SoCaTel

A multi-stakeholder co-creation platform for better access to Long-Term Care services

Start date of project: 01/12/2017
Duration: 38 months (2 months extension due to COVID-19)

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Dissemination and Communication Reports

By TCD

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CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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EXECUTIVE SUMMARY

The deliverable D9.5 is concerned with reporting the dissemination activities performed during the SoCaTel project. The aim of the deliverable is to evaluate the different dissemination and communication activities set out in Deliverable 9.2 Dissemination and Communication plan (D9.2) and reflect on lessons learned. Furthermore, the report considers any potential future steps to expand the project's visibility in academic and public sector domains, after its completion.

The document is structured in the following way:

Firstly, we present an overview of the strategy, messages and targets described in the dissemination plan (D9.2).

Secondly, the performed dissemination actions are listed and their success rate measured. The actions include: scientific publications and social media.

Finally, a conclusion on the effectiveness of the performed actions is drawn.

1. INTRODUCTION

SoCaTel aims to cater to the needs of the growing ageing populations in Europe by overall improving the accessibility, responsiveness, efficiency and transparency of social and care services, focusing on long-term care (LTC). SoCaTel will create, implement and pilot a multi-module/multi-stakeholder platform, which has the capacity to foster ageing-in-place. This platform, 'based on past project results such as OASIS and its open government platform Ozwillo, will facilitate end-user's free choice of government and non-government long-term care services according to their needs, and will empower citizens' voices and their representatives to champion their causes' (Grant Agreement, p. 3).

The deliverable D9.5 is the report for the dissemination and communication activities performed within the SoCaTel project. Under the grant agreement, Deliverable 9.5 is described as:

> Delivering impact on the scientific community via publications in highly ranked scientific journals and participation in international scientific conferences, as those identified in section 2.2. Moreover, all academic partners will incorporate content generated by the project into their teaching curricula. The initial expected fields for publications include: the impact of co-creation methods on LTC services (FONTYS, URV), how gender balance in the care sector can be promoted via co-creation (TCD, URV), ethical risks and opportunities in co-creation involving vulnerable populations (FONTYS, GFC), a framework for measuring the impact of co-creation pilots (UTA) and Co-creation approaches adapted to different LTC models in Europe (Grant Agreement, p. 47)

In the next section, an evaluation was carried out of the objectives set on the dissemination and communication plan.

2. OBJECTIVES set out on deliverable 9.2 (D9.2)

Communication and dissemination are important activities of the SoCaTel project, as outputs and findings should be widely spread, both to the general public and to specific target groups. This can help in with the exploitation of the project's results and sustainability of its outputs, increasing the potential of added value to the consortium, stakeholders and society.

This deliverable reports on the dissemination and communication activities outlined on D9.2. D9.2 was concerned with the planning of the communication and

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dissemination of information on the project and the proposed platform via a range of channels. It aimed to target non-scientific and scientific stakeholders, in order to encourage a wide engagement.

The key objectives set out on D9.2 were:

2.1. Create and reinforce a corporative image of the project
2.2. Establish, update and maintain the project website
2.3. Use social networking tools
2.4. Prepare articles, publications, press releases and brochures/flyers
2.5. Prepare video releases and other audio-visual instructive media, including a massive open online course (MOOC)
2.6. Actively participate in events.

2.1 Create and reinforce a corporative image of the project

Corporate image and corporate identity are closely related concepts. Corporate identity refers to what the organization – or in this case, the SoCaTel project- is or wants to be and corporate image refers to how the SoCaTel project is perceived by the public (Balmer, 2001). Corporate image its outside the control of the organisation (Balmer, 2001). To the extent that SoCaTel is able to reduce the gap between identity, which is controllable, and image, which is uncontrollable, the more likely it is that the SoCaTel brand will suit the project's needs and be a success (Sargeant & Ford, 2007). In addition to external branding and communication is also important to focus on internal branding and internal communication (Kuoppakangas et al., 2019). According to the literature the corporate identity projected by the project and the corporate image perceived by the public will be the same if there is good external and internal communication (Tubillejas, 2011).

To this end, SoCaTel developed different strategic elements as described in D9.2. The project logo, carried out by URV at the start of the project, is one of the most important elements of the project's identity. Its main purpose is to directly and effectively represent the core message of the project. The process and message implicit in the logo have been outlined in the website deliverable (D9.1). In order to

reinforce this brand identity, material like pens and card holders with the SoCaTel logo were created and distributed at the start of the project in different workshops and conferences. The SoCaTel logo was also used in all events and official publications.

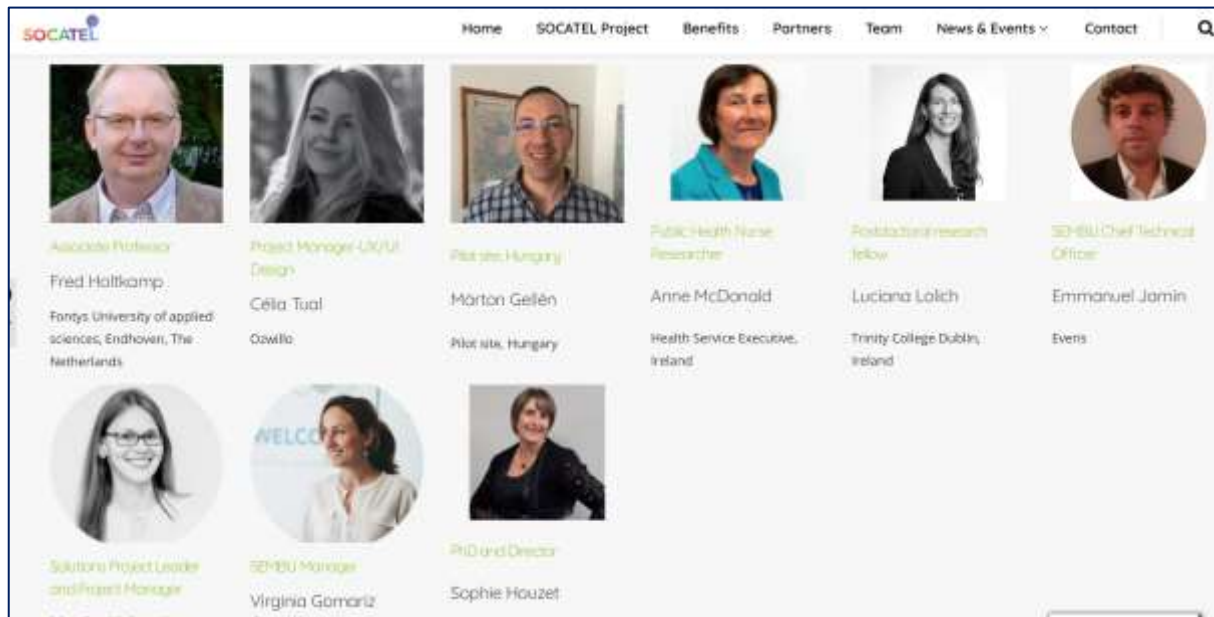## 2.2 Establish, update and maintain the project website

The project website is set up for external communication purposes. It can be found at www.socatel.eu. The project website was created in order to deliver information about the project, its objectives, results, partners and events to different global audiences (please see D9.1). The website has been updated throughout the life of the project for example to share press releases, promote the Hackathon events across pilot sites, upload publications and deliverables and finally communicate about the URV SoCaTel Twinning programme with *I*stituto *per Servizi di Ricovero e Assistenza agli Anziani* (Italy) funded by DigitalHealthEurope SC1-HCC-05-2018 (EC) under number: 826353. All messages received through the website are directed to TCD, WP9 leader.

In the last year, as the project matured and yielded reportable results, there was a sufficient number of outputs (publications and public deliverables) to upload onto the website. To this end, all scientific publications of SoCaTel findings and public deliverables were uploaded. The SoCaTel team was asked to check what version of their published scientific paper they were allowed to make green open access[1] and sent it to TCD for uploading.

Furthermore, as it expected with a 3-year project, there were some changes in the team, which made it necessary to update this section on the website (see figure 1).

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[1] SoCaTel members were directed to the journal's homepage or Sherpa/Romeo (http://sherpa.ac.uk/romeo/index.php) to journals copyright requirements. Some journals allowed for example green open access, final draft post-refereeing.

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Figure 1: Example of update on the team section of the website

2.3 Use social networking tools

SoCaTel has three active profiles in the following social media platforms: Facebook, Twitter, LinkedIn, which were used to increase the project outreach beyond the local communities directly involved in the pilots (please see Table 1: Social media figures).

Table 1 Social Media figures (April 2019 to March 2020)

| Twitter	
Tweets: **109** Profile visits: **1.258** New Followers: **82**	Tweet impressions: **87.441** Mentions: **94** Followers: **489**
Instagram	
Posts: **80** Profile visits: **-** Post impressions: **3.913**	Likes: **606** Followers: **145** New Followers: **-**
Facebook	
Posts: **85** Profile visits: **290** Post impressions: **4.283**	Likes: **143** New Likes: **20** Followers: **151** New Followers: **23**

Universitat Rovira i Virgili (URV) has assisted the social media dissemination of the project by managing the official SoCaTel's accounts and compiling social media

analytics. However, individuals also used their personal social media accounts (mainly Twitter and LinkedIn) to communicate about the project (See appendix 3 for social media analytics). Following advice from FUNKA, all partners were asked to use the hashtag #SoCaTel when posting SoCaTel relevant content on social media.

SoCatel influenced content creation in social media by 1) adding new content, 2) sharing others' content and 3) performing activities that influence other users to create content that is favourable for the project (Huotari et al., 2015)

1) SoCaTel developed new content and this was disseminated through social media, for example videos (described in D9.7), pictures from co-creation pilots and Hackathon events. These were disseminated through social media and the SoCaTel website.

2) SoCaTel follows media accounts relating to ageing (e.g. Newcastle University's Institute for Ageing) co-creation in health (e.g. inDemand) among others and - when appropriate - shared and linked to their content.

3) SoCatel has been successful in obtaining earned media. This is to say obtaining media space that was not created or paid for SoCaTel directly. Please see below for an example of earned media (Figure 2), a tweet from @ActiveHealthyAgeing who has a reach of 10,093 followers.

