COST ACTION CA18213 FACILITATION PLAN: COMMUNICATION OUTPUTS

November 2023

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EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

COST Action CA18213
RURAL NEET YOUTH NETWORK

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This document is published by COST Action CA 18213: Rural NEET Youth Network: Modelling the risks underlying rural NEETs' social exclusion.

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Facilitation Plan

This facilitation plan aims to ensure that CA 18213's communication efforts are strategic, inclusive, and impactful, reaching diverse audiences and actively engaging relevant stakeholders throughout the project's duration:

1. Enhance Communication Strategies:

- Conduct a comprehensive review of current communication strategies.
- Develop a communication plan aligning with CA 18213's goals, emphasising dissemination and communication to various audiences.

2. Strategic Planning for Communication:

- Stress the importance of strategic planning for communication activities from the project's inception.
- Encourage the formulation of a detailed communication strategy, ensuring that all stakeholders are considered.

3. Key Messages of CA 18213:

- Emphasize the key messages to be communicated, including successful interventions for rural NEETs, the impact of research on decision-making, and the human capital opportunity in rural areas.

4. Target Audiences:

- Clearly define the diverse audience groups, including researchers, policy-makers, NGOs, private companies, and the general public.
- Tailor communication tools and channels to suit the preferences and interests of each audience.

5. Diversify Communication Tools:

- Utilize a mix of communication tools to reach different audiences effectively.
- Emphasize the use of the website, social media, press releases, videos, and direct contacts with journalists to ensure broad coverage.

6. Align Networking Tools with Communication:

- Establish a template and checklist for each networking tool, incorporating a field for dissemination and communication strategies.
- Regularly review strategies with the communication team to align tools and channels effectively.

7. Deliverables and Evaluation:

- Task the communication team with producing a comprehensive booklet containing a facilitation plan.
- Include an evaluation of lessons learned in the facilitation plan, ensuring continuous improvement in communication strategies.

8. Stakeholder Involvement:

- Emphasize the importance of involving stakeholders at regional, national, and international levels.
- Encourage MC members to create and update mailing lists, target advocacy leaders, and organize events for stakeholder participation.

9. National/Regional Involvement:

- Mandate national MC members to organize working meetings with key advocacy groups and NGOs.
- Require national events and parliamentary hearings to disseminate CA 18213 deliverables and results.

10. International Stakeholder Engagement:

- Task the MC Chair, Vice-Chair, and WG Leaders with involving key international stakeholders.
- Propose the creation of a specific WG for outreach to stakeholders from year 2 onward.

11. Measures for Stakeholder Engagement:

- Develop a table categorizing stakeholders, reasons for involvement, types of engagement, and actions to facilitate involvement.
- Implement tools such as invitations, work meetings, hearings, and conference participation to engage stakeholders effectively.

12. Continuous Monitoring and Adjustment:

- Establish a routine for monitoring the effectiveness of communication and stakeholder engagement strategies.
- Be open to adjustments and improvements based on feedback, emerging needs, and changing circumstances.

