

PROJECT WEBSITE AND SOCIAL MEDIA

of the Project:

**“Shared freight transport services connecting
shipper and carrier operations”**

“SCOPE”

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Abbreviations and Terminology

BMP	Balkan-Med Programme
CMYK	Cyan Magenta Yellow Key color code
D	Deliverable
EU	European Union
FEP	Freight Exchange Platform
LP	Lead Partner
RGB	Red Green Blue color code
SME	Small-Medium Enterprise

I. Introduction

SCOPE deploys a series of communication tools and means for making its identity widely recognizable, spreading the word of its activities and achievements. The communication and dissemination effort of SCOPE project aims to accomplish the following goals (qualitative and quantitative):

- Publish and disseminate the results of the project within the local authority and to local relevant stakeholders
- Attract the local authority and local relevant stakeholders (SMEs, industry stakeholders, research experts) to events and activities organized by the partnership

Several tools were used, depending on each target audience category, in order to achieve communication adaptability. These dissemination and communication tools aimed to inform about the project solutions as well as potential benefits. In order to reach the specific target groups and their goals, different set of dissemination and communication tools were used. The main dissemination tools are presented as follows:

- Presentation of results at external events
- Publication and articles in specialized press
- Networking at EU-level at joint events
- Networking at EU-level via social networks
- Project conference – presentation of project outcomes

The main communication tools are:

- Project website
- Website of partners
- E-Newsletter
- Press releases
- Blogs and participation in other social media
- Articles in public and local press
- Events
- Project conference – presentation of project outcomes

During this deliverable report (D2.2 “Project website and social media”) two communication tools were presented and analyzed i.e. SCOPE project website and respective social media channels (Facebook, LinkedIn). The rest of chosen communication and dissemination tools are described in the deliverable reports D2.3 “Promotional material” & D2.4 “Report on external communication events”.

II. SCOPE logo & website description

The D2.2 includes the major communication tools for the dissemination and exploitation of SCOPE reports and the results gained throughout the project's implementation. According to the D2.1 "Communication plan" report, this deliverable (D2.2) focused on the design and development of (i) the SCOPE project logo (as a prerequisite for all promotion materials – physical and virtual), (ii) the project website and (iii) the creation of social media accounts to efficiently reach project's target audiences. As it was commonly agreed by all project partners, Facebook and LinkedIn platforms are used as SCOPE social media dissemination channels.

1 Project Logo

The logo is the core element of the SCOPE project identity and is used in all project outreach material so as to secure consistency and wide recognition. It has been developed based on the rules of Balkan-Med by the LP (CERTH) and it is available to all SCOPE partners.

Projects that have been funded by the European Union within the framework of the BalkanMed Programme must comply with the visual identity guidelines of the Programme in all their communication materials, as stipulated in the Subsidy Contract and EU Regulations. Within the joint branding initiative, BalkanMed Projects are not allowed to develop their own logos. Projects will share the Programme's brand just adding the project acronym below in the colors of the Priority Axis each Project belongs to [1].

For the creation of the Project logo and the inclusion of the Project acronym in it, the typeface Montserrat was chosen as it is visually similar to the Interreg logo. The Project name is written below the Programme name in Montserrat Regular, at a cap height that is the same as of the Programme name with a letter spacing of -20 [1].

The SCOPE logo is also available in color and gray scale versions, for using it in white and dark backgrounds (see Figure 1, Figure 2 and Figure 3 below).

1.1 Standard logo/ Full color version

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a colored background is possible if there is no alternative, but it has to be a very light background [1].



Figure 1: SCOPE Logo – standard version, full color

1.2 Greyscale logo/ Black & White version

For single color reproductions, a greyscale/ Black & White logo version should be used. These versions should only be used whenever full color is not available. These versions are recommended when applied through serigraphy and engraving procedures and/ or on restrictive surfaces of certain materials, whenever the full-color version of the logo cannot be applied [1].



Figure 2: SCOPE Logo – greyscale version

1.3 Negative logo

This version of the logo should be used whenever a reflex blue background is used [1].



Figure 3: SCOPE Logo – negative version

1.4 Logo colours

The colours chosen were deemed suitable in order to clearly label the thematic objectives and the Priority Axes of the Programme and to create a harmonic system with colours that match

each other and provide good contrast to the general Interreg brand. BalkanMed Projects are not allowed to develop their own logos. They have to use the Programme logo including the reference to the Project acronym. This reference needs to be written in the colour of the matching Priority Axis the Project belongs to. All colours matching the respective Priority Axis are shown below in different colour systems and detailed codes are shown in Figure 4 below.

- **Pantone:** Spot colours that may be used for special printing.
- **CMYK:** A subtractive colour system, used in colour printing. CMYK refers to the four inks used in colour printing: cyan, magenta, yellow and key (black). There are 100 colour gradations per reference colour. The CMYK colour system may be used for all printed material.
- **RGB:** The RGB colour system is an additive colour model in which red, green and blue light are added together in various ways to reproduce a broad array of colours. The name of the system comes from the initials of the three additive primary colours, red, green and blue. There are 256 gradations per channel. This system is best used in designing websites and online applications.
- **Hex:** Colour system, similar to RGB. Colours are specified in hexadecimal format (a hex triplet) with gradations from “00” to “FF” (hexadecimal) per channel. This system is best used in website design.

SCOPE project logo belongs to Priority Axis 1 “Entrepreneurship & Innovation”, thus it uses the fourth colour on the table below (Figure 4).




Colour	Pantone	CMYK	RGB	HEX	Priority Axis
	Reflex Blue	100/80/0/0	0/51/153	003399	
	2716C	41/30/0/0	159/174/229	FFCCDD	
	Yellow	0/0/100/0	255/204/0	9FAEE5	
	2145C	87/32/35/16	60/116/134	3C7486	Entrepreneurship & Innovation
	382C	49/0/99/0	152/194/34	98C222	Environment

Figure 4: Interreg BalkanMed Programme’s Logo color systems for each Priority Axis [1]

1.5 Acknowledgements/Fund mention

The following statement “*This research has been co-funded by the European Union and national funds of the participating countries through the Interreg Balkan – Mediterranean program “SCOPE - Shared freight transport services connecting shipper and carrier operations” (MIS: 5048545)*” acknowledges the role and support provided by the Interreg Balkan-Med Funds.

Both logo and acknowledgement of Balkan-Med funding is mandatory in all communication and dissemination material within the framework of SCOPE such as website, social media accounts, reports and deliverables, power point or other graphical presentation.

