



# Dissemination Report

2025 Summary



Get inspired  
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**Let's Unite**

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Overview

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SWOT Analysis

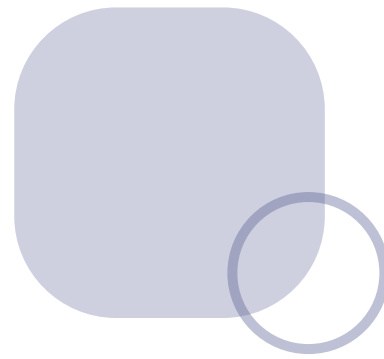
**05**

Statistic

# OVERVIEW



This report provides a comprehensive overview of the campaign's performance after its first year of monitoring. It summarizes key metrics, audience interactions, and content reach, offering insights into what has been effective and highlighting areas for improvement.



01

## **Strategic Insights:**

Content aligns with project objectives, highlighting visibility, promotion of opportunities, and institutional positioning.

02

## **Multi-Channel Mastery:**

Posts are effectively shared on LinkedIn and other platforms, ensuring consistent reach and audience engagement.

03

## **Data-Driven Precision:**

Performance metrics guide content planning, showing which posts generate interaction and revealing opportunities to optimize engagement and expand reach.

# OBJECTIVES



## **Increase visibility of project activities and results**

Communicate project activities and results in a clear and accessible way, ensuring regular dissemination of key milestones and outputs.



## **Strengthen institutional positioning and European dimension**

Position the project within the European University Alliance context, emphasising cooperation, joint initiatives and institutional alignment.



## **Foster engagement with academic and external stakeholders**

Encourage participation and interaction by promoting opportunities, events and calls relevant to academic communities and external audiences.



# TARGET



The project's communication and dissemination activities are aimed at clearly defined target groups, whose profiles and roles are closely aligned with the project's objectives and expected impact.



## Researchers and faculty members

Higher education professionals who can benefit from funding opportunities, exchanges, and collaboration promoted by the project.



## Graduate and doctoral students

Early-career scientists who can join research networks and access training and mobility programs.



