



netWorked Youth Research
for Empowerment in the
Digital society

Grant Agreement number:
727066

SOCIAL MEDIA DISSEMINATION STRATEGY

Survey

Based on elements given in overview of Social Media in Valorisation Plan, please fill the form.

1. FACEBOOK

a) Facebook page or group (please insert **X** in correspondence of your choice)

<input type="checkbox"/>	FACEBOOK page	<input type="checkbox"/>	FACEBOOK Group
--------------------------	---------------	--------------------------	----------------

b) Your choice is based on the following elements and motivations (per bullets):

c) Please insert what are, in your opinion, the strengths and the weaknesses of the tool chosen

STRENGTHS	WEAKNESSES

d) In your opinion who are the target groups of dissemination through FACEBOOK tool - page or group (per bullets)

--

e) For each target group please identify, per bullets, the typology of contents that should be disseminated through the tool (page or group) you have chosen.

--

- f) What language should be used for disseminating contents through FACEBOOK, if addressing targets that you identified

--

- g) Do you think that language barriers can obstacle the dissemination through FACEBOOK, if yes what are the suggestion that you can give for overcoming these obstacles.

Please insert an X in correspondence of your choice and give your suggestions below.

	YES		NO

2. TWITTER:

- a) Do you consider TWITTER a compulsory tool for dissemination?

	YES		NO
--	-----	--	----

- b) In relation to the project contents and dissemination strategy, your choice is based on the following reasons (per bullets):

--

- c) Please insert what are, in your opinion, the strengths and the weaknesses of TWITTER in relation to the project

STRENGTHS	WEAKNESSES

- d) In your opinion who are the target groups of dissemination through TWITTER (per bullets)

--

- e) For each target group please identify, per bullets the typology of contents that should be disseminated through the tool you have chosen.

--

- f) What language should be used for disseminating contents through TWITTER, if addressing targets that you identified

--

- g) Do you think that language barriers can obstacle the dissemination through TWITTER, if yes what are the suggestion that you could give for overcoming these obstacles.

Please insert an X in correspondence of your choice.

	YES		NO

3. YOUTOUBE:

- a) Do you consider YOUTOUBE a compulsory tool for dissemination?

	YES		NO
--	-----	--	----

- b) In relation to the project contents and dissemination strategy, your choice is based on the following reasons (per bullets):

--

- c) In your opinion who are the target groups of dissemination through YOUTOUBE (per bullets)

--

4. INSTAGRAM:

- a) Do you consider INSTAGRAM a useful tool for dissemination?

	YES		NO
--	-----	--	----

- b) In relation to the project contents and dissemination strategy, your choice is based on the following reasons (per bullets):

--

- c) Please insert what are, in your opinion, the strengths and the weaknesses of the tool chosen

STRENGHTS	WEAKNESSES

- d) In your opinion who are the target groups of dissemination through INSTAGRAM (per bullets)

--