2 Project Website

The initial website for the project has been set up by the Centre for Research and Technology Hellas (LP) – CERTH using the BMP website hosting portal (see **Figure 5**). The integrated system of BMP websites facilitates the monitoring of Project activities and it saves financial and human resources information. The project website includes:

- Pre-filled information fields with data from the Application Form: partnership, budget
- Project summary, Project results, news and events during the project

interreg-balkanmed.eu/approved-project/46/



Home The Programme Projects & Calls Library News & Events Contacts

» Projects & Calls » Approved Projects » Shared Freight Transport Services Connecting Shipper And Carrier Operations

Shared freight transport services connecting shipper and carrier operations

Acronym SCOPE

Priority axis Entrepreneurship and Innovation

Call 1st Call for Project Proposals

Lead Partner Centre for Research and Technology Hellas-Hellenic Institute of Transport

Partners Aristotle University of Thessaloniki - Department of Civil Engineering
Bulgarian Chamber of Commerce and Industry - BCCI
Chamber of Commerce and Industry of Tirana
Ministry of Infrastructure and Energy
Professionals' Chamber of Thessaloniki
Regional Industrial Association - Smolyan
Smolyan Chamber of Commerce and Industry

Budget 807.776,83



Report co-funded by the European Union and National Funds of the participating countries

SCOPE aims to address existing inefficiencies (e.g. capacity utilization, fragmentation of activities, environmental sustainability) and improve the performance of the road freight transport system in the Balkan-Med region by providing a transnational, innovative and market-driven freight exchange platform. The SCOPE platform will build upon available knowledge and experience and will carefully consider local and transnational road freight transport conditions, providing value-added services meeting its users' needs and requirements. The overall objective is to increase employment options and enhance regional competitiveness building upon available technological solutions for developing an innovative web-based platform that will facilitate shared road freight transport services efficiently connecting national and transnational shipper and carrier operations. Significant benefits will be provided to its users enhancing their territorial competitiveness and sustainability which, in turn, will contribute towards a more efficient business environment. The expected outputs of the project are:

- A deep understanding of the current state-of-the-art and practice on freight exchange platforms
- The detailed assessment of local and transnational road freight transport conditions
- A platform tailor-made to the specific needs and requirements of several stakeholders
- A set of unique value-added services that meet user needs and requirements
- The truck driver simulator tool to support and enhance the value-added services
- Pilot-run and evaluation of the platform and services



The project is co-funded by the European Union and National Funds of the participating countries

Figure 5: SCOPE project website in BalkanMed Programme portal (<http://www.interreg-balkanmed.eu/approved-project/46/>)

This website follows the BMP's visual guidelines. All public project reports and publications are and will be made available online.

The project has also created its own website, which was the key dissemination and communication tool for the project. It served as the main communication reference point, kept up-to-date including project news, information on upcoming events, delivered reports, etc. The website followed the Programme's visual guidelines. It includes a public and restricted area. The public area presents information on project objectives, progress and outputs, as well as other interesting links and information related to the topic. All public project reports and publications are made available online. The SCOPE project's official website has been created by The Professionals' Chamber of Thessaloniki – PCTh (PP3) in December 2020 (M16).

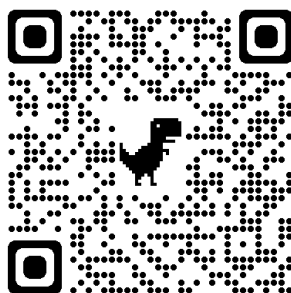
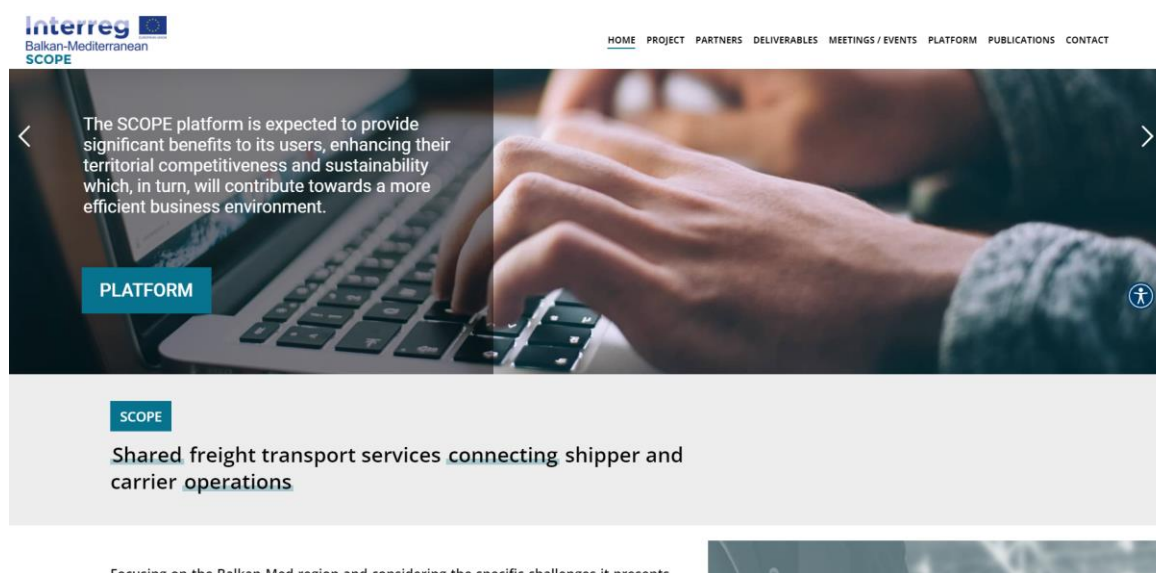


Figure 6: SCOPE project official website (<https://scope-app.net/>) [2]

The project website was the central element of the project's dissemination strategy. It was designed to be the main tool to communicate and disseminate the knowledge produced by the project and make it available to the appropriate audiences. It still presents the project concept and plans and was continuously updated throughout the project duration to incorporate step by-step outcomes and outputs of the project.

Additionally, a QR code had been created that was used in all promotional materials to direct stakeholders to the SCOPE project website. The QR code has been also archived in the SCOPE project partners' internal storage cloud.

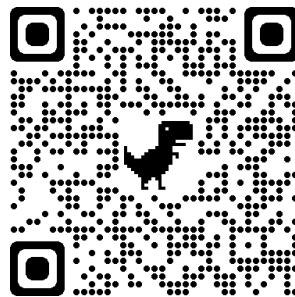


Figure 7: SCOPE project official website QR code [2]

2.1 Design and development

The website was designed to be informative yet straightforward with clear language to ensure wide communication with diverse categories of stakeholders and external audience. Its design privileges an easy-to-follow menu with dynamic content - images and diagrams, in addition to text. Furthermore the responsive design approach allows the website to dynamically adjust to the size of the screen on which it is displayed (computer, tablet, smartphones, etc.). The website follows the project identity, in terms of logo, colors and typography in order to create a coherent link between all the planned communication tools.

2.2 Structure and Content

2.2.1 Header and footer

The website header (Figure 8) is visible in all pages and includes the SCOPE logo, the menu, the Partners and freight exchange platform (FEP) area, which is linked to the SCOPE freight exchange platform (FEP). The menu is organized in eight tabs with subtabs only in Partners and Publications sections. This occurred for an easy and straightforward navigation.

Figure 8: SCOPE website header [2]

The website footer (Figure 9) is also visible in all pages and includes the project contact details, acknowledgement of EU funding, SCOPE social media channels links and license/copyright.

