



## Deliverable

# SAFE4ALL Social Media Strategy

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## Summary

The SAFE4ALL project will actively engage its online audience through various social media platforms, maintaining a presence on platforms such as *Facebook*, *LinkedIn*, and *Instagram*. The approach aims to reach relevant audiences with project updates and content, focusing on consistent updates and engagement across these channels to effectively communicate project goals, activities, and news to our online followers.

## 1. Objectives and goals

The SAFE4ALL project addresses food security, disaster management, and migration issues in Africa by providing better climate information services. The social media strategy aligns with these objectives to effectively communicate project progress and engage stakeholders.

## 2. Target audiences

The SAFE4ALL social media accounts aim to reach the following audiences:

- Policy makers and government officials
- NGOs and non-profit organizations
- Researchers and academia
- International development agencies
- Corporate partners and industry experts
- Environmental and sustainability professionals
- Academic institutions and students

By targeting these audiences through social media platforms, the SAFE4ALL project can expand its network, foster collaborations, and raise awareness about its objectives and activities in addressing food security, disaster management, and climate induced migration issues in Africa.

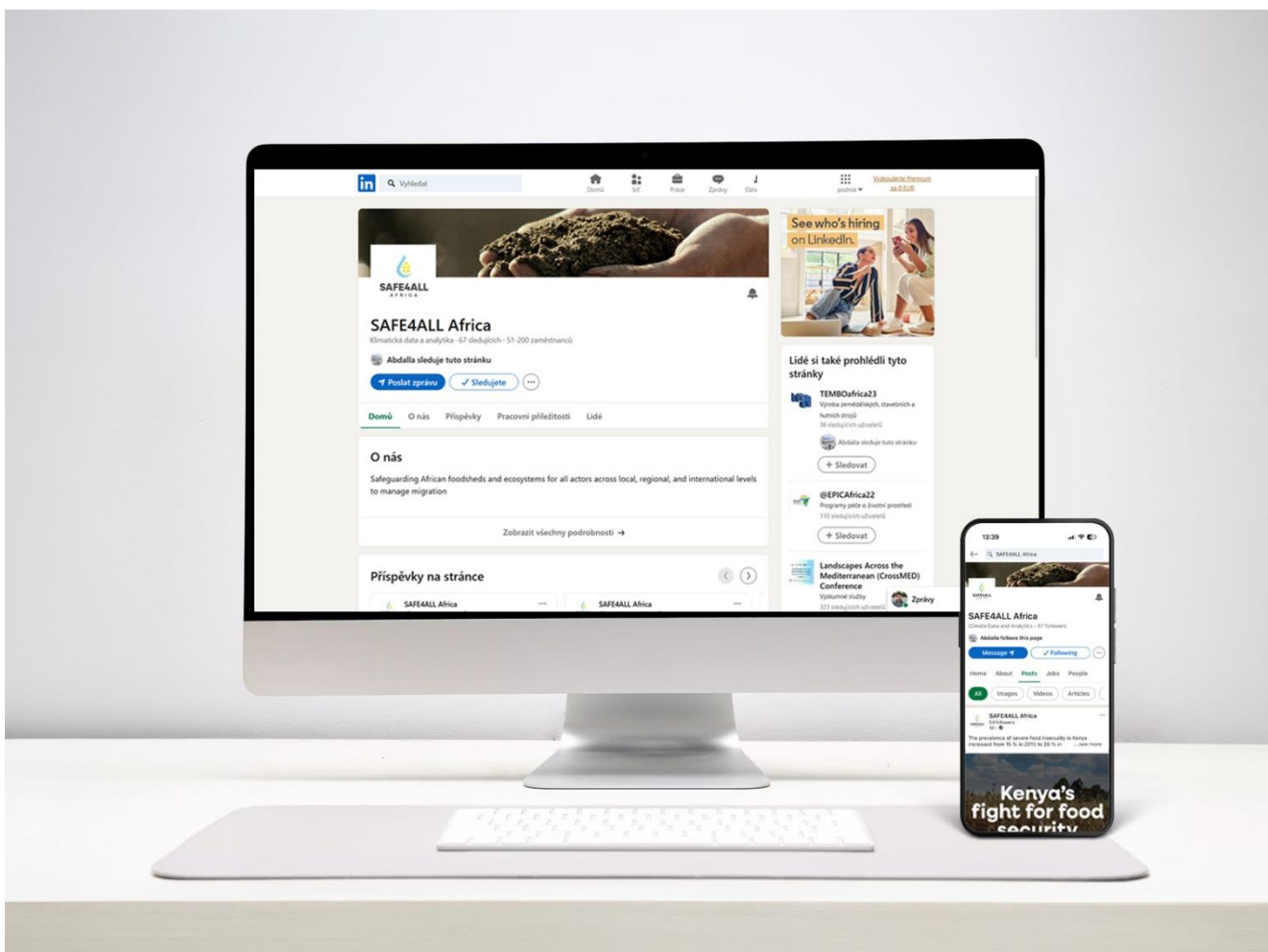
### 3. Platform selection

We have chosen to utilize key social media platforms such as Facebook, LinkedIn, and Instagram to reach our target audience effectively. Additional platforms may be considered throughout the duration of the project based on audience demographics and engagement trends.

