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D6.2

Project Website and Social Media Accounts Plan



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**UK Research
and Innovation**

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9	KLASTER HRVATSKIH PROIZVODACA VIDEOIGARA	CGDA	Croatia
10	GAME ONLY	GO	France
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Disclaimer

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31/05/2024	2.0	Luís Leça, INOVA+	Final Revision and Submission

GLOSSARY AND ABBREVIATIONS

Dissemination and Communication	DCP
Work Package	WP
Key performance indicators	KPI

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EXECUTIVE SUMMARY

D6.2 provides a comprehensive overview of the primary dissemination channels for the **GAME-ER** project, specifically the **GAME-ER** website and social media accounts. This deliverable outlines the initial state of these tools and offers a strategic plan for their development and utilization.

The document is organized into five chapters. The first chapter presents a brief introduction to the **GAME-ER** project and the objectives of this deliverable, setting the stage for the detailed strategies that follow.

The second chapter is dedicated to the **GAME-ER** website strategy. It describes the website's design and structure, detailing the various sections it will contain. In addition, it outlines how the website will serve as a central hub for information, updates, and resources related to the project.

In the third chapter, the focus shifts to the social media strategy. Each social network platform utilized by **GAME-ER** is described, including Instagram, X, LinkedIn and Facebook. The chapter explains how these platforms will be used to disseminate information, engage with stakeholders, and build a community around the project.

The fourth chapter covers the KPIs and impact measurement techniques for both the website and social media. It explains the quantitative and qualitative metrics that will be used to assess the effectiveness of our dissemination efforts, including likes, shares, followers, engagement rates, and more. This section also highlights the tools and methods for tracking these metrics.

The final chapters outline the action plan for the next six months and the conclusions of the deliverable, including a Gantt chart to visualize the planned activities and milestones. It describes the steps that will be taken to ensure continuous improvement and engagement, culminating in a strategy to maximize the project's impact. The document concludes by emphasizing the importance of these strategies in achieving the project's long-term goals and sustainability.

1. INTRODUCTION

The deliverable D6.2 is strategic for the project because it highlights the tools and methods to increase its impact. It provides an overview of the **GAME-ER** website and social media accounts, developed by Spin System to enhance the visibility of the project. The social media accounts and website will be regularly updated to reflect the progress of **GAME-ER**.

The deliverable's main objective is to develop a robust plan for the **GAME-ER** project website and social media accounts. Another goal is to increase the project's visibility and actively engage with a broad audience, to build a community of active followers, along with communication of the project progress and results. These objectives will be accomplished by creating **GAME-ER**'s presence on social media and by posting relevant content on social media accounts and website.

1.1 Project Overview

The main objective of the Gaming Clusters Across Multiple European Regions (**GAME-ER**) project is to research how video game clusters emerge, develop, and sustain themselves, with a particular focus on local and regional clusters. Based on this research, **GAME-ER** will formulate a series of policy and practical recommendations which will compose an Interactive Methodological Toolkit. These recommendations are aimed especially at local and national policy and decision-makers, with the intent to help them bootstrap Cultural and Creative Industries clusters or strengthen existing clusters in their regions or cities.

Much of the existing research on video game clusters concentrates on clusters outside Europe or on European clusters in capital or large metropolitan cities (such as Helsinki or Hamburg). However, local and regional clusters are also key drivers of innovation, growth, and cohesion, and **GAME-ER** will fill the gap around the limited knowledge we have about them. To achieve its ambitious objective, a core component of **GAME-ER** will be a comparative analysis of six local and regional clusters in five European countries, which include France, the Czech Republic, Italy, Scotland, and Portugal. These clusters have been selected because of their different levels of maturity and their specificities, such as the concentration of human creativity or companies. Moreover, **GAME-ER** will conduct a Europe-wide analysis of the spatial organization of the European video games industry/ecosystem, with a focus on local and regional clusters. Through this research, the project will formulate policy and practical recommendations using a participatory approach and working with policymakers and industry.

The project includes 16 partners from 9 countries, with expertise in social sciences and humanities, policy making, the third sector, business, and innovation.