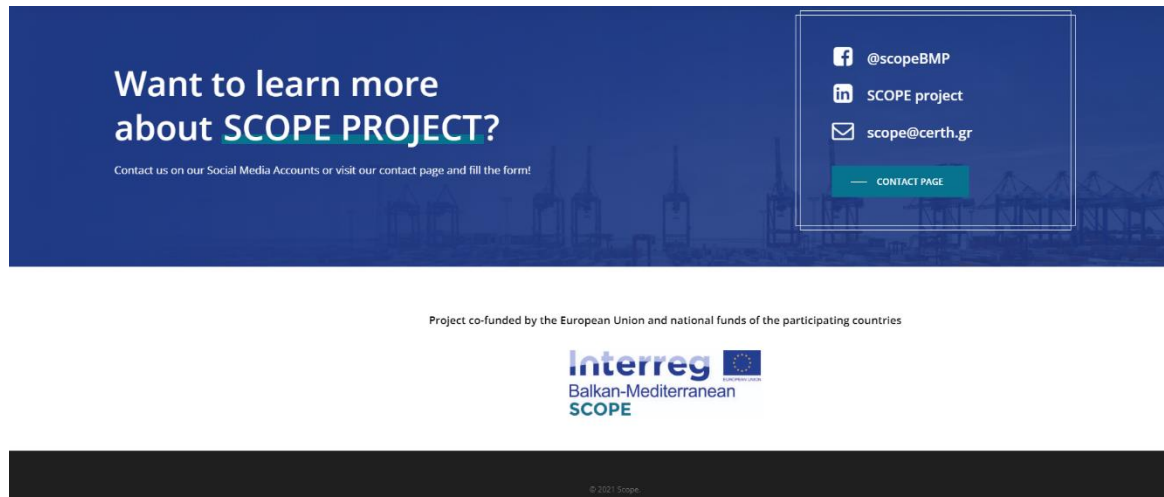
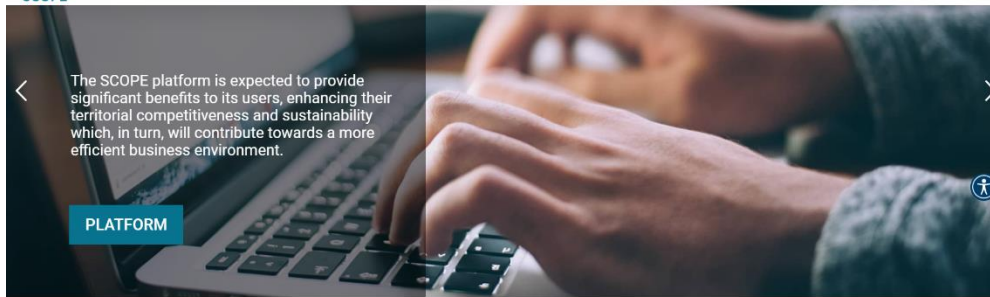


Figure 9: SCOPE website footer [2]

2.2.2 Homepage body

The homepage body (Figure 10) gives an overall view of the project, including the scope and objectives (slider image), the highlights of the 3 most recent news, and the partners' news feed (slider image).



SCOPE

Shared freight transport services connecting shipper and carrier operations

Focusing on the Balkan-Med region and considering the specific challenges it presents, SCOPE project aims to introduce a novel, transnational and market-driven freight exchange platform that will provide innovative and integrated road freight value-adding transport services, addressing existing inefficiencies and externalities for enhancing the performance and sustainability of the region's road freight transport system.

SCOPE's overall objective is fully in line with the European Commission objectives for improved transport sustainability, increased employment options and enhanced regional competitiveness.

The **SCOPE** platform is expected to provide significant benefits to its users, enhancing their territorial competitiveness and sustainability which, in turn, will contribute towards a more efficient business environment. SCOPE will follow an integrated, structured and inclusive approach, engaging several industry stakeholders from Greece, Bulgaria and Albania throughout the development process of the platform as well as during its evaluation and pilot-testing.

The **SCOPE** approach ensures the early establishment of transnational collaborations, creating business friendly conditions for the platform's start-up and easy access to the market. Such an approach makes sure that the project's final product fully fulfils important market needs, facilitating its fast and wide uptake by relevant industry stakeholders in the Balkan-Med region.

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NEWS



April 16, 2021

Bentley Webinar: Using CUBE Access for Integrated land use and transportation modelling on April 22, 2021 at 18:00 GMT

Dear SCOPE partners, I would like to invite you to join this webinar on CUBE

Bentley - Bentley's evolution for



March 26, 2021

Bentley Webinar: Using CUBE Access for Accessibility Analysis on March 30, 2021 at 18:00 GMT

Dear SCOPE partners, I would like to invite you to join this webinar on CUBE

Bentley - Bentley's evolution for



March 9, 2021

Bentley Webinar: Using CUBE for Public Transport Planning begins in 15 min - March 09, 2021 at 01:00 PMGMT

Dear SCOPE partners/followers, I hope you are all doing fine and stay healthy.

For more information visit about us

Stay updated with our partners' news feed

Rss

[EEO](#) [CCIT](#) [RIA Smolyan](#)

Έκτακτα μέτρα προστασίας της δημόσιας υγείας από τον κίνδυνο περαιτέρω διάσπορας του κορωνοϊού από τη Δευτέρα, 27 Σεπτεμβρίου 2021

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Figure 10: SCOPE website homepage body [2]

2.2.3 The project

This page presents the scope of the project, the objectives, the expected impacts and the methodology followed to achieve it. The objectives and methodology are further developed under the respective subpages.



PROJECT

SCOPE project aims to address existing inefficiencies (e.g. capacity utilization, fragmentation of activities, environmental sustainability) and improve the performance of the road freight transport system in the Balkan-Med region by providing a transnational, innovative and market-driven freight exchange platform. The SCOPE platform will build upon available knowledge and experience and will carefully consider local and transnational road freight transport conditions, providing value-added services meeting its users' needs and requirements. The overall objective is to increase employment options and enhance regional competitiveness building upon available technological solutions for developing an innovative web-based platform that will facilitate shared road freight transport services efficiently connecting national and transnational shipper and carrier operations. Significant benefits will be provided to its users enhancing their territorial competitiveness and sustainability which, in turn, will contribute towards a more efficient business environment.

The expected outputs of the project are:

- A deep understanding of the current state-of-the-art and practice on freight exchange platforms
- The detailed assessment of local and transnational road freight transport conditions
- A platform tailor-made to the specific needs and requirements of several stakeholders
- A set of unique value-added services that meet user needs and requirements
- The truck driver simulator tool to support and enhance the value-added services
- Pilot-run and evaluation of the platform and services

The successful delivery of the project's main outputs proves to be an important prerequisite for the development of its final product and the realization of its overall objective. More specifically, a deep understanding of the state-of-the-art and practice on freight exchange platforms and the detailed assessment of local and transnational road freight transport conditions will enable to design and develop a platform tailor-made to the specific needs and requirements of relevant stakeholders. Regular industry assessments will ensure that all developed functions and services fully meet industry expectations and provide the expected benefits. Once completed, the SCOPE platform will be a valuable tool efficiently connecting shipper and carrier operations, providing value-added services and contributing towards minimizing operating costs, improving capacity and vehicle utilization, increasing load and fuel efficiency and reducing empty trips.

The SCOPE platform will provide to its users (especially to SMEs) access to new markets and customers offering significant business opportunities supporting their viability in the sector. Shippers will have better access to road freight transport services especially for LTL shipments which are often costly and not preferred by the carriers. For carriers, the use of the platform may result in better fleet and vehicle capacity utilization, improved load and fuel efficiency, reduced empty trips, improved corporate image, reduced unproductive vehicle time, better advertising of their services, improved revenue stream. The aforementioned efficiencies will also provide major environmental benefits improving the quality of life in the Balkan-Med region.

