



D5.4 Social Media publications

Version history

Version	Date	Reviewer	Reason
1.0	28-05-25	Ruth Congregado	First draft
2.0	02-06-2025	Ruth Congregado	Final draft



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SUMMARY

In 2016, 83% of teachers used social networks in a personal capacity and 35% in a professional capacity to communicate with colleagues, students and parents (The Journal, 2016). It can be predicted that these numbers have only increased since then, so they should be used to engage teachers AND students, especially those of younger generations.

Dissemination is a planned process to provide information to relevant target groups and key actors about the project process, activities and results using different dissemination channels at local, national and EU level.

When establishing a social media content strategy, two aspects have been taken into account beforehand. Firstly, those responsible for project communication are clear about the difference between communication, dissemination and exploitation when designing the content strategy for social networks.



Source: European Commission

Once the difference between these terms has been established, it is also important to take into account the communication and dissemination plan developed as part of the project implementation.

That document contains a series of information to be able to properly execute the social media strategy in DigitalTA

1) Graphic lines and guidelines for a correct use of the visual identity of the project. It is important to be

clear about the logo to be used, the type of font, as well as the EU logo and disclaimer required in the publication of the materials.

2) Keywords related to the theme of the project that should be taken into account in the social media strategy. Find the key words agreed below:

- Teacher training
- Technology
- Transition
- Teaching
- Community of learning

3) Which partners are involved in this process: FUNIBER.

4) Quality measures: the communication plan establishes that each social network must reach 500 followers. Other quality indicators, such as number of video views, number of likes, number of impressions, etc., were provided in the dissemination document to be filled in by the partners every 4 months.

5) Target audience: The communication plan includes the target audiences that were the focus of the different dissemination strategies (including social networks):

- Teachers in transition (newly qualified teachers in primary and secondary schools, and HEI students in teacher training)
- School mentors, continuous teacher education trainers and HEI professors
- Stakeholders at the level of the universities' governance and teacher's professional associations.
- Primary and secondary experimented schoolteachers.

DISSEMINATION OBJECTIVES

The social networks pursue the following objectives:

- Increase the visibility of the project, both inside and outside the consortium.
- Encourage target groups, especially new teachers, to share their experiences which we can use as key points to focus on
- Exploit the results during the course of the project and after its completion.

CONTENT STRATEGY

The social networks were created as a space to share the latest news of the project in a more novel way, taking advantage of the different opportunities offered by each platform. The social networks of the different institutions of the consortium, as well as those of the professionals collaborating in the project, were also be used to disseminate knowledge about the project.

To reinforce DigitalTA's visual identity, the project's logo, as well as that of the authority promoting it and the legal notice appeared in the different materials uploaded to social networks: infographics, videos, banners, etc.

To draw more attention to the content, official profiles of the framework program (e.g. the Spanish Service

for the Internationalization of Education, SEPIE) were mentioned, quoted or tagged.

SOCIAL NETWORKS CREATED

- LinkedIn: A website known for being a network for professionals. Several projects have chosen LinkedIn to create their pages. It has no character limit and allows you to upload links, photos, gifs and videos.
- Facebook: The most convenient way to promote your project on Facebook, as it allows you to post a wide variety of content, such as photos, videos, invitations to events or reports, as well as links to presentations or multimedia material available. A page also has the advantage of allowing several nominated users under different types of profiles (administrator, editor, reviewer).

TYPE OF CONTENT

During the course of the DigitalTA project different contents were posted in our social media channels:

- Infographics that allow in a clear and concise way to know more information about the project.
- Video summary of the project
- Video about different virtual meetings of the project throughout its development.
- Interviews to the partners (storytelling)
- Podcasts
- Newsletters
- Webinars

In order to generate greater visibility and attract a larger audience to social networks, an external content strategy was also implemented:

- The celebration of international days promoted by the United Nations was taken into account to adhere to the different communication campaigns. Some of these possible dates would be March 8 (International Women's Day), May 9 (Europe Day), among others.
- International celebrations specifically related to the field of education (the field in which the DigitalTA project specializes) were also promoted. For example, January 24 (International Education Day) or October 5 (World Teachers' Day).
- Connections with other European research projects with similar topics was another strategy in order to establish possible ways of collaboration: webinars, conferences, etc.
- To make known useful tools for teaching. For example, the SELFIE tool, developed by the European Union.

