![maia multiply logo]

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multiply

Maximising impact and accessibility
of European Climate Research

Amplify your reach

Partner with the MAIA project to maximise
your impact.

What is MAIA?

The MAIA project acts as an impact multiplier for climate research projects funded by Horizon Europe and Horizon 2020.

We connect and support climate projects and stakeholders through tools, services, platforms, communication channels and actions.

We promote dialogue between science, civil society, businesses, academia and policy makers.
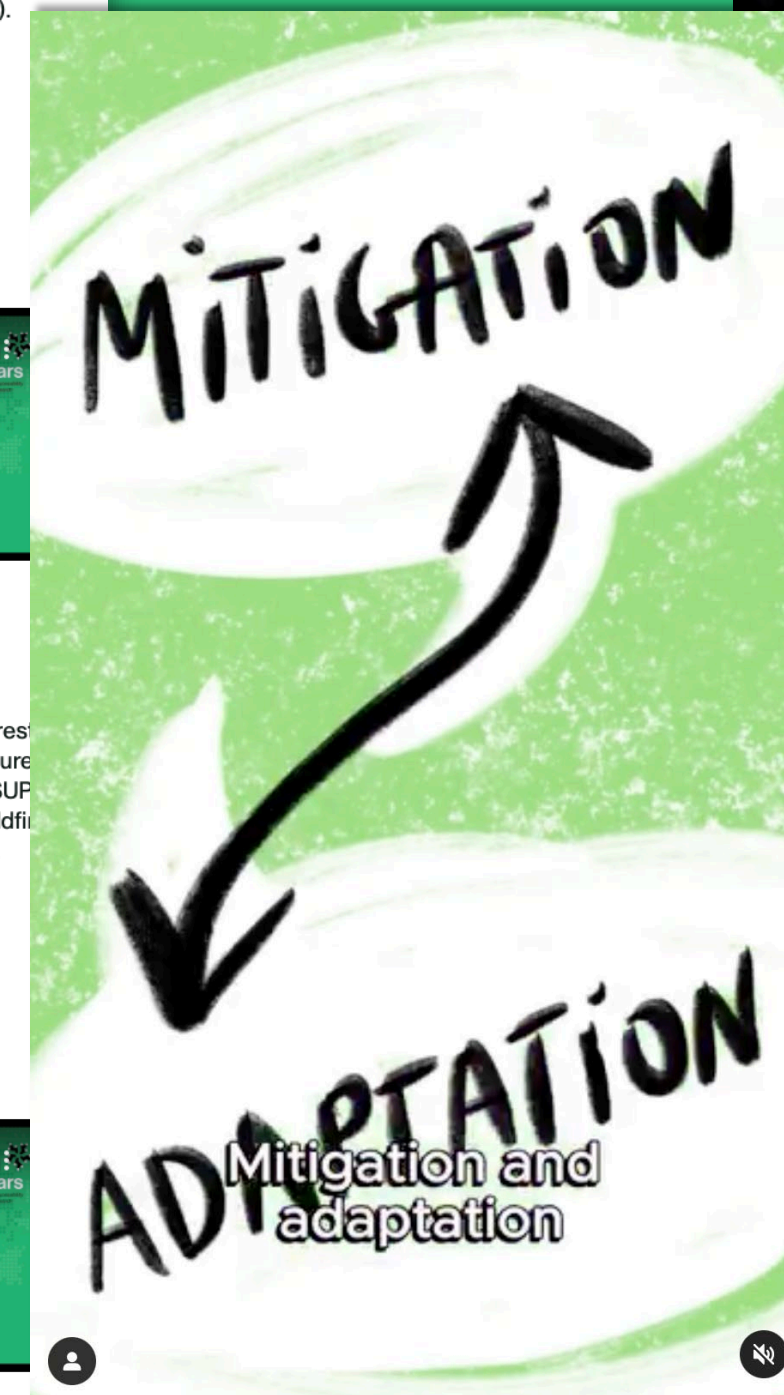
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To do this, we have developed a wide range of communications channels targeting peer researchers and members of the quadruple helix with tailored content.

The golden rules of marketing (on any channel)

- Even if you're not "selling" anything, you still have business objectives. Your success may be measured on uptake of your research by your target as much as scientific results.

- Know your audience (other researchers, businesses, policymakers, etc.). Segment and profile them well, creating avatars. Who are they? What's their problem? How do you solve it? What value do you bring to them?