Project co-funded by the European Union and national funds of the participating countries

Figure 11: SCOPE website “Project” page [2]

2.2.4 Partners

The Partners’ page presents the 8 Consortium members, with a short description of their organizations and hyperlinks to their respective official webpages. Each partner’s sub-page is presented in an individual figure below.

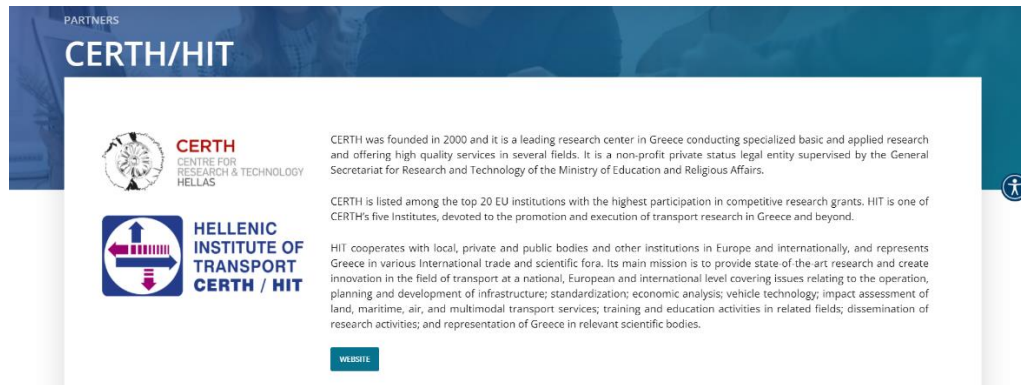


Figure 12: SCOPE website “Partners” page - CERTH [2]

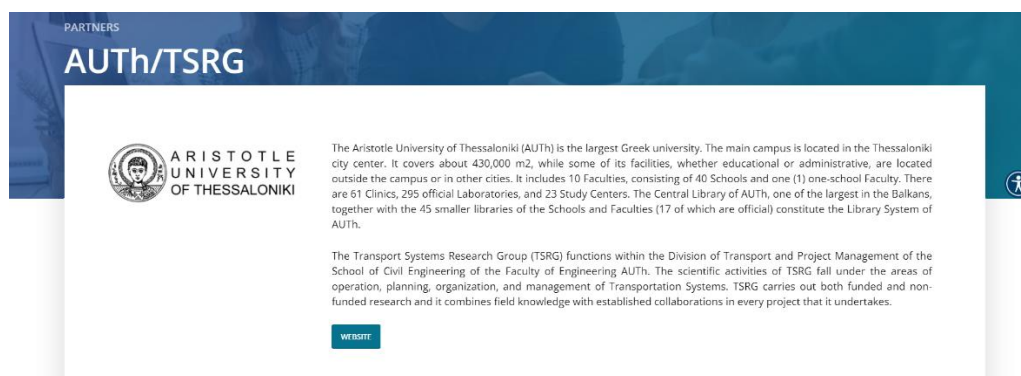


Figure 13: SCOPE website “Partners” page - AUTH [2]



Figure 14: SCOPE website “Partners” page - PCTh [2]

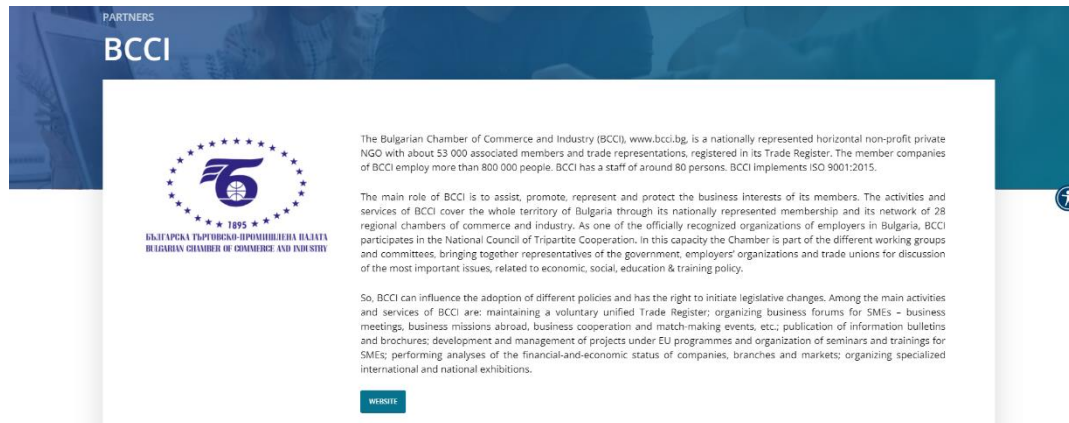


Figure 15: SCOPE website “Partners” page - BCCI [2]

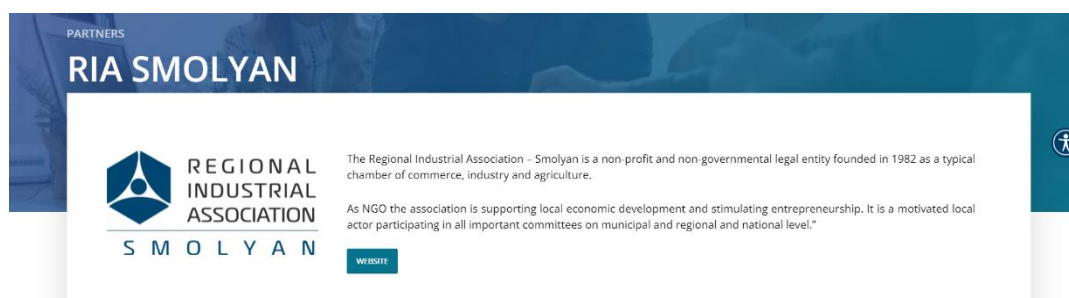


Figure 16: SCOPE website “Partners” page – RIA Smolyan [2]

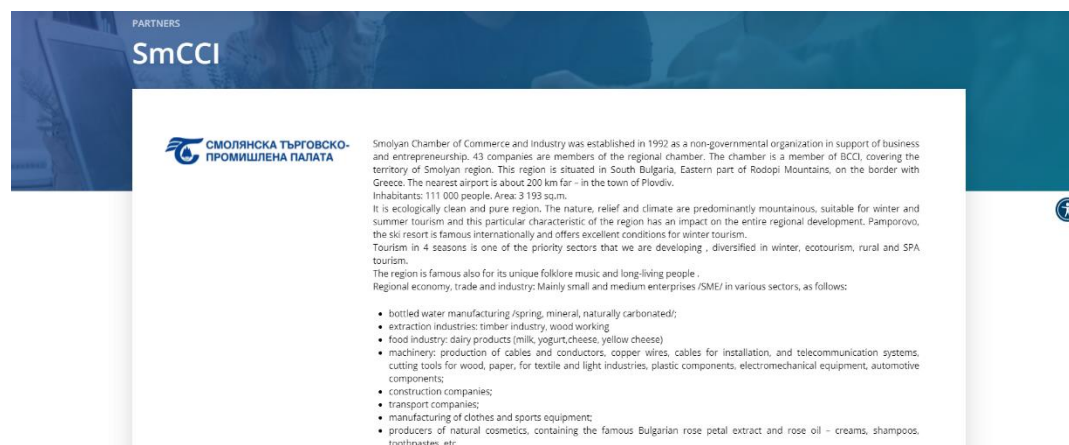


Figure 17: SCOPE website “Partners” page – SmCCI [2]

