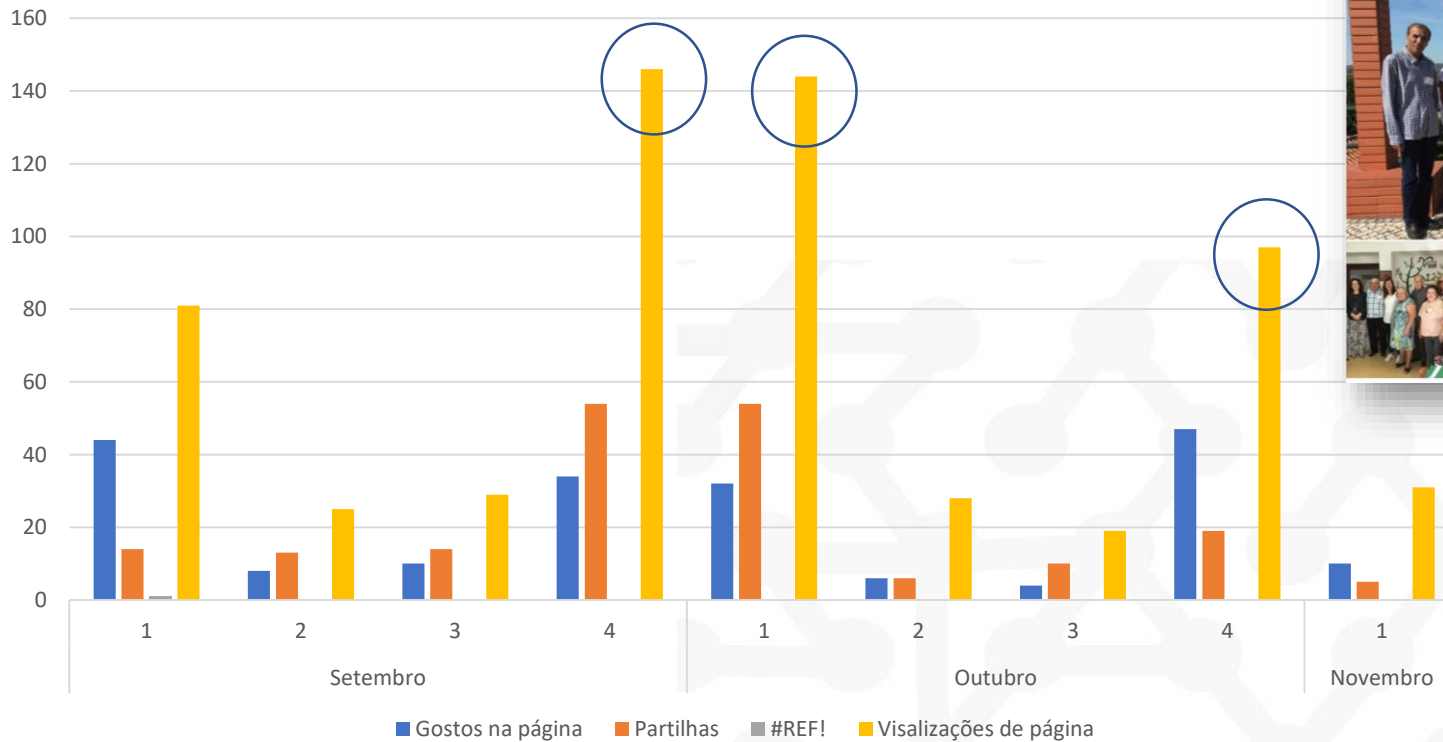
- Reach institutions located in the Alentejo NUTS II
- Gather statistics to understand the right ways to communicate



FACEBOOK STATISTICS



- Increased reaches
- Graphic posts and mobilities get higher numbers



FACEBOOK POSTS



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SOCIAL VALUE CREATION

Volto Já - Programa de Intercâmbio Sénior
Publicado por Joana Santinhos [?] · 22 de novembro de 2019