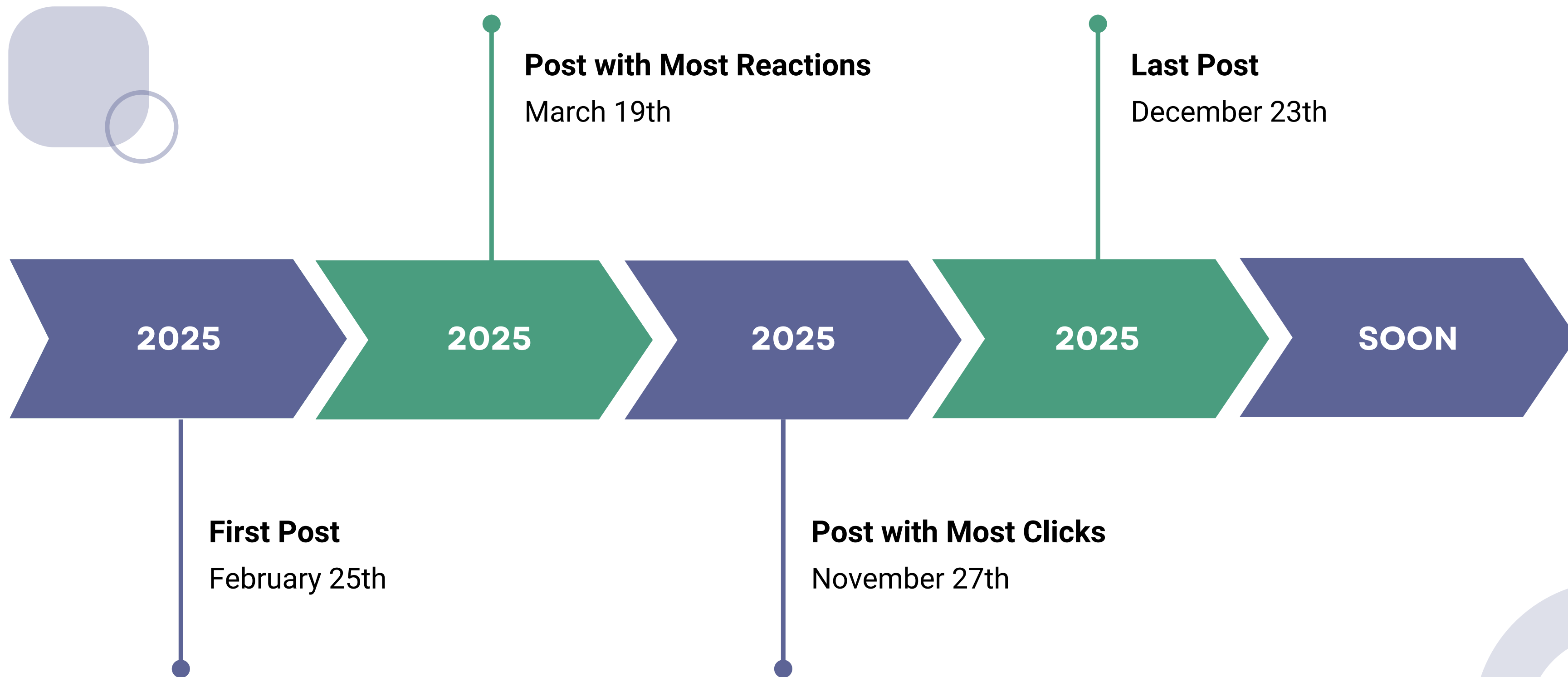
## Institutional decision-makers

Strategic decision-makers within universities who can facilitate project implementation and encourage their institutions' participation.

# LINKEDIN

Throughout 2025, the project implemented a communication strategy based on LinkedIn to increase visibility, engage with its target audience, and disseminate scientific and institutional content effectively.







# POSTS




26/2/2025 – 31/12/2025

+ 30 posts  
+ 450 followers

## Organic reach:

- Total likes: +980
- Comments: +20
- Shares: +80
- Users reached: +24.500
- Engagement rate: 7,1%



 **Unite! Widening**  
445 seguidores  
3 sem • Editado •

⚡ A Week of Ideas in Motion: Unite!Widening in Turin

Turin has become a meeting point 🌐 for the Unite! Widening community, ...mais

Exibir tradução




 **Unite! Widening**  
445 seguidores  
6 m • Editado •

🎉 Milestone Achieved: "Guidelines" Document Ready!

★ "Milestones mark our progress and keep us moving in the right direction" ...mais

Exibir tradução




 **Unite! Widening**  
445 seguidores  
6 m • Editado •

🎓 Unite! Widening Industry Embedded Doctoral School!

We are thrilled to share that the Unite! Widening Industry Embedded ...mais

Exibir tradução



 **Unite! Widening**  
445 seguidores  
8 m • Editado •

🌟 Bringing European collaboration to life at Wrocław!

On April 15, the Let's Unite! Fair transformed the campus

Exibir tradução





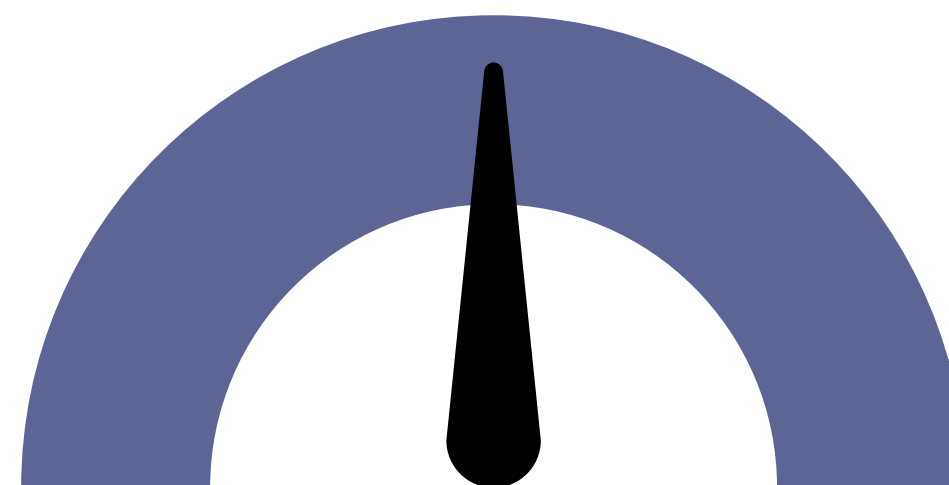
# STATISTIC



The total impressions demonstrate that the campaign reached a wide audience, and the clicks indicate meaningful interaction with the content. These initial metrics provide a solid foundation for the campaign and highlight areas for growth, such as refining audience targeting and content strategy to increase engagement further in the coming years.