2. GAME-ER WEBSITE

2.1 Website Structure

The **GAME-ER** website is a primary source of information about the project, encapsulating its scope, objectives, and ongoing progress. It serves as a public platform designed to communicate with our target audience, providing relevant updates and insights into the project's development. The website aims to create an inviting environment for users, showcasing **GAME-ER**'s achievements and resources. It will host the domain: www.game-er.eu.

- **HOME:** The homepage will serve as the main introduction to the website, offering an overview of the project and its key components. Visitors will find the latest updates and news prominently displayed here.
- **PROJECT:** This section provides detailed information about the **GAME-ER** project, including its objectives, scope, and overall goals. It will offer in-depth insights into the project's purpose and expected outcomes.
- **PARTNER:** Visitors can explore the partners involved in the **GAME-ER** project, learning about each organisation's role and contribution.
- **CLUSTERS:** This section will present detailed information about each cluster involved in the project, highlighting their specific roles and contributions.
- **NEWS:**
 - **Media:** Access to multimedia content related to the **GAME-ER** project, including videos, photos, and infographics.
 - **Press Review:** A collection of articles, press releases, and media coverage about the project.
- **NEWSLETTER:** Visitors can subscribe to the **GAME-ER** newsletter in this section, ensuring they receive regular updates and insights.
- **RESOURCE PAGE:** The resource page will contain visual content, including the public deliverables developed by the **GAME-ER** consortium, ensuring that all project outputs are easily accessible.

Table 1 - List of Public Deliverables to be included on the GAME-ER Website

Deliverable no.	Name
D1.1	Data Management Plan
D2.1	Report on the current state of knowledge on Videogame industry as CCI
D2.2	Statistical analysis and mapping of European video game industry for cluster identification
D2.3	Report and Mapping of video game clusters across European regions
D3.1	Analysis grid and interview script
D3.2	Meeting minutes and preliminary comparative results
D3.3	Final comparative analysis and typology
D3.4	Finalised recommendations
D4.1	Report on Primary Data Collection
D4.2	Report on documents analysis
D4.3	Historical Development of Clusters
D4.4	Mapping of Actors
D4.5	Mapping of skills
D5.1	Report on policy review
D5.2	Pilot report
D5.3	Minutes of the webinars and final report
D5.4	Initial version of the Interactive Methodological Toolkit
D5.5	Final version of the Interactive Methodological Toolkit
D6.1	Dissemination and Communication Plan
D6.2	Project Website and Social Media Accounts Report
D6.3	Project Website and Social Media Accounts Report
D6.4	Exploitation Plan: Preliminary version
D6.5	Exploitation Plan: Final version
D6.6	Policy Brief: First Version
D6.7	Policy Brief: Final Version

- **CONTACT:** The contact page will provide visitors with essential information to get in touch with the project team. To facilitate communication, **SPIN** has created a dedicated email address: info@game-er.eu. This email address will ensure that all inquiries, feedback, and requests for information are directed to the appropriate team members, fostering effective and efficient communication with stakeholders and the general public.

2.2 Website Continuous Development and Improvement Strategy

To ensure the website remains a valuable and engaging resource, a strategy for continuous development and improvement will be implemented:

- **Regular Updates:** The website will be regularly updated with new content, including project milestones, news, and multimedia resources. This ensures that the site remains current and relevant to users.
- **SEO Optimisation:** The website will be optimised for search engines to increase its visibility and attract more visitors. This involves using relevant keywords, meta descriptions, and regularly updating content to improve search engine rankings.
- **Analytics Monitoring:** Web analytics tools will be employed to monitor site traffic, user behaviour, and engagement metrics. This data will help identify areas for improvement and measure the effectiveness of changes and accomplishment of the KPIs mentioned in section four of this deliverable.