Figure 2: Example of earned media and reach per main contributors
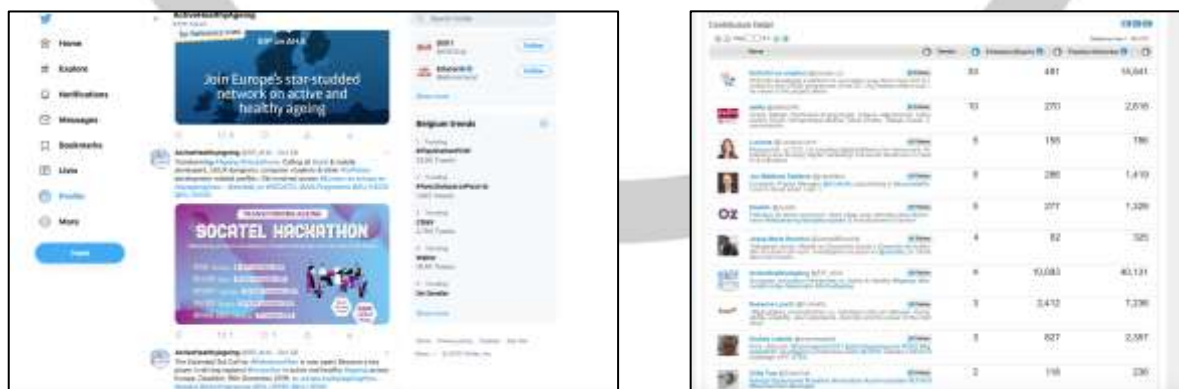
In terms of engagement, our analytics show that followers engaged with the SoCaTel hashtag either through original tweets or by retweeting a message. There was very

little engagement by a direct reply to a tweet (Figure 3). As figure 4 shows, almost 80% of SoCaTel's engagement came from approximately 20% of our followers. Please see for appendix 3 for a comprehensive social analytics report.

Figure 3 Metrics for low and medium level engagement

Engagement	Total	%
Original Tweets	85	42.50%
@Message Tweets	4	2.00%
Retweets	111	55.50%
Total Tweets	**200**	**100.00%**
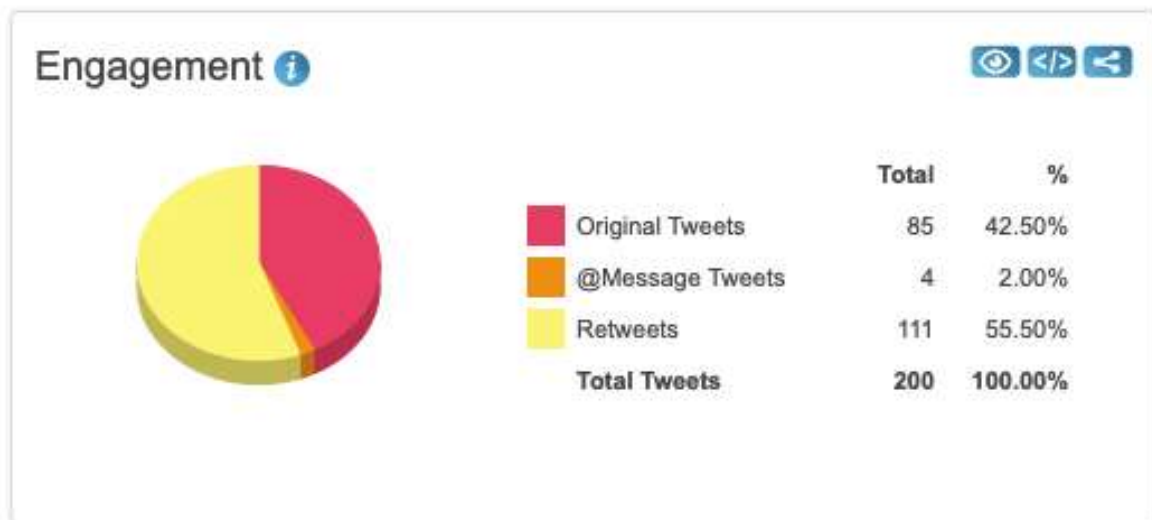
Figure 4 Levels of participation per type of Twitter user
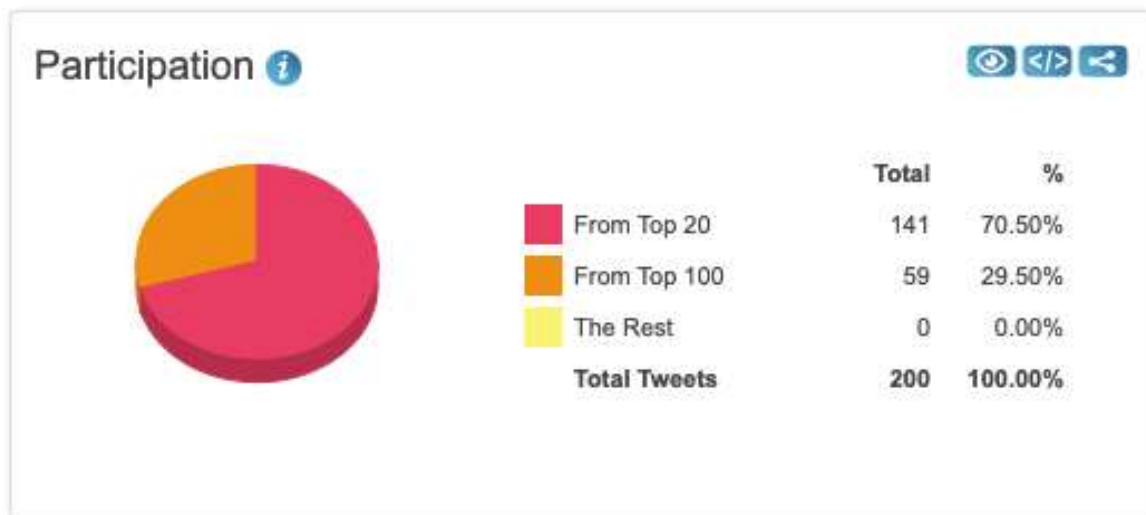
Participation	Total	%
From Top 20	141	70.50%
From Top 100	59	29.50%
The Rest	0	0.00%
Total Tweets	**200**	**100.00%**

2.4 Prepare articles, publications, press releases and brochures/flyers

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SoCaTel team members have successfully published in a range of scientific journals (Please see section 4: Completed Dissemination activities for more detail). Partners have written about the project on EU portals, newsletters, radio and TV interviews, press releases and wide use of social media including Twitter, LinkedIn and Facebook. Please see appendix 2 for list of press releases.

2.5 Prepare video releases and other audio-visual instructive media, including a massive open online course (MOOC)

SoCaTel developed videos, including those described in D9.7. Pictures from the Hackathon events in Ireland, Spain and the Netherlands were uploaded to the website with the assistance of URV. Under the direction of FONTYS and work package leader (TCD) a MOOC was developed (see Deliverable 9.4)

2.6 Actively participate in events.

SoCaTel team members participated in a range of events as described in D9.3 (outreach events), D5.1 (co-creation workshops) and D5.2 (co-creation pilots).

3.Completed dissemination and communication activities

There were two main tasks associated with this deliverable in terms of dissemination and communication activities, these concerns those targeting non-scientific stakeholder and those targeting the wider scientific community.

Task 9.2 (T9.2) Dissemination and communication activities

This task concerns the delivery of information and the engagement with *non-scientific stakeholders*, via a range of channels targeting specific stakeholder groups, as well as the general public (please see appendix 1 for complete list).

Task 9.3 (T9.3) Dissemination and communication activities

This task concerns delivering impact on the *scientific community* via publications in highly ranked scientific journals and participation in international scientific conferences (please see appendix 2 for full list).

Scientific Publications

The European Commission requires and helps all H2020-funded authors to make their peer reviewed research results open access (i.e. free of charge, online access for any user). All publications stemming from SoCaTel research were made available through green open or gold open[2] access (for example P7 and P10). Green open accessed publications were uploaded on institutional repositories, Zenodo and the SoCaTel website. Rules of dissemination are described in a detailed way in the project handbook in 'Chapter 5 Communication & dissemination' and in D9.2.

The publications have included interdisciplinary outputs, focusing on the human aspects of modern technology, as new technological advancement both benefit and challenge long term care services. Publications have provided high quality contributions on home care, working conditions of care workers and on technology and its impact on care, exploring the economic, organisational, political, social and ethical settings in which this care occurs. One of the publications, (P5), received the 'Best article of 2019 Rose Dobrof award' in a virtual ceremony in the United States. Generating publicity around the project and its findings. More recently, publications (e.g. P11) addressed the effect of Covid-19 on the care of older adults. We selected the most appropriate journal(s) for each specific paper. All academic partners have been encouraged to incorporate content generated by the project into their teaching curricula.

The SoCaTel team published 11 papers in peer-reviewed journals (+2 under review). Please see appendix 2 for full list.

Table 2: Publications in projects' timeline

Project milestones	Year 1 2017-2018		Year 2 2018-2019		Year 3 2019-2021*	
	Nov-Apr	*May-Oct*	*Nov-Apr*	*May-Oct*	*Nov-Apr*	*May-Jan*
	M1-M6	*M7-M12*	*M13-M18*	*M19-M24*	*M25-M30*	*M31-M36*
MS1 Ethical permits	X					
MS2 SoCaTel Website	x					
MS3 Co-Creating the platform		x				
MS4 Co-Creation workshops			x			
MS5 Change management			x			
MS6 Co-creation dashboard			x			

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[2] Please see definition of green and gold open access on D9.2

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MS7 Initial Exploitation			*x*			
MS8 SoCaTel Hackathon				*x*		
MS9 Initial sustainability				*x*		
MS10 Service roll out					*x*	
MS11 Impact results available					*x*	
MS12 SoCaTel OS release						*x*
Publications			*(P1)*	*(P3; P5)*	*(P2;P4;P6; P7; P8)*	*(P9; P10;P11)*

X: Denotes submission period for each expected millstone
*Includes 3 months extension due to Covid-19

The publication list can be directly mapped to the advance of the project results. Table 1 shows how as the project progressed; more publications based on findings were generated. Publications are mapped to the expected submission date of project milestones.

Mapping of publications to key interest topics

The project consisted of different temporal phases as describes in D1.1. During the lifetime of the project different publication were expected. Some of the suggested topics in the Grant Agreement were: co-creation methods, gender in the care sector, vulnerable populations and social policy (please see Figure 3).