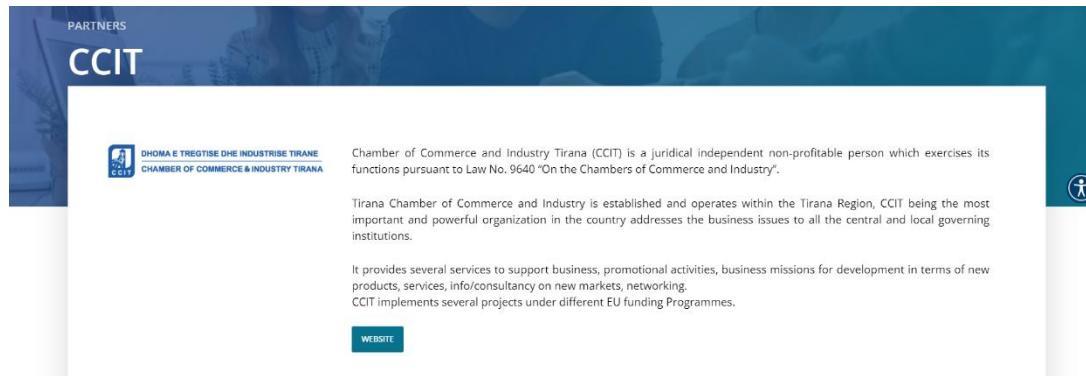


Figure 18: SCOPE website “Partners” page – CCIT [2]

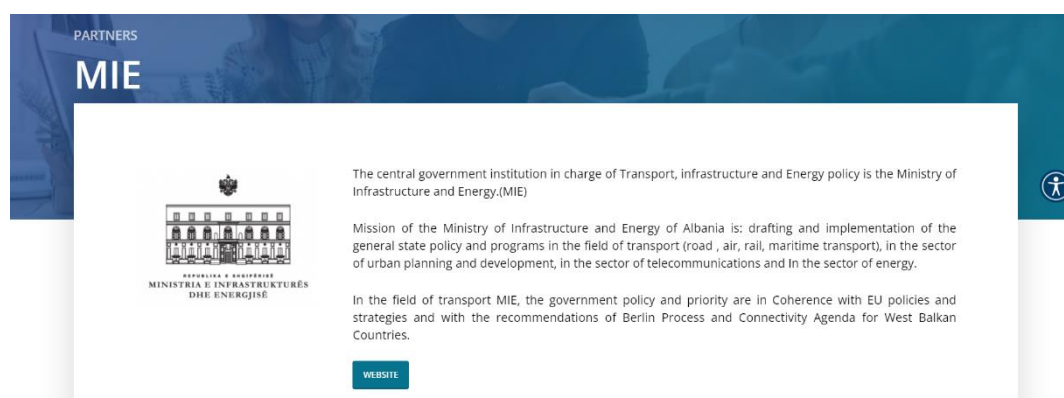


Figure 19: SCOPE website “Partners” page – MIE [2]

2.2.5 Deliverables

The Deliverables page presents a detailed list of all SCOPE project’s public reports.

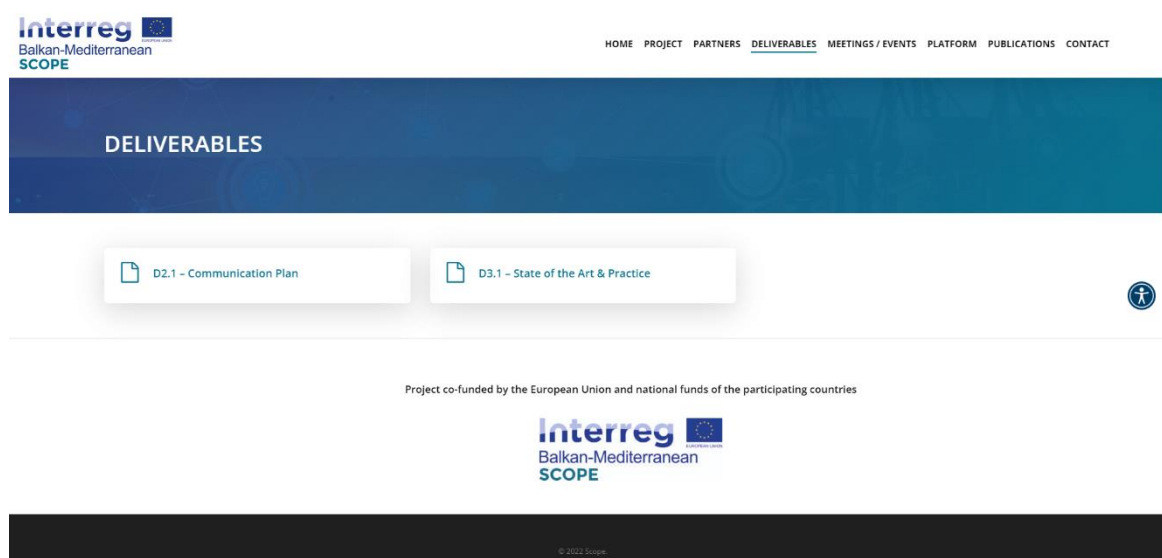


Figure 20: SCOPE website “Deliverables” page [2]

2.2.6 Meetings/Events

The Events page lists the project's events and other relevant ones organised by partners and external stakeholders in relation to freight transport. It displays both the upcoming and past events. For each event, more information like date, place, agenda, logistical information, map, but also presentations and pictures are available. It was updated throughout the project duration when a new event was scheduled.

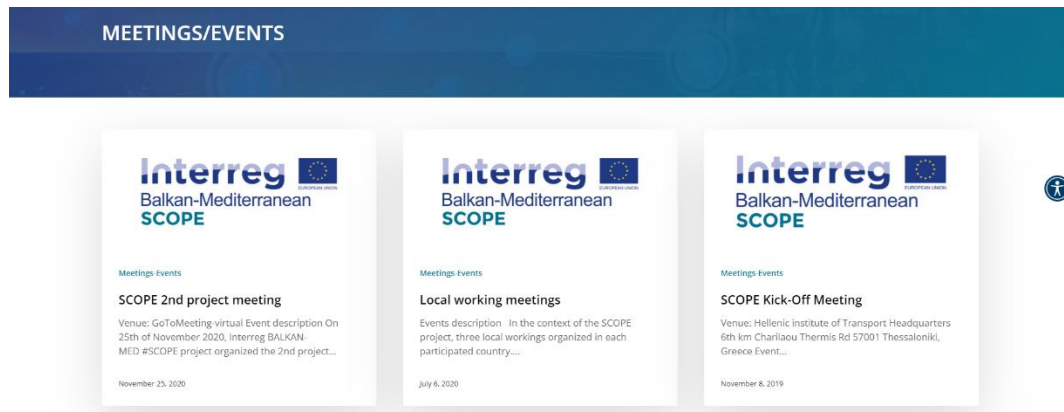


Figure 21: SCOPE website “Meetings/Events” page [2]

2.2.7 Platform

The Platform page hosts all relevant information regarding the SCOPE project's main outcome; a freight exchange platform (FEP) for all carriers and transport service providers. More specifically, a display image containing a hyperlink is shown (Figure 22), which directs to the main SCOPE FEP sub-page that contains also the interactive video user manuals for end-users.

