



# PROMISS

Nutrition for healthy ageing

## D43 – Online dissemination: Twitter/Facebook in place

<b>Project acronym</b>	PROMISS
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## History

Version	Date	Modification reason	Modified by
0.1	19.09.2016	Initial draft	Ophelie Durand (AGE)
0.2	23.09.2016	Second draft following conference call with PO	Ophelie Durand (AGE)
0.2	23.09.2016	Suggestions from PO	Rachel van der Pols (VU) Marjolein Visser (VU)
0.3	27.09.2016	Third draft incorporating PO suggestions	Ophelie Durand (AGE)
0.4	28.09.2016	Minor correction	Rachel van der Pols (VU)



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# Introduction

In the frame of Work Package 9 “Dissemination and implementation” task 9.2, PROMISS committed to carry out non-classical dissemination of PROMISS activities and outcomes, as part of Task 9.6.

The use of social media is meant to increase outreach and reach different types of audience, in order to further promote the project results in an accessible, direct and understandable, yet scientifically sound fashion.

AGE, in close relation with the PROMISS Project Office (PO) and thanks to the contribution of all PROMISS partners, is updating the different social media accounts. Three types of content will be shared:

- PROMISS outcomes and developments, such as leaflets and any public reports
- PROMISS partners’ activities when related to PROMISS subject **and** activities
- Scientific content related to PROMISS subject, if approved by PROMISS PO

## PROMISS Twitter account

PROMISS Twitter account is available here: [www.twitter.com/PROMISS\\_VU](http://www.twitter.com/PROMISS_VU).

It aims at sharing PROMISS activities and outcomes with a wide audience composed of policy-makers, health professionals, academics, civil society organisations and industries. Efforts will be made to place PROMISS as a reference resource on malnutrition among older persons living at home focussed on scientific resources instead of e.g. advertisements, food blogs and nutritional hypes.

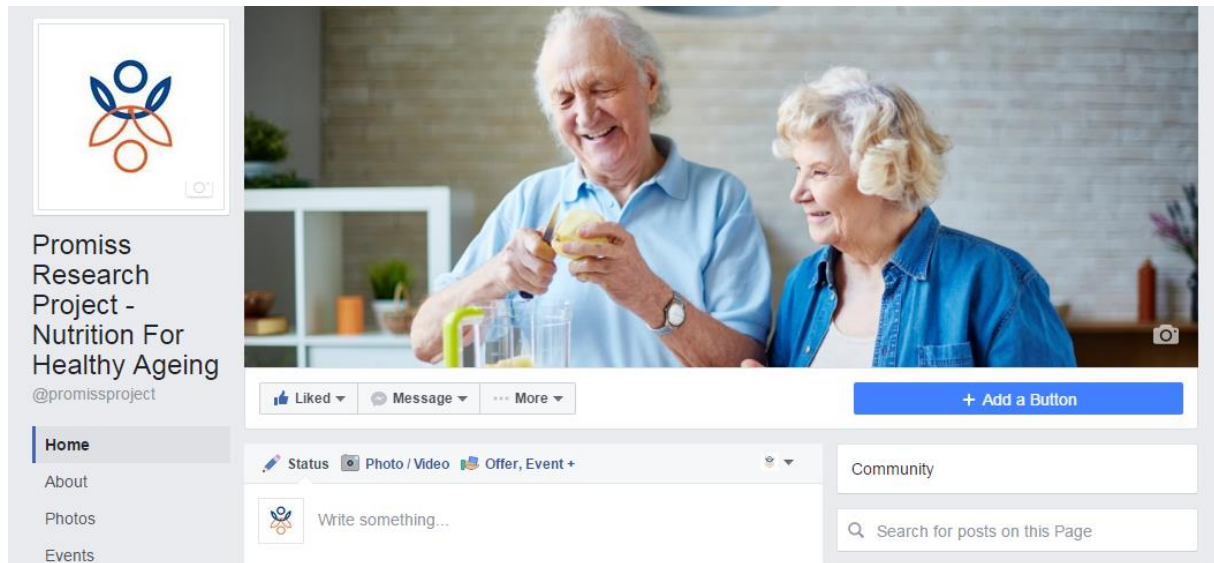


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# PROMISS Facebook account

PROMISS Facebook page is available here: <https://www.facebook.com/promissproject/>

It aims at reaching all kind of audience, and especially lay citizens without having necessarily a professional interest in PROMISS activities. AGE will promote PROMISS Facebook page through its own Facebook page in order to raise awareness about the project among older persons and anyone interested.



In addition, following the suggestion from WP9 partners, a LinkedIn group has been created and is available here: <https://www.linkedin.com/groups/8551229>.

It will help the project's team reach each other, reach health professionals, industry, and older persons.

## Rules of content sharing

In order to make sure that the content shared via PROMISS social media accounts is scientifically sound and evidence-based, AGE works in close cooperation with the PROMISS Project Office, which consults nutritional experts when needed and gives the green light before any post containing scientific content.

Partners wishing to post content will be invited to contact the PROMISS Project Office and AGE. Content may not exist of any advertisement, services or products, with the exemption of those developed as part of the PROMISS project.



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## Contact details

AGE Platform Europe is responsible of WP9, its activities and deliverables. AGE team sees the direct engagement of Ophélie Durand, AGE Project Officer, with the support of Ilenia Gheno, AGE Project Manager.

The VU PROMISS Assistant Project Manager, Rachel van der Pols-Vijlbrief, supervises the whole work and the PROMISS Project Office and coordinator approved the final version.

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