



WP10_D10.2

Social media accounts created and accredited

UHC

Project Classification

Project Acronym:	ORCHESTRA
Project Title:	Connecting European Cohorts to Increase Common and Effective Response to SARS- CoV-2 Pandemic
Coordinator:	UNIVR
Grant Agreement Number:	101016167
Funding Scheme:	Horizon 2020
Start:	1st December 2020
Duration:	36 months
Website:	www.orchestra-cohort.eu
Email:	info@orchestra.eu

Document Classification

WP No:	WP10
Deliverable No:	D10.2
Title:	Social media accounts created and accredited
Lead Beneficiary:	UHC
Other Involved Beneficiaries:	-
Nature:	Websites, patents filling etc
Dissemination Level:	Public
Due Delivery Date:	31 January 2021
Submission Date:	05 February 2021
Justification of delay:	Internal/External Revision process
Status:	Completed
Version:	0.3
Author(s):	Luise Wolf (UHC)

History of changes

Version	Date	Created/Modified by
0.1	29 January 2021	Luise Wolf (UHC)
0.2	01 January 2021	Stefania Vitali (UNIVR)
0.3	02 February 2021	Luise Wolf (UHC)

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Executive summary

This document is the deliverable "D10.2 - Social media accounts created and accredited" of the European project "ORCHESTRA – Connecting European Cohorts to Increase Common and Effective response to SARS-CoV-2 Pandemic: ORCHESTRA". It is issued by UHC as deliverable of WP10 (Dissemination).

It reports on the social media accounts created for the project and those planned to be created in future. For each social media we also define the target groups we want to reach with each and what we have done so far.

Social media accounts

Official ORCHESTRA accounts has been created in the following social media:

- **Instagram:** Chosen for general outreach to the public and especially to target younger people and particular cohort groups, like for example pregnant women
 - Audience: general public, fragile cohort members, Health Care Workers
 - Account verification status¹: requested, Website www.orchestra-cohort.eu connected
 - First post on 24 January 2021: quote with picture of ORCHESTRA project coordinator Prof. Evelina Tacconelli (see Appendix 1)
 - Foreseen activity on M1-M36: presentation of of 1-2 persons per WP on related specific topics and 1-2 person per Partner on thier contribution to ORCHESTRA
 - Upload folder created on ORCHESTRA platform for Quotes and Pictures
 - All partner sites and accounts are invited to contribute and create engagement with like, comments and share posts actions.
- **Twitter:** it is still the most important platform for political discussions and networking. Moreover, most of the discussion about COVID-19 and affected groups take place on this social media
 - Audience: political bodies, scientific community, general public, fragile cohort members, Health Care Workers, COVID-19 infected individuals
 - Account verification status: requested by Twitter only, Website www.orchestra-cohort.eu connected

¹ Account verification is an optional procedure usually requested by public accounts. A verified account indeed provides instant social proof and credibility when anyone looks up to the social media account online. Verification can also help with networking and push your account as a trusted option.

- First post on 24 January 2021: Introduction to ORCHESTRA and quote by project coordinator Prof. Evelina Tacconelli (see Appendix 2)
- Foreseen activity on M1-M36: regular updates about the work and progress of the project
 - All partner sites are invited to contribute and create engagement with like, comments and retweets
- **Facebook:** the aim is to reach the “Babyboomer generation” and elderly persons to interact with the project as this has become the main platform for persons beyond younger age
 - Audience: political bodies, scientific community, general public, fragile cohort members, Health Care Workers, COVID-19 infected individuals
 - Account verification status: by Facebook only, Website www.orchestra-cohort.eu connected
 - First post on 24 January 2021: Introduction to ORCHESTRA and quote by project coordinator Prof. Evelina Tacconelli (see Appendix 3).
 - Foreseen activity on M1-M12: regular updates about the work and progress of the project
 - All partner sites are invited to contribute and create engagement with like, comments and /share posts

In the next months, other official ORCHESTRA accounts will be created in the following social media:

- **LinkedIn:** this account will be used to reach out the scientific community
 - Audience: scientific community and scientific organizations
 - General Account will be created by UHC Science Communication Officer (employment/work start in March 2021) for reasons of professionalism
 - Foreseen activity M3-36: regular updates about the work and progress of the project
- **Spotify:** leading social media not only for music but also for playing podcasts
 - Account set up as soon as the first podcast is conducted and recorded
 - Foreseen activity: 1st round of podcasts planned M2-M6 as Introduction to WPs made for the general public (according to “instruments” of ORCHESTRA Project, f.e. first episode with Prof. Evelina Tacconelli and (hopefully) a conductor to talk about values, project management, then second episode with one person from WP2 to talk about what is the aim of this WP, who is involved etc....)
 - 2nd and 3rd round M6-M36 will dig more into scientific topics and how the WPs are conducting their work. We will talk to experts from each WP)
- **Youtube:** leading social media for sharing videos
 - Account set up as soon as there is the first video to be published
 - Foreseeing activity: M6-26