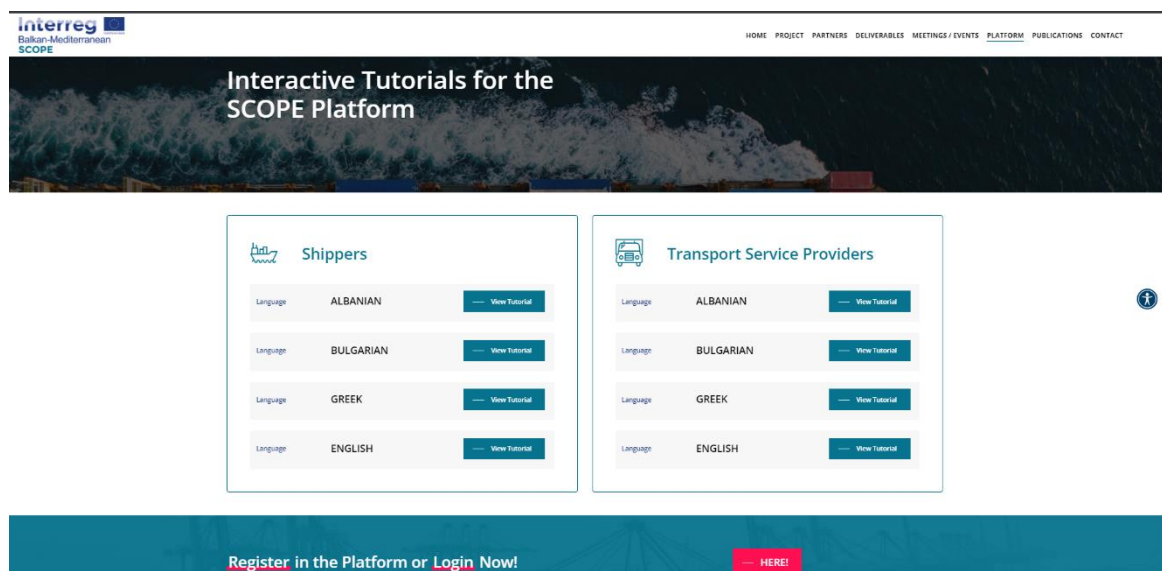


Figure 22: SCOPE website “Platform” page [2]

2.2.8 Publications

This page is the library for all the press releases, news and materials of the project. It was updated throughout the project duration. This page and its sub-pages show related news to the project, relevant events and publications and also key developments of stakeholders. It was updated throughout the project duration. It can display up to 20 press releases, 3 news and 3 newsletters on one page in each respective sub-page.

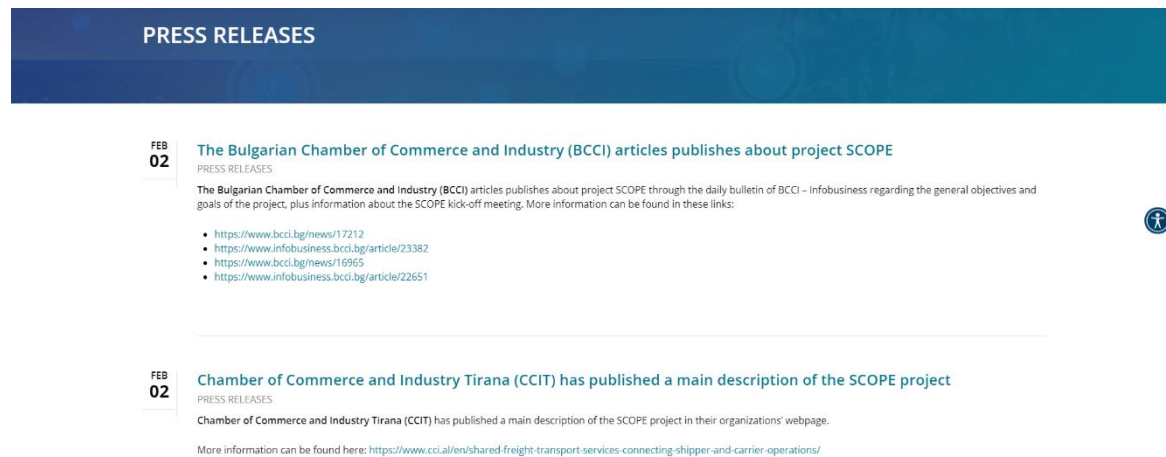


Figure 23: SCOPE website “Press Releases” page [2]

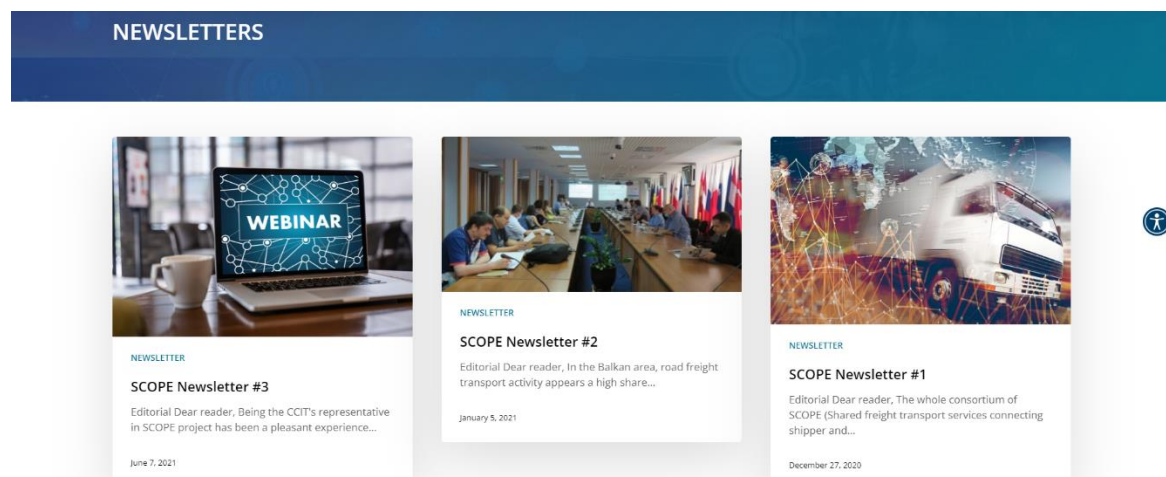


Figure 24: SCOPE website “Newsletters” page [2]