2.3 Website visitors Retention and Attraction Strategies

To attract and retain users, several strategies will be implemented:

- **Engaging Content:** High-quality, engaging content will be regularly published to keep users interested. This includes blog posts, case studies, success stories, and interactive content like webinars and Q&A sessions.
- **Social Media Integration:** The website will be integrated with social media platforms to drive traffic and increase engagement. Social media feeds, sharing buttons, and cross-platform promotions will be utilised.
- **Email Marketing:** The newsletter subscription feature will be leveraged to send regular updates and exclusive content to subscribers, encouraging repeat visits and sustained interest.
- **User-Friendly Design:** The website will be designed with a user-friendly interface, ensuring easy navigation and a positive user experience. This includes responsive design for mobile users and accessibility features for users with disabilities.

By implementing these strategies, the **GAME-ER** website will not only serve as a comprehensive source of information but also as an engaging platform that attracts and retains a broad audience, thereby enhancing the project's visibility and impact.

3. GAME-ER SOCIAL MEDIA STRATEGY

To broaden the reach of information and effectively engage with our audience, **GAME-ER** will adopt a strategic approach for each social media platform. The goal is to leverage these platforms to disseminate information, build a community, and increase the project's visibility and impact. The content will be published under the responsibility of **SPIN**, as communication and dissemination managers, with support from all partners. Posts will be made once per week and scheduled in advance to ensure consistent engagement.

The social media feeds will serve as direct communication channels with professionals from relevant fields, building a community of stakeholders. Content will include updates on **GAME-ER**, textual and visual materials, and will be continuously published on these platforms. Visual materials will help capture the audience's attention and create higher engagement rates, as social media algorithms tend to prioritize visual content.

The content will be based on project objectives and activities, presentations of partners and clusters, dissemination of public deliverables, presentation of **GAME-ER** outputs, participation in events, and cross-promotion with sibling projects and other initiatives.

GAME-ER plans to use these platforms to build an active follower base. Social media accounts were created, along with profiles and cover photos that represent the **GAME-ER** concept. In conjunction with the project website, the social media accounts will serve as the project's façade. To maintain a consistent social media identity, the same name was used across all accounts, including the website.

Another important objective of the social media accounts is to **create a community** of relevant followers interested in **GAME-ER**. It is important for the project to have a broad community of followers that share the same interest. Connecting on social media with the sibling projects would be an approach for enlarging the communities (following the accounts, liking their posts, etc).

A set of **hashtags** has been defined to enhance the visibility of **GAME-ER**. These hashtags will help organise content and increase the reach of posts. The primary hashtag is **#GAME-ER**, with additional hashtags including: **#GamingInnovation**, **#GamingClusters**, **#InnovationInGaming**, **#HorizonEU**.

3.1 GAME-ER Instagram Account

Instagram will be used to share visually engaging content, including photos, infographics, and short videos. The platform's emphasis on visuals makes it ideal for showcasing project milestones, events, and behind-the-scenes glimpses. Stories and IGTV will be utilized, whenever necessary, for real-time updates and longer video content. Engagement will be fostered through regular interactions, such as responding to comments and engaging with related content from other users and organizations.

Given Instagram's highly visual nature, it is an ideal platform for sharing images and videos to engage with a broader audience. The strategy for Instagram will leverage its visual strengths to effectively promote the project. Posts will feature images and videos accompanied by concise and clear text, within Instagram's 2,200-character limit, providing detailed descriptions and context when necessary.

Content will be published on the **GAME-ER** Instagram account (hosted at: https://www.instagram.com/gameer_project/) at least once a week, with additional posts released whenever relevant. Each post will include updates about **GAME-ER** and its outputs, featuring a set of established hashtags to increase visibility and reach.

