coastal pro®

DELIVERABLE 6.1

Project Website & Social Media

M2 – Dec 2023 (Upd. Oct 2024)

PROJECT: COASTAL PRO

Game-based Learning of Entrepreneurship and Next-Generation Skills in Coastal Tourism

GA No: 101124745

DURATION (Months): 36

CALL: EMFAF-2023-BlueCareers

	This project has received funding from the European Union's Maritime and Fisheries Fund under the Grant Agreement No. 863524	
	Dissemination level	
PU	PUBLIC	
PP	Restricted to other PROGRAMME PARTICIPANTS (including the Commission Services)	
RE	RESTRICTED to a group specified by the consortium (including the Commission Services)	
CO	CONFIDENTIAL only for members of the consortium (including the Commission Services)	X

Revision History

V #	Date	Description / Reason of change	Author
V0.1	7/12/2023	First Draft	O Spyroglou (KEROS)
V1.0	20/12/2023	Final after reviews	O Spyroglou (KEROS)
V2.0	25/10/2024	Updated following PO's Remarks	O Spyroglou (KEROS)

Authors and Contributors

Contributors at this WP are the end user partners. WP1 provides feedback to technical partners.

Partner	Name
SCKEROS	O Spyroglou

Reviewers

Partner	Name
AUTH	F Galatsopoulou

coastal pro®

Table of Contents

Glossary

Abbreviation / Acronym	Meaning
AUTH/SJMC	Aristotle University of Thessaloniki/ School of Journalism and mass media
EASME	European Agency for SMEs
EC	European Commission
EMFF	European Maritime and Fisheries Fund
ENAT	European Network for Accessible Tourism
ETIS	European Tourism Indicators System
GA	Grant Agreement
GEJI	Global Environmental Journalism Initiative
IKO	International Kitesurf Organisation
PC	Project Coordinator
PO	Project Officer (EC)
PSB	Project Steering Board
QA	Quality Assurance
UAG	User Advisory Group
UC	Usage Cases
WPL	Work Package Leaders

1   Executive Summary

The purpose of the current document is to report on the launch of the project website and its main content structure. The purpose of the project website is to provide all necessary information for the public to understand our vision and the concept we are building.

We want to spread the idea of creating cutting-edge learning tools, providing top quality training courses and support, and developing a framework for next-generation skills in coastal tourism. Our website will serve as the main introductory point to inform stakeholders and the public on the project, news and results. It will also provide a direct link to our learning platform (once ready).

The document includes the initial structure and text of the website and a few indicative screenshots. It also covers the main social media that are utilised for the project.
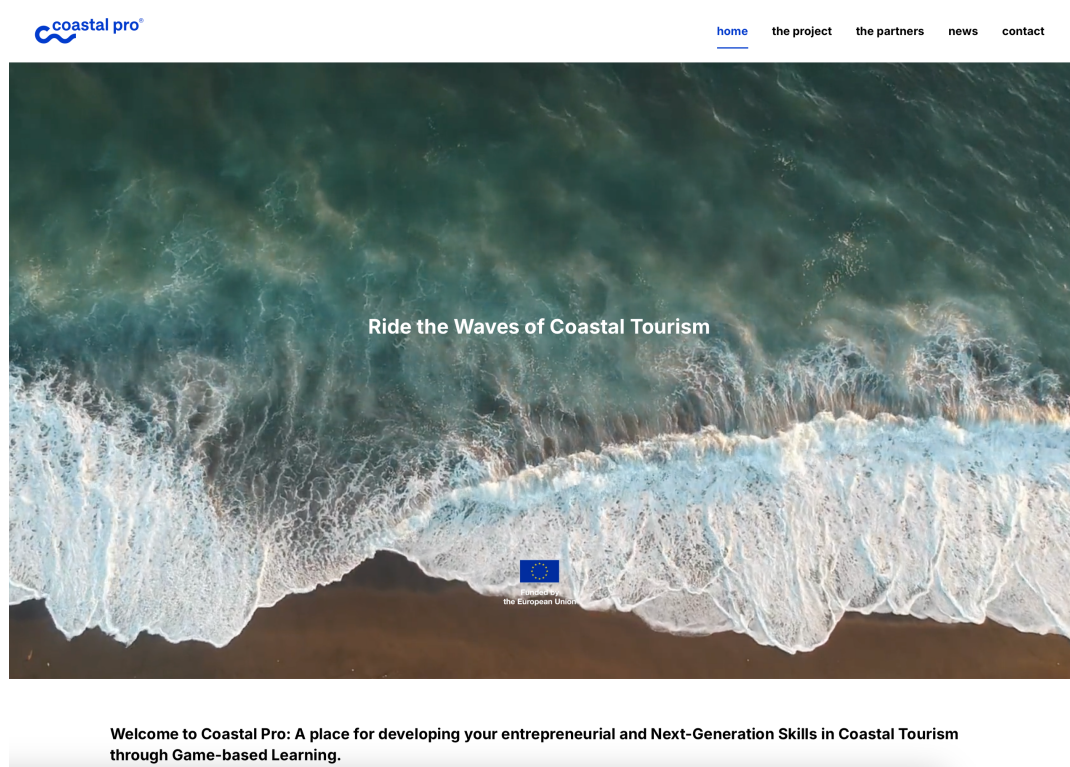
The document also presents the key components of our Communication and Promotion Toolkit.

