

101128310 — LISS24 — ERASMUS-EDU-2023-CBHE
Learn - Innovate - Sell - Succeed (LISS24)

LISS24 SOCIAL MEDIA REPORT (D6.2)

June 2025

Updated Version

This version integrates revisions following the Project Officer's comments (May 2025) regarding Article 17 compliance.

Project No. 101128310 — Erasmus+ Capacity Building in Higher Education

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1. Introduction

This revised version of Deliverable D6.2 responds directly to the Project Officer’s comments of May 2025. It ensures compliance with **Article 17 of the Grant Agreement**, integrates a **forward-looking KPI framework**, and strengthens the **audience targeting strategy**. The deliverable consolidates the use of digital communication platforms, details corrective actions, and establishes a structured monitoring system for visibility and dissemination. This version is closely related to Promotional Plan (D6.1).

2. Digital Communication Channels Overview

You can easily find each social media channel of LISS24 project via website: <http://liss24-am.liss24.com/Social>

Moreover, screenshots of social media channels can be found from Annexes of this report.

Platform	Status	Link	Compliance Summary
Website	Active	www.liss24.com	EU emblem, funding statement, and disclaimer in footer
Facebook	Active	Facebook page	Profile includes mandatory EU visibility elements
LinkedIn	Active	LinkedIn page	Disclaimer visible on landing page
YouTube	Active	YouTube channel	Descriptions include EU disclaimer
Telegram	Active	Telegram channel	Regional communication tool; compliant where applicable

3. Article 17 Compliance

All digital outputs of LISS24 comply with **Article 17** of the Grant Agreement:

- **EU Emblem:** Displayed in line with EU visibility guidelines.
- **Funding Statement:**
“Co-funded by the Erasmus+ Programme of the European Union.”
- **Disclaimer:**
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Compliance is verified through **quarterly audits** using a standardized checklist.

4. Target Audiences and Channel Mapping

Target Group	Key Messages	Channels
Students	Skills development, international mobility	Facebook, LinkedIn, Website
Faculty & Educators	Pedagogical innovation, B2B teaching resources	Webinars, Website, Newsletters
University Management	Institutional impact, EU alignment	Reports, Briefings, Events
Industry & Employers	Talent pipeline, collaboration	LinkedIn, Events, Sales Labs
Policymakers	Higher education reform, digitalisation	Conferences, Policy Briefs
General Public	Awareness of Erasmus+ impact	Facebook, YouTube, Newsletters

5. Key Performance Indicators (KPIs)

KPI	Target by M36	Means of Verification
Issued Newsletters	6 issues	Hard/e-copies, links
Leaflets & Brochures	≥ 12 issues	Partner uploads
Posters/Banners	6–8 issues	Copies
Press Statements	4–6 statements	Links, e-copies
Media Coverage	10–12 mentions	Screenshots, links
Academic/Professional Publications	≥ 6 titles	Hard/e-copies
Multiplier Events	≥ 12 events	Reports, agendas, photos
Participants in Events	200–250	Attendance sheets

KPI	Target by M36	Means of Verification
Cooperation Agreements	4–6	Copies of MoUs
Website Visitors	≥ 5,000	Analytics reports
Social Media Reach	≥ 20,000 impressions	Platform analytics

6. Corrective Actions

- All digital channels aligned with Article 17 requirements.
- Implementation of a **quantitative KPI framework**.
- Introduction of **audience segmentation** and tailored messaging.
- Standardized partner reporting templates for dissemination content.
- Establishment of a **quarterly visibility audit mechanism**.

7. Risk Management Plan

Risk	Mitigation Strategy
Non-compliance with Article 17	Quarterly audits, compliance checklist
Low social media engagement	Content diversification, partner resharing
Platform access restrictions	Backup editors, centralized admin access
Delays in partner dissemination inputs	Templates and internal deadlines

Sustainability is ensured through **Zenodo repository uploads** and **Creative Commons licensing (CC BY 4.0)**.