SOCIAL MEDIA MODERATION

A communication responsible from UNEATLANTICO (Communication Package leader) was be in charge of energizing the conversation on social networks and remaining attentive to the possible risks involved in the activity on social networks:

- Bots
- Trolls
- Security issues

WHAT WE HAVE DONE IN THE PROJECT SOCIAL MEDIA

During the course of the project, we have focused on different content strategies. Below are some specific examples of content produced during this period:

1. Information about local events, or conferences.



2. Post about transnational meetings
3. Post announcing webinars: Promotion of the webinars included banners, email marketing strategy with a unique link for subscription.

WEBINAR

TEACHER ACADEMIES, 3 YEARS WORKING FOR A EUROPE OF EDUCATION

APRIL 28TH
17:00 (SPAIN)



SPEAKER
THOMAS PROLA
Co-coordinator of the DigitalTA Project



SPEAKER
MARIA STEGER
Scientific coordinator of the SciLMi Project

 **YOUTUBE LIVE**

Teaching language: English


FUNIBER
BEROAMERICAN UNIVERSITY FOUNDATION


unini
UNIVERSIDAD INTERNACIONAL BENICAMERICANA (MEXICO)


Universidad Europea del Atlántico (SPAIN)


UNIB
UNIVERSIDAD INTERNACIONAL BENICAMERICANA (PR - ECUADOR)


UNINCOL
Fundación Universitaria Internacional de Colombia (COLOMBIA)


Universidade Internacional do CUAZA (ANGOLA)


UNIROMANA
Universidad de La Romana (DOMINICAN REPUBLIC)


DIGITALTA
Teacher Academy supporting transition


Co-funded by the European Union


SciLMi

4. Newsletters: the official newsletters, disseminated as well in the website, were periodically posted in the social media.



Do you want to know what's new in our project?
Read our latest newsletter: https://lnkd.in/ev_A-srw

#ErasmusPlus #TeacherTraining #Transition #Technology #CommunityOfLearning
#Teaching #DigitalTA #Education

Mostrar traducción


Teacher Academy supporting transition

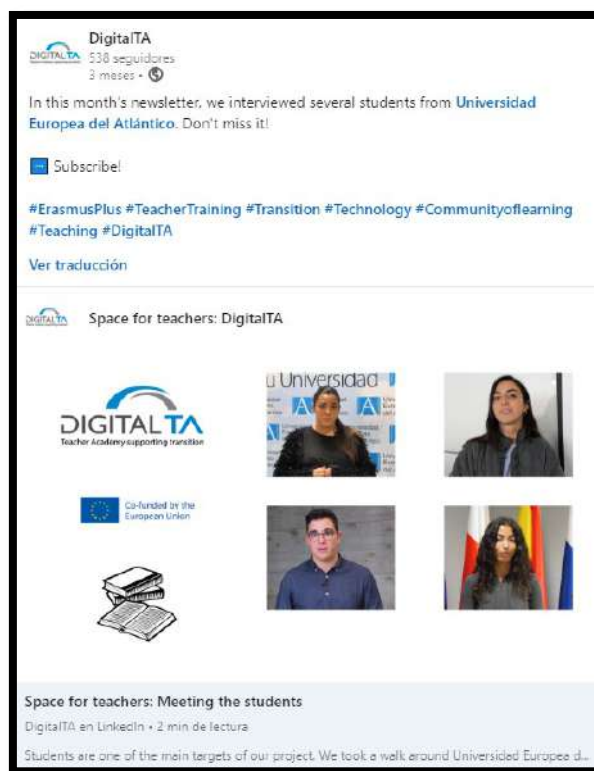


The DigitalTA platform receives positive feedback

More than 700 students and 100 tutors are testing the platform's various functionalities and commenting on its potential and possible improvements. Students are performing certain actions within the platform, such as reading international experiences, sharing an experience with the learning community, and searching for resources to reflect on their own practice. Tutors are sharing experiences, developing a case study and offering individual tutoring, among other actions.