Online Communication Results

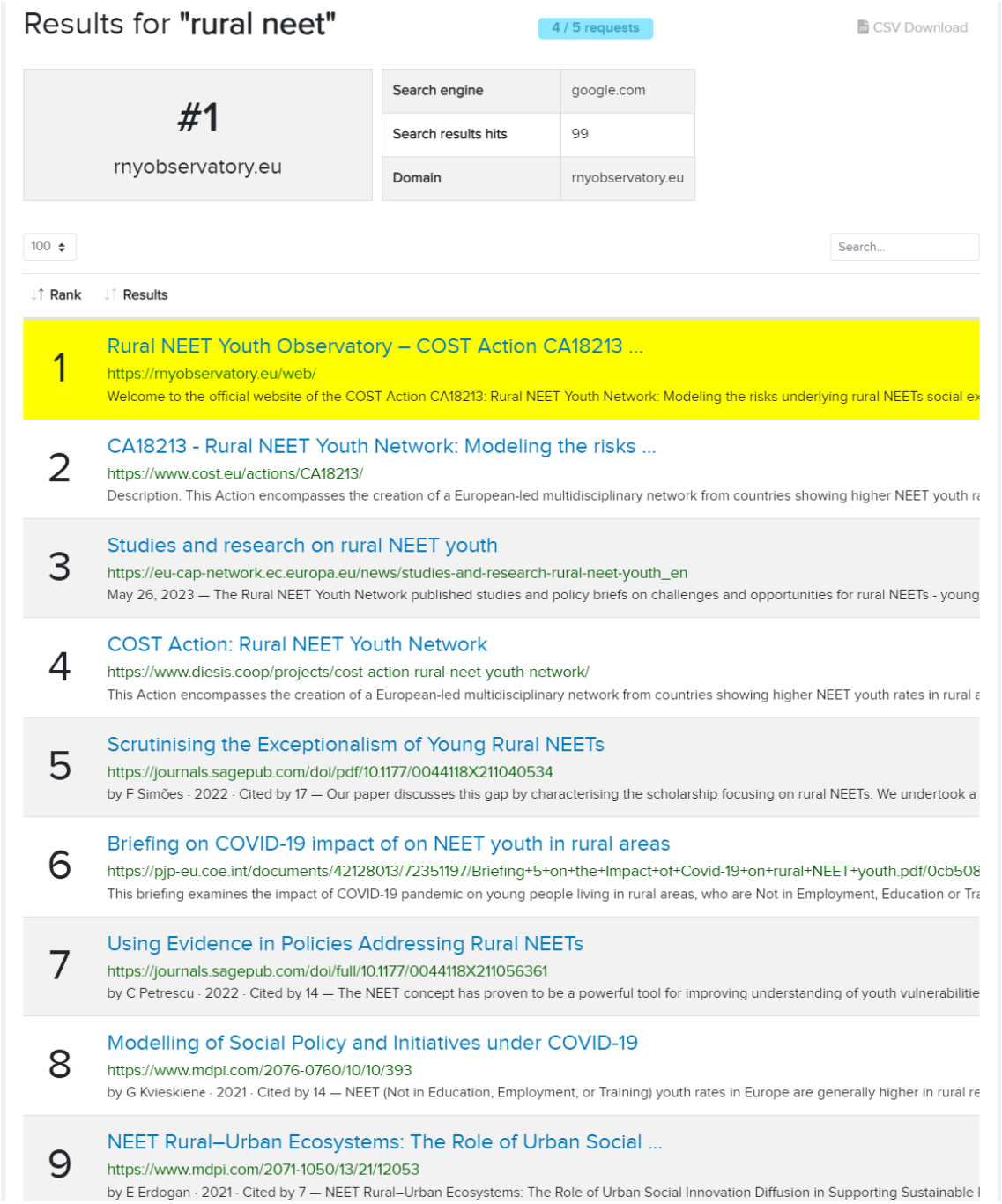
Website (www.rnyobservatory.eu):

Month	Unique visitors	Number of visits	Pages	Hits
Feb 2020	50	65	1.425	4.812
Mar 2020	274	510	3.232	10.677
Apr 2020	302	550	10.044	45.229
May 2020	946	1.730	18.628	123.319
Jun 2020	1.635	2.813	25.397	346.965
Jul 2020	920	1.691	37.133	156.826
Aug 2020	594	1.095	15.789	46.741
Sep 2020	981	1.666	12.817	96.617
Oct 2020	1.314	2.300	67.753	269.229
Nov 2020	1.216	2.485	195.404	366.654
Dec 2020	1.588	2.846	127.115	345.254
Jan 2021	2.697	4.507	128.052	632.749
Feb 2021	1.745	3.043	166.833	404.867
Mar 2021	1.991	3.137	151.002	397.255
Apr 2021	1.683	2.874	170.422	362.940
May 2021	2.021	3.315	113.762	313.168
Jun 2021	1.843	2.981	114.535	272.920
Jul 2021	1.719	2.819	134.694	260.842
Aug 2021	1.540	2.407	113.803	192.767
Sep 2021	2.446	3.713	127.220	320.163
Oct 2021	2.761	4.391	236.692	426.892
Nov 2021	2.460	4.173	207.868	318.403
Dec 2021	1.840	3.085	302.184	368.867
Jan 2022	2.495	4.354	235.719	381.600
Feb 2022	2.347	4.290	314.943	464.998
Mar 2022	2.650	4.781	299.233	414.323
Apr 2022	2.841	4.966	192.191	319.805
May 2022	3.442	6.328	179.764	351.428
Jun 2022	3.037	4.936	95.663	293.719
Jul 2022	2.993	5.294	121.488	262.629
Aug 2022	2.192	3.498	94.069	179.197
Sep 2022	2.374	3.807	166.551	262.466
Oct 2022	2.900	4.878	92.318	186.374
Nov 2022	2.172	3.409	77.062	135.683
Dec 2022	2.465	3.851	65.778	108.238
Jan 2023	2.251	3.614	118.288	181.835
Feb 2023	2.514	4.095	70.810	154.830
Mar 2023	2.625	4.190	71.739	184.507
Apr 2023	1.973	3.159	65.440	130.819
May 2023	2.112	3.705	54.593	126.207
Jun 2023	2.515	3.413	35.124	77.126
Jul 2023	4.635	5.835	40.202	74.492
Aug 2023	1.577	1.972	16.831	29.211
Sep 2023	1.925	2.830	25.489	78.552
Oct 2023	1.574	2.314	19.091	64.006
Nov 2023	1.722	2.640	27.136	71.092