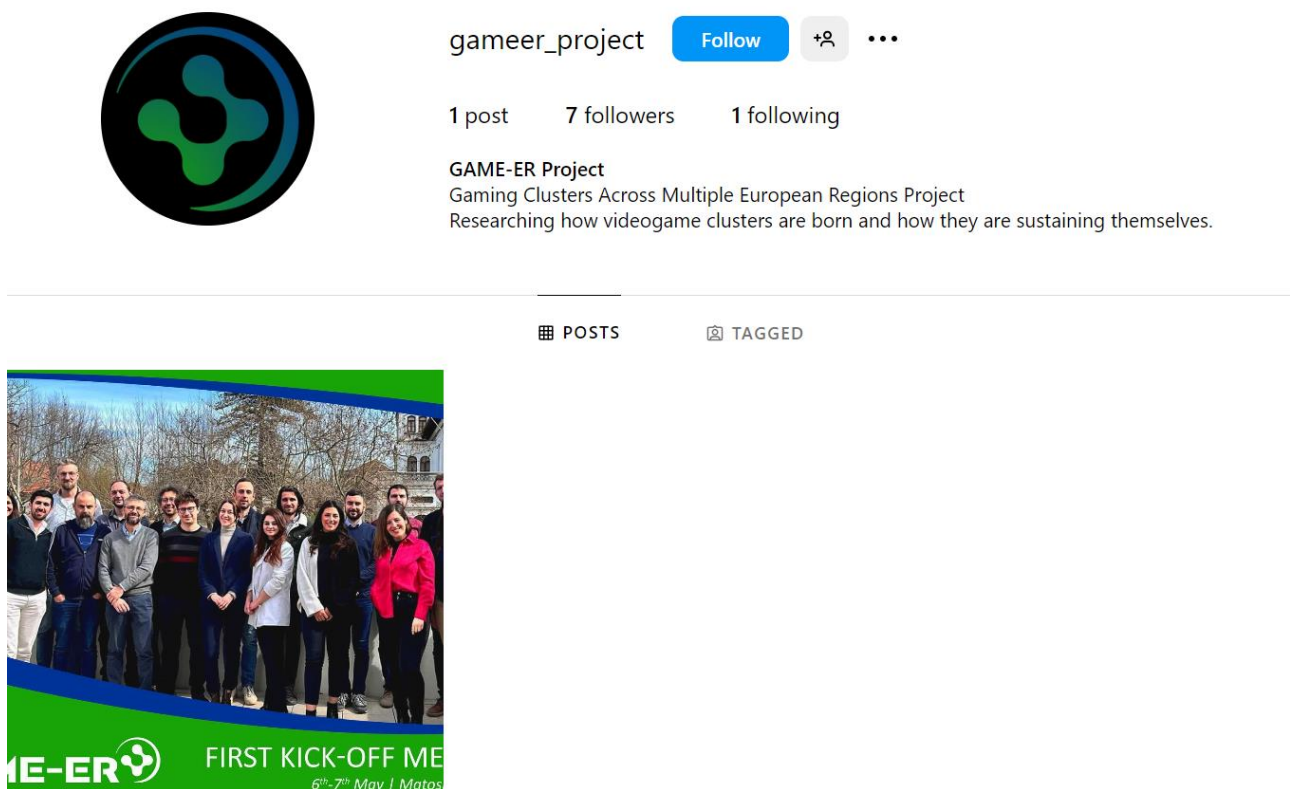


Figure 1 - GAME-ER Instagram Account

Table 2 presents the **GAME-ER** approach, which aims to foster a vibrant online community and enhance the visibility of **GAME-ER** 's outputs and achievements.

Table 2 - Instagram Target Audience and Content

Social Network	Instagram
Target Audience	Private and public business support organisations, Investors; Start-up incubators, CCIs European industry players, clusters representatives; Video Game Companies, CCIs incubators and ICT SMEs; Universities and Education institutes; Young people and general public.
Content	Posts about project objectives and activities; Presentation of partners and the clusters; Dissemination of the public deliverables; Presentation of GAME-ER output; Participation in the events;
Publication Frequency	Posts will be made at least once per week, with additional posts released whenever relevant.

3.2 GAME-ER Facebook Account

The strategy for Facebook is similar to that for Instagram, featuring many of the same elements. Facebook is a well-known social media platform that serves as a comprehensive social network, facilitating connection and engagement among users. On Facebook, users can share both visual and textual content without character limitations, allowing for versatile and expansive communication.

Content will be published on the **GAME-ER** Facebook page (hosted at: <https://www.facebook.com/gameer.eu>) at least once a week, with additional posts released whenever necessary. Each post will include updates about **GAME-ER** and its outputs, featuring the set of established hashtags to increase visibility.