O melhor dos Intercâmbios é que os participantes criam laços entre si, provenientes dos dois dias de passeio e convívio. Os reencontros e as despedidas são sempre bastante sentidas, deixando sempre vontade de repetir a experiência. Deixamos aqui algumas imagens que retratam precisamente isso! 😊

Volto Já - Programa de Intercâmbio Sénior
Publicado por Joana Santinhos [?] · 17 de dezembro de 2019

Porque um sorriso vale mais que mil palavras, aqui deixamos alguns momentos que valem a pena recordar! 😊

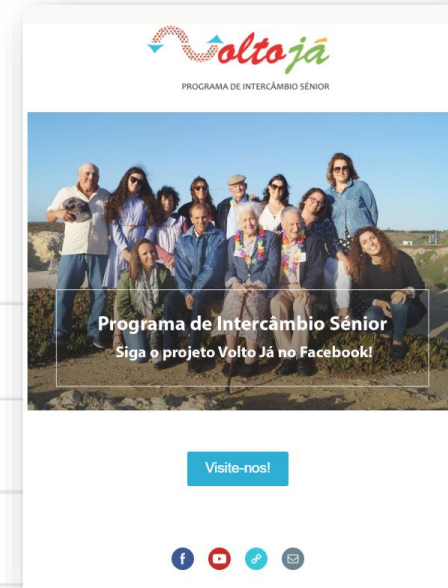
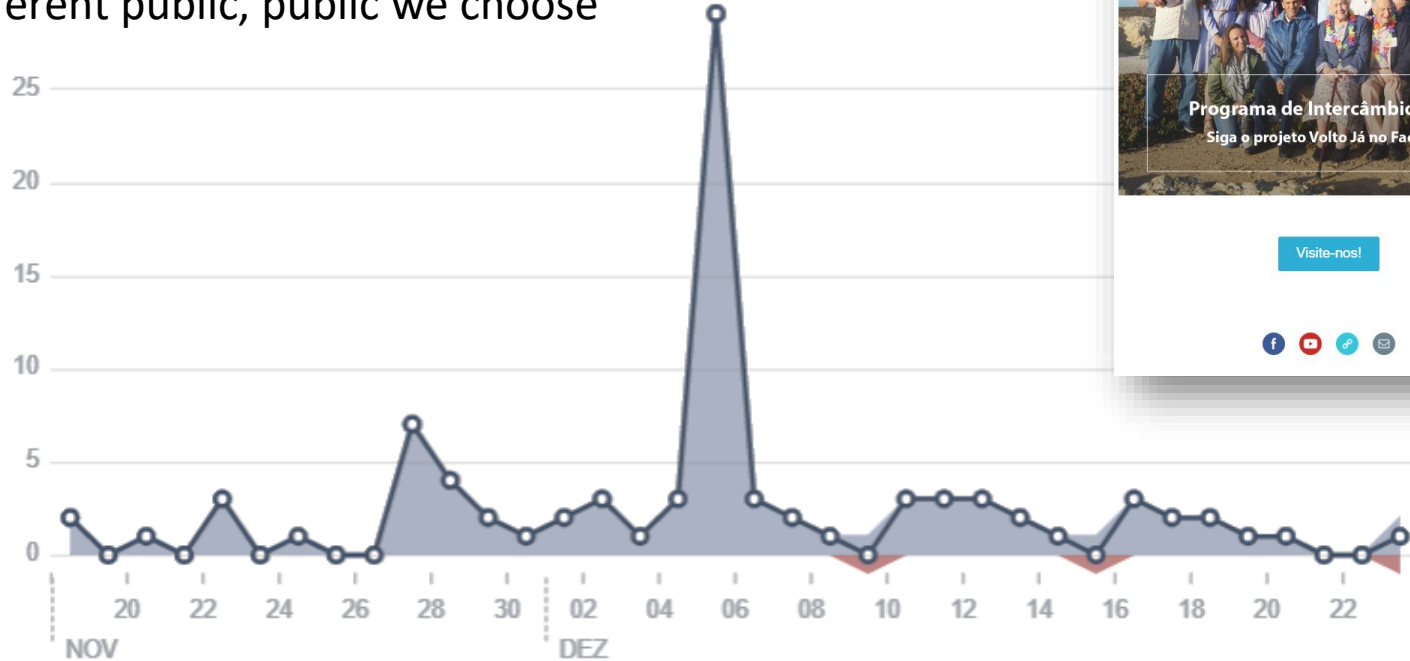
Volto Já - Programa de Intercâmbio Sénior
Publicado por Joana Santinhos [?] · 9 de janeiro às 10:00