Keywords website Cloud

Source: https://seositecheckup.com/analysis

Google search ranking



Source: https://www.keyword-tools.org/

Website downloaded content

Title	Hits
TOTAL	**2534**
Video-WG-2021.mp4	489
Lisbon-Conf-PROGRAM-vNov2020.pdf	423
Parallel-Sesions-Lisbon-2021.pdf	267
Policy-Brief-Challenges-Educatio...	115
ManualBest-PracticesNEETs.pdf	100
14-NATIONAL-REPORTS-09-19.pdf	77
NR-TURKEY-09-19.pdf	71
Lisbon-Conf-Call_Final-vSep2020....	53
NR-CROATIA-09-19.pdf	48
NR-HUNGARY-09-19.pdf	48
NR-PORTUGAL-09-19.pdf	46
book-application-intervention-ru...	42
Lisbon-Conf-Call_Final.pdf	36
NR-ITALY-09-19.pdf	35
NR-BULGARIA-09-19.pdf	34
Call-STSM-Dec2021-final-version....	32
NR-ROMANIA-09-19.pdf	31
Call-for-papers-Youth-and-Sustai...	31
NR-MONTENEGRO-09-19.pdf	30
NR-SERBIA-09-19.pdf	30
NR-BOSNIA-09-19.pdf	29
NR-SPAIN-09-19.pdf	29
Policy-Brief_Mobility.pdf	28
NR-SLOVAKIA-09-19.pdf	27
Call-ITC-Conference-Grant-Dec202...	23
Call-ITC-Conference-Grant-Octobe...	22
NR-POLAND-09-19.pdf	20
Call-Collaborative-Publication-D...	20
NR-GERMANY-09-19.pdf	19
Manual-of-norms-and-procedures-J...	18
ManualBest-ParcticesResearch-Rur...	18
Call-NDM-October-2020-1.pdf	16
Call-ITC-Conference-Grant-April-...	15
2nd_STSM_call_extended.pdf	13
Call-for-Mentors-Mar2021.pdf	13
Call-Special-Issue-WG1-October-2...	12
Event-Agenda-NEETs-in-Rural-Roma...	12
Call-Special-Issue-WG2-May2021.p...	12
Call-NDM-Dec2021-final-version.p...	12
Call-Comitee-ITC-Conference-Gran...	11
2nd_STSM_call_reopen.pdf	11

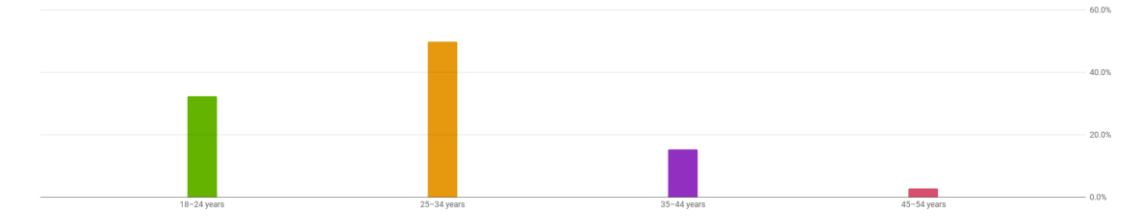
YouTube Channel views (@ruralneetyouth):

