

## **D5.4 Report on Activities**

**Disseminate general information via easily accessible, user-friendly website, social media, information sheets, posters, etc**

**a-STEP COST Action CA19104**

### **Working Group 5: Dissemination & Education**

#### **Executive Summary**

This report presents a comprehensive analysis of a-STEP's digital dissemination efforts across three main platforms: the official website (a-stepaction.eu), X (formerly Twitter), and LinkedIn. Using specific engagement metrics, we evaluate the effectiveness of each platform in reaching and engaging target audiences.

#### **1. Website Performance Analysis (a-stepaction.eu)**

##### **1.1 Traffic Metrics**

The website has maintained consistent engagement throughout the Action with an average of 135.75 monthly unique visitors and 475.25 monthly page views. This translates to approximately 3.5 pages per visit, indicating substantial user engagement with content.

##### **1.2 Content Distribution**

Throughout the Action's duration, the website has published 36 news items, serving as an active information hub. This consistent content production has supported regular updates on Action activities and resource sharing.

##### **1.3 User Engagement**

The average of 3.5 pages per visit demonstrates strong user engagement, as visitors actively explore content beyond their initial landing page. This metric suggests successful content organization and intuitive user journey design.

#### **2. Social Media Impact Analysis**

##### **2.1 X (Twitter) Platform Performance**

The X platform account has generated 70 tweets throughout the Action's duration, building a following of 36 users. Each tweet averages 5 likes and 3 reposts, resulting in an engagement rate of 22% when calculated from average interactions per follower.

## **2.2 LinkedIn Presence Assessment**

LinkedIn has emerged as the most effective social platform, with 96 followers/connections engaging with 45 posts. The average engagement of 20 likes/shares per post yields a robust engagement rate of 20.8%, demonstrating strong professional network interaction.

## **3. Comparative Platform Analysis**

### **3.1 Engagement Efficiency**

Analysis reveals varying engagement efficiency across platforms. LinkedIn and X demonstrate comparable engagement rates of 20.8% and 22% respectively, while the website maintains user interest through multiple page visits per session.

### **3.2 Content Reach**

The reach varies significantly across platforms. LinkedIn leads with 96 followers in the professional sphere, while X maintains a smaller but engaged audience of 36 followers. The website reaches the broadest audience with 135.75 monthly visitors.

## **4. Content Performance Analysis**

### **4.1 Content Distribution**

Across all platforms, the Action has produced 151 pieces of digital content, comprising 36 website news items, 70 tweets, and 45 LinkedIn posts. This distribution reflects a balanced approach to content creation across platforms.

### **4.2 Engagement Patterns**

LinkedIn achieves the highest per-post engagement with 20 interactions, while X generates an average of 8 total interactions per post. The website maintains sustained visitor engagement through multiple page views per session.

## **5. Impact Assessment**

### **5.1 Reach Analysis**

The combined platform reach extends to approximately 268 unique monthly contacts, including 132 direct social media followers and 135.75 monthly website visitors. This reach spans academic, professional, and public audiences.

### **5.2 Engagement Effectiveness**

Each platform serves distinct purposes effectively. LinkedIn excels in professional networking and detailed updates, X facilitates quick updates and academic community engagement, while the website provides comprehensive resource access.



## 6. Conclusions

The digital dissemination strategy demonstrates varying effectiveness across platforms. LinkedIn shows the strongest engagement metrics, while X presents growth opportunities. The website provides consistent information access, though all platforms show potential for strategic enhancement to improve overall impact and reach.