- You may have several targets, but you need to focus on speak to each one via tailored content and specific channels.

- Don't talk about what you do. Talk about *what you do for them*. How do you solve your target's problems? What value do you bring to them?

- Once you've captured their attention, you can go deeper into what you do, how you do it and, finally, who you are.

- Use clear messages, short sentences and simple language. Make it relatable, personalized, engaging. For example, by using narratives and storytelling.

- Always include a clear call to action (CTA). For example, "Sign up to our newsletter/event," "comment to share your thoughts" etc.

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No magic, no tricks on social media

No shortcuts. Your value is your main resource

- There's no magic hook or a single most successful approach. The most important thing is to consistently bring value to your audience.

- Regular publishing is good, but quality is more important than quantity. Invest time in creating high-quality, valuable content.

- Aim to cover different categories and note down content ideas for each: Educational, Entertaining, Inspirational, Promotional, Engaging.

- Measure engagement with each type of post and see what works for you.

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How to build an online community

1. Know your audience:

- Research and understand your audience to create relevant content.

- Use analytics tools to gather demographic data and behavior.

- Listen to their feedback and adjust your strategies accordingly.

2. Quality content:

- Publish original, engaging, and valuable content that resonates with your audience.

- Use a variety of formats, such as videos, infographics, and blogs.

- Update and recycle old content that is still relevant or, better, create "everygreen" content.

- Establish yourself as a thought leader in your field by sharing reports, expert insights, etc.

3. Interaction and engagement:

- Respond to comments and messages promptly and personally.

- Encourage participation through questions, surveys and contests.

- Follow relevant influencers, interact with and share their content. Then, ask them to support you.

- Interact with and share other people's content to build up goodwill and reciprocity and get ideas and endorsements.

- Always use hashtags, @tags and images.

4. Monitoring and analysis:

- Use monitoring tools to track the performance of your posts.

- Analyze key metrics such as reach, engagement and conversions.

- Adjust your strategy based on the data to continuously improve.

Make friends with the algorithm

The goal is to capture the attention of your audience

- Social media algorithms are programmed to do one thing: get people to spend as much time as possible on their platform.

- They're expert at recognising content that's valuable to your audience, that they consume most: That which educates, inspires or entertains.

- Choose social media platforms according to your goals and audience. Understand how they use social media channels. Instagram and YouTube are now entertainment platforms. LinkedIn is still a social networking platform.

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Which metrics should you track?

- Algorithm changes and ever-more online content mean we consume more than ever but interact with it less.

- Even big-name brands struggle to get followers to interact on platforms like TikTok.

- Harder to run ad campaigns to win followers, or run ads mentioning "controversial" topics like climate change.

- No longer necessary to follow accounts to get followed back, which = fewer followers.

- All this means "followers" is now a less relevant success metric than "reach."

- Definition of Reach varies by social platform. On YouTube = "views." Other platforms = "impressions" (number of times the algorithm displays your content) or interactions.

2024 Social Media Engagement Rates (By Followers)

TIKTOK ENG RATE
35%
YOY DECREASE

Engagement Rates Benchmarks:
TikTok: 2.65%
Instagram: 0.70%
Facebook: 0.15%
Twitter: 0.05%