5. LinkedIn Newsletter: Space for teachers: We developed 8 editions of LinkedIn Newsletters summarizing the most important news regarding the project.

- Newsletter 1:[Link](#)
- Newsletter 2:[Link](#)
- Newsletter 3:[Link](#)
- Newsletter 4:[Link](#)
- Newsletter 5:[Link](#)
- Newsletter 6:[Link](#)
- Newsletter 7:[Link](#)
- Newsletter 8:[Link](#)



6. Video materials: interviews with partners, videos summarizing the meetings, video presentation of the project, video presentation of the DigitalTA platform, among other contents.



Digital TA conference: Project results presentation by project partners
8 visualizaciones • hace 2 semanas



DIGITALTA conference: 36 months after...
5 visualizaciones • hace 2 semanas



La Atlántida Podcast
3 visualizaciones • hace 2 meses



DigitalTA platform reviews at a glance
4 visualizaciones • hace 4 meses



DigitalTA platform video: Czech
7 visualizaciones • hace 5 meses



Pilot presentation in UNEATLANTICO
4 visualizaciones • hace 5 meses



DigitalTA platform video: Polish
5 visualizaciones • hace 5 meses



DigitalTA platform video: Dutch
19 visualizaciones • hace 5 meses

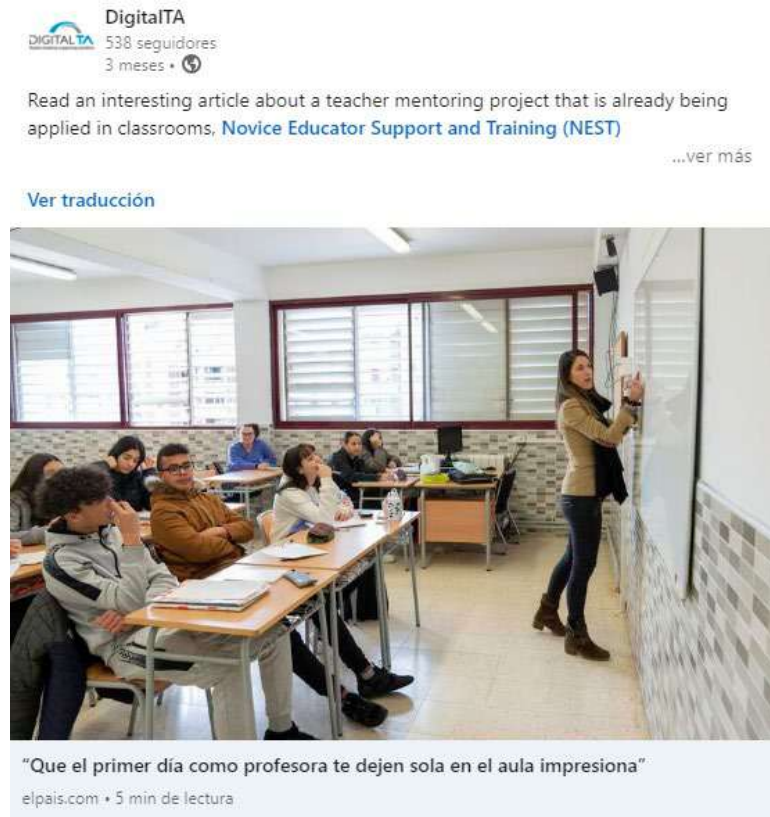
7. Post promoting a podcast



8. Content related to International Days. Every year, on October 5, more than 100 countries celebrate World Teachers' Day. The day commemorates the "Ad hoc Intergovernmental Conference on the Status of Teachers," established by the United Nations through UNESCO. A campaign, mentioning DigitalTA, was launched on that day.
9. Campaigns: Erasmus Days. The activity, carried out in collaboration with the Office of International Relations (ORI) of the European University of the Atlantic (UNEATLANTICO), has been channeled through the creation of a mural that has given a voice to different profiles of the university that actively collaborate in Erasmus Plus initiatives: from international students to researchers of research projects of the institution.



10. Post mentioning external projects



OTHER SOCIAL MEDIA: THE WORK OF THE PARTNERS

Content strategy was not only focused in the own project social media. Partners use their own communication channels to promote, in different languages, the project and its outputs. Below we will explain some success stories in promoting the project on other social networks.

