

C4Rs

Enter the project specifications:

“CROWD sensing and ride sharing FOR ROAD Sustainability”
Proposal number: 687959

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Document objectives

This document aims to establish an effective communication strategy for the project dedicated to **Crowd4Roads** thanks to the study and the application of key concepts - communication initiatives.

Analysis

The **Crowd4Roads** project (C4Rs) wants to take advantage of active citizenship to make road transport more sustainable and to bring to light any road maintenance policies.

It wants to develop a community made up of drivers and passengers, and it is preliminary in order to optimize the use of cars for the transport of civil road and to educate citizens in a better environmental conscience.

This is possible through the communication activities that will be implemented and through the use of an App, available for the mobile devices, for use by car in daily route.

The sustainability and education for the common good are fundamental to many reasons and, in particular, to the need of training all citizens to participate actively, to make choices, to personal lifestyles that reduce their environmental impact .

Therefore, the basis of the project is the idea of promoting ways of life and sustainable consumption.

Aims and strategies

The key to any digital communication strategy is always the exchange of value that must necessarily take place between the parties involved, for this by promoting the online channels you can get great results.

The strategy suggested for C4Rs project is the creation of a dedicated community and awareness to the common good through the use of the leading online communication channels.

The goal is to involve users, motorists and passengers, to make road transport more sustainable and involve public administrations through informations and updated data to make local improvements.

Social media is the opportunity to evolve from model-way interactive communication process, to engage people and turn them into active users.

For **C4Rs** project, the use of basic social platforms such as Facebook, Twitter, LinkedIn and the *LinkedIn Groups* was chosen for their consolidated way to identify users present on them. The content will be in English and it will be published weekly.

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The contents are at the centre of the strategy and, to get results, it must communicate effectively. It takes important requirements such as quality and versatility. They must also fascinate and intrigue in a word: to convince. More than ever today it is necessary to produce content that represent the essence of the network and have the lever of actions.

The added value and technology are a set of solutions that allow you to track every action and analyze it in real time.

The active participation of the partner for the creation and identification of communication content, is crucial. For the production of them, content strands are created and presented later in this document, which serve as guidelines to engage the target and achieve the set objectives.

All forms of communication will respect the educational issues of the project.

Content

In order to increase the visibility of the project and the engagement with the community follow the following guide lines of content:

Sustainability

Contents are created in order to raise awareness of environmental protection to the common good and the public good involving people and re-educating them in good behaviour and responsible.

For example you can share articles from sites and industry blogs on topics like environmental dewatering, traffic education, social sustainability and many more.

Community Ride-Sharing

They show the advantages of using the ride-sharing, the sharing activity of passages by car through storytelling text / photo of those who use it. Told by users about their experience.

For example, you can publish the testimonies gathered by community with a user's photograph and a motivation and invite you to embark on the ride-sharing.

Partner

Content are created ad hoc and / or shared information about the partner companies of **C4Rs** project in order to convey transparency, professionalism and also increase the visibility of the same.

For example, you can publish a description of the company, what it is about and to tell the fundamental role it plays in respect of the project.

Smart For Road

The paths, inputs and outputs are regularly shown by creating curiosity and desire to get involved, to motivate the active participation of the users to use the App.

For example, it is possible to propose the travel routes where there is less participation, and to invite users to show results of the paths that they have taken.

Channels

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This section explores the digital channels through which the Editorial Office will work to disseminate and to better express the advantages of **C4Rs**.

The communication strategy of C4Rs project envisages that communication takes place across multiple social platforms. Here are all the detailed technical specifications

Social network

Social Networks represent for the company a communication channel from which you cannot do without in order to implement an effective online marketing strategy.

The number of shared content with their network of contacts grows at exponential levels, length of time spent on social networks become more and more consistent.

Besides all this we must add the influence that the market introduction of devices such as smartphones and tablets has had, which make the use of social easier and more immediate.

According to the report made by Digital, Social & Mobile, active accounts on social platforms are now almost 30 million. These data demonstrate that the importance of Social Media at the strategic level is now clear to most of the people, but only a few have the knowledge needed to exploit the full potential.

This section describes the main features and strengths of social networks chosen for the brand promotion activities.

Facebook

Facebook is a service based on a technology platform that allows you to enter some content personal background or general culture online. You can share them with a range of people with whom you have chosen to maintain a contact ("friends") through the same technology platform. The site has more than one billion subscribers, and users can create profiles that contain photos and lists of personal interests, exchange private or public messages, belong to groups where they can interact with other users or follow the business pages.