Figure 6: Number of papers per topic
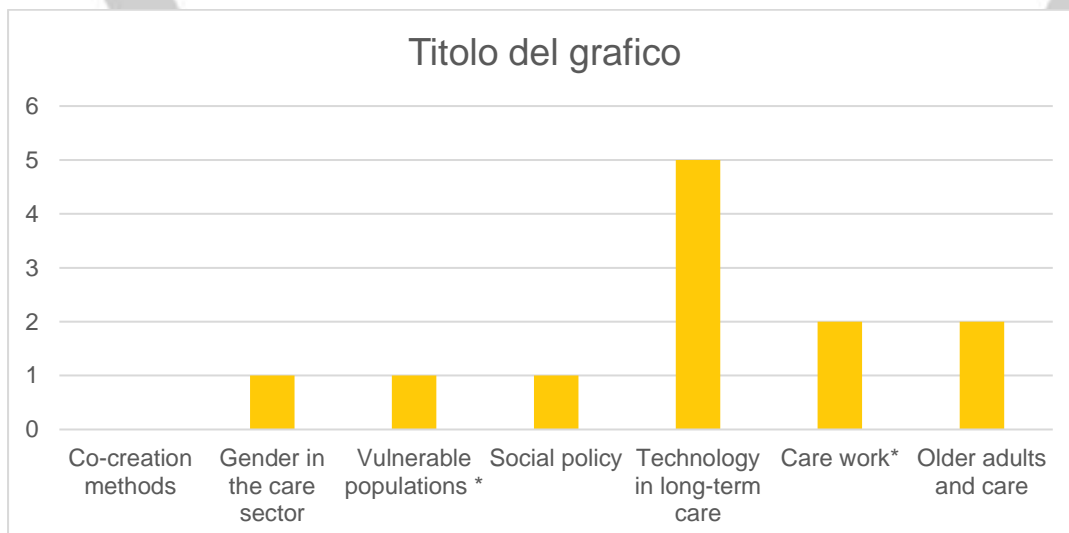
*P5 was included in both these topics

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Mapping the number of papers published to the associated topics (see Figure 3) shows that a broad coverage of different topics was achieved. It is evident that a topic which generated a great number of outputs was technology and care with five publications out of the total 10 examining this topic. Publication five (P5) was categorised under two topics, vulnerable populations and care work.

While co-creation has been addressed implicitly in most of the paper in the methods sections, we recommend that academic partners consider writing on the topic of co-creation, even after the project has ended. Co-creation was discussed in the MOOC, SoCaTel roundtable presentations (10th December 2020)[3] and on the SoCaTel Whitepaper (D7.3). In the latter, co-creation best practices and recommendations are clearly outlined. We suggest that some of the presentations at the roundtable can be further developed into publications by partners. This could be an opportunity for those partners who have not yet published. Alternatively, co-creation will be incorporated as part of the teaching curricula in the partner academic institutions.

Impact Scientific Publications

The two well-established and widely-accepted measurements of academic impact are journal's impact factor and publication citation counts, but have been criticized for not being able to reflect a broader impact of research (Holmberg et al., 2015). A newer indicator, the Altmetric, is more attuned to dissemination via social media and other dynamic online mechanisms, and is a much quicker indicator to measure impact in terms of social media.

Table 3: Impact of scientific publications

Publication	Altmetric score	Journal Impact factor
P1	No	N/A
P2	No	0.05
P3	5	5.846
P4	15	N/A
P5	3	0.833
P6	7	n/a
P7	9	2.414
P8:	No	N/A
P9	No	N/A
P10	6	0.715
P11	21	0.833

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[3] The SoCaTel Roundtable is available to watch at https://www.youtube.com/watch?v=cfxmClfQ1-E&feature=youtu.be

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As we can see on table 2 there is a wide range in the scores obtained by publications. The average Altmetric score was **8.6**, with the highest score being **21** and the lowest **3.** The highest performing paper (P11) was tweeted by 29 people and had 13 reads on Mendeley. Publication 4, with an Altmetric score of 15 obtained three dimensions, which means it was referenced by three types of sources: Twitter, Mendeley and a Policy Source. Twenty-two tweets from 15 different users linked back to the paper, with an upper bound of 4,879 followers. While these figures can increase with time, Altmetric's scores usually stabilise after three months after publication. P3 was published in the journal with the highest impact factor: 5.846. Some journals are very new and have no impact factor – but again this might change with time, as some journals need time to develop an audience.

Table 4 Quantitative indicators (Key performance indicators)

KPI Category	Metrics	Objectives	Result	Status
Effectiveness and impact of scientific publications	Number of journal articles by SoCaTel team members published/accepted appearing in journals with Impact Factor (in JCR: Journal Citation Reports)	**6 articles** accepted/published by the end of Year 3	**7 articles** accepted/published appearing in journals with Impact Factor	Objective surpassed
	Number of citations (in Google Scholar)	**6 citations** to SoCaTel publications by Month 36	P2: 2 citations P3: **7 citations** P4: **10 citations** P5: **6 citations** P7: 1 citation	Objective surpassed
	Altmetric score	3 of SoCaTel publications achieve a score of 10 or higher. At least one SoCaTel publication has achieved an Altmetric score of 15 or higher	P3: 5 Altmetric score P4: **15 Altmetric score** P5: 3 Altmetric score P6: 7 Altmetric score P7: 9 Altmetric score P10: 6 Altmetric score **P11: 21 Altmetric score**	Objective partially achieved

Impact of Social media activities

The social media channel with the highest engagement was Twitter, followed by Facebook and Instagram. Twitter is a very popular tool with researchers (Emerald Publishing, 2020). Twitter was used to provide information about SoCaTel research project, for example, key milestones (around the platform), and developments in the

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area as a whole, outside SoCaTel's research, but pertinent to long-term care and technology. Please see appendix 3 for social media report compiled by URV and tracking of SoCaTel hashtag by Funka. Funka tracked the #SoCaTel hashtag from July 2019-November 2020.

Most of the social media engagement can be categorised as low (Facebook "likes") or medium engagement (e.g. Twitter re-tweets and mentions or comments). However, there was high engagement at in-person events, like the co-creation workshops. Neiger et al. (2012) argue that in some cases lower stages of engagement can lead – in time- to higher stages of engagement and that high engagement cannot be developed through social media campaigns that focus only on one-way communication (Neiger et al. 2013). The combination of face-to-face and online events is the most effective way to keep stakeholders involved, engaged and motivated.

Language(s) and visibility of communication materials

An amendment was requested for the website to be available only in English (D9.1). The main purpose of the website is to inform the research community and other stakeholders of the project. If the general public wants to co-create or find local information, they can use the SoCaTel platform which is available in the four pilot sites' languages (English, Spanish, Hungarian and Finnish) and also in Dutch and Italian. At the review meeting it was requested for more deliverables to be made public. TCD agreed to make public D9.2 Dissemination and Communication plan public (it was confidential, only for members of the consortium, including the Commission Services). This deliverable (9.5) will be also made public.

4.CONCLUSIONS

The outcome of the communication and dissemination actions by SoCaTel are highly satisfactory in terms of impact and KPI compliance, given the challenge posed by a high diversity of stakeholders and the impact of Covid-19. As described in the Grant Agreement, the key objective of the communication and dissemination plan was to deliver impact within the scientific community via publications in highly ranked scientific journals and participation in international scientific conferences. This objective has been achieved and, in some cases, surpassed. This is probably due to

the fact that dissemination activities were planned and executed from very early on in the project.

In terms of social media engagement, our analytics show that followers engaged with the SoCaTel hashtag either through original tweets or by retweeting a message. There was very little engagement by a direct reply to a tweet. This shows that more leverage could have been obtained, perhaps from social media by posing questions to our followers, encouraging them to respond and engage at deeper level.

While we still need to improve our direct coverage of the key interest topic - co-creation as the main topic of a publication- as outlined in the Grant Agreement, we are certain that some of the presentations at the SoCaTel roundtable in December 2020 can lead to new publications, even after the project has finished. This could be beneficial for those partners who have not been as active in terms of publications. Notwithstanding, many academic partners have already incorporated content generated by the project into their teaching curricula.

The dissemination strategy has leveraged on the combined expertise of the consortium to access different areas of knowledge through publications, workshops, press releases, and conference attendance, with a very successful completion, of which the most noteworthy is the 4 co-creation workshops (outreach events), 4 hybrid events (online and offline testing of the platform), 4 Hackathons across pilot sites, 1 Covid-19 online co-creation event (URV), together with and the publication of 11 research papers.

The project culminated with the organisation of a final roundtable were impact indicators and lessons learned were presented by the partners via an online platform (Teams) on 10th December 2020 to a wide range of stakeholders. The project's innovation action (IA) in innovative methodologies, was a pioneer in digital co-creations and hopefully this will have a scientific impact in the months and years to come.

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Appendix 1: T9.2 Dissemination and communication activities

This task concerns the delivery of information and the engagement with non-scientific stakeholders, via a range of channels targeting specific stakeholder groups, as well as the general public.

Project presentation to institutions

Activity	Venue	Date	Institution	Partner
SoCaTel project presentation	Barcelona	2018	Pasqual Maragall Foundation (*Fundació Pasqual Maragall*)	URV
Project Presentation	Vilanova i la Geltrú	2018	Reunió de govern / City Council Government (politicians)	URV
Project Presentation	Barcelona	2018	Diputació de Barcelona / Provincial Government (technicians	URV
Project Presentation	Vilanova i la Geltrú	2018	Ajuntament Vilanova i la Geltrú	VILA
SoCaTel project presentation	URV-Tarragona	2019	Communication Studies Department	URV
SoCaTel project presentation	Barcelona	2019	Catalan Social Work Association (TSCAT)	URV - VILA
SoCaTel project presentation	Barcelona	2019	Independent life foundation (*Centre de Vida Independent*)	URV - VILA
SoCaTel project presentation	Sitges (Barcelona)	2019	Robotics Institute Foundation (*Instituto de Robótica para la dependencia – LTC*)	URV - VILA
SoCaTel project presentation	General Direction of Social Services (Direcció General de Serveis Socials) Barcelona	2019	Dep. Labour, Social Affairs and Families. Catalan Government (*Dep. de treball, afers socials I families. Generalitat de Catalunya*)	URV - VILA
SoCaTel project presentation	Barcelona	2019	AISSA Manager and service care providers	URV - VILA
SoCaTel project presentation	Barcelona	2019	Friends of the Elderly (*Amics de la gent gran*)	URV - VILA
SoCaTel project presentation	Barcelona	2019	Dep. Labour, Social Affairs and Families. Catalan Government (*Dep. de treball, afers socials I families. Generalitat de Catalunya*)	URV - VILA

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Communication (meetings, seminars and other events)[4]