O olhar de quem experienciou, na primeira pessoa, os intercâmbios do "Volto Já"! 😊

Irene Rego, Santa Casa da Misericórdia de Santarém
#olharesdovoltoja



- E-goi campaigns
- Articulate all media
- Different public, public we choose

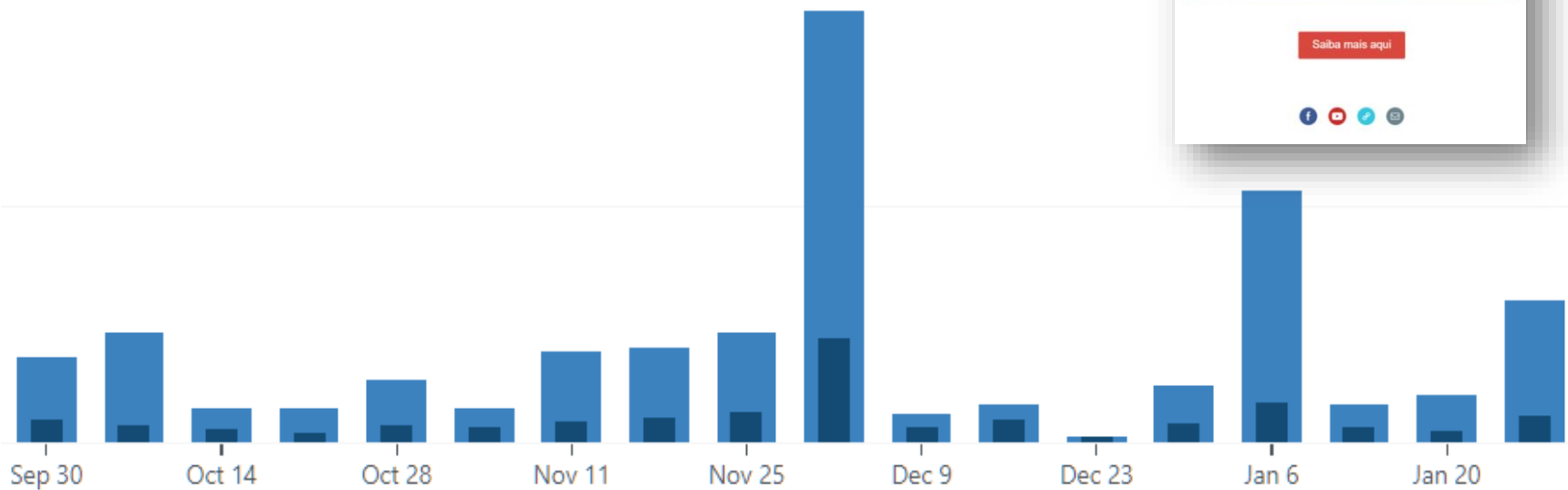


E-MAIL CAMPAIGNS



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- Increased website views and visitors
- Using effective communication tools