1. **The project in the Latin American community:** It is important to highlight the work of the Iberoamerican University Foundation (FUNIBER), with presence in approximately 35 countries in Latin America, through offices and university network, that boosted our dissemination in a worldwide level.



2. **TikTok content for pre-service teachers:** The European University of the Atlantic (UNEATLANTICO) has a large community on social media. We leverage the TikTok channel to reach out to the student community, pre-service teachers, in a more informal tone.

- TikTok about the launch of the website:
<https://www.tiktok.com/@uneatlantico/video/7189192776112721158>
- TikTok promoting a webinar (made by students):
<https://www.tiktok.com/@uneatlantico/video/7216332371530943749>
- TikTok about a Transnational Meeting in Limerick, Ireland:
<https://www.tiktok.com/@uneatlantico/video/7244067911063702811>



3. **Promotion DigitalTA hashtag in X:** CFIE Segovia has been most active through its X account, with around 2,350 followers, contributing to increasing awareness of the project's work and development on this social network. The following link shows the posts made with the hashtag #DigitalTA:
https://x.com/hashtag/DigitalTA?src=hashtag_click



4. **Promotion of the project from social media accounts specific to the Erasmus field.** Jan Kochanosky University (UJK) has a social media profile (Facebook) focused on promoting exchange programs and Erasmus+ projects.
 - Link post about the meeting in April: [Link](#).
 - Interview to UJK professor and DigitalTA partner: [Link](#)
5. **Employee-generated content (EGC).** Refers to any content-based marketing created by the employees of a brand. This content was disseminated through to the partners professional profiles on social media Another interesting aspect is that the partners used their professional LinkedIn and X profiles to share content published on the DigitalTA page on this social network.



Rachel Lenihan, Ph.D • 1er

Assistant Professor in Education@UL; investigating issues in adolescent literac...
1 mes • 🌐

Great overview [Declan Qualter](#) I was delighted to have had an opportunity to present our [DigitalTA](#) project on behalf of the team from [UL - School of Education \(SoE\) University of Limerick](#) [Joanne O'Flaherty](#) [Orla McCormack](#) @ann-marie young and [Samuel Brzyskiewicz](#). Some really insightful presentations and conversations this year @ESAI2025



Lisa Van Streydonck • Siguiendo

2 semanas • Editado •

From Wednesday to Friday, I had the chance to attend the ETEN Conference with my colleague [Joos Vollebregt](#) in Hasselt for the first time — and what a great experience it was!

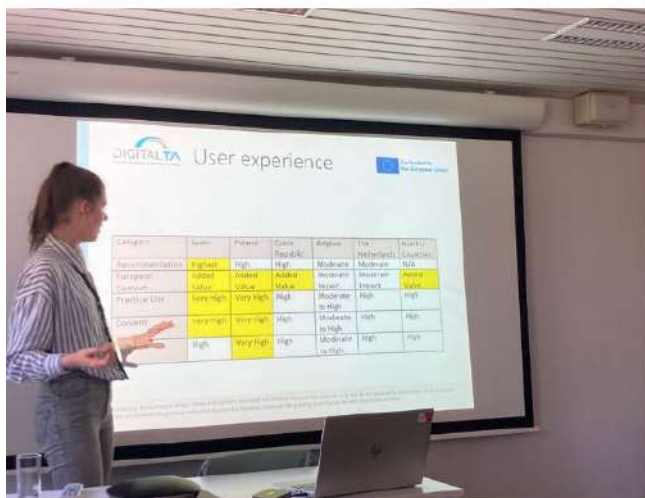
I presented the results of our User Experience survey of the [#DigitalTeacherAcademy](#) and explored the platform together with the participants. Their feedback was incredibly valuable and will definitely help shape the next steps. I also learned a lot about reflective practice and teaching for thinking. The concept of Triple Loop Learning especially resonated with me — something I'll be taking with me in how I support students during their internships.

Grateful for the inspiration, feedback, and meaningful conversations!