Activity	Venue	Date	Partner	Type of audience
CoSie International Seminar	Bologna University, Bologna (Italy)	2019	URV-Attendance	CoSie project's partners, researchers. More or less 80-100 participants
Lecture on SoCaTel project its preliminary findings and methodology	School of Social Work and Social Policy (Trinity College Dublin)	2019	TCD	15 students
Lecture at the Conference Women's of Tarragona (*Jornada de les Dones del Camp de Tarragona*)	Plau Bofarull (Bofarull Palace), Reus (Tarragona)	2019	URV	300 people (Women associations)
Is it worth to apply for the Spanish long-term care benefit? (*És útil sol·licitar la 'Llei de dependència'?*)	Faculty of Medicine (Reus)	2019	URV	110 people (older adults)
Lecture for older adults: Ageing-in-place or in a nursing home? (*Envellir a la llar o en un entorn residencial?*)	Sta Coloma de Queralt (Tarragona)	2019	URV	50 people (older adults)
Lecture on SoCaTel project its preliminary findings and methodology	School of Social Work and Social Policy (Trinity College Dublin)	2020	TCD	15 students
Presentation on SoCaTel, co-creation methodology and co-created services	remote	2020	World Health Organisation	Everis
Presentation on SoCaTel, co-creation methodology and co-created services	remote	2020	Cesadi	Everis
Presentation of SoCaTel project, its results	Everis Health Portugal	2020	Everis	Everis Portugal Health line managers
Presentation on Project, results, methodology, challenges and future opportunities	Everis Public Sector	2020	Everis	15 public sector consultants

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[4] In order to fulfil the requirements of the Sustainability plan, some pilots sites did presentations for relevant stakeholders please refer to D8.4 for more information

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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Press releases/Blogs
(Please see socatel.eu for more information and links)

Activity	Venue / medium	Date	Partner	Type of audience
Article	Funka Website	2020	FUNKA	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Blog	School of Social Work and Social Policy, TCD Website	2020	TCD	Academics and students.
Article	Everis website & passle platform LinkedIn	2020	Everis	Professional services organisations and specially targeted audiences, general public and wider professional audience through LinkedIn.
Article	URVACTIV@	2020	URV	Barcelona province
Article	URVACTIV@	2020	URV	Catalonia
Article	Diari de Tarragona	2020	URV	Tarragona province
Article	Cadena SER	2020	URV	Tarragona province
Article	TARRAGONA.cat	2020	URV	Tarragona province
Article	entreMayores.es	2020	URV	Spain
Article	infoCamp	2020	URV	Catalonia
Article	reusdigital.cat	2020	URV	Catalonia
Article	Diari de Tarragona	2020	URV	Tarragona province
Article	La Vanguardia	2020	URV	Spain

Article	European innovation Partnership on Active and Healthy Ageing (EIP on AHA) portal:	2020	FUNKA	Organisations, regions and professionals form the field of active and healthy ageing
Article	EIP on AHA monthly newsletter	2020	FUNKA	Organisations, regions and professionals form the field of active and healthy ageing
SoCaTel Hackathon campaign	EureCAT, ACCIO, Barcelona Activa, Fundacio Tic Social	2019	Everis/URV	Relevant audience for prototype creation and raising awareness for hackathons attendance in Spain/Barcelona
Article	Barcelona digital	2019	URV - VILA	Barcelona province
Article	Social.cat	2019	URV - VILA	Catalonia
Article	Tarragona 21	2019	URV - VILA	Tarragona province
Article	Aldia.cat	2019	URV -VILA	Tarragona province
Article	Reusdigital.cat	2019	URV -VILA	Reus province
Article	Vilaweb	2019	URV -VILA	Vilanova province
Article	Nació Digital	2019	URV -VILA	Tarragona province
Article	Més Tarragona	2019	URV -VILA	Tarragona province
Article	Diari de Tarragona	2019	URV -VILA	Tarragona province
Article	Tarragona 21	2019	URV -VILA	Tarragona province
Article	Funka website	2019	Funka	International audience focusing on the accessibility community.
Article	European innovation Partnership on Active and	2019	Funka	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.

	Healthy Ageing (EIP on AHA)			
Article	EIP on AHA monthly newsletter	2019	Funka	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Event announcements	EIP on AHA	2019	Funka	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Article about the project published	EIP on AHA portal	2019	FUNKA	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Article about the project	EIP on AHA newsletter	2019	FUNKA	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Event announcements	EIP on AHA newsletter	2019	FUNKA	Internal audience including organisations, regions and professionals form the field of active and healthy ageing.
Event announcements	EIP on AHA portal	2019	FUNKA	Spain: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-barcelona_en Ireland: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-dublin_en Hungary: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-budapest_en
Socatel Hackathon	GFU website	2019	GFU	International audience
Article about the project	GFU website	2019	GFU	International audience
Project Presentation - Reunió de govern / City Council Government (politicians)	Vilanova i la Geltrú	2018	URV	Tarragona province
Project Presentation - Diputació de Barcelona / Provincial Government (technicians)	Barcelona	2018	URV	Barcelona province
Press release	VilaWeb	2018	URV	Tarragona province
Project Presentation	Ajuntament Vilanova i la Geltrú	2018	VILA	Tarragona province

Press release	Canal blau	2018	URV	Tarragona province
Project Presentation	ACN directe	2017	URV	Tarragona province
Project Presentation	reusdigital	2017	URV	Tarragona province
Project Presentation	vilaweb	2017	URV	Tarragona province

SoCaTel Videos

URV (2019) Video on SoCaTel research objectives
https://www.youtube.com/watch?v=aDjNtbqAF3M (Catalan)
https://www.youtube.com/watch?v=NEhyI8lzqRw (Spanish)

HSE (2019) SoCaTeL video explaining the platform:
https://www.youtube.com/watch?v=j_45ky5yAjs&feature=emb_logo
This video is available in Spanish, Catalan, Hungarian and with Finnish subtitles.

URV and Funka (2020 Mariscal Studio) on the platform
https://www.youtube.com/watch?v=-
JRdCOoStCw&feature=youtu.be&ab_channel=SoCaTel

Television

Activity	Venue	Date	Partner	Type of audience
SoCaTel co-creation pilot	El Punt-Avui TV	17. 09.19	URV -VILA	Catalunya
SoCaTel co-creation pilot	Canal Reus TV	17. 09.19	URV -VILA	Reus province
SoCaTel co-creation pilot	Canal Blau TV	28.03.2018	VILA	Vilanova i la Geltrú, Barcelona, Spain
SoCaTel presentation	TAC 12	15.11.2017	URV	Tarragona

Radio

Activity	Venue	Date	Institution	Type of audience
SoCaTel co-creation pilot	Tarragona Ràdio	17. 09.19	URV - VILA	Tarragona province
SoCaTel co-creation pilot	Onda Cero	17. 09.19	URV - VILA	Tarragona province
SoCaTel co-creation pilot	Cadena SER	17. 09.19	URV - VILA	Tarragona province
SoCaTel Project	Radio Nacional de España	10.11.17	URV	Spain

Links to the co-creation pilots' press releases, TV and radio

Media	Link to Access to
Canal Reus TV	https://www.pressclipping.com/sp3/player/player_press.php?fitxer=/sp3/pdf/Temporal/tmp1568719791187601.mp4&tipus=0&id_enviar=2165-01-0VIxQZAm0AfiXKEjzEJwxww-423-4824-0-13239170-1134-NA==-
El Punt-Avui TV	https://www.pressclipping.com/sp3/player/player_press.php?fitxer=/sp3/pdf/Temporal/tmp1568719893354682.mp4&tipus=0&id_enviar=2166-01-03f5DKq4KdDjvaNuyX9Yj8w-423-4824-0-13239170-1134-NA==-URV

Cadena SER:	https://www.pressclipping.com/sp3/player/player_press.php?fitxer=/sp3/pdf/Temporal/tmp1568719940358333.mp3&tipus=1&id_enviar=2209-01-01tosgqEGT8XV3Yyknew34Q-423-4824-0-13239170-1134-NA==-
Tarragona Ràdio	https://www.pressclipping.com/sp3/player/player_press.php?fitxer=/sp3/pdf/Temporal/tmp1568720200890367.mp3&tipus=1&id_enviar=2259-01-0aYoRHuFQ2XR8eJfkrHeZoQ-423-4824-0-13239170-1134-NA==-
Més Tarragona	https://www.pressclipping.com/sp3/redir.php?465-01-0eS6o4wDyjrdkrttVUtZv8A-423-4824-0-13239170-1134-NA==
Diari de Tarragona	https://www.pressclipping.com/sp3/redir.php?485-01-0P3H3UZpz6SXK8tSFkwDbyA-423-4824-0-13239170-1134-NA==
NAció Digital:	http://www.aguaita.cat/noticia/15911
Vilaweb	https://www.vilaweb.cat/noticies/la-urv-coordina-un-projecte-europeu-per-posar-en-comu-mesures-per-a-les-persones-grans-i-amb-dependencia/
Reus digital	http://reusdigital.cat/noticies/el-camp/la-urv-coordina-un-projecte-europeu-millorar-la-qualitat-de-vida-de-les-persones
Aldia.cat (Europa Press)	https://www.aldia.cat/catalunya/territori/noticia-urv-coordina-projecte-europeu-per-posar-comu-mesures-per-les-persones-grans-amb-dependencia-20190916130345.html
Tarragona digital	https://tarragonadigital.com/area-metropolitana/urv-coordina-projecte-millora-qualitat-vida-persones-grans-dependencia
Tarragona 21	http://diaridigital.tarragona21.com/la-urv-coordina-un-projecte-europeu-per-millorar-la-qualitat-de-vida-de-les-persones-grans-i-amb-dependencia/
Infocamp:	https://infocamp.cat/salut/item/32501-la-urv-coordina-un-projecte-europeu-per-millorar-la-qualitat-de-vida-de-les-persones-grans-i-amb-dependencia
Social.cat:	https://www.social.cat/noticia/10771/la-urv-coordina-un-projecte-europeu-per-posar-en-comu-mesures-per-a-les-persones-grans-i-a
La ciutat:	https://laciutat.cat/laciutatdetarragona/tarragona/societat-tarragona/la-urv-coordina-un-projecte-europeu-per-millorar-la-qualitat-de-vida-de-les-persones-grans
Barcelona digital:	https://barcelonadigital24horas.com/la-urv-coordina-un-projecte-europeu-per-millorar-la-qualitat-de-vida-de-les-persones-grans-i-amb-dependencia/
Funka website:	https://www.funka.com/en/our-assignments/research-and-innovation/archive---research-projects/long-term-care-users-contribute-to-the-development-of-new-services/
European innovation Partnership on Active and Healthy Ageing (EIP on AHA) portal:	https://ec.europa.eu/eip/ageing/news/socatel-multi-stakeholder-co-creation-platform-better-access-long-term-care-services_en
EIP on AHA monthly newsletter	https://www.idrelay.com/v4_idrarchive.asp?q=B13-5CA-60
European innovation Partnership on Active and Healthy Ageing (EIP on AHA) portal:	https://ec.europa.eu/eip/ageing/news/transforming-ageing-socatel-hackathons-win-500-eur-cash-prize-plus-contract-worth-6000-eur_en
European innovation Partnership on	Spain: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-barcelona_en