#### 3.1 LinkedIn

LinkedIn provides a professional networking platform ideal for engaging with policymakers, government officials, NGOs, researchers, and industry experts involved in agriculture, disaster management, and climate resilience initiatives.

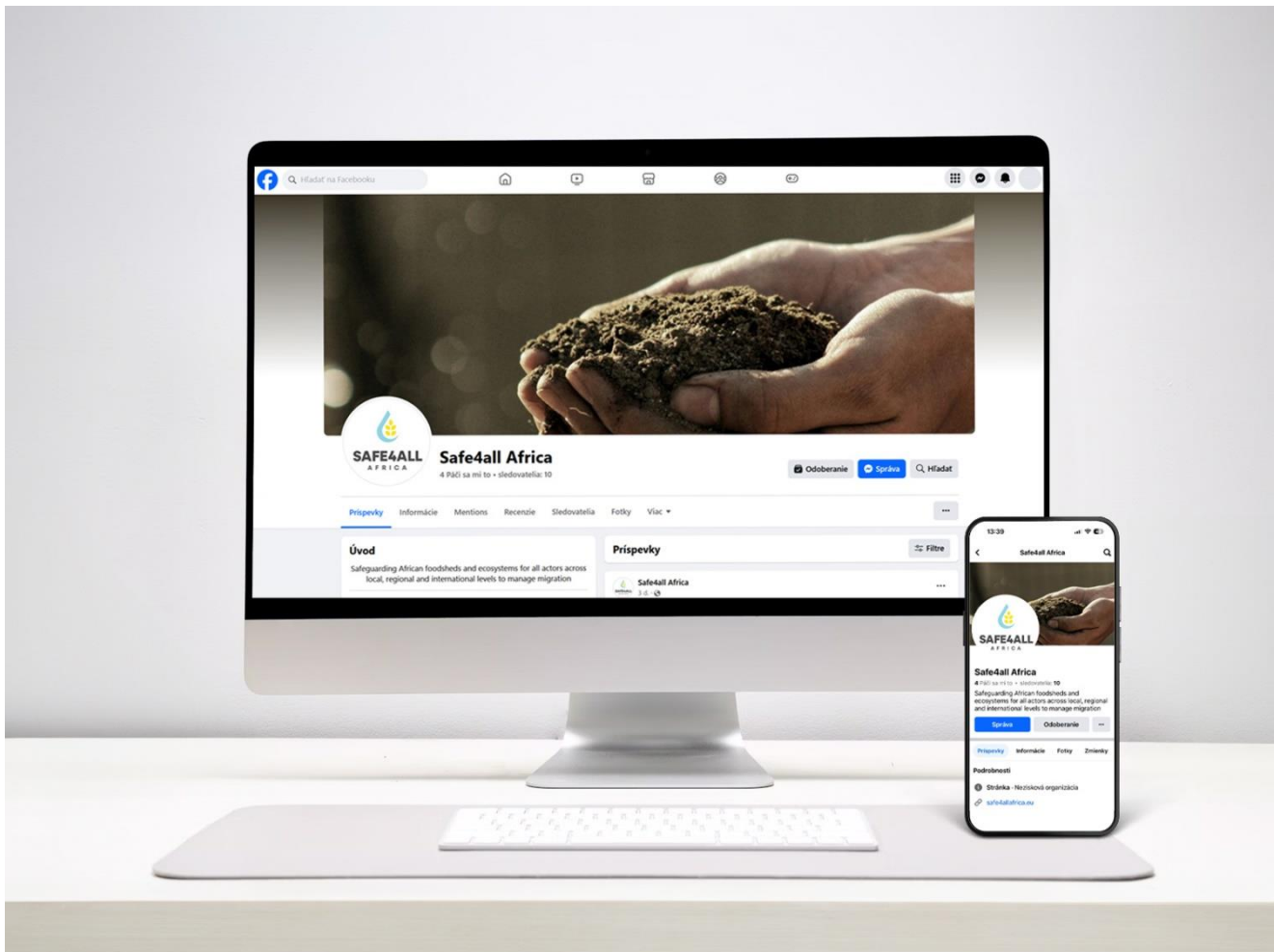
LinkedIn account: <https://www.linkedin.com/company/safe4all-africa/>



### 3.2 Facebook

Facebook offers a versatile platform for engaging with a broader audience, including stakeholders, supporters, and the general public interested in social and environmental issues. It facilitates community-building through discussions, sharing of success stories, and raising awareness about project initiatives.