References

<https://twitter.com/orchestracohort>

<https://www.instagram.com/orchestracohort>

<https://www.facebook.com/orchestracohort>

Appendix

Appendix 1

[Instagram first post:](#)



The screenshot shows an Instagram post from the account 'orchestracohort'. The post features a light green background with a photograph of Prof. Evelina Tacconelli in a white lab coat on the left. To her right is a text box containing a quote: "COVID-19 effects go beyond hospital stay: the ORCHESTRA project assess long term sequelae of the SARS-CoV-2 infections by age and concomitant disease". Below the quote is her name and title: "Prof. Evelina Tacconelli, Università degli Studi di Verona, Work Package 1 Lead (Coordination)". The ORCHESTRA logo is at the bottom center, with the University of Verona logo on the left and a small European Union funding notice on the right. A text box at the bottom left provides information on where to find COVID-19 resources: "Informationen zum Coronavirus (COVID-19) findest du hier: bundesgesundheitsministerium.de.". The right side of the screenshot shows the Instagram interface, including the account name 'orchestracohort', the post text: "With the goal of international pandemic response, the EU Horizon2020 funded ORCHESTRA (Connecting European Cohorts to increase common and effective response to SARS-CoV2 Pandemic)project officially launched on Dec. 01, 2020. One year ago today, the first SARS-CoV-2 case was detected in Europe. 11 month later, 37 partners from 15 international countries", and interaction icons for likes, comments, shares, and a bookmark.

Appendix 2

Twitter First Posts:

← **ORCHESTRA-Cohort**
4 Tweets



ORCHESTRA-Cohort
@orchestracohort

ORCHESTRA (Connecting European Cohorts to increase common and effective response to SARS-CoV2 Pandemic) is a [#EU_H2020](#) project • GA no. 101016167 •
[orchestra-cohort.eu](#) 📅 Joined January 2021

36 Following 43 Followers

[Edit profile](#)

Tweets Tweets & replies Media Likes

 **ORCHESTRA-Cohort** @orchestracohort · Jan 24 ...

The project has a duration of three years, is managed by a female-led team of [#Univr](#) and was initiated by Prof. [#EveTacconelli](#): "COVID-19 effects go beyond hospital stay: the ORCHESTRA project assess long term sequelae of the SARS-CoV-2 infections by age and concomitant disease."

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 **ORCHESTRA-Cohort** @orchestracohort · Jan 24 ...

One year ago today, the first [#SARS-CoV-2](#) case was detected in Europe. 11 month later, 37 partners from 15 international countries have joined together to establish a joint [#COVID-19](#) cohort to provide information about personal, medical and societal consequences of the pandemic

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 **ORCHESTRA-Cohort** @orchestracohort · Jan 24 ...

With the goal of international pandemic response, the ORCHESTRA (Connecting European Cohorts to increase common and effective response to SARS-CoV2 Pandemic) project officially launched on Dec. 01, 2020

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Appendix 3

Facebook First Post:



ORCHESTRA-Cohort

24. Januar um 08:53 · 🌐

With the goal of international pandemic response, the EU Horizon2020 funded ORCHESTRA project officially launched on Dec. 01, 2020. One year ago today, the first SARS-CoV-2 case was detected in Europe. 11 month later, 37 partners from 15 international countries have joined together to establish a joint COVID-19 cohort to provide information about personal, medical and societal consequences of this disease. The project has a duration of 3 years, was initiated by Prof. Evelina Tacconelli and is managed by a female team of University of Verona.



"COVID-19 effects go beyond hospital stay: the ORCHESTRA project assess long term sequelae of the SARS-CoV-2 infections by age and concomitant disease"

Prof. Evelina Tacconelli, Università degli Studi di Verona, Work Package 1 Lead (Coordination)

 ORCHESTRA

 UNIVERSITÀ di VERONA

 ORCHESTRA has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016167.

👍 11 5 Mal geteilt

👍 Gefällt mir 💬 Kommentieren ➦ Teilen