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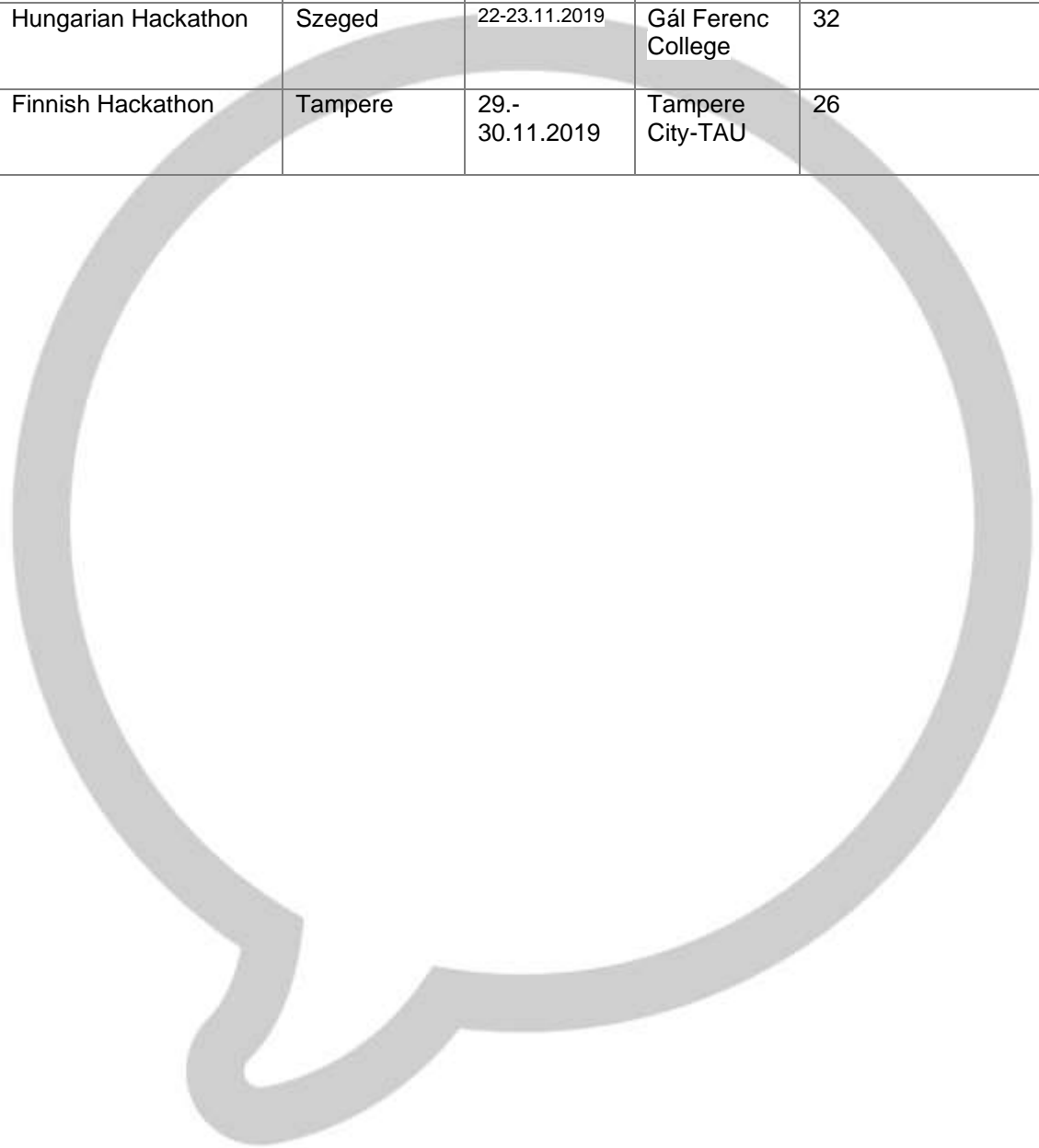
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Active and Healthy Ageing (EIP on AHA) portal	Ireland: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-dublin_en Hungary: https://ec.europa.eu/eip/ageing/events/transforming-ageing-hackathon-budapest_en
Tampere Region EU office	https://tampere-region.eu/rahoitus/onnistuneen-hankkeen-ainekset-tutustu-projekteihin/socatel/
Canal Blau TV	http://canalblau.alacarta.cat/garraf-noticies/capitol/vilanova-participa-d-un-projecte-europeu-per-millorar-l-acces-als-serveis-socials

Co-creation workshops in pilot sites

Activity	Venue	Date	Partner	Type of audience
Bimonthly Workshop on Societal Impact.	URV	02.19	URV	Academics: 20 people
Spanish co-creation pilot	URV	16.09.19	URV – VILA - BLAU	35 approx. (participants, observers and partners)
Irish co-creation pilot	Dublin	17.09.19	TCD-HSE	22 participants
Hungarian co-creation pilot	Szent Erzsébet nursing home. Újkígyós, Hungary	Workshop 1 17.09.2019.	GFC	6 older people
	Szent Erzsébet nursing home. Újkígyós, Hungary	Workshop 2 17.09.2019	GFC	6 nurses
	Gál Ferenc College. Gyula, Hungary	Workshop 3 20.09.2019	GFC	8 participants
Finnish co-creation pilot	Tampere	11.09.19	Tampere-TAU	20 participants

Hackathons

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Activity	Venue	Date	Partner	Type of audience
Spanish Hackathon	Barcelona	08-09.11.19	URV – VILA - EVERIS	27 participants
Irish Hackathon	Dublin	15-16.11.19	HSE-TCD	5 participants
Hungarian Hackathon	Szeged	22-23.11.2019	Gál Ferenc College	32
Finnish Hackathon	Tampere	29.-30.11.2019	Tampere City-TAU	26

D9.5 Dissemination & Communication Reports

Communication around the Hackathons

	Ireland Dublin 15-16/11/19	Spain Barcelona 8-9/11/19	Hungary Szeged 22-23/11/19	Finland Tampere 29-30/11/2019
Press articles/blogs written about the event	A news item was posted by TCD on the School of Social Work and Social Policy Website at Trinity College Dublin with the objective of promoting the Hackathon and inviting social policy students to attend the event	1 press release reused by various media[5] Notification about the event was also transmitted to local partners: URV-Etse, HACK URV, UAB, UPC, Eurecat, Barcelona Activa, Tic Salut, Acció, Cluster Cataluniabio & Healthtech	2 Number of press articles[6] 1 Video[7]	2 Number of press articles[8] TREY's newsletter 31/2019 Notification about the event was also transmitted to local partners: Kampusklubi, Tampere University, City of Tampere, Suomen Yliopistokiinteistöt Oy Coverage of the media, both approx. 2500 students.
Social Media	Before the event TCD tweeted 5 times promoting the Hackathon and inviting people to attend. These tweets received a total of 8 likes and 1 re-tweet. During the event 3 tweets with up-dates and information on what was happening were sent. They received 10 likes and 2 retweets. The most popular tweet was 'Getting ready to judge the app at Talent Garden @socatel_co' which received 266 impressions. We also used LinkedIn. Before the event there was 1 post (6 likes and 224 views) explaining what was the Transforming Ageing Hackathon and inviting people to register. After the event we had 1 post with a brief summary of the event and announcing the winners (9 likes; 1 comment and 725 views).	Instagram before the event (6 likes) and after (13 likes), photos and a video (see 90 times) 4 Tweets during and after the event	1 video	10 (9 in Facebook and one in twitter), likes on Facebook: 122 and shares on Facebook: 8

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[5] https://www.etse.urv.cat/en/agenda/1783/hackaton-socatel
http://diaridigital.urv.cat/convocatories/socatel-organitza-hackathons-per-desenvolupar-idees-que-serviran-per-millorar-lenvelliment/
https://telecos.upc.edu/ca/noticies/hackathon-per-millorar-lenvelliment-amb-el-desenvolupament-dun-prototip-digital-8-i-9-de-novembre-1
http://www.entremayores.es/spa/ccaa.asp?var2=Catalu%F1a&var3=El%20proyecto%20SoCaTel%20organiza%20cinco%20sesiones%20de%20%27hackaton%27%20en%20Barcelona&nar1=3&nar2=26&nar3=41141&nar5=1
[6] http://gff-szeged.hu/hirek-aktualitasok/hirek/socatel_hackatlon_2019
https://www.szamalk-szalezi.hu/diakjaink-a-3-helyezest-ertek-el-a-socatel-versenyen/
[7] https://www.youtube.com/watch?v=P3zN7HTfRWI&feature=youtu.be
[8] https://sykoy.fi/kampusklubilla-tapahtuu-transforming-ageing-hackathon-29-30-marraskuuta-2019/

Appendix 2: T9.3 Dissemination activities

This task concerns delivering impact on the scientific community via publications in highly ranked scientific journals and participation in international scientific conferences.

List of academic publications

- Publication 1 (P1) Deusdad & Riccò (2018) Professional stakeholders' views of the use of digital technologies in Spanish long-term care. Human Technology 14(3), 382—403 DOI: https://doi.org/10.17011/ht/urn.201811224839

- P2: Kuoppakangas, Kinder, Stenvall, Laitinen, Ruuskanen, Rannisto (2019) Examining the Core Dilemmas Hindering Big Data-related Transformations in Public-Sector Organisations, The NISPAcee Journal of Public Administration and Policy, Vol. XII, No. 2, Winter 2019 /2020 DOI: https://doi.org/10.2478/nispa-2019-0017

- P3: Lolich L., Riccò I., Deusdad B., Timonen, V. (2019) Embracing technology? Health and social care professionals' attitudes to the deployment of e-health initiatives in elder care services in Catalonia and Ireland. Technological Forecasting & Social Change DOI: https://doi.org/10.1016/j.techfore.2019.06.012

- P4: McDonald; Lolich; Timonen; Warters (2019) "Time is more important than anything else": tensions of time in the home care of older adults in Ireland. International Journal of Care and Caring. https://doi.org/10.1332/239788219X15622468259858 https://doi.org/10.1332/239788219X15622468259858

- P5: Timonen, V. & Lolich, L. (2019) "The Poor Carer": Ambivalent Social Construction of the Home Care Worker in Elder Care Services, Journal of Gerontological Social Work https://doi.org/10.1080/01634372.2019.1640334

- P6: Lolich, L. & Timonen, V., (2020) Fortunate and fearful: Emotions evoked by home care policies for older people in Ireland, Emotions and Society, 2, 1. DOI: 10.1332/263169020X15843025702815

- P7: Pirhonen J., L. Lolich, V. Timonen, K. Tuominen and O. Jolanki (2020) 'These devices have not been made for older people's needs" – older adults' perceptions of digital technologies in Finland and Ireland'. Technology in Society, 62. https://doi.org/10.1016/j.techsoc.2020.101287