Facebook will serve as a versatile platform for sharing a mix of content types, including articles, photos, videos, and event announcements. The platform's groups and pages will be used to create a community of followers interested in the project. Regular posts, event invitations, and interactive content such as polls and Q&A sessions will foster engagement and community building.

By leveraging Facebook's comprehensive features, **GAME-ER** aims to build a robust online community, encourage active participation, and effectively disseminate project updates and outcomes to a broad audience.

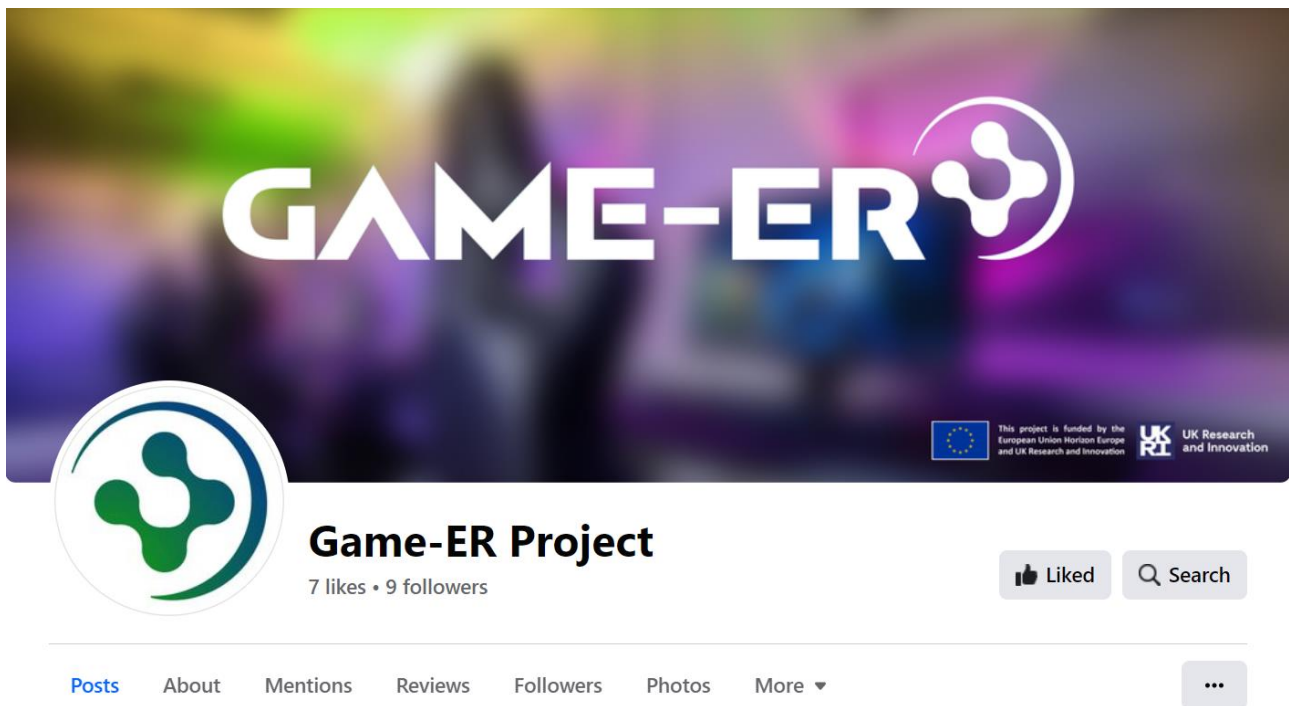


Figure 2 - GAME-ER Facebook Account

Table 3 presents the **GAME-ER** approach, which aims to foster a vibrant online community and enhance the visibility of **GAME-ER** 's outputs and achievements.