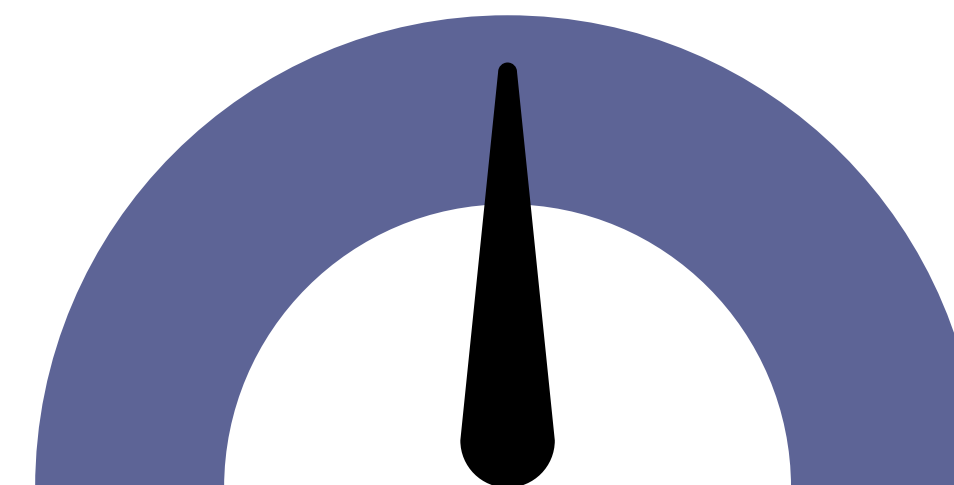


Impressions 



**40510**

Clicks 



**1846**

In its first year, the campaign generated 1.846 clicks from a total of 40.510 impressions, resulting in a click-through rate (CTR) of **approximately 4.55%** [calculated as  $(1.846 \div 40.510) \times 100$ ].

# SWOT ANALYSIS

## Strengths

Strong alignment with visibility objectives: **high volume of posts and impressions**.

Regular **institutional presence**: content highlighting news, partners, and European alliances reinforces strategic positioning.

## Weaknesses

**Engagement is uneven** across content types; some posts receive low interaction.

High engagement **depends on specific content**: posts with people, concrete experiences, or clear calls to action perform better.

## Opportunities

Increase engagement through **interactive content formats** (videos, polls, case stories).

**Expand reach to external stakeholders** beyond the academic community.

## Threats

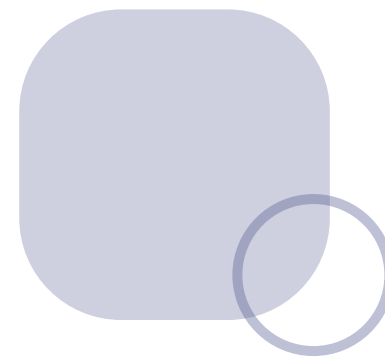
**Content saturation** could reduce audience attention and interaction.

**Competing projects or institutions** may capture the same target audience, reducing impact.

# CONCLUSION



This report presents the key insights **from the campaign's first year** and outlines opportunities for improvement. Based on the observed performance, we propose a set of strategies and actions aimed at increasing audience reach, boosting engagement, and optimizing content for the next year.



01

## **Increase audience reach:**

Although impressions were solid, expanding the campaign's visibility through targeted promotions or collaborations could attract a larger and more diverse audience.

02

## **Set benchmarks for comparison:**

Establish clear KPIs for clicks, impressions, and CTR to track growth and performance year over year.

03

## **Optimize content for engagement:**

Analyze which posts generated the most clicks to identify the most effective content formats, topics, or posting times.

# Thank you!