CROWDTHERMAL

CROWDTHERMAL DELIVERABLE D4.4

TOOLBOX CONCEPT FOR COMMUNITY-BASED FINANCING OF GEOTHERMAL ENERGY PROJECTS

30.11.2021

Summary:

The present deliverable aims to describe the methodology and concept of the CROWDTHERMAL Social Media Content Generator that is developed under CROWDTHERMAL sub-task 4.4.6.

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1 EXECUTIVE SUMMARY

The deliverable "D4.4: Toolbox concept for community-based financing of geothermal energy projects" was developed by LPRC – La Palma Research Centre, and it presents the methodology and concept around the creation of the CROWDTHERMAL social media content generator. In the first part of 2022 it will be embedded in CROWDTHERMAL website (https://www.crowdthermalproject.eu/) – to facilitate the dissemination of the Core Services that will be available from Q1 2022. The related work and reporting are part of the task 4.4 and subtask 4.4.6 "Social media content generator".

This document presents the current state of the "CROWDTHERMAL Social Media Content Generator", which comprises a combination of two features: 1) Sharing Options and 2) Content Generator Tool.

The Sharing Options will allow users to easily generate content on social media from wiki articles, Frequently Asked Questions (FAQ), reports, and other informative content from CROWDTHERMAL website. From the information source (for example, a wiki article), users will be able to click on the icon of the social media channel of their choice, which will lead them to their social media profile (Create post/tweet section) with an automatically generated headline introducing the information, a link to the original source, an image (whenever applicable), and the hashtag #CROWDTHERMAL. The aim is to convert entries mainly derived from the Core Services into abbreviated social media content, allowing the posting & sharing of definitions and results.

The utilisation of a Content Generator Tool will facilitate the bulk creation of pieces of content for CROWDTHERMAL social media channels from the project website, or, alternatively, it will facilitate the management and scheduling of posts. Different tools were shortlisted, with distinct features, purposes, settings, and price. An assessment by LPRC – Work Package Leader, with the help of the consortium, will point to one of these available tools to be implemented in 2022 – according to CROWDTHERMAL goals on social media presence.

The social media content generator will be an additional outreach material to promote CROWDTHERMAL results and the Core Services – facilitating its market uptake, which is crucial for the sustainability of the project beyond the EC-funded period.

2 INTRODUCTION

2.1 DISCLAIMER

The present deliverable aims to describe the methodology and concept of the CROWDTHERMAL social media content generator, which is planned to be implemented on CROWDTHERMAL website in Q2 2022 – to facilitate the promotion of the Core Services and other CROWDTHERMAL messages on social media.

2.2 CONTEXT

The aim of the CROWDTHERMAL project is to empower the European public to directly participate in the development of geothermal projects with the help of alternative financing schemes (crowdfunding) and social engagement tools. To that end, the project is divided into 7 Work Packages (see table 1).

Table 1: Summary of Work Packages and their topic of focus.

Work Package no.	Title	General field(s)
1	Addressing the bottlenecks of public engagement for community- based geothermal development	Social sciences, environment studies, geothermal
2	Community-based geothermal energy financing principles	Finance
3	Auxiliary and alternative pathways to risk mitigation	Finance risk mitigation, geothermal
4	Integrated development schemes	Environmental studies, finance, finance risk mitigation, social sciences, geothermal
5	Case studies	Geothermal, environment studies, social sciences, finance, finance risk mitigation

6	Dissemination	Communication, dissemination, stakeholder engagement
7	Project management	Administration; project management

Based on table 1, there are a variety of topics covered by the project. Specifically, the first 5 work packages (which are the ones producing deliverables, activities, and scientific advancement for the public) cover three major topics: geothermal, social engagement tools and alternative finance. Combined, these 5 work packages will produce 25 deliverables in a mix of confidential and public documents. In addition, the conjunction of these 25 deliverables also brings forward the CROWDTHERMAL Core Services aimed at facilitating the efficient market uptake of results and the sustainability of the project after the EC-funded period. At the time of writing this current deliverable (November 2021), these Core Services are:

- Decision Tree
- Interactive guide to integrated finance in geothermal energy
- Toolbox for risk-evaluation and mitigation
- Meta-database of geothermal projects
- Information Catalogue for self-learning (wiki)
- FAQ
- Implementation framework for community-based geothermal development

Given this relatively large number of deliverables and linked Core Services activities, the idea of using the present deliverable (and its linked subtask 4.4.6 Social media content generator) emerged to provide quick and simplified content from these sources, to be shared on social media.

3 OBJECTIVES

The present deliverable relates to the work plan to implement Task 4.4.6 Social media content generator. This document is divided in two major topics: a) the Sharing Options, and b) the Content Generator:

- Sharing Options: This part of the document will define how CROWDTHERMAL will be able to maintain a continuous and solid social media presence during and after the EC-funded period, driving public interest and facilitating market uptake. Sharing Options will allow a quick sharing of any interesting items directly from the website to relevant social platforms.
- Content Generator Tool: This chapter will define the automation part in the generation of content. Dashboards and automation tools/plugins/apps will be assessed, to allow the posting & sharing of hundreds of entries generated from CROWDTHERMAL website – especially related to Tasks 4.4.1-4.4.5 (Core Services).