Engagement rate on TikTok, Instagram, Facebook, Twitter
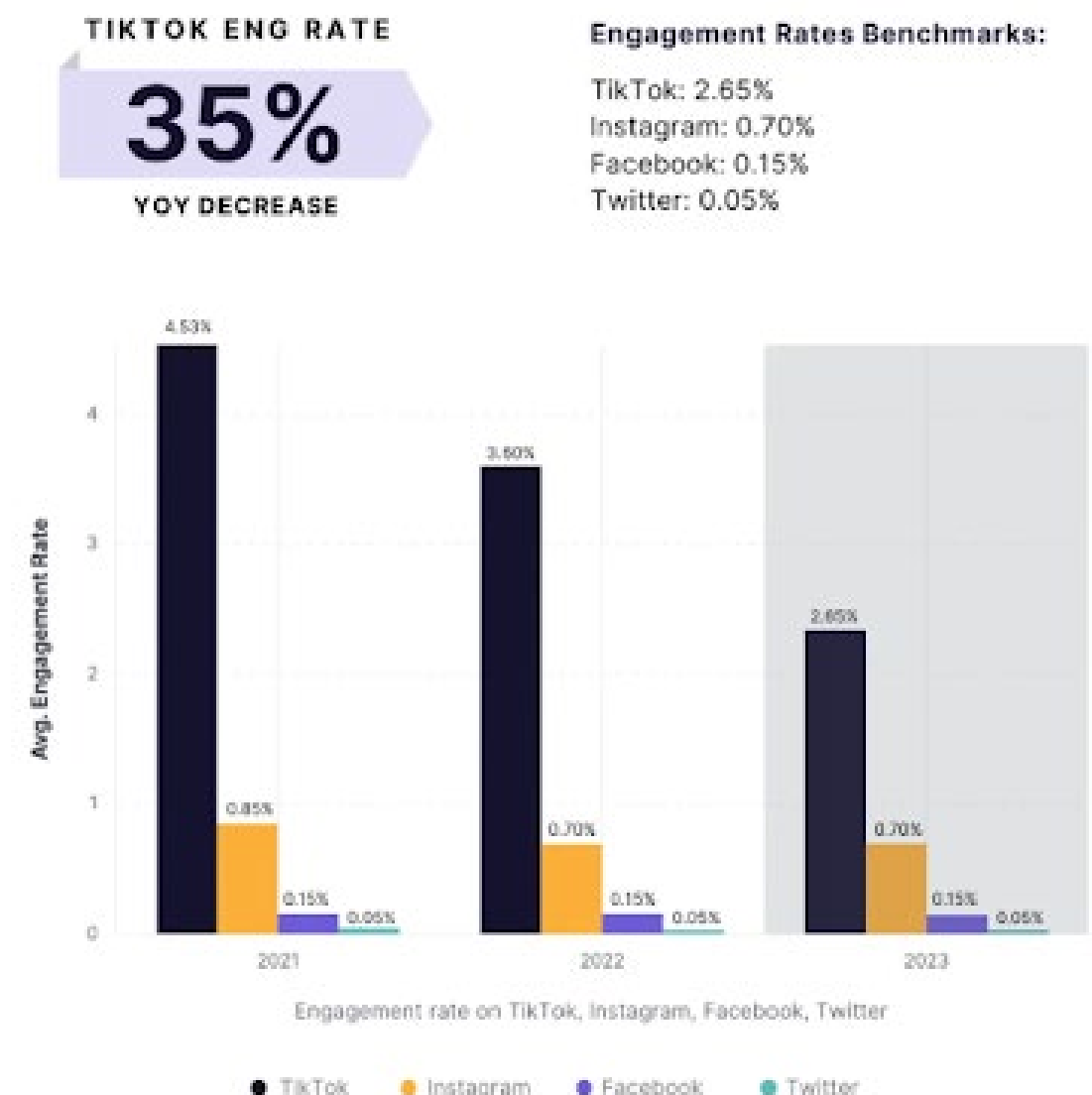
Source: Socialinsider data
Data range: January 2021 - December 2023

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Follow us!

Thank you!

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info@maia-project.eu

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MAIA Communication Working Group

Public interest in science is growing, with 80% of Europeans expressing a desire for better understanding.

Effective science communication is vital to bridge the gap between research and public comprehension.

The Communication Working Group aims to foster this through a robust science communication, collaboration between projects and promoting informed discourse.

Key objectives: disseminating scientific progress, promoting collaboration, and enhancing the visibility of funding opportunities.

Debates about:

Engaging citizens and enriching public discourse

Inform policy debates

Cooperation between research-related organisations

Tools for scientific communication

Models for scientific communication

Marketing & branding stragies

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Join our Policy Roundtable on October 8

Policy Roundtable

Sustainable Food Systems: Bringing the Farm to Fork into a Regional Perspective

4th MAIA Project Policy Roundtable & 2nd Workshop

Date: 08/10/2024

Time: 14:15 – 16:15 CET

Format: Hybrid in-person & online roundtable & workshop

Venue: Ambiorix Center Square Ambiorix, 7. Bruxelles (Belgium)

Language: English

Side event at:

22nd **EUROPEAN WEEK** of **REGIONS** and **CITIES**

Empowering communities

#EURegionsWeek

Speakers:

Rosa Onofre, Territorial Planning Unit Director & MAIA Ambassador, CCDR Alentejo

Clara Douzal, Research Analyst, FABLE consortium

Nelson Ekane, Research Fellow, Stockholm Environmental Institute

Nikolai Pushkarev, EU Policy Manager for Food and Land Use Sectors at Agora Agriculture

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Follow us!

Join the MAIA community!

To share knowledge, find synergies and reach your audience, contact us

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