OUR WEBISTE IS LIVE: https://coastalpro.eu

2 Website structure

The structure of the website is presented below.

HOME	THE PROJECT	THE PARTNERS	BLOG	CONTACT		
HOME		A visual home page featuring visuals and photos from our activities.				
THE PROJECT		A page to present our vision, mission, aim and ambition.				
THE PARTNERS		Presentation of all the partners of the project				
BLOG		A very short presentation of the core activities and work packages of the project.				
CONTACT		Contact page with names and contact details of coordinators.				

Welcome to Coastal Pro: A place for developing your entrepreneurial and Next-Generation Skills in Coastal Tourism through Game-based Learning.

The website was launched in Dec 2023: https://coastalpro.eu

![coastal pro logo]

3   Social Media

For the CoastalPro project, we selected LinkedIn and Instagram as our primary social media channels based on their unique strengths and ability to reach key audiences effectively.

LINKEDIN	https://www.linkedin.com/company/coastal-pro/posts/?feedView=all
INSTAGRAM	https://www.instagram.com/coastalproproject/

3.1   LinkedIn

LinkedIn is the world's largest professional networking platform, making it ideal for connecting with our target audience of industry professionals, educators, policymakers, and organisations interested in the blue economy and coastal tourism. LinkedIn allows CoastalPro to engage with stakeholders, offer thought leadership, and promote our project's progress in a professional setting.

How LinkedIn Serves the Project

- **Industry Networking:** LinkedIn will help us connect with firms, educational institutions, and professionals in the tourist and maritime industries. This will be crucial for engaging our consortium partners and additional stakeholders who can contribute to or benefit from the project.
- **Project Updates and Professional Engagement**: LinkedIn updates will highlight project milestones, accomplishments, job opportunities, and partnership announcements, keeping the professional community informed and interested in the project.
- **Dissemination of Research and Best Practices**: LinkedIn allows us to share business and academic findings, research, and insights into sustainable coastal tourism and blue careers. This content will help CoastalPro establish itself, inspiring discussions and collaborations with the VET and hospitality community in Europe.
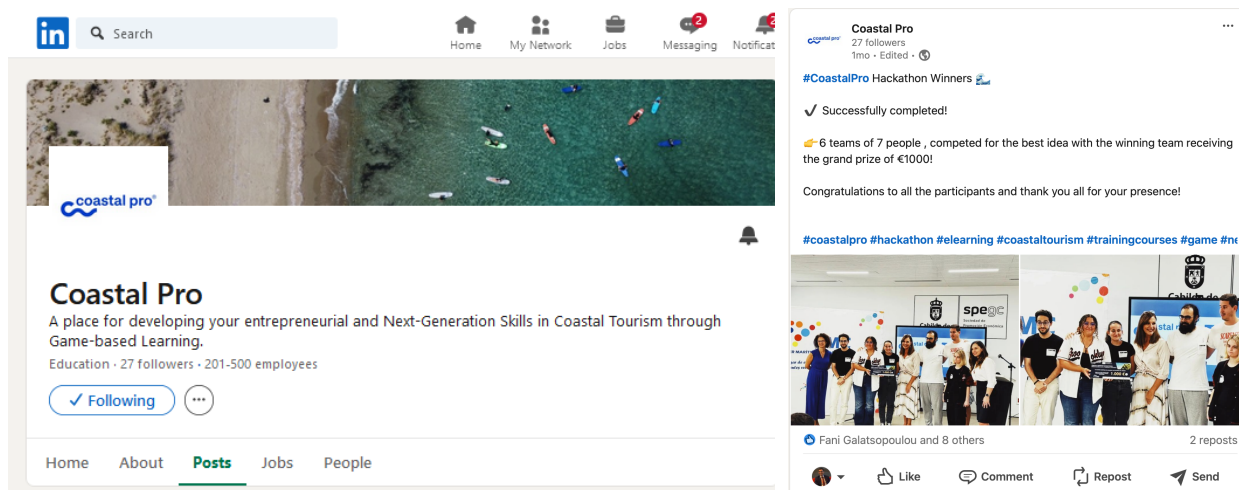
3.2 Instagram

Instagram, has a highly visual format and broad reach, making it a great fit for our communication channels. It will complement LinkedIn by engaging a younger, more diverse audience. CoastalPro's goal is to inspire the next generation of entrepreneurs and professionals in the blue economy, and Instagram's popularity with millennials and Gen Z makes it a crucial platform for this purpose.