- P8: Deusdad, Blanca. (2020) El Covid-19 y la crisis de las residencias de mayores en España: Edadismo y precariedad, Research on Ageing and Social Policy, 8 (2). HTTPS://DIALNET.UNIRIOJA.ES/SERVLET/ARTICULO?CODIGO=7587955

- P9: Kuoppakangas, Lindfors, Stenvall, Kinder & Talonen (2020) 'COVID-19 triggering the meaningfulness of e-welfare among homecare professionals' Finnish Journal of eHealth and eWelfare. https://doi.org/10.23996/fjhw.95131

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- P10: Timonen V. & Lolich, L. (2020) Dependency as Status: Older Adults' Presentations of Self as Recipients of Care, SAGE Open, https://doi.org/10.1177/2158244020963590
- P11: Pentaris, P., Willis, P., Ray, M., Deusdad, B., Lonbay, S., Niemi, M., & Donnelly, S. (2020). Older People in the Context of COVID-19: A European Perspective. Journal of Gerontological Social Work, 1–7. https://doi.org/10.1080/01634372.2020.1821143

Papers under review

Lolich, L., J. Pirhonen, T. Turja and V. Timonen 'Technology in the home care of older people: views from Finland and Ireland'. Journal of Cross-Cultural Gerontology

Riccò, I.; Deusdad, B. & Djurdjevic, M. (2021, under review). Co-creación de servicios de cuidados: la experiencia del proyecto SoCaTel (H2020)[Long-term care co-creation: the SoCaTel project experience (H2020)]. Prisma Social. Revista de ciencias sociales. (Scopus Q3).

Conferences

Name	Venue	Date	Partner and participation type	Type of audience
HCA & Carers Ireland Conference	Dublin	22.11.18	HSE- presentation	Health and social care professionals
IPPOSI conference	Dublin	8.10.18	HSE – communication and distribution of SoCaTel material	Health and social care professionals
mPower Project Information Event	DHotel, Drogheda	20.09.18	HSE – communication and distribution of SoCaTel material	Health and social care professionals. ICT professionals
The Health Informatics Society of Ireland Conference	Dublin	6.11.2018	HSE - presentation	ICT and health professionals
Conference of Partners of the European Partnership on Active and Healthy Ageing (EIP on AHA)	Brussels	2018	Everis- presentation	Policy makers, Health and social care professionals. ICT professionals
XPatient Barcelona Congress	Barcelona, Spain	20.09.2018	URV and Vila - Poster	300 personas
VII Congreso de la Red Española de Política Social (REPS)	Zaragoza, Spain	04.10.2018	URV and Vila - Presentation	100
III CONGRÉS SERVEIS SOCIALS BÀSICS Acompanyament	L'Hospitalet de Llobregat, Spain	17.10.2018	URV and Vila – Poster and Presentation	850

professional, transformació col·lectiva				
eCoSIE seminar	Brussels, Belgium	24.01.2018	EVERIS/ URV - Presentation	
Clarity. Conference. Open Government of the Future	Skellftteä. Sweden	14-15. 02. 2018	URV – Roundtable participant	
Digital Day 2018	Brussels, Belgium	04.10.2018	EVERIS-Presentation	
ICT 2018: Imagine Digital Connect Europe	Vienna, Austria	4-5.12.2018	EVERIS-Presentation	
PUBSIC Innovation in public services and public policies	Bocconi University, Milan (Italy)	23-25.01.19	URV and TCD - Presentation	Policy managers, economists, researchers, students 150 participants approx.
European conference for social work	Leuven, (Belgium)	10-12.04.19	URV- Presentation	500 people
Communication and Health Conference	Rovira I Virgili University, Tarragona (Spain)	3.05.19	URV - Presentation and Poster	Researchers, students. 150 participants approx.
IAGG-ER Congress	Gothenburg, (Sweden)	22-25.05.19	TCD, HSE, Fontys – Poster Presentation	2,500 participants approx.
Meanings of social work education in a changing Europe	Complutense University, Madrid (Spain)	04-07.06.19	URV	Social workers, academia. 1,000 participants approx.
Transforming Care Conference	Copenhagen (Denmark)	24-27.06.19	URV-TCD Panel coordination: Thematic Panel 4: Technology for care and living: Solutions and challenges	300 participants
WORK2019	Helsinki (Finland)	14.16.08.19	TCD - Presentation	250 participants
Caring for elderly and dependent people: promoting gender equality and social justice	Rovira I Virgili University, Tarragona (Spain)	12-13.09.19	URV – VILA - Presentation	Researchers, students. 100 participants approx. 20 people in the panel
Digital government: ICOnnecta i SoCaTel: comunitats virtuals al servei de la salut	Catalan Open Administration, Barcelona (Spain)	17-18.09.19	URV-VILA-Presentation	2,000 participants
ESPANET 2019	Urbino, (Italy)	19-20.09.19	TCD-Presentation	120 participants

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THEORIZING HEALTH AND SOCIAL SERVICES IN DIGITAL SOCIETY	Centre of Excellence in Research on Ageing and Care, University of Jyväskylä	18.-19.11.2019	TCD- presentation	25 participants
Gerontologia 2020 conference	University of Jyväskylä	25-27.03 2020	TCD	Cancelled due to COVID-19
International Sociology Association Forum of Sociology 2020, (Session TG08 Society and Emotions	Brazil	06. 2020	TCD - co-chair	Cancelled due to COVID-19
International Research Society for Public Management 2020 Conference, (Session Digitalization and its Effects on Elder Care work, Welfare and Citizenship)	Finland	08.2020	TCD - co-chair	Cancelled due to COVID-19
XV International Conference of Anthropology: Ethics and politic	Virtual (ASAEE. Spanish Anthropology Association)	1-3.02.21	URV	Researchers, students

Other publications

Title of publication	Title	Authors	Other reference information
School of Social Work and Social Policy (TCD)	Aged by Covid-19	Lolich, Luciana	https://www.tcd.ie/swsp/assets/pdf/Aged%20by%20Covid-19%20Final.pdf
The Conversation UK	We all want increased choice in elder care	Lolich, Luciana	https://theconversation.com/we-all-want-increased-choice-in-elder-care-but-neoliberal-health-policies-make-this-difficult-109589
Student poster presentations of bachelor thesis	How carers adjust communication to the competencies of older people	Fontys	BA Thesis Fontys University
Student poster presentations of bachelor thesis	What is the opinion of health care workers on older people's use of digital technologies?	Fontys	BA Thesis Fontys University

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Appendix 3: Social media analytics (April 2019 to March 2020)

Apr 2019 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 627 impressions

Highlight from today's **#ECSWR2019**
conference: Flavia Martinelli presented the
book 'Social services disrupted', one of the
outcomes of the COST action on Social
Services. Very interesting research! 👏
pic.twitter.com/aHNR4SDWUa

↩ 1   ♻ 1   ♥ 3

[View Tweet activity]   View all Tweet activity

Top Follower followed by 21.6K people

Dr Karen Treisman
@dr_treisman FOLLOWS YOU

Clinical psychologist, trainer, TEDx speaker, WCMT2018,
& author. #relationaldevelopmentaltrauma
#adversityculturallytraumainformedresponsiveorganisations

View profile

Top mention earned 28 engagements

Luciana
@LucianaLolich · Apr 11

Getting ready to test the SoCaTel platform
#cocreation @socatel_co
pic.twitter.com/pJcykgkDU1

♻ 1   ♥ 6

View Tweet

Top media Tweet earned 474 impressions

This week some **#SoCaTel** consortium
members are attending the
European Conference for Social Work
Research 2019 at Leuven (Belgium).
@bdeusdad will present our project on
Friday 12th April at the 'Session F6: Co
creation and Participatory Action Research'
(3:15pm) **#ECSWR2019**
pic.twitter.com/CTmWomUUBR

↩ 1   ♻ 1   ♥ 5

[View Tweet activity]   View all Tweet activity

APR 2019 SUMMARY

Tweets	Tweet impressions
11	6,713
Profile visits	Mentions
140	9
New followers	
12	

May 2019 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,537 impressions

Today some of our team members went to present the #SoCaTel project at the Official Association of Social Work of Catalonia, located in Barcelona. Thank you for receiving us! 👏😊 #innovation #cocreation #research
pic.twitter.com/BsqcMQRViG

↩ 1 ♻ 4 ♥ 13

[View Tweet activity]   View all Tweet activity

Top Follower followed by 4,758 people

LA FOTOGRAFÍA ES OBRA DE
JUUL KRAIJER

AcciumRed ▾
@acciumred_media FOLLOWS YOU

(Re)conociéndonos en la diversidad, el feminismo y la disidencia desde experiencias en primera persona. Escribiendo #LecturaFácil. Programando #AccesibilidadWeb

View profile

Top mention earned 40 engagements

Luciana
@LucianaLolich · May 24

Second day at #IAGGER2019 come and see our @socatel_co poster at PO T:96
pic.twitter.com/Y6olFQgAEV

♻ 3 ♥ 7

View Tweet

Top media Tweet earned 756 impressions

The report about the Digital Transformation of Health in Spain states that the care of chronic diseases is one of the challenges of the Spanish Health System in the following years. #SoCaTel works to make the access to LTC services easier for the elderly
socatel.eu pic.twitter.com/izUaNtJvaN

↩ 1 ♻ 4 ♥ 5

[View Tweet activity]   View all Tweet activity

MAY 2019 SUMMARY

Tweets	Tweet impressions
5	7,217

Profile visits	Mentions
111	7

New followers	
12	

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under the Grant Agreement Nº 769975.

36

Jun 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 1,216 impressions

Here's some photos from yesterday's session. We had a great working day that ended with a reception at the @Tamperekaupunki! Who's ready for day two? 👏 #SoCaTel #cocreation #innovation pic.twitter.com/B6vZE8E28m

🔁 1   ❤ 5

[View Tweet activity]   View all Tweet activity

Top Follower followed by 12.1K people

GeriatricArea
@GeriatricArea FOLLOWS YOU

Web dirigida al sector de la #geriatría y #dependencia que ofrece información de interés para los profesionales del sector sociosanitario https://t.co/QCZC3XVPYd

View profile

Top mention earned 4 engagements

Andrés Labella
@andreslabella · Jun 5

@socatel_co per si us pot interessar

🔁 1   ❤ 1

View Tweet

Top media Tweet earned 886 impressions

Our project coordinator @bdeusdad participated this morning at the "Gap-mending in European Schools of Social Work" session. Thank you for having us! See you tomorrow during the coffee break at the 'Poster Zone' to discuss more things about our project #SoCaTel #EASSW2019 pic.twitter.com/Tgh7QZCbAy

↩ 1   🔁 3   ❤ 6

[View Tweet activity]   View all Tweet activity

JUN 2019 SUMMARY

Tweets	Tweet impressions
11	8,648
Profile visits	Mentions
88	2
New followers	
13	

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under the Grant Agreement Nº 769975.