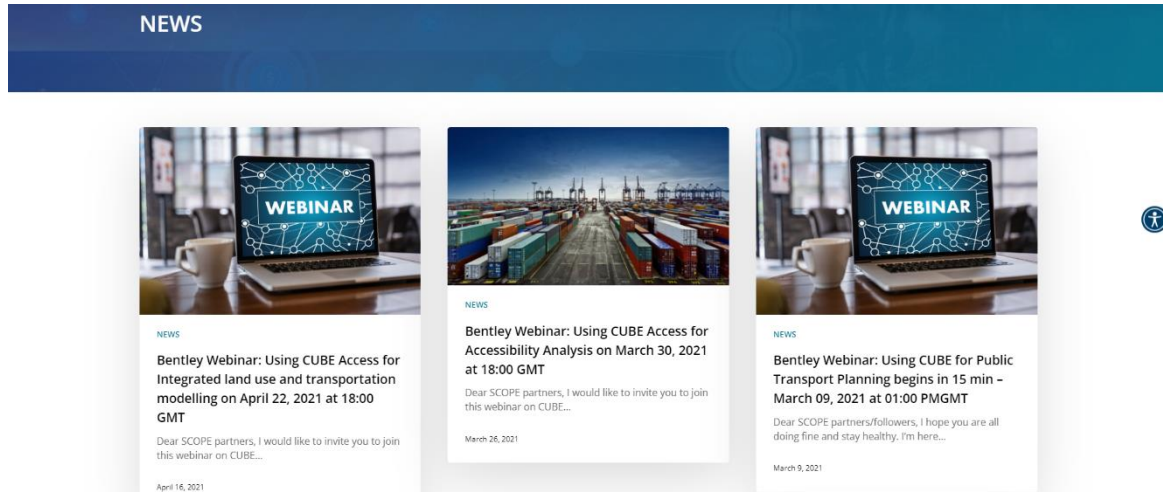


Figure 25: SCOPE website “Newsletters” page [2]

2.2.9 Contacts

This page contains the project contact form, project’s e-mail address and links to the SCOPE social media channels.

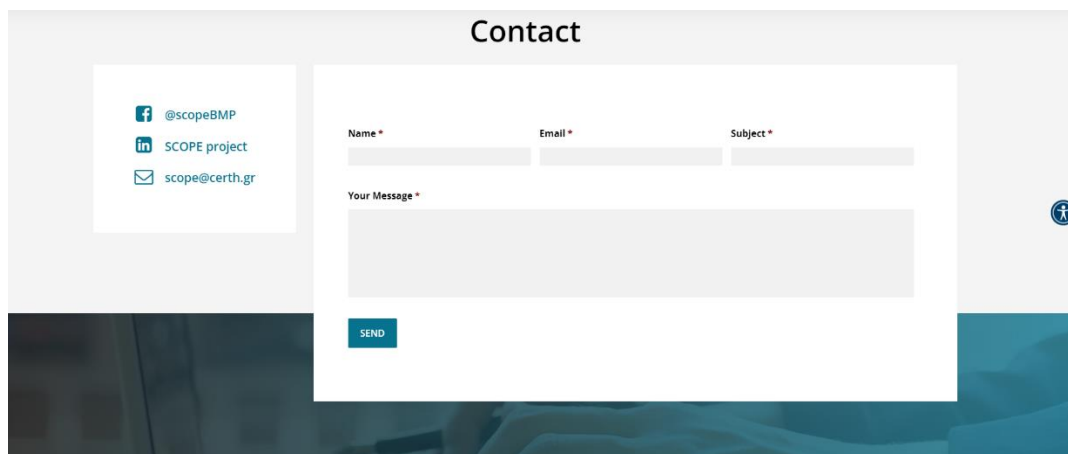


Figure 26: SCOPE website “Contacts” page [2]

2.3 Implementation, updates and maintenance

The SCOPE website has been developed by an external provider, APOPSIS SA, chosen on the basis of the “best value for money” offer received. The website is registered under the domain name **<https://scope-app.net/>** and booked for 4 years. Other options of domain names were explored but many (like scope.net and scope.eu) were already booked.

The website was built in TypiCMS, an open source CMS developed by the selected web developer, accessible on desktop and mobile displays. This content management system was chosen for its clear interface, ease-of-use, lower set up cost, flexibility and capacity to support numerous media types.

The website is indexed under the relevant project keywords and performance measured by Google Analytics.

The website updates in terms of content is done by CERTH. Any additional need of structural update or change is requested to the external partner responsible for the creation of the webpage (APOPSIS SA).

In terms of maintenance, the web developer will be responsible for the operational support until September 31, 2023 (2 years after the project end). CERTH will be in charge to keep the website online and updated until December 31, 2023 (2 years after the project end) and the domain name active for at least 3 years after the project end.

III. SCOPE social media description

1 Introduction

The aim of this section is twofold: (1) to set the communication channels for social media and (2) provide a social media strategy to engage a wide audience in the field of freight transportation in the participating countries (Balkan region).

Furthermore, SCOPE capitalized on the networking potential of each partner involved and multiplied the outreach of the project's dissemination and awareness raising activities. These specific communication and dissemination activities run from month 6 to month 31 (project end date).

The project partners used social media to promote and disseminate objectives, activities and results. Upon discussion and agreement between the members of the Steering Committee it was decided that Facebook (see Figure 27) and LinkedIn (see Figure 28) accounts should be used. During the first six months of the project, the two respective social media pages have been created by CERTH to share day-to-day project information with the SCOPE followers and target audience. More details are shown in the sub-sections below.

2 Target groups

The target groups, as defined in the SCOPE's Grant Agreement and Communication Plan [3] are:

- SMEs: both carriers and shippers in the market of road freight transport
- Industry Stakeholders: representatives of companies that provide road freight transport services and representatives of companies that demand road freight transport services
- Local, regional, national authorities: Key representatives of Municipalities, Regions and Ministries
- Research experts: Researchers with significant expertise in freight transport

Based on the Target groups and the kind of project, the appropriate set of social media channels were chosen in order to raise awareness and maximize exposure.

3 Facebook

Facebook® is an online news and social networking site. What makes Facebook different from most other social media sites is that appears a strong emphasis on real-time information and interaction with the community. It is a great channel to spread project news but also to interact and to connect with a wide audience and is surely an important channel in this kind of project due to the frequent use of Facebook in the sector on the participating countries (Albania, Bulgaria & Greece). Facebook offers direct communication via comments and private/group messages, which will create an environment for conversations. Another tool is the Facebook groups/pages where content can be more specific and more precise in targeting the foreseen audience.

A dedicated Facebook account has been created by CERTH ([@scopeBMP](https://www.facebook.com/@scopeBMP)) in December 2019 and was used for a big scale bidirectional communication, with all the users present on this social media, though converging to a more technical audience from freight transport researchers, freight transport related industry, SMEs, policy makers and other relevant local/regional authorities. This media was crucial for Events, Conferences or Workshops to present the key discussions and outcomes, as well as attracting new followers through real time information.



Figure 27: SCOPE project Facebook page

4 LinkedIn

As the largest professional networking site, LinkedIn® offers an excellent tool for connecting to the expert community working in freight transport industry and research sectors. SCOPE project decided to create a LinkedIn group page aiming to create an expert community of Balkan freight transport stakeholders, policy makers and local/regional authorities in order to enhance collaboration and engagement between stakeholders and provide them with non-financial and technical support through added-value services (SCOPE FEP).