How Instagram Serves the Project

- **Youth Engagement**: Instagram allows us to connect directly with students and young professionals interested in coastal tourism and blue careers. Through engaging visuals, we can promote the opportunities and experiences offered by CoastalPro, including training programs, internships, and sustainable tourism initiatives.
- **Awareness and Outreach**: We will use Instagram to increase awareness of the project, sharing behind-the-scenes content, success stories, and environmental impact. The platform's interactive features, such as polls, stories, and live sessions, will help create a dynamic community.
- **Visual Storytelling**: Instagram is ideal for showcasing the beauty of coastal regions, the success of our projects, and the experiences of people involved in blue careers. This helps build an emotional connection to the project's goals, encouraging more people to join or support CoastalPro.

3.3 Social Media Strategy
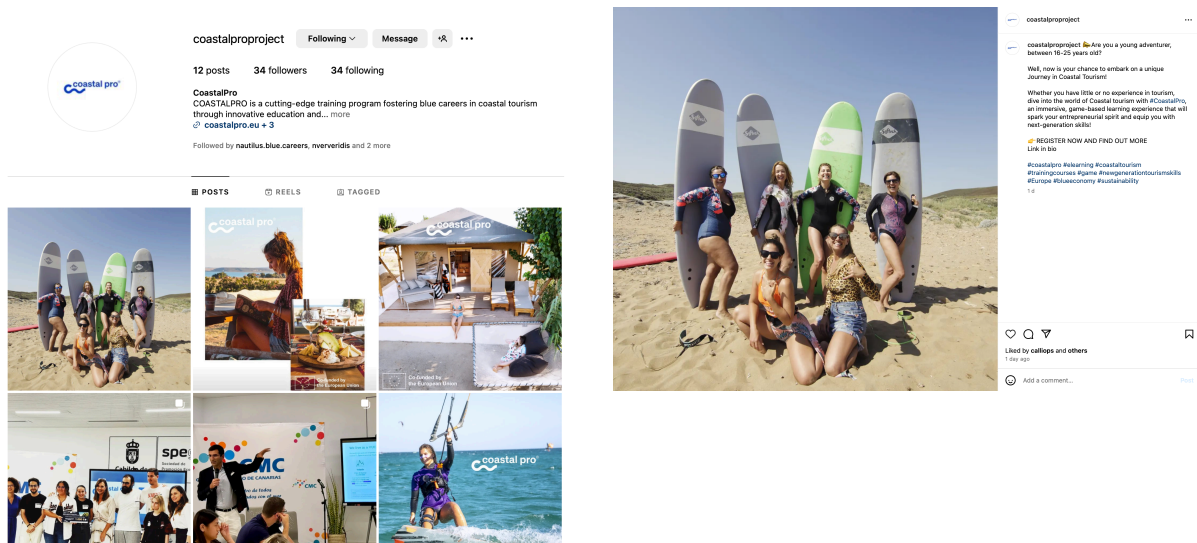
The two platforms serve complementary roles but target distinct audiences and use cases:

- **LinkedIn** will focus on professional and educational content, engaging stakeholders like businesses, educators, policymakers, and industry leaders.
- **Instagram** will be more visually engaging and youth-focused, showcasing the experiential side of CoastalPro. We'll highlight personal stories, coastal landscapes, and the excitement of blue careers and sustainable tourism, using the platform to inspire and attract the next generation.

3.4 Social Media Strategy

3.5 CoastalPro Social Media Plan (July 2024 – January 2025)

Strategy

Since the project started, we made a strategic decision to minimise early social media activity for the CoastalPro project to avoid oversaturation and repetition. Our focus was on the development of training material and the platform, focusing more on informal networking and 1-to-1 discussions with stakeholders rather than presentations and participation in conferences so early in the project.

We believed that a more impactful promotional effort would be more effective once we something tangible to present, such as the launch of the CoastalPro gamification platform. This approach enables us to engage our audience with significant updates, ensuring that we will be able to keep their attention and maintain engagement through more targeted and up to date promotional campaigns based on fresh, exciting content and explicit actions (like user registration).

Objective

This social media plan outlines an indicative strategy for CoastalPro's outreach and engagement efforts from July 2024 through January 2025. The goal is to increase awareness about the CoastalPro project, promote its learning modules and upcoming events, and build excitement around the launch of the CoastalPro game, particularly focusing on the soft launch for selected users in November 2024. The plan is flexible and will be regularly updated to reflect new developments and events.