37

Jul 2019 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 513 impressions

Today @JosepMRanchal is presenting the #SoCaTel project at the 2nd Congress of Social Action in Vic (Catalonia). He has participated in the session "Quality of life and the challenge of aging" 👏 #InclusioCat

pic.twitter.com/mOLtBUyeqB

♺ 2 ♥ 6

View Tweet activity   View all Tweet activity

Top Follower followed by 12.1K people

GeriatricArea
@GeriatricArea FOLLOWS YOU

Web dirigida al sector de la #geriatría y #dependencia que ofrece información de interés para los profesionales del sector sociosanitario https://t.co/QCZC3XVPYd

View profile

Top mention earned 42 engagements

Luciana
@LucianaLolich · Jul 16

Very happy that our article is now available online. Health and Social Care professionals' attitudes to the deployment of e-Health initiatives in elder care services in Catalonia and Ireland @socatel_co #eHealth @bdeusdad
authors.elsevier.com/a/1ZPEV98SGeqB…
… pic.twitter.com/cmPRF0HY77
pic.twitter.com/0vuUtXymcR

↩ 1 ♺ 4 ♥ 7

View Tweet

Top media Tweet earned 369 impressions

#SoCaTel members @LucianaLolich, I. Riccò, @bdeusdad & V. Timonen just published "Embracing technology? #Health and #Social #Care professionals' attitudes to the deployment of e-Health initiatives in elder care services in Catalonia and Ireland". See link:
sciencedirect.com/science/articl…
pic.twitter.com/Hssic4EasR

♺ 1 ♥ 2

View Tweet activity   View all Tweet activity

JUL 2019 SUMMARY

Tweets	Tweet impressions
5	4,381
Profile visits	Mentions
84	7
New followers	
8	

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under the Grant Agreement Nº 769975.

38

SOCATEL

Aug 2019 · 31 days

Top Tweet earned 276 impressions

Have you already check our last article? V. Timonen and @LucianaLolich published «"The Poor Carer": Ambivalent Social Construction of the Home #Care Worker in #Elder Care Services». Find it here: tandfonline.com/doi/abs/10.108… #SoCaTel pic.twitter.com/BLD0awSKyF

♺ 1   ♥ 3

View Tweet activity   View all Tweet activity

Top Follower followed by 45 people
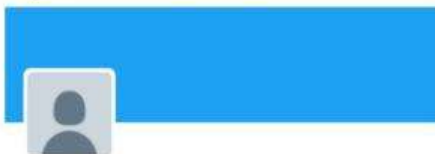
Carol Devereux
@devereux_carol   FOLLOWS YOU

View profile

Top mention earned 51 engagements

Luciana
@LucianaLolich · Aug 9

Delighted to have our article by the Irish @socatel_co team published by the @IJCCjournal via FastTrack Please visit ingentaconnect.com/content/tpp/ij… pic.twitter.com/u27u50Qn7B

♥ 3

View Tweet

Top media Tweet earned 117 impressions

Good morning! This profile is going to take a break until September. Until then, happy holidays and enjoy summer! 👋😊 #SoCaTel pic.twitter.com/Bych98FxJs

View Tweet activity   View all Tweet activity

AUG 2019 SUMMARY

Tweet impressions	Profile visits
2,665	14

Mentions	New followers*
5	1

*Data for this month may not be exact due to a service outage.

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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39

![SOCATEL]

Sep 2019 • 30 days

Top Tweet earned 650 impressions

The Socatel Consortium meets in Nice to make the first test of the platform. We're ready for the pilots that will be made in different countries very soon. 🎦 Stay tuned! #cocreation #innovation #research pic.twitter.com/us1fCoqqcH

↺ 2   ♥ 3

[View Tweet activity]   View all Tweet activity

Top Follower followed by 3,178 people

TONI MORA ⚐
@1971TONIMORA FOLLOWS YOU

D'esquerres, sindicalista, republicà; temps de fil gruixut i paraules dures, revolution is coming. Pol. Territorial, Acció Social, Barcelonès i Migracions CONC

View profile

Top mention earned 133 engagements

Afers socials.gencat
@aferssocialscat · Sep 18

Col·laborem amb el projecte @socatel_co per dissenyar les polítiques i serveis de la #dependència i les #cures de llarga durada.
Hi participem:
▶Usuaris
▶Administracions
▶Professionals
L'ha posat en marxa la @universitatURV
ibit.ly/2m0sCh8
#PilotSoCaTel pic.twitter.com/QNP3g0B7IZ

↩ 4   ↺ 7   ♥ 20

View Tweet

Top media Tweet earned 634 impressions

✈ On the way to Nice to participate in a three days joint meeting of all partners involved in the #SoCaTel project #innovation #cocreation #research pic.twitter.com/ENJliGtc7I

↺ 2   ♥ 5

[View Tweet activity]   View all Tweet activity

SEP 2019 SUMMARY

Tweets	Tweet impressions
17	8,758

Profile visits	Mentions
256	28

New followers*
7

*Data for this month may not be exact due to a service outage.

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under the Grant Agreement Nº 769975.

40

Oct 2019 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,043 impressions

We are participating in the I Congress for the Personal Autonomy: Physical and organic disable, ageing and chronicity @CocemfeCAT today and tomorrow in Barcelona. Don't miss the #SoCaTel poster! Come to greet us and enjoy all the knowledge that the congress offers 👍 #dap2019 pic.twitter.com/BFrokl3q6q

↻ 8 ♥ 15

| View Tweet activity | View all Tweet activity |

Top Follower followed by 10.2K people

EIP on Active & Healthy Ageing
@EIP_AHA FOLLOWS YOU

European Innovation Partnership on Active & Healthy #Ageing; #eiponaha #ActiveAgeing #Innovation

View profile

Top mention earned 15 engagements

Big Policy Canvas
@BigPolicyCanvas · Oct 23

Interesting projects! @BigPolicyCanvas among them! Have a look! #H2020 #innovation #publicsector #policymaking @CosieGr @socatel_co @SCOOP4C @TOOP4EU @Co_Inform @PoliVisu @Citadelh2020 @CoVAL_eu @ENLARGEproject @tropico_project @QualiChain @H2020Micado @MIICT_EU @Co3Project twitter.com/eGov_EU/status…

↻ 7 ♥ 8

View Tweet

Top media Tweet earned 820 impressions

📷 Giving a lecture at @universitatURV to older adults on some #SoCaTel results while explaining the Spanish long-term care Act. #cocreation #innovation #research pic.twitter.com/FIJTaKi56L

↩ 1 ↻ 1 ♥ 12

| View Tweet activity | View all Tweet activity |

OCT 2019 SUMMARY

Tweets	Tweet impressions
7	6,205

Profile visits	Mentions
77	11

New followers
6

D9.5 Dissemination & Communication Reports

Nov 2019 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 654 impressions

The first day of the **#SoCaTelHackathon** has been a success! 👏👏 More than 30 people, from very diverse specialties, have worked very hard during the journey. It will be two exciting days for all! 🎥 Later we are posting a video, don't miss it! pic.twitter.com/G1wNX9OLwL

🔁 2   ♥ 8

| View Tweet activity | View all Tweet activity |

Top Follower followed by 2,207 people

maria jose pujol
@mariajosepujol   FOLLOWS YOU

Founder& CEO ICARIA INICIATIVES SOCIALS: @Cheers4uF @INOUTHOSTEL @IcariaGraficas @TaigaEscola @bwsocialvalue Presid programa Bcn SustainableTourism

View profile

Top mention earned 44 engagements

Luciana
@LucianaLolich · Nov 16

The winners of our **#transformingageing** @socatel_co pic.twitter.com/iX3KzuB3sf

🔁 2   ♥ 4

View Tweet

Top media Tweet earned 559 impressions

Don't miss the **#SoCaTelHackathon** ! 5 countries 🌍 5 dates, look for the nearest 👉 You can sign up alone or with friends 🏆 30000€ are distributed in prizes

Help us to improve health and social care services at home. Are you interested? Registration is open for free on Eventbrite📋 pic.twitter.com/0B5Jlyw7IN

🔁 3   ♥ 6

| View Tweet activity | View all Tweet activity |

NOV 2019 SUMMARY

Tweets		Tweet impressions	
9		7,543	
Profile visits		Mentions	
182		13	
New followers			
11			

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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42

Dec 2019 · 31 days

Top Tweet earned 772 impressions

Excellent Women on Camp de Tarragona Journey organized by the Catalan Institute of Women. @bdeusdad has been there talking about the elderly in Palau Bofarull in Reus. Thank you very much to the ICD director, Laura Martínez and to Núria Ramon, Lídia Bargas and Marta Placios. pic.twitter.com/4PpOvMO9mm

🔁 1   ❤ 5

View Tweet activity   View all Tweet activity

Top Follower followed by 8,212 people

Jean-Eric Paquet ✓
@JEPaquetEU FOLLOWS YOU

Director-General for #Research & #Innovation @EUScienceInnov @EU_Commission EU Account managed by my team & me. Personal posts signed JEP #HorizonEU #RiDaysEU

View profile

Top mention earned 19 engagements

Martí i Franquès COFUND
@cofundURV · Dec 16

She is Karen Hall, our latest #cofundURV #MSCA fellow to incorporate. We are finally all in! Karen comes from #Guyana. Her background is in #DisabilityStudies and #Education. She has joined the @socatel_co #EUfunded project, supervised by Dr Blanca Deusdad urv.cat/en/research/su... pic.twitter.com/fFSujh6G7A

🔁 3   ❤ 9

View Tweet

Top media Tweet earned 727 impressions

CAT 🎬 Aquí teniu un vídeo que hem preparat per explicar el nostre projecte i objectius. Esperem que us agradi! 👍 #research #innovation #cocreation pic.twitter.com/WcYKg7SQm5

↩ 1   🔁 2   ❤ 3

View Tweet activity   View all Tweet activity

DEC 2019 SUMMARY

Tweets	Tweet impressions
6	7,262

Profile visits	Mentions
60	4

New followers
3

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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43

Jan 2020 • 31 days

Top Tweet earned 1,346 impressions

💡 Which are the benefits of the #SoCaTel project?
👍 A solution to the lack of coordination between hospitals, social services and LTC professionals that has a direct impact on the end users of this services.