Table 3 - Facebook Target Audience and Content

Social Network	Facebook
Target Audience	Private and public business support organisations, Investors; Start-up incubators, CCIs European industry players, clusters representatives; Video Game Companies, CCIs incubators and ICT SMEs; Universities and Education institutes; Young people and general public
Content	Posts about project objectives and activities; Presentation of partners and the clusters; Dissemination of the public deliverables; Presentation of GAME-ER output; Participation in the events;
Publication Frequency	Posts will be made at least once per week, with additional posts released whenever relevant.

3.3 GAME-ER X Account

The strategy for X (formerly known as Twitter) will leverage its unique features designed to foster high engagement. X is a platform renowned for its short messages, public conversations, and real-time updates, making it a powerful tool for engaging with diverse audiences. The platform excels at connecting with professionals from the gaming sector, stakeholders (such as SMEs and developers), and users interested in staying updated with gaming trends.

Content will be published on the **GAME-ER** X account (hosted at: https://x.com/gameer_eu) at least once a week, with additional posts released whenever necessary. Each post will include updates about GAME-ER and its outputs, utilizing a set of established hashtags to enhance visibility. Given the platform's 280-character limit, posts will be concise yet impactful, often including links to detailed content and multimedia elements like images and videos.

X will be used for real-time updates, announcements, and engagement through trending topics and hashtags. The platform's fast-paced environment is ideal for live-tweeting events, sharing news as it happens, and participating in relevant conversations. This approach will help increase the project's visibility and interaction with a broader audience.

By utilizing X's capabilities, **GAME-ER** aims to build a dynamic and interactive presence, ensuring that key updates and insights are disseminated quickly and effectively to engage a wide range of stakeholders.



Figure 3 - GAME-ER X Account

Table 4 presents the **GAME-ER** approach, which aims to foster a vibrant online community and enhance the visibility of **GAME-ER** 's outputs and achievements.

Table 4 - X Target Audience and Content

Social Network	X
Target Audience	Local, National, and European Policy Makers and decision-makers; Private and public business support organisations, Investors; Start-up incubators, CCIs European industry players, clusters representatives; Video Game Companies, CCIs incubators and ICT SMEs; Universities and Education institutes; General Public.
Content	Posts about project objectives and activities; Presentation of partners and the clusters; Dissemination of the public deliverables; Presentation of GAME-ER output; Participation in the events;
Publication Frequency	Posts will be made at least once per week, with additional posts released whenever relevant.

3.4 GAME-ER LinkedIn Account

The strategy for LinkedIn will capitalize on its networking nature, aimed at creating connections between professionals within the same sector. LinkedIn is a social network tailored specifically for professionals, enabling users to share updates, industry news, and content in the form of posts and articles. This platform allows users to engage with their network through likes, comments, and shares, fostering meaningful professional interactions.

Content will be published on the **GAME-ER** LinkedIn page (hosted at: <https://www.linkedin.com/company/gameer-eu/>) at least once a week, with additional posts released whenever necessary. Each post will include updates about **GAME-ER** and its outputs, utilizing a set of established hashtags to increase visibility.

LinkedIn will target a professional audience, focusing on sharing in-depth articles, project updates, and industry insights. Content will include detailed posts about project progress, partner contributions, and key findings. LinkedIn's groups and professional networks will be leveraged to foster discussions and collaborations with industry experts and stakeholders.

Regular updates and professional interactions will help build a reputable presence on LinkedIn. By engaging with industry-specific groups and participating in professional discussions, **GAME-ER** will enhance its visibility and credibility within the professional community. This strategic approach will ensure that **GAME-ER** effectively reaches and engages a professional audience, facilitating the dissemination of project insights and fostering potential collaborations.