The SCOPE LinkedIn group (<https://www.linkedin.com/company/scope-project/?viewAsMember=true>) has been launched in December 2019 constituting a place for dissemination of results, publications and promotion of events. All project partners were invited to join the group and to invite their relevant contacts to do so as well.

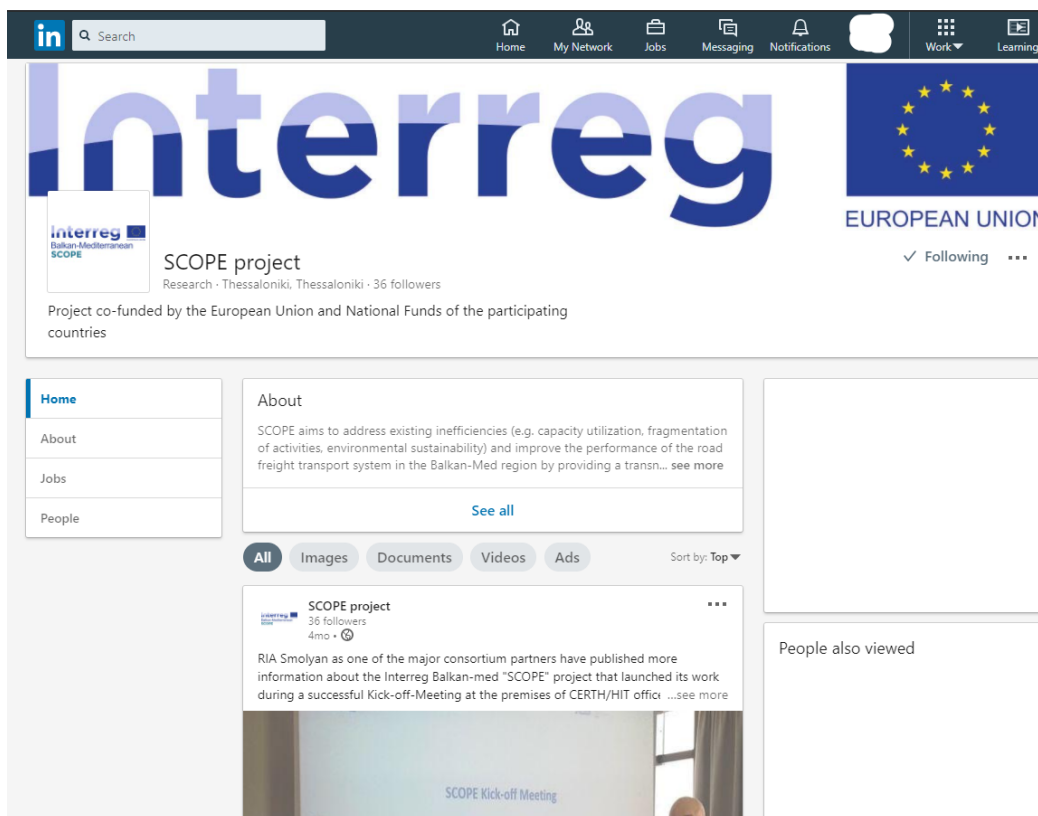


Figure 28: SCOPE project LinkedIn page

The Centre for Research and Technology Hellas (LP) – CERTH is responsible for the content of social media and all partners have contributed to update information and post all relevant project and communication actions made by the respective project partner.

5 Twitter

The consortium agreed not to create a project Twitter account and concentrate efforts on LinkedIn and Facebook, as they are considered more professional driven platforms and are commonly used by the majority of freight transport stakeholders in the Balkan region. Thus, focusing efforts on updating the SCOPE project content on the two selected social media accounts, providing a more relevant way to build a community and reach a stronger engagement.

6 Social Media Strategy

The goal in using social media was to:

- Create Awareness on the project and its main results and start conversations.
- Engage with a large audience but also focus on key freight stakeholders active in the Balkan region
- Complement traditional communications channels e.g. printed publications, events, press outreach and targeted mailings.
- Promote project events and engage with participants.
- Evaluate the impact of dissemination actions by monitoring mentions, followers and user's engagement with SCOPE pages and messages.

Table 1. Social media goals and metrics

Social media goals	Metric(s)
Awareness	Followers, shares, etc
Engagement	Comments, likes, @mentions, etc
Conversations	Website visits, email signups, subscriptions etc
Evaluation	Tracking, monitoring

6.1 Facebook strategy

- Create the SCOPE account @scopeBMP and hashtag(s), which will be used consistently throughout the overall project implementation. Hashtags (#) are used to reach specific target groups and identify key concepts. Two to five hashtags per tweet are recommended.

Indicative hashtag list is:

- #SCOPE
- #interreg
- #Balkanmed
- #freighttransport

- #platform
- #transportplatform
- #project
- #cargo
- #Partner name
- Use recognized and institutional handles in the posts to maximize visibility and be recognized as part of the Interreg Balkan Med programme's community.
- Make it visual with the use of pictures, videos, data visualizations in view to spark interest.
- Display the disclaimer as follows: "The project is co-funded by the European Union and National Funds of the participating countries"

6.2 *LinkedIn strategy*

- Create the SCOPE account (SCOPE project) and hashtag(s), which will be used consistently throughout the overall project implementation. Hashtags (#) are used to reach specific target groups and identify key concepts. Two to five hashtags per tweet is recommended.

Indicative hashtag list is:

- #SCOPE
- #interreg
- #Balkanmed
- #freighttransport
- #platform
- #transportplatform
- #project
- #cargo
- #Partner name
- Use recognized and institutional handles in the posts to maximize visibility and be recognized as part of the Interreg Balkan Med programme's community.
- Keep a regular presence with relevant news about projects activities, but also with those activities where the feedbacks from the community is highly valued.
- Make it visual with the use of pictures, videos, data visualizations in view to spark interest.
- Display the disclaimer as follows: "The project is co-funded by the European Union and National Funds of the participating countries"

6.3 *Posting schedule and monitoring*

Following the drafted SCOPE Communication Plan [3] - as the project's guidance document for all dissemination, communication and exploitation activities – SCOPE project implemented a strategy of cross-channel dissemination, here specifically a cross-linking between the social media, the webpage posting and content and the Partners' own platforms. Within the social media interfaces this was implemented through regular posting and campaign actions.

Regular posting covered day-to-day activities and updates on SCOPE project, such as, publications, project meetings, presence in external conferences, but also relevant external news and events. SCOPE identified 7 major project milestones which were covered with specific social media posts. These milestones are:

- Launch of website and social media
- 4 project events
- 3 local workshops in participating countries
- Transnational Workshop organized by SmCCI
- 3 national communication events
- SCOPE freight exchange platform (FEP) launch
- Final project event

Except these milestones more social media posts were made according to the project partners' activities, external activities from key freight transport stakeholders, etc. A shared google document was used to schedule the social media posts.

References

- [1]. European Commission, 2014. *An Integrated Communication Guide for Projects*.
Transnational Cooperation Programme Interreg Balkan-Mediterranean 2014-2020.
Available from: http://www.interreg-balkanmed.eu/gallery/Files/Library/Project%20Implementation/BMP_CommunicationGuide.pdf
- [2]. SCOPE project official website. Available at: <https://scope-app.net/>
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