8. Conclusion

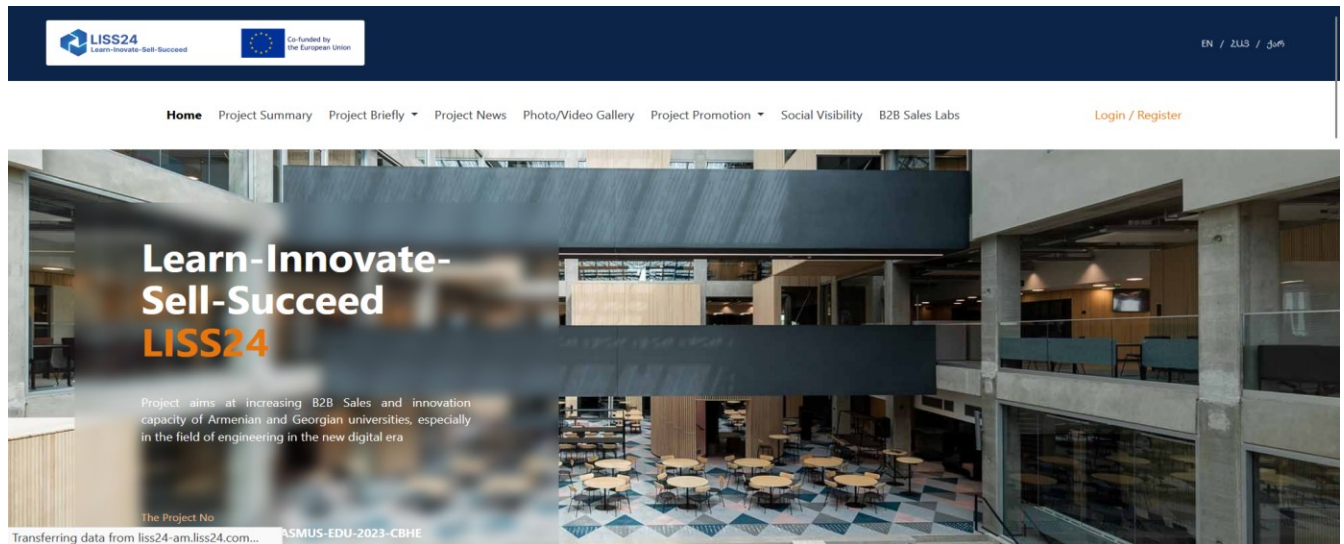
Deliverable D6.2 confirms that LISS24's digital communication activities are:

- **Fully compliant** with Article 17 of the Grant Agreement.
- **Strategically aligned** to reach key target audiences.
- **Guided by forward-looking KPIs** to ensure measurable dissemination impact.
- **Reinforced by corrective actions and risk management measures**.

This updated version addresses all Project Officer feedback and secures approval readiness for submission via the EU Funding & Tenders Portal.

Annexes (Screenshots from social media channels)

Annex1: Website



Project News



European Sales Competition...

We are thrilled to again and officially announce the location and host for the European Sales Competition 2026!



GTU Sales Lab is Fully Equip...

We're proud to share that the Sales Lab at Georgian Technical University (GTU) is now fully equipped under the LISS...



LEARN, INNOVATE, SELL, SU...

On May 26, in the Agritech lecture hall of the Armenian National Agrarian University (ANAU), we held the fin...



Working Visit to Armenia | ...

On the fourth day of the event, the European guests were introduced to the technical and laboratory capacities a...



Working Visit to Armenia | ...