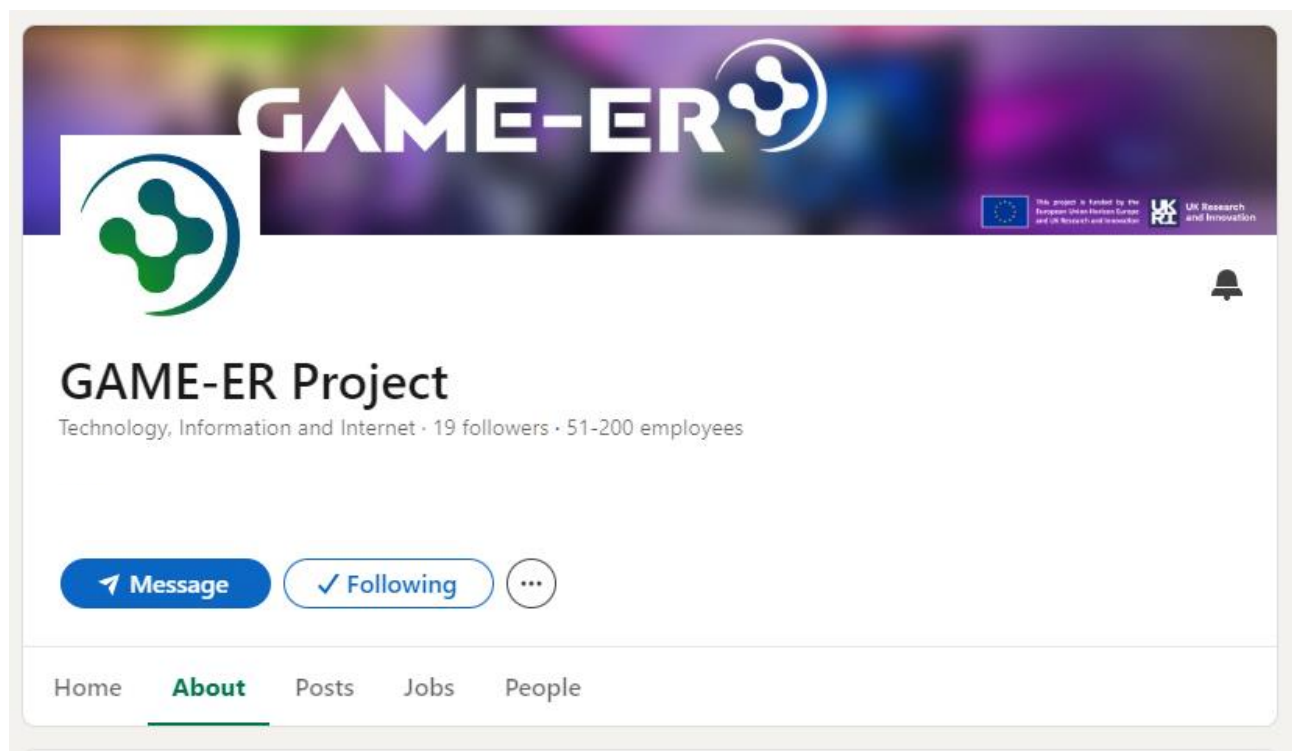


Figure 4 - GAME-ER LinkedIn Account

Table 5 presents the **GAME-ER** approach, which aims to foster a vibrant online community and enhance the visibility of **GAME-ER** 's outputs and achievements.

Table 5 - LinkedIn Target Audience and Content

Social Network	LinkedIn
Target Audience	Local, National, and European Policy Makers and decision-makers; Private and public business support organisations, Investors; Start-up incubators, CCI's European industry players, clusters representatives; Video Game Companies, CCI's incubators and ICT SMEs; Universities and Education institutes; General Public.
Content	Posts about project objectives and activities; Presentation of partners and the clusters; Dissemination of the public deliverables; Presentation of GAME-ER output; Participation in the events;
Publication Frequency	Posts will be made at least once per week, with additional posts released whenever relevant.

4. WEBSITE AND SOCIAL MEDIA KPIS AND IMPACT

To measure the impact and performance of our social media and website efforts, a combination of quantitative and qualitative approaches will be used, supported by various analytical tools. The primary tools include:

- **Instagram Insights** for tracking engagement and follower growth on Instagram.
- **X Analytics** for tracking engagement and follower growth on Instagram.
- **Facebook Insights** for measuring likes, shares, comments, and reach on Facebook.
- **LinkedIn Analytics** for understanding professional engagement and reach on LinkedIn.
- **Google Analytics** (for website metrics) for tracking website traffic, user behaviour, and overall site performance.