Duration

July 2024 – January 2025

Post Frequency

2–3 posts per week on LinkedIn and Instagram

Calendar

Phase	Objectives	Example Post	Visuals
Pre-Launch Teasers & Learning Modules (July – August 2024)	• Introduce the CoastalPro learning modules, covering educational subjects such coastal tourism up-skilling and re-skilling. • Tease the new CoastalPro game by highlighting its features and engaging learning experience. • Keep the audience updated on the soft launch.	"Discover the future of coastal tourism with #CoastalPro! Our Learning Modules offer professionals and students the chance to up-skill and re-skill in a dynamic, sustainable industry. Plus, something exciting is on the horizon… stay tuned for a big announcement about our new game! 🚀🌊 #e-learning #coastaltourism #sustainability #newgenerationtourismskills"	Screenshots or teaser visuals from the learning modules, paired with a "coming soon" banner for the game.
Building Hype for the Soft Launch (September – October 2024)	• Increase anticipation for the soft launch of CoastalPro by releasing exclusive behind-the-scenes content and sneak peeks. Inform that the soft launch on 11	"We're thrilled to announce that the CoastalPro game will have its soft launch on 11 November 2024! 🎮 This invitation-only event will give a few selected	Countdown to the soft launch, screenshots from the game's interface, or

	November 2024 will be invitation-only for chosen users. • Include developer, educator, and industry partner remarks about the game's uniqueness. • Please follow CoastalPro's channels to be invited to the special launch.	users a first look at the interactive experience designed to up-skill the next generation of coastal tourism professionals. Want to be part of it? Stay tuned for your chance! 🌊 #softlaunch #game #newgenerationtourismskills #coastalpro"	visuals highlighting the exclusivity of the event.
Soft Launch of the CoastalPro Game (November 2024)	• Provide insights on user interactions with the game during the official soft launch on November 11, 2024. • Post live event updates like screenshots or gameplay videos, user feedback, and partner remarks. • Increase excitement for the 2025 public launch by sharing initial success stories.	"The CoastalPro game is live for our selected users! 🌊🎮 Check out the first reactions from participants in the soft launch, and stay tuned for more updates on the full public release in 2025. This is just the beginning! 🚀 #coastalpro #game #blueeconomy #newgenerationtourismskills #softlaunch"	User testimonials or real-time screenshots from the gameplay experience.
Highlighting Participants, Events & Success Stories (December 2024)	• Share success experiences from soft launch participants, showcasing game and training module benefits. • Post content about related events, including hackathons or training seminars, featuring participants in action. • Increase the availability of learning modules and encourage new players to enrol before the game's public launch.	"Our soft launch participants are already seeing the impact of the CoastalPro game! 💡 See what they've learned and how they're applying it to coastal tourism careers. Curious about what's next? Join our learning modules and be part of the journey! 🌍 #coastalpro #game #coastaltourism #newgenerationtourismskills"	Success story or testimonial posts featuring photos of participants and their feedback on the game and training.
Year-End Recap and Looking Ahead (January 2025)	• Provide a recap of 2024 achievements, including the successful soft launch, number of trained participants, and highlights from events like the hackathon or other interactive activities. • Announce what's next in 2025, including the full public launch of the CoastalPro game and upcoming training opportunities. • Re-engage the audience with a call-to-action to stay involved and get ready for the next big milestones.	"What a year it's been for #CoastalPro! 🎉 In 2024, we launched new learning modules, hosted exclusive events, and soft-launched our interactive game. Looking ahead to 2025, we have even bigger plans, including the public launch of our game and exciting new opportunities. Stay with us as we shape the future of coastal tourism! 🌊 #blueeconomy #coastaltourism #newgenerationtourismskills #sustainability"	Year-in-review infographic, highlighting milestones, participant numbers, and game launch success.

3.6 Reposting Strategy

- **All partners** (SCK, AUTH, IDL, HOSCO, EPLO, etc.) will **repost** the content across their platforms, amplifying its reach.
- Partners will personalize their posts to reflect the needs and interests of their specific audiences while maintaining consistent messaging.
- For key events, **coordinated posts** from multiple partners on the same day will ensure maximum visibility.
- **Hashtags to Use**
  - **Main Hashtags**: #coastalpro #e-learning #coastaltourism #blueeconomy #sustainability
  - **Supporting Hashtags**: #trainingcourses #newgenerationtourismskills #game #upskilling #reskilling #softlaunch #hackathon

*Note: This is an **indicative plan** and will be regularly updated to incorporate new events, outcomes from the soft launch, and other relevant news from the CoastalPro project and its partners.*