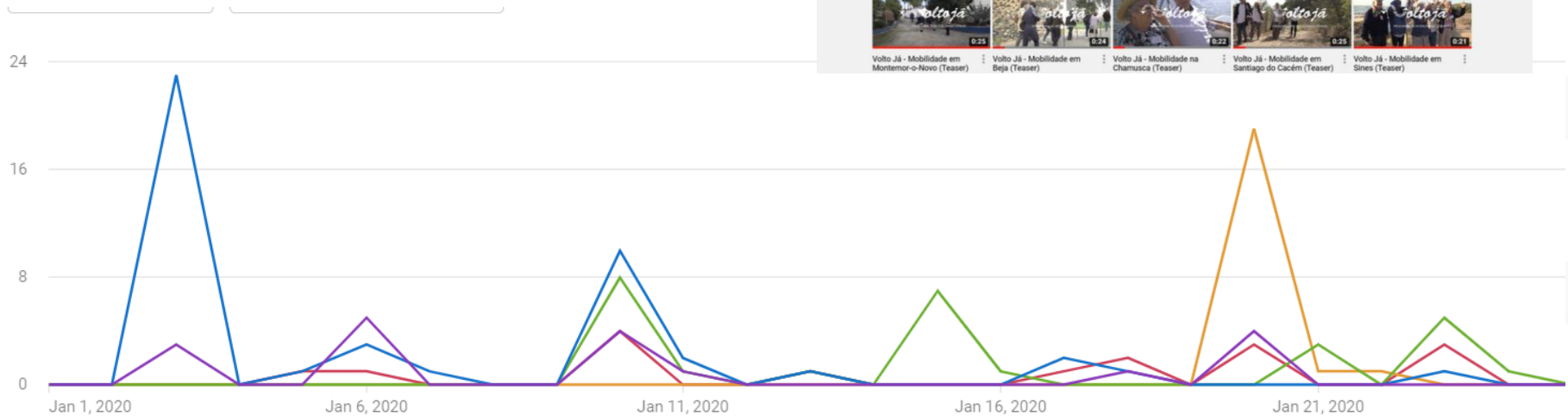
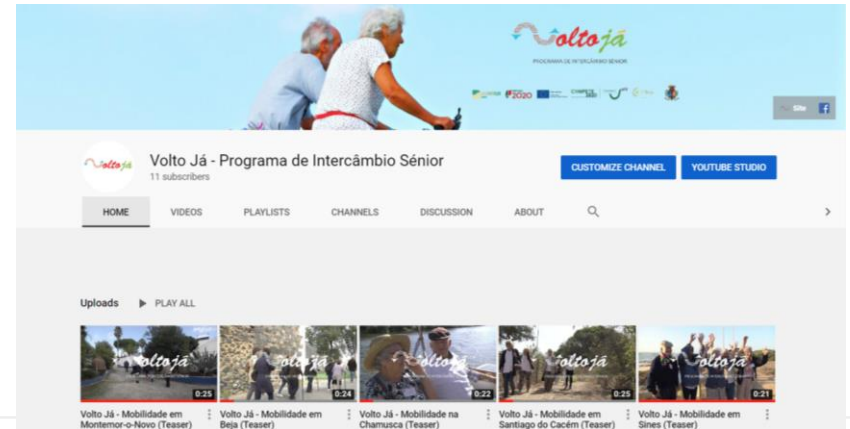


YOUTUBE CHANNEL



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- View peaks when shared to Facebook or via e-mail



CONCLUSIONS



- Increased views of all our communication channels
- Most of our public is located in Alentejo, mostly participants and the involved cities: Santarém and Beja

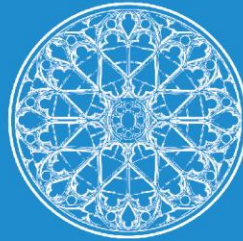


Cidade	Pessoas alca...
Sines, Distrito de Setúbal	356
Santarém, Distrito de S...	264
Santiago do Cacém, Di...	203
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FEBRUARY 6 - 7, 2020

SCHOOL OF MANAGEMENT AND TECHNOLOGY OF SANTARÉM
SANTARÉM, PORTUGAL



PROGRAMA DE INTERCÂMBIO SÉNIOR

OBRIGADO | THANK YOU

NOME DE ORADOR / PALESTRANTE

CATEGORIA / DESIGNAÇÃO