1.01 billion are those who daily use Facebook, 1.39 billion those who access from smartphones and 1.55 billion active users monthly.

Facebook has an increasing trend, its customer base has expanded thanks to the greater level of computer literacy of the age group over 50 and 60.

It is well known and ever more relevant the tool effectiveness in order to promote the company's activity. Sure enough, it allows the client to "feel" the company not only as an image, but as a physical presence, eliminating part of the distance that has always been a constant between seller and customer. Moreover, it is a tool that facilitates the reviews monitoring and the brand reputation management, the increased data traffic to their site and the target of any age achievement because the age group on Social Network is from 20 to 45 years old.

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Facebook represent one of the viral potential tool for the Community Manager. The Editorial objectives is the increase of fans number of the corporate pages on the project and the increase of the Social Conversation, aiming to increase the number of people talking about the brand and engage with other users on the proposed product.

Regular columns will be created so that we can create an ever stronger bond with users, appointments to receive updates, potential informations and content such as visual storytelling.

Periodically, you can update fan page image cover with photos and images, related to landscapes and places to discover, with a high emotional impact.

Equally important is the identification of optimal times in which to publish the content: once that the activities have started, the Editorial place some careful research to select the times at which interest groups focus their Facebook presence.

Through the use of Facebook Insights Panel, you can monitor the effectiveness of the initiatives implemented in real time by consulting the trend of visits, page views, interactions per post, the demographics of the audience involved and many other information.

Twitter

Twitter is a microblogging service that provides users a personal page via post upgradeable with a maximum length of 140 characters. The project was set up in 2006 as a service for short text messages that allow you to communicate with a small group of people. Today, although it has become a global service, it continues to preserve its essential value: the ease with which brings people close to their own interests.

Twitter is a steady stream of updates, with 500 million tweets every day and 284 million active users each month, it is the second most popular social network in Italy after Facebook. An information network that connects ideas, stories, real-time news: the point of this Social Network is identifying conversations that are important to them, following them and creating new ones. It is perfect for telling events, news, conversations when they occur, all of this in real time.

Twitter connects the brand to customers in a unique, quick, real-time, conversational way. Companies can talk about their projects, products and services, but more importantly they can listen to customers. These can ask for advice and assistance through their contacts network or directly with brands, establishing a relationship without mediation. If well managed, it can bring value to the company.

After creating a profile with attractive graphics and ad hoc texts, the Editorial Office will initiate an activity targeted Following starting to follow interest account in order to get a follow back. Emotion, empathy, involvement: there will be call-to-action to engage followers and inviting them to take part in the Social Conversation.

Twitter can also be used by users as a service for assistance, then the drafting will cover this aspect of customer care.

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LinkedIn

LinkedIn is a thematic Social Network dedicated to the professional world whose main purpose is to put professional in contact.

You decide to harness the LinkedIn power to increase the visibility of the project by opening a page. The goal is making corporate information known, for example business sector, geographical location, general description. Useful information for both potential customers, both for aspiring employees. Those who visit the page on LinkedIn Azindale will immediately understand all the basic information about the project.

Within LinkedIn you can create opened or closed Groups that bring together people who interact with each other on common interests: At first they can access simultaneously with enrolment and you can post things, comment and participate at community activities immediately; then they feature a filter, a moderator to validate the request for participation as well as discussions and comments regardless of the type of group.

Moderation

The comments represent the real added value of the original message and they haven't to be seen as a communication disturbance. Even if negative, they are a starting point for future activities and may represent the voice of influential people in a specific sector.

Deleting negative comments leads one person to believe that the company has something to hide. In addition, some users use the screenshot technique or take a picture of your videos in order to subsequently reattach the brand pointing out that they have been previously deleted. In the case of lewd comments or SPAM, they are promptly removed from the editors.

The comment moderation activity is an opportunity for the brand to show that it is attentive to the opinions and needs of its customers, both current and potential. This is why the editors will monitor the discussions to ensure a response in the shortest possible time. If technical or very specific questions are asked, the editors will need to transmit them at a contact person.

Reporting

In recent years, the regular reporting on Social Media has become an important tool to understand the preferences of the public, to analyze the ideas and behaviour. Every Social Network allows us to see different shades of Social Conversation, for this the task of editors will be to constantly monitor what is written on the Web and to structure the data and informations from these instruments in easy to understand reports.

These reports will be delivered every 6 months.