These tools will provide detailed insights, allowing for a comprehensive understanding of how our content performs across different platforms. All collected data will be stored in a centralized spreadsheet to facilitate ongoing analysis and reporting.

4.1 Quantitative Metrics

Quantitative analysis will focus on the following metrics:

- **Number of Likes:** The total count of likes received on posts across social media platforms.
- **Shares:** The frequency with which content is shared by users, extending the reach of our posts.
- **Followers:** The number of followers on each social media platform, indicating the size of our audience.
- **Engagement:** The overall interaction with our posts, including likes, shares, comments, and clicks.
- **Profile Visits:** The number of visits to our social media profiles.
- **Reach:** The total number of unique visitors who view our posts and website pages.

Tracking these metrics will involve using the respective analytics tools for each platform. For comprehensive data collection, all metrics will be consolidated in a spreadsheet (Excel), facilitating easy tracking and analysis.

4.2 Qualitative Metrics

Qualitative analysis will delve deeper into the nature of engagement, including:

- **Impressions:** The overall visibility of posts, indicating how often they are seen.
- **Types of Comments:** Analysing the nature and sentiment of comments to gauge audience reaction and engagement quality.
- **Type of Followers:** Understanding the profile of our followers, such as their industry, role, and interests.
- **Demographics:** Gathering demographic data to better understand the audience's age, gender, location, and other relevant factors.

Table 6 – Website and Social Media Accounts KPIs

Dissemination Channel	KPI	Objective	How?
GAME-ER website	Yearly Visits	3000	The website is aimed to showcase GAME-ER results and tools. The website will be up from the third month of the project.
	Returning visitors and time spent	50% returning visitors; 40% visitors spending more than 1 minutes on the website	
X Account	X Followers	400	GAME-ER will use social media to spread awareness and to reach each more a larger audience. Through the already mentioned social media accounts is aimed the creation of an engaged community of followers.
	X Tweets	600	
	X profile visits	200 monthly	
LinkedIn Account	Linkedin Followers	200	
	Linkedin reactions and monthly shares	Reactions: 20 monthly Shares: 150	
Facebook Account	Facebook Followers	200	
Instagram Account	Instagram Followers	200	

5. ACTION PLAN FOR THE NEXT 6 MONTHS

Over the course of the next six months, the primary objective is to enhance the visibility and awareness of **GAME-ER** across social media platforms and website. To accomplish this goal, regular posts will be posted on the project's dedicated social media accounts. The key focus is to cultivate and create an engaged community of followers. In the following Gantt chart, the actions for the next 6 months are presented:

Table 7 – GAME-ER Action plan for the next six months

Activity	3	4	5	6	7	8
Awareness of the project on social media						
Social Media Posts						
Increasing the followers and engagement						
Website Creation, Development and Publication						

6. CONCLUSION

In conclusion, D6.2 is a critical component of the **GAME-ER** project, outlining the essential tools and strategies required to amplify its impact. This deliverable underscores the significance of maintaining an engaging and informative project website, along with dynamic social media channels.

The primary objectives of this deliverable are to establish a robust online presence, engage a wide and diverse audience, and effectively communicate the project's progress and achievements. Achieving these objectives involves:

- **Active Updates:** Regularly updating social media accounts and the website with fresh, relevant content to keep the audience informed and engaged.
- **Strategic Use of Platforms:** Leveraging the unique features of each social media platform to maximize reach and engagement, from Instagram's visual storytelling to LinkedIn's professional networking.
- **Community Building:** Fostering a community of followers who are interested in the project's outcomes and can contribute to its dissemination.
- **Impact Measurement:** Employing both quantitative and qualitative methods to monitor the effectiveness of dissemination efforts, using tools like Google Analytics, Instagram Insights, and LinkedIn Analytics.

By adhering to these strategies, **GAME-ER** will not only enhance its visibility but also ensure that its findings and innovations are communicated effectively to stakeholders, policymakers, and the general public. The continuous development and improvement of the website, combined with strategic social media engagement, will support the long-term sustainability and impact of the project's outcomes.