These two-steps approach aims to efficiently deliver the proposed task in the CROWDTHERMAL Grant Agreement.

4 SHARING OPTIONS

4.1 METHODOLOGY

Many news channels and/or sources include social media icons next to a news post (blog post, or something similar), which facilitates the sharing of the content by the visitors. Usually there are a number of social media options to share the content, for example: WhatsApp, Facebook, Instagram, LinkedIn, and others (Figure 1). These clickable icons lead the visitors to their respective social media profiles that they clicked, with a pre-defined short text, an illustration, and the original source – ready to be published, facilitating the dissemination of the content.

Figure 1: Example of news with social media icons (The Brussels Times).

Therefore, with a single click, the visitors/users of the CROWDTHERMAL Core Services (e.g., a wiki article or FAQ) can easily share this information on social media and increase their outreach capacity. The deployment of social media sharing options on CROWDTHERMAL website will be relevant since it will not only save time for users and the consortium itself to easily share content about CROWDTHERMAL, but it will also support the activities from WP6 – Dissemination – during and beyond the EC-funded period.

The methodology to elaborate the tool will comprise 5 steps:

4.1.1 Selection of the social media channels to be linked

CROWDTHERMAL content will be made available to the most dynamic and popular social media channels, to extend the impact of the message, and to raise interest from potential users of the Core Services. Initially, Facebook, LinkedIn, WhatsApp, Instagram and Twitter will be the channels to be targeted with this tool.

The target groups are professional communities of geothermal' developers, local authorities, communities of users, with especial emphasis to youth generation, communities that soon will potentially demand alternative energy sources.

- Facebook: Less formal network, with potential to reach the communities at large. It is one of the most convenient digital environments to share pictures, open discussions, and create two-ways conversations between the users.
- LinkedIn: The world's largest professional network. Information that is published on LinkedIn has the potential to reach professional stakeholders, such as geothermal project developers and local authorities that can be interested in the CROWDTHERMAL Core Services.
- WhatsApp: A multiplatform app – especially designed for mobile phone – in which users can send instantaneous messages to other individuals, or to groups of up to 256 participants. Quick delivery and spreading of content, easily accessible at any time.
- Twitter: Effective way to share quick news, with fast live tweeting. The use of hashtags (#) help to organize and make our information reachable and understandable for both the professional and the less formal environments.
- Instagram: Photo and video sharing app, mostly used on the mobile phone. It is one of the most popular social media platforms among young generations.

4.1.2 Determining the content

In order to effectively deliver the correct messages to the pre-identified target audiences, it is important to determine the sources from which the users can easily share information. The focus will be on the CROWDTHERMAL Core Services section of the website, especially the Catalogue of Self-Learning (wiki), the Frequently Asked Questions (FAQ), factsheets, and the Implementation Framework for Community-based Geothermal Development. These types of contents are highly informative, varying from reports, articles, or paragraphs with definitions of key aspects related to the project topics. Due to this nature, it is convenient to transform them into shorter versions, suitable to be widely shared on social media with limitation of characters (e.g., Twitter).

4.1.3 Structuring the content

The user will be able to easily share content on social media from the pre-determined sources described above. The generated posts will provide the links to these sources, which intend to foster traffic from social media to CROWDTHERMAL Core Services.

The shared content will contain the following elements:

1. Short text summarising the full version
2. Image related to the topic (if applicable)
3. Link to the original source
4. Hashtag #CROWDTHERMAL

The content with the items listed above shall comprise a maximum of 250 characters.

4.1.4 Incorporation to the website

The social media content generator will be incorporated in the traditional format of social media icons (Figure 2). The icons from the channels selected in 4.1.1. will be displayed next to the source of information (articles, short paragraphs, and text boxes) defined in 4.1.2. These icons will be clickable, which will lead users to the selected social media channel, with the generated message – as explained in 4.1.3.

Figure 2: Clickable icons from the selected social media channels.