Video title	Publish date	Views	Watch time hours
TOTAL		**5455**	**151,4549**
CONFAB Webinar "Impact of COVID-19 on young people in the EU" (12 May 2022)	Jun 16, 2022	2892	21,8124
Brescia 1st International Conference "Rural Youth and the New Youth Guarantee" 14th September 2022	Sep 14, 2022	266	10,2127
COST CA18213: Rural NEET Youth	Apr 22, 2020	246	2,5643
Il fenomeno dei NEET in Italia (21st May 2021)	Jun 1, 2021	210	17,472
Rural NEET Youth Mentoring Program	May 6, 2021	150	11,5049
Francisco Simões talk about COST Action 18213 about Rural NEET Youth Network	Dec 4, 2019	145	2,7806
Webinar Session 29.June.2020: NEETs: profiles and typologies	Jun 29, 2020	119	8,5177
COST CA18213 | Lisbon Conference 2021 - Call for papers	Sep 14, 2020	118	1,2741
CONFAB Female migrants in NEETs: an intersectional perspective on vulnerability (28th October 2022)	Oct 29, 2022	87	11,3762
Webinar Session 24.June.2020: Rurality Meaning and defining dimensions	Jun 24, 2020	84	9,3043
Webinar Call COST CA18213 - April 2020	May 10, 2020	75	1,3276
Unlocking the potential of social economy enterprises in rural area (Brussels 13th October 2021)	Oct 18, 2021	70	6,6548
Mentees Call (October 2021) CA18213 Rural NEET Youth MENTORING PROGRAM	Oct 19, 2021	65	0,897
Webinar: 9.July.2020: "Youth participation in labour markets: Insights from 11 European countries"	Jul 9, 2020	60	3,628
Lisbon Conference 2021 | PARALLEL SESSION 5 – Border regions, young people and digital skills: speci	Jan 31, 2021	58	4,472
Lisbon Conference 2021 | PARALLEL SESSION 1 – School to work transitions in contrasting territories	Jan 31, 2021	54	2,7675
CONFAB Webinar "Rural trends and youth dreams for rural development and generational renewal" 14 Jul	Jul 14, 2022	51	3,8159
THE VOICE OF OUR MEMBERS: The experience of Young researchers in European Rural Youth Observatory	Sep 12, 2023	40	0,6518
THE VOICE OF OUR MEMBERS: Contribution of European Rural Youth Observatory to the knowledge	Sep 10, 2023	40	0,7026
THE VOICE OF OUR MEMBERS: Advantage for Stakeholders of European Rural Youth Observatory?	Sep 10, 2023	39	0,824
O futuro: Que autonomia queremos ter na próxima década? Oportunidades e desafios os jovens açorianos	Mar 9, 2023	37	0,8369
Lisbon Conferecen 2021 | Opening Session	Jan 31, 2021	34	1,3838
Lisbon Conference 2021 | Invited keynote speaker	Jan 31, 2021	34	1,4296
Lisbon Conference 2021 | COST CA18213 Panel	Jan 31, 2021	32	0,7242
Lisbon Conference 2021 | PARALLEL SESSION 3 – Early school leaving, school attainment and educationa	Jan 31, 2021	29	0,674
Lisbon Conference 2021 | PARALLEL SESSION 4 – Rural areas and NEET's professional perspectives	Jan 31, 2021	28	0,4058
CONFAB "South side story: Lessons from the Meditarrean countries for NEETs inclusion" 16 June 2022	Jun 16, 2022	26	3,5334
Jovens NEET nos Açores em debate na ilha Terceira (Sociedade RTP Açores)	May 21, 2023	25	0,3955
Webinar: 16.July.2020 Being NEET in Europe Before and After the Economic Crisis	Jul 16, 2020	23	0,7429
Webinar 20.July.2020: The perceived prestige of agricultural occupations among youth	Jul 20, 2020	18	2,3503

OTHER DETAILS OF ONLINE RESULTS

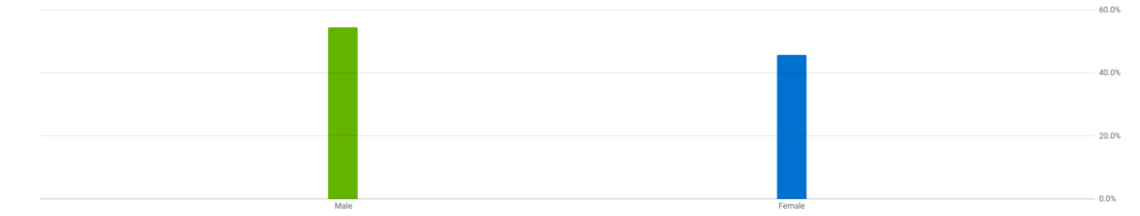
Twitter User (@RuralNEETYouth):	LinkedIn (Rural NEET Youth Observatory	Newsletter subscribers
431 Followers 1,021 posts	198 Followers	702 subscribers

YouTube visitors age:



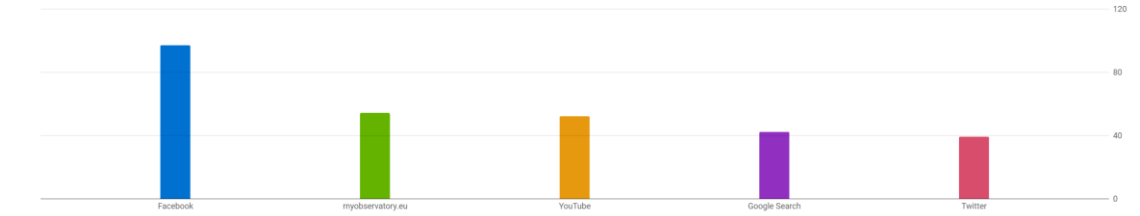
Viewer age	Views	Average view duration	Average percentage viewed	Watch time (hours)
13–17 years	–	–	–	–
18–24 years	32.2%	0:19	0.8%	28.7%
25–34 years	49.7%	0:24	1.0%	56.3%
35–44 years	15.3%	0:18	0.7%	12.9%
45–54 years	2.8%	0:16	0.7%	2.2%
55–64 years	–	–	–	–
65+ years	–	–	–	–

YouTube visitors gender:



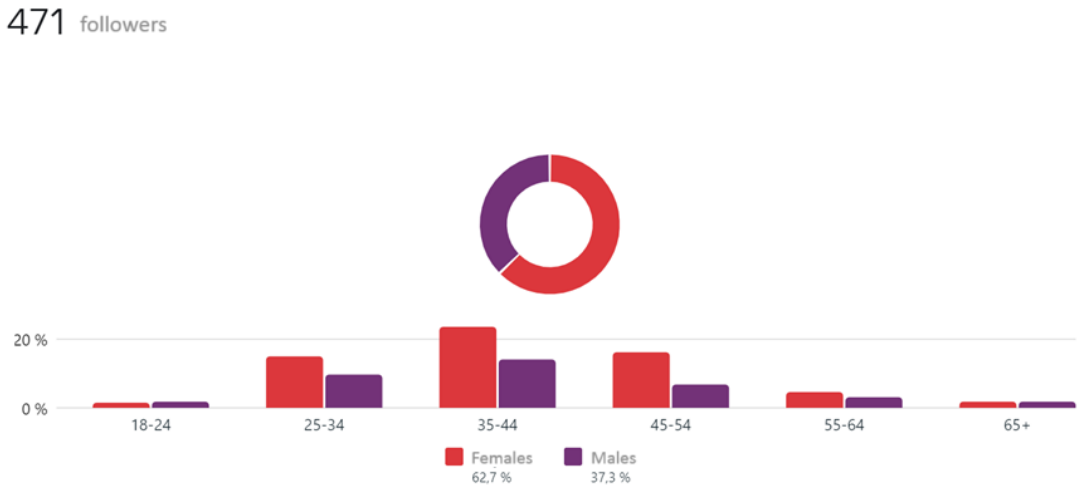
Viewer gender	Views	Average view duration	Average percentage viewed	Watch time (hours)
Female	45.6%	0:22	0.9%	44.3%
Male	54.4%	0:24	1.0%	55.7%
User-specified	–	–	–	–

YouTube visitors source:



Traffic source > External	Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
Total	**922**	**38.8**	**2:31**	**0**	–
Facebook	97 10.5%	3.2 8.2%	1:58	0	–
rnyobservatory.eu	54 5.9%	1.8 4.7%	2:00	0	–
YouTube	52 5.6%	3.0 7.8%	3:30	0	–
Google Search	42 4.6%	1.0 2.5%	1:22	0	–
Twitter	39 4.2%	1.6 4.3%	2:32	0	–

Facebook followers:



4. Lessons learn and recommendations

In the realm of effective communication and content dissemination, selecting the right channel tailored to your target audience is paramount. Understanding the preferences and habits of your audience allows you to optimize your reach and impact.

Webinars emerge as a powerful tool for disseminating valuable content. They offer an interactive platform for engaging with the audience in real-time. Post-event, the content finds a lasting home on a YouTube channel, extending its accessibility beyond the live session. This strategy not only captures the immediate audience but caters to those who prefer consuming content at their own pace.

The effectiveness of content dissemination is inherently linked to the media employed. Video and image content, being more visually engaging, tend to perform better in capturing attention and conveying messages. Harnessing the power of visuals enhances the overall impact of the communication, making it more memorable and shareable across various platforms.

When it comes to a website, the most valuable assets are the deliverables. Whether they are downloadable resources, whitepapers, or exclusive content, these materials serve as a magnet for visitors. Providing tangible takeaways not only adds value to the user experience but also establishes your website as a go-to resource hub.

In conclusion, the success of content dissemination lies in a strategic approach that involves selecting the right channels, leveraging interactive tools like webinars, prioritizing visually compelling content, and offering valuable deliverables. By aligning these elements, organizations can create a robust and effective communication strategy that resonates with their target audience and leaves a lasting impact.