**Agenda of the Armenian work phase of the LISS24 Project **Day 3: "Sales Laboratories" in Universities and Inte...








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Annex 2: Facebook





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19 tykkäystä • 25 seuraajaa



 Tykkäty

 Lähetä viesti

 Hae

[Julkaisut](#) [Tietoja](#) [Mentions](#) [Arvostelut](#) [Seuraajat](#) [Kuvat](#) [Lisää ▾](#)

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Julkaisut Suodattimet
 **Learn Innovate Sell Succeed**
4. elokuu klo 11.49 · 
<https://www.linkedin.com/.../learn-innovate-sell-succeed.....> Näytä lisää



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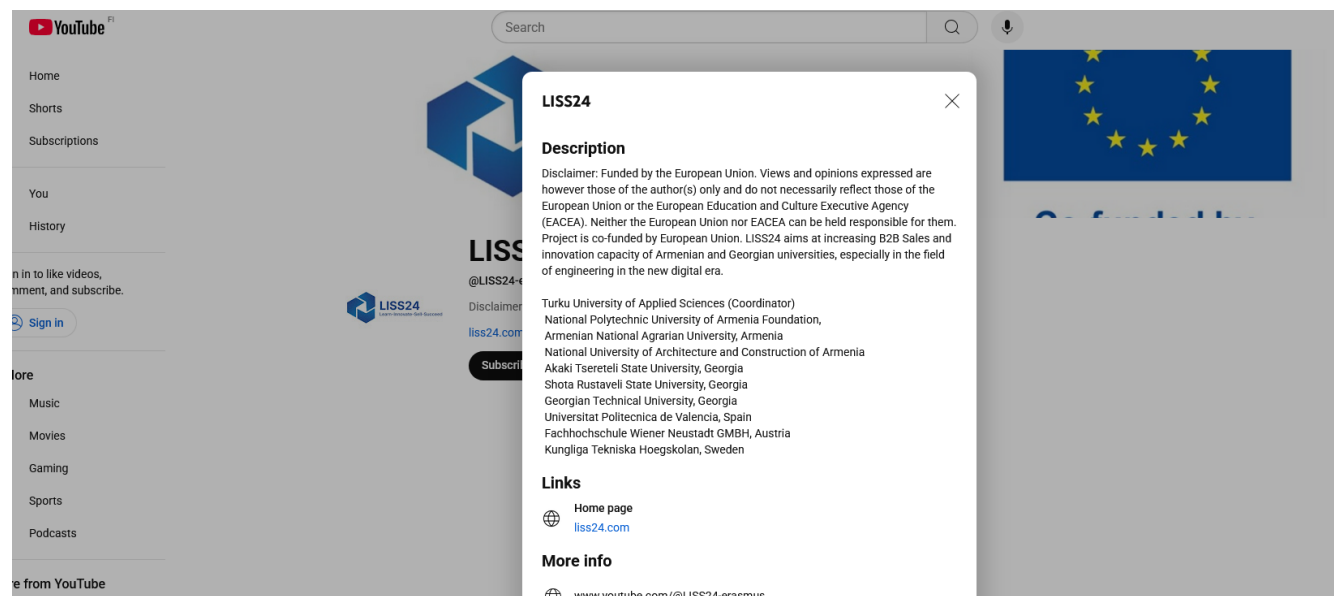
Annex 3: LinkedIn



About us

Learn-Innovate-Sell-Succeed LISS24 project is co-funded by European Union. The project aims at increasing B2B Sales and innovation capacity of Armenian and Georgian universities, especially in the field of engineering in the new digital era. The methodology of the project is built on three core elements: main substance, pedagogical practices, and knowledge transfer. All these cornerstones are linked to serve the purposes of an effective and sustainable capacity building process. Project partners: Turku University of Applied Sciences (Coordinator) National Polytechnic University of Armenia Foundation, Armenian National Agrarian University, Armenia National University of Architecture and Construction of Armenia, Armenia Akaki Tsereteli State University, Georgia Shota Rustaveli State University, Georgia Georgian Technical University, Georgia Universitat Politècnica de València, Spain Fachhochschule Wiener Neustadt GMBH, Austria Kungliga Tekniska Högskolan, Sweden Want to know more about the project? Contact Dr. Arto Kuuluvainen (Turku University of Applied Sciences, Finland; arto.kuuluvainen@turkuamk.fi) Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Annex 4: YouTube



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