4.2 CONCEPT

As mentioned above, the CROWDTHERMAL social media content generator shall be embedded onto the project website and is aimed at creating an environment where users can easily share highly informative content from CROWDTHERMAL sources and extend the outreach capacity of the messages through social media networks. Figure 3 illustrates how it will help in the communication and advertising of the project Core Services and other sources:

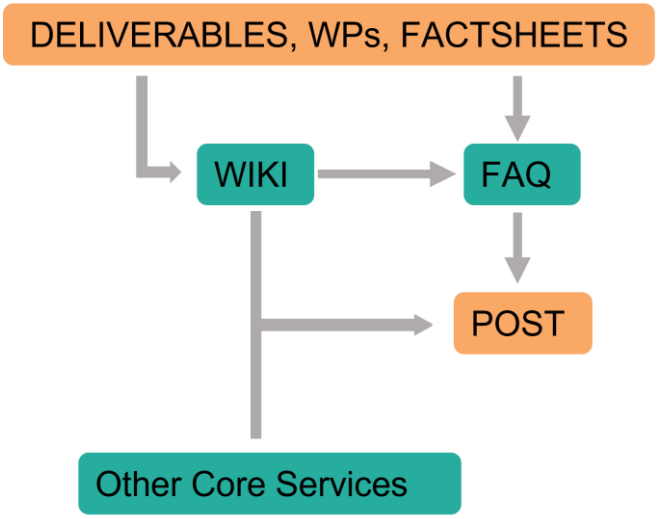

Figure 3: Scheme of the sources of content for the social media content generator.

As shown in Figure 3, the aim of the Sharing Options is to make a complex content into simpler pieces of news – which will avoid any friction with less technical stakeholder categories and will attract more visitors to the CROWDTHERMAL website. Figure 4 showcases an example of a shared content from a Wiki article on Twitter.

Figure 4: Example of a Twitter post generated from a wiki article.

As shown in Figure 3, the social media post will indicate the source material, so viewers will be able to access the full content, and potentially raise interest in other CROWDTHERMAL content. Similarly, the link for related core service(s) will also be used for advertising purposes. The aim is to lead users to deliverables and/or Core Services, so that CROWDTHERMAL can be a one-stop shop for enquiries about empowerment in geothermal projects through crowdfunding.

Finally, the it works as a communication and dissemination opportunity for the project. Communication towards the public, project developers, and policy stakeholders is crucial. Therefore, there is a natural close relation between the social media content generator (WP4) and social media communication (WP6). Social media users will be able to learn more about CROWDTHERMAL initiative, which will potentially attract them to the project website, the Core Services, and to the other CROWDTHERMAL social media channels.

5 CONTENT GENERATOR TOOL

5.1 CONCEPT

There are a number of existing tools and apps that are able to extract information from a website and create pieces of content tailored for social media channels. Alternatively, other tools can facilitate the schedule of posts from a prepared source file through dashboards. The purpose of these tools is to multiply the generation of entries from a reduced number of sources, which, in the case of CROWDTHERMAL, they would be deliverables, news items, and other content available on the project website.

Due to the nature of Task 4.4.6, the task leader LPRC will be responsible for assessing the variety of options that will potentially add value to CROWDTHERMAL goals related to social media presence – in quantitative and qualitative terms. Therefore, the choice of the Content Generation Tool will involve (not exclusively) the features, settings, complexity, and price. The idea is to avoid tools/apps that require high level input related to programming and automation. Any CROWDTHERMAL partner – not related to computer science – shall be able to setup and run the tool. If needed, budget will be allocated to the selection of the best tool in case no free version is available.

5.2 EXAMPLES OF TOOLS

1) Social Media Hammer (Figure 5): The Social Media Hammer allows the automatic generation of content for a variety of social media channels. The user provides the website URL, the desired schedule, hashtags, and relevant inputs to obtain a downloadable file with bulk content for social media – ready to be posted.

Figure 5: Social Media Hammer logo.

2) Loomly (Figure 6): Loomly could contribute to the social media content generator since one of its features is to provide post ideas based on trending topics, RSS feeds, date related events and social media best practices. In addition, it allows the scheduling of posts, management of all your social media content, and other features that could potentially add value to CROWDTHERMAL communication & dissemination efforts.

Figure 6: Loomly logo.

3) Bulk.ly (Figure 7): This option includes the automatic generation of content from multiple source options. It also facilitates scheduling and overall organisation of social media presence.

Figure 7: BULK.LY logo.

4) Hootsuite (Figure 8): Social media dashboards will be considered for a better overview and scheduling of posts in various social media channels.

Figure 8: Hootsuite logo.

The above-mentioned tools are examples that the CROWDTHERMAL consortium will consider for content generation – mainly the leaders of WP4 (Integrated development schemes) and WP6 (Dissemination). However, further research will be conducted, and other tools might be discovered and implemented.

6 CONCLUSIONS

The combination of Sharing Options and a Content Generator Tool will provide a broad coverage of CROWDTHERMAL content through various social media channels, with the purpose of promoting CROWDTHERMAL and raise market interest in its Core Services.

The Sharing Options tool intends facilitate the sharing of content from one single click, with the purpose of educating communities, project developers and local authorities about CROWDTHERMAL-related topics. The Content Generator Tool will facilitate the generation, management, and scheduling of CROWDTHERMAL content across various social media channels.

The next step related to the Sharing Options is to embed them into the Core Services that would suit this tool. Meanwhile, LPRC – leader of Task 4.4.6. (Social media content generator) – will perform an assessment of the many available Content Generator Tools and web apps that will best fit into CROWDTHERMAL reality and objectives related to social media presence.