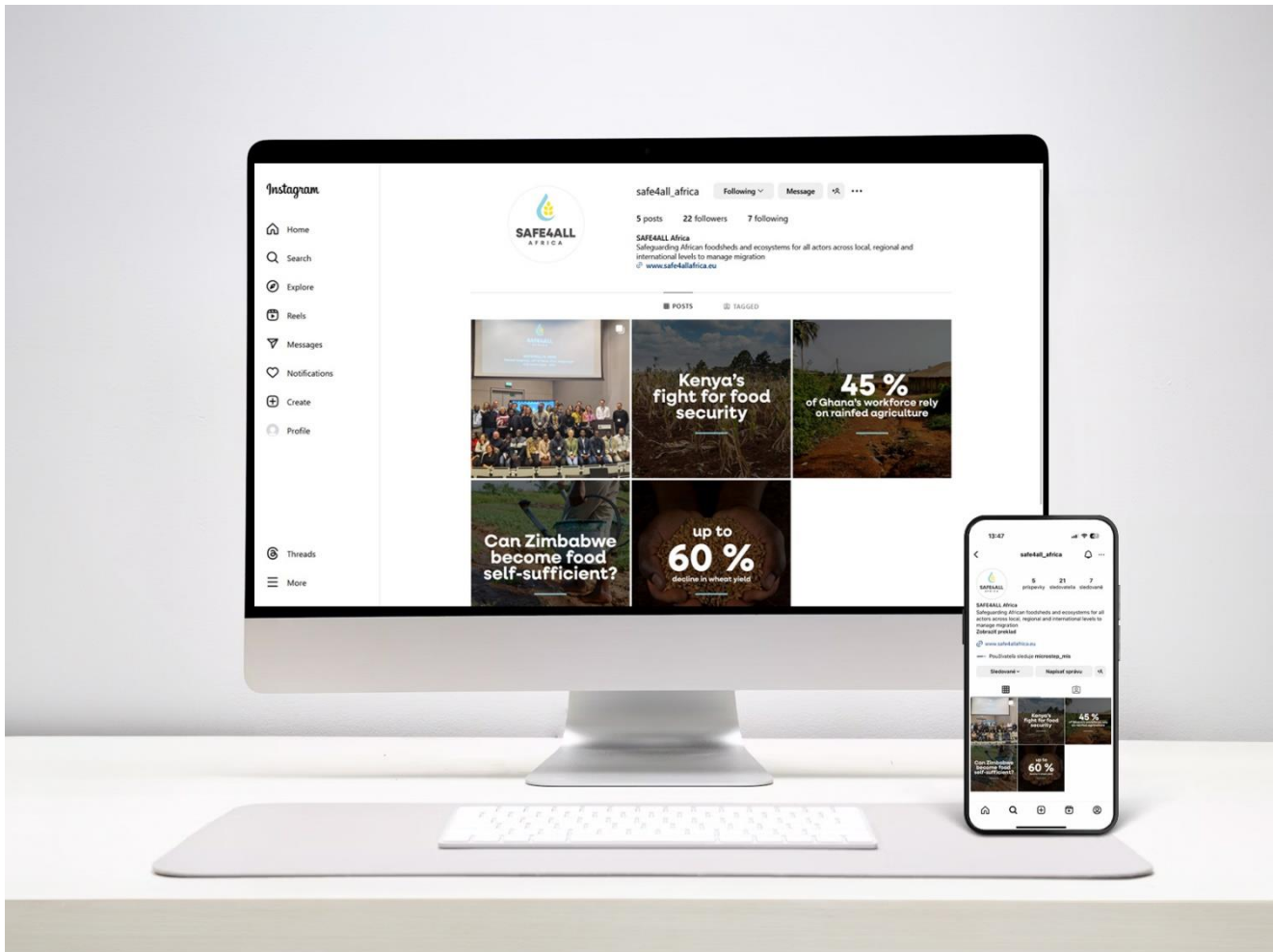
Facebook account: <https://www.facebook.com/people/Safe4all-Africa/61556421567233/>



### 3.3 Instagram

Instagram provides a visually-driven platform suitable for storytelling and showcasing the impact of the SAFE4ALL project through compelling images and videos. It offers an opportunity to reach a younger demographic and those interested in visual content

Instagram account: [https://www.instagram.com/safe4all\\_africa/](https://www.instagram.com/safe4all_africa/)



## 4. Content strategy

The content strategy will utilize a variety of formats to cover to different audience preferences:

- **Written content** – brief summaries of website articles/blog posts (to enhance website visibility or increase reach), and project updates accompanied by compelling captions and storytelling.
- **Visual content** - eye-catching graphics, infographics, charts, and illustrations to convey complex information in a visually appealing manner.
- **Video content** - short videos, interviews, testimonials, and documentaries to showcase project activities, success stories, and impact.
- **User-generated content** - testimonials, and stories from the field and project beneficiaries, partners, and supporters to enhance authenticity and engagement.

