

IHMCSA

International Human Microbiome Coordination and Support Action

Milestone MS4: Social Media Templates

Due date of Milestone: M6 – October 2021

Actual submission date: M6 – October 2021

Version V1

Milestone number:	MS4
Milestone responsible:	EUFIC

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Type	Dissemination Level			
R Document, report	<input type="checkbox"/>	PU Public	<input checked="" type="checkbox"/>	
DEM Demonstrator, pilot, prototype	<input type="checkbox"/>	CO Confidential, only for members of the consortium (including the Commission Services)	<input type="checkbox"/>	
DEC Websites, patent fillings, videos, etc.	<input type="checkbox"/>	CI Classified, as referred to Commission Decision 2001/844/EC	<input type="checkbox"/>	
OTHER	<input type="checkbox"/>			

Call: H2020-SC1-2020-Single-Stage-RTD

Topic: SC1-HCO-17-2020 • Coordinating and supporting research on the human microbiome in Europe and beyond

Start date of the project: May 1st, 2021

Duration: 36 months

End date of the project: April 30th, 2024

Project ID: 964590



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 964590

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Executive summary

Milestone MS4 describes the social media templates as well as the ready-to-use social media messages that promote the key information of the project. The purpose of this milestone is to empower partners to participate in building up the project's online presence on various social media platforms. Under the current circumstances with the COVID-19 pandemic, the initial use of leaflets/bookmarks was changed to social media messages to better match the ongoing demand for online communication. The social media templates and key messages will be used frequently during the project online and in presentations and can be adjusted to new information from the project as outcomes become available.

Social Media Templates

MS4 was originally foreseen to be a leaflet or bookmark introducing the project and the main aims. Due to the ongoing COVID-19 pandemic, the originally foreseen print documents for this Milestone have been replaced with online elements. The main reason for this change is the current lack of offline events which is foreseen to still last until mid-2022 and for which print media such as flyers, brochures, bookmarks etc. are an effective way of communication. Instead, electronic materials have been developed to match the current demand for online and social media communication and can be used across several social media platforms, the website and other communication channels.

The social media templates are one key result of this amendment. Partners will have access to easy-to-use PowerPoint slides that they can adjust with the necessary information to create engaging and coherent posts for Twitter and Instagram platforms. The unified design language across these different templates helps to create a consistent brand for the project and matches with other key communication materials such as the projects website or other external communication templates. Examples of the social media templates are provided in figure 1 and 2.

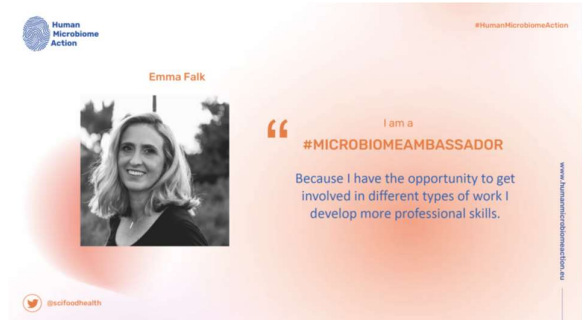
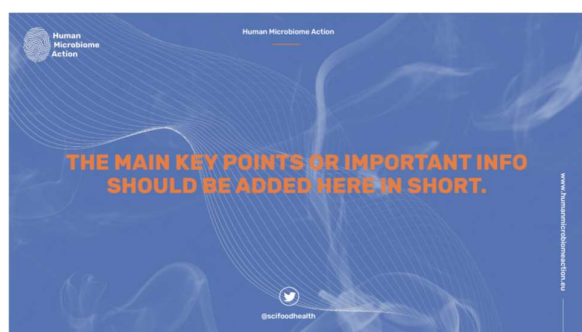


Fig. 1: Examples of social media templates for Twitter

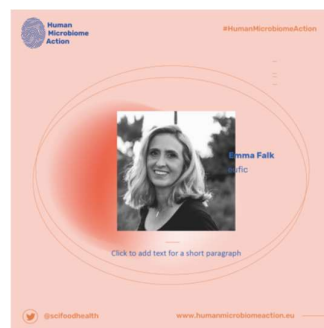


Fig. 2: Examples of social media templates for Instagram

Social Media Key Messages

In addition to the Social Media Templates, another group of social media materials has been produced that contains the projects key messages. These ready-to-use social media materials play an important role in shaping the awareness of the target groups towards the outcomes and aims of the project. According to the other social media templates, these materials are also in line with the brand design guidelines and provide an individual combination of text, images and design elements, based on seven different key messages.

1. Human Microbiome Action aims to improve microbiome research methods for a better understanding of how to make use of what we know about the microbiome in day-to-day health management.
2. Human Microbiome Action defines a reference for a healthy human microbiome and shapes the understanding of how it is maintained.
3. Human Microbiome Action raises awareness of the importance of the microbiome for public health policy, personalised health management and medical applications.
4. Human Microbiome Action researchers collaborate to path the way for microbiome biomarkers towards a clinical approach on detecting common diseases.
5. Human Microbiome Action sets new standards in the microbiome research to advance international comparability of methods and findings for further innovations.
6. Human Microbiome Action sets minimum research standards in microbiome science.
7. Human Microbiome Action provides guidance for funding bodies for improved microbiome R&I strategies.

The format is aimed for the Twitter platform, though materials can be used for several other use cases as well.

Figure 3 shows a few examples of this online communication material.



Fig. 3: Examples of Social Media Key Messages

Conclusions

The Social Media Templates, in line with the projects brand guidelines and other communication material, provide an easy-to-use, well structured and consistent approach to disseminate the message of the Human Microbiome Action project.

These elements have been developed as easy to use social media messages, that will be promoted via the EUFIC-managed Twitter account EU Food Health (@SciFoodHealth) with its >24k followers and can also be used by other partner's social media channels. The hashtag for all social media posts is #HumanMicrobiomeAction and all partners are encouraged to use the hashtag when posting about the project.