🏠 socatel.eu

#cocreation #research #innovation
pic.twitter.com/2c6Vx17b1Y

↻ 2   ♥ 5

| View Tweet activity | View all Tweet activity |

Top Follower followed by 9,758 people

Ángel López Hernanz
@angelopezh   FOLLOWS YOU

#MédicoRural en #Bicicleta 🚴 #MédicoDeCabecera #MédicoDePueblo Activista de la #MedicinaRural Conóceme en: https://t.co/LMslv21wyg #eSalud #eHealth

View profile

Top mention earned 18 engagements

Oz Ozwillo
@Ozwillo · Jan 29

Few pictures from the @socatel_co meeting in Madrid ! The project is progressing ! pic.twitter.com/Kykt3WX6gr

♥ 1

View Tweet

Top media Tweet earned 1,028 impressions

1/2 📽 Today we want to share with you a video we have been working on. It helps us to explain how the #SoCaTel project works. We hope you enjoy it as much as us!
👉 Soon we'll share the Catalan and Spanish versions. Stay tuned!

.
.

#cocreation #research #innovation
pic.twitter.com/Ya3NyPxMvy

↩ 1   ↻ 3   ♥ 7

| View Tweet activity | View all Tweet activity |

JAN 2020 SUMMARY

Tweets	Tweet impressions
10	9,678

Profile visits	Mentions
104	3

New followers
5

D9.5 Dissemination & Communication Reports

SOCATEL

TWEET HIGHLIGHTS

Top Tweet earned 760 impressions

We are proud of Karen Hall, our Ph D student from British Guayana. She speaks up about the need for long-term care services, providing all her personal experience and research commitment. Thank you, Karen! twitter.com/cofundURV/stat…

♻ 1   ♥ 5

[View Tweet activity]   View all Tweet activity

Top Follower followed by 2,207 people

EM entremayores

entremayores
@entremayores   FOLLOWS YOU

Periódico especializado en las personas mayores, los profesionales y las empresas del sector sociosanitario.

View profile

Top mention earned 28 engagements

Martí i Franquès COFUND
@cofundURV · Feb 17

Karen Hall, #cofundURV #MSCA fellow, is in the PhD programme of #Anthropology and #Communication Her PhD thesis is being developed within the framework of @socatel_co, #EUfunded #H2020 project. Her research is aligned with #SDG3 #SDG5 #SDG10 #GlobalGoalsURV She is #adnURV! pic.twitter.com/IK3eU7JIBR

↩ 1   ♻ 5   ♥ 9

View Tweet

Top media Tweet earned 748 impressions

ENG🎬 We started the year with a collaboration that makes us very excited: in this video of 'Science in 1 minute' #SoCaTel and the Universitat Rovira i Virgili we explain that it is EDADISM💡Don't miss it!

#research #cocreation #innovation
pic.twitter.com/rlMKWIOuuV

♻ 1   ♥ 1

[View Tweet activity]   View all Tweet activity

FEB 2020 SUMMARY

Tweets	Tweet impressions
13	12.4K

Profile visits	Mentions
105	4

New followers
9

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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45

Mar 2020 · 22 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,198 impressions

#SoCaTel team will continue working remotely during the COVID-19 health crisis. 👉 #Cocreation on-line becomes even more necessary in this context. We seek to enable the co-creation of improved long-term care services and to foster virtual communities that can alleviate isolation pic.twitter.com/0uD94S512r

🔁 5   ❤ 8

[View Tweet activity]   View all Tweet activity

Top Follower followed by 2,135 people

Marta Mallarach 👤
@martamallarach FOLLOWS YOU

Mestra i pedagoga de formació. Professora de biologia per vocació i compromesa amb el meu petit país. Enamorada de la Garrotxa. https://t.co/g8oAkXeq8D

View profile

Top mention earned 5 engagements

Karen Hall
@Guykar_gy · Mar 3

@cofundURV @socatel_co @cienciaURV @bdeusdad @universitatURV She looks a bit familiar

❤ 2

View Tweet

Top media Tweet earned 297 impressions

FI 👥 Haluatko tuntea #SoCaTel-projektin paremmin? Olemme laatineet tämän videon kertoaksemme, mitä työskentelemme. Toivomme sinun nauttivan siitä!

.

1/2

.

#cocreation #innovation #research pic.twitter.com/CFW2cyGopt

↩ 1

[View Tweet activity]   View all Tweet activity

MAR 2020 SUMMARY

Tweets	Tweet impressions
6	5,971

Profile visits	Mentions
37	1

New followers	
-5	

Tracking the SoCaTel Hashtag on Twitter

Activity summary

Platform used by people tweeting
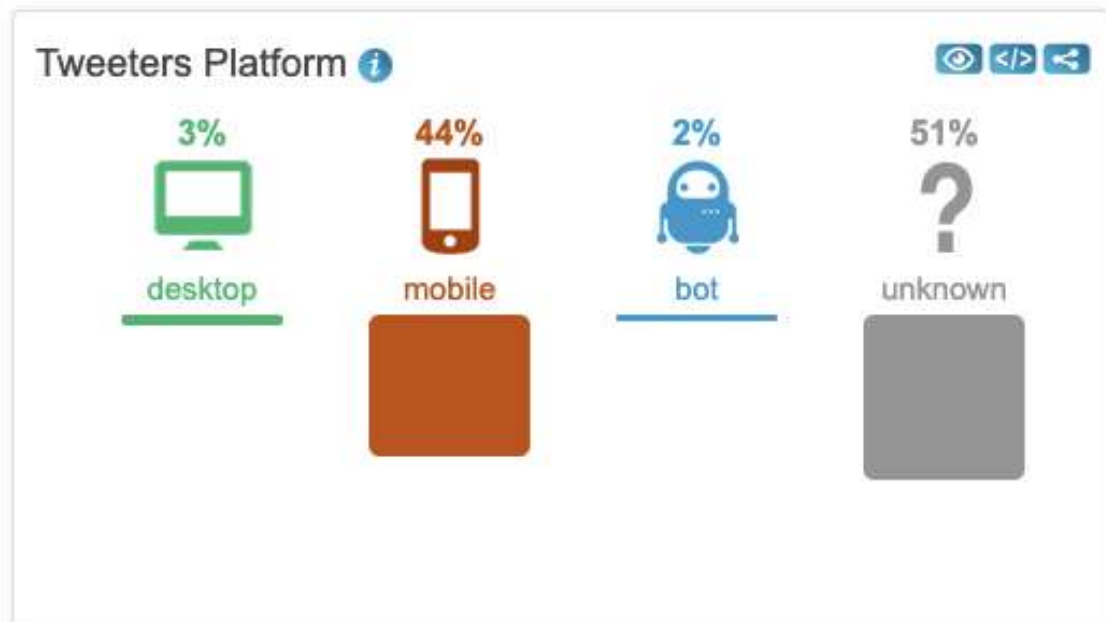
List of hashtags used together with the SoCaTel Hashtag

Top Other Hashtags
150 tweets with other hashtags (75.00% of total tweets)

Hashtag	Count
#cocreation	67
#innovation	53
#research	51
#centrafrique	10
#dap2019	9
#covid19	8
#hackaton	7
#accessibility	7
#cocreación	6
#covid_19	5
#ue	5
#horizonte2020	5
#computing	4
#rca	4
#emotions	4
#governdigital	4
#transformingaging	4
#nice	4
#esante	4
#hackathon	4

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Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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Grant Agreement Nº 769975.

49

April 2019

Posts: **7**

Profile visits: **-**

Likes: **65**

Post impressions: **313**

New Followers: **-**

May 2019

Posts: **4**

Profile visits: **-**

Likes: **52**

Post impressions: **189**

New Followers: **-**

June 2019

Posts: **11**

Profile visits: **-**

Likes: **106**

Post impressions: **628**

New Followers: **-**

July 2019

Posts: **5**

Profile visits: **-**

Likes: **32**

Post impressions: **235**

New Followers: **-**

August 2019

Posts: **0**

Profile visits: **-**

Likes: **0**

Post impressions: **0**

New Followers: **-**

September 2019

Posts: **14**

Profile visits: **-**

Likes: **105**

Post impressions: **642**

New Followers: **-**

October 2019

Posts: **6**

Profile visits: **-**

Likes: **35**

Post impressions: **306**

New Followers: **-**

November 2019

Posts: **9**

Profile visits: **-**

Likes: **81**

Post impressions: **506**

New Followers: **-**

December 2019

Posts: **4**

Profile visits: **-**

Likes: **22**   New Followers: **-**

Post impressions: **182**

January 2020

Posts: **9**   Post impressions: **433**

Profile visits: **8**   New Followers: **0**

Likes: **54**

February 2020

Posts: **8**   Post impressions: **340**

Profile visits: **5**   New Followers: **0**

Likes: **36**

March 2020

Posts: **3**   Post impressions: **139**

Profile visits: **2**   New Followers: **0**

Likes: **18**

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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Grant Agreement Nº 769975.

52

April 2019

Posts: **8**   Post impressions: **693**

Profile visits: **21**   New Followers: **5**

Likes: **5**

May 2019

Posts: **4**   Post impressions: **673**

Profile visits: **25**   New Followers: **1**

Likes **1**

June 2019

Posts: **11**   Post impressions: **516**

Profile visits: **34**   New Followers: **2**

Likes: **3**

July 2019

Posts: **5**   Post impressions: **373**

Profile visits: **17**   New Followers: **235**

Likes: **2**   New Followers: **-**

August 2019

Posts: **0**   Post impressions: **8**

Profile visits: **0**   New Followers: **0**

Likes: **0**

September 2019

Posts: **14**   Post impressions: **438**

Profile visits: **25**   New Followers: **1**

Likes: **1**

October 2019

Posts: **7**   Post impressions: **326**

Profile visits: **47**   New Followers: **-1**

Likes: **-1**

November 2019

Posts: **10**   Post impressions: **317**

Profile visits: **42**   New Followers: **2**

Likes: **1**

December 2019

Posts: **6**   Post impressions: **180**
Profile visits: **0**   New Followers: **1**
Likes: **1**

January 2020
Posts: **9**   Post impressions: **340**
Profile visits: **38**   New Followers: **3**
Likes: **3**

February 2020
Posts: **8**   Post impressions: **188**
Profile visits: **40**   New Followers: **3**
Likes: **3**

March 2020
Posts: **3**
Profile visits: **1**
Likes: **1**
Post impressions: **231**
New Followers: **4**

Total de Me gusta de la página hasta hoy: 143

Alcance de la publicación

Número de personas que vieron alguna de tus publicaciones al menos una vez. Esta métrica es una estimación.

Visitas totales

Project acronym: SoCaTel   D9.5 Dissemination & Communication Reports
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55

Project acronym: SoCaTel

D9.5 Dissemination & Communication Reports

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56