### 4.1 Project launch posts

For our initial project launch posts, we crafted teasers to kick off the project, providing concise insights into the current state of agriculture and climate in the three focus countries: Kenya, Ghana, and Zimbabwe.



Following these teasers, we shared a post briefly introducing the project and informing about the first Assembly Meeting held in Wageningen, serving as the project's official kick-off event and bringing together all 16 project partners.



**SAFE4ALL Africa**  
67 followers  
4d • 🌐

🚀 Last week marked the commencement of the SAFE4ALL Africa project with its inaugural General Assembly at Wageningen University & Research in the Netherlands from March 13th to 15th. Funded by the Horizon Europe Framework Programme, SAFE4ALL tackles food security, disaster management, and migration issues in Ghana, Kenya, and Zimbabwe.

The Assembly saw dynamic engagement from 16 European and African partners, including national meteorological departments and local institutions. European partners showcased diverse initiatives, providing actionable insights for adaptation strategies. Read more » <https://lnkd.in/e/hB68658>

With the official launch concluded, stay tuned for more updates and information on the progress of the project. More details will be shared soon. Keep an eye out!

[#SAFE4ALLAfrica](#) [#agriculture](#) [#climateservice](#) [#climateadaptation](#) [#foodsecurity](#) [#zimbabwe](#) [#ghana](#) [#kenya](#)



SAFE4ALL in 2030  
General Assembly, 13<sup>th</sup> of March 2024, Wageningen  
CAS and R-Cities - WPS

Following our initial launch posts, we will proceed with introducing each partner of the consortium, showcasing their expertise and position in the project. Subsequently, we will provide insights into the tools and resources that each partner brings to the table, highlighting their role in reaching the objectives of the project.

## 5. Publication calendar

A content calendar will be developed to plan and schedule content publication across social media platforms. The calendar will outline the frequency, timing, and types of content to be shared, ensuring consistency and relevance.

- **Regular/scheduled contributions** - published in the publication calendar
- **Irregular/ad hoc contributions** - project partners are encouraged to share at any time during the project duration

## 6. Monitoring and analytics

The built-in tools provided by each social media platform will be used to monitor the performance. These tools enable tracking of:

- Content (performance, metrics, content engagement)
- Visitors and followers (engagement, metrics, demographics)

No additional specialized tools will be utilized beyond those integrated within each platform.

## 7. Key performance indicators

As outlined in the SAFE4ALL project Grant Agreement document (GAP), we have established a KPI aiming for more than 500 followers on each platform by the project's conclusion. This, alongside other analytics and metrics gathered by each platform, will undergo regular evaluation during the project duration.

## 8. Legal and compliance considerations

In our approach to social media content, we prioritize legal and compliance considerations to ensure adherence to relevant regulations and guidelines. This includes strict adherence to copyright laws, data privacy regulations such as GDPR (General Data Protection Regulation), and platform policies.

We will uphold GDPR principles, particularly regarding the handling of personal data. No individuals' faces or identifiable information will be published without their explicit consent. The consortium members collectively agreed on this during the first kick-off meeting (March 13 – 15, Wageningen), and no further requests for approval will be required.

Furthermore, when using photos or videos featuring beneficiaries of the project outcomes, we will inform them about the intended usage and seek their consent before publishing any content.

Regarding the photos used, we primarily source images from free photo banks and licensed photos from Adobe Stock. Any other photos used will be appropriately credited to the authorship to ensure transparency and respect for intellectual property rights.

## **9. Roles and responsibilities**

Lenka Sulikova (MMIS) will be responsible for managing social media, posting all content, and serving as the administrator of all social media accounts. Furthermore, Spyros Paparrizos (WU) and Frank Annor (TAHMO) have access to all the accounts as backup administrators for monitoring and coordination purposes when necessary.

### **9.1 Approval process**

Before any social media content is published, it will undergo a thorough approval process. Spyros Paparrizos (WU), the coordinator of the SAFE4ALL project, will oversee and approve all posts before they are scheduled for publication. Additionally, other WP6 members are encouraged to provide feedback and flag any inconsistencies or inaccuracies they may identify in the content.

## Conclusion

The SAFE4ALL project social media accounts will be available and functioning throughout the entire project's duration serving as vital channels for information sharing and community involvement.



# SAFE4ALL

A F R I C A

Safeguarding African Foodsheds and Ecosystems **for** all Actors across Local, regional and international Levels to manage migration.

More information: [www.safe4allafrica.eu](http://www.safe4allafrica.eu)

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