<https://lnkd.in/g/ewfp6fy>

AP - Educatie-innovatie

Mostrar traducción



Agnieszka Szpil

8 de noviembre de 2024 •

Wspaniałe wydarzenie! Prawdziwe połączenie teorii i praktyki. Dla mnie również możliwość promowania modelu międzynarodowego mentoringu dla początkujących nauczycieli i platformy edukacyjnej stworzonej w ramach działań projektu [Digital_TA](#).

Ver traducción



Fundacja Rozwoju Systemu Edukacji • Seguir

6 de noviembre de 2024 •

Po czyjej stronie leży odpowiedzialność za wykorzystywanie wyników badań w praktycznej pracy edukacyjnej? Akademików, nauczycieli, a może polityków? Na te pytania... [Ver más](#)

Ver traducción

93

5 comentarios 2 veces compartido



Josep Alemany Iturriaga • 1er

Director del Grado de Educación Primaria y del Máster Universitario en Forma...

7 meses •

El Dr. [Thomas André Prola](#) ha presentado el proyecto [DigitalTA](#) a los alumnos del grado de [#EducaciónPrimaria](#) y del máster de [#Formación del Profesorado](#) de la [Universidad Europea del Atlántico](#), líder del proyecto, quienes participarán en el desarrollo de una plataforma online que se convertirá en una [#comunidad de aprendizaje](#) para toda la [#Union Europea](#). Seguimos apostando por la formación integral de los futuros [#docentes](#).



SUSTAINABILITY

Once the project is completed, social media will shift its content strategy, focusing on promoting the key results generated and encouraging people to use the digital platform. The content will be adapted to the languages and platforms of the partners who request it. LinkedIn's newsletter, Space for Teachers, will once again be used to showcase how the platform works and conduct user interviews, among other activities.

YOUTUBE STATISTICS

Given the large number of videos produced during the project, we decided to create a YouTube channel:

<https://www.youtube.com/@DigitalTA-TeacherAcademy>

- Number of subscribers: 8
- Number of videos: 30

LINKEDIN STATISTICS

INDICATORS EXPLAINED

- Number of followers (indicator of achievement: 500 followers)
- Subscribers to the LinkedIn Newsletter
- Number of publications
- Impressions: They represent how many times your content appears on someone else's screen.
- Reactions: LinkedIn reactions are a set of expressions that offer members a way to more easily participate in conversations and communicate with their network. Number of times shared
- Follower demographics: Location, industry
- Highlights from the last year

DATA

- Number of followers: 856
- Subscribers to the LinkedIn Newsletter: 449
- Number of publications: 100
- Impressions: 15.000 (estimated)
- Reactions: 453
- Number of times shared: 103
- Follower demographics Location:

Follower demographics

Location ▾

Greater Madrid Metropolitan Area, Spain · 185 (21.6%)

Greater Barcelona Metropolitan Area, Spain · 91 (10.6%)

Greater Santander Metropolitan Area, Spain · 64 (7.5%)

Greater Sevilla Metropolitan Area, Spain · 25 (2.9%)

Antwerp Metropolitan Area, Belgium · 25 (2.9%)

Greater Buenos Aires, Argentina · 11 (1.3%)

Greater Vigo Metropolitan Area, Spain · 10 (1.2%)

Greater Valencia Metropolitan Area, Spain · 10 (1.2%)

Greater Valladolid Metropolitan Area, Spain · 10 (1.2%)

Bogotá D.C. Metropolitan Area, Colombia · 8 (< 1%)

- Follower demographics Industry:

Follower demographics

Industry ▾

Higher Education · 184 (21.5%)

Primary and Secondary Education · 159 (18.6%)

Government Administration · 68 (7.9%)

Education Administration Programs · 67 (7.8%)

Education · 49 (5.7%)

E-Learning Providers · 17 (2%)

Professional Training and Coaching · 16 (1.9%)

Civic and Social Organizations · 15 (1.8%)

Wellness and Fitness Services · 13 (1.5%)

Business Consulting and Services · 12 (1.4%)

- Highlights from the last year

Highlights

Data for 5/26/2024 - 5/25/2025

8,200

Impressions

187

Reactions

9

Comments

4

Reposts

FACEBOOK STATISTICS

INDICATORS EXPLAINED

- Number of followers (indicator of achievement: 500 followers)
- Number of publications
- Reach: Facebook reach is the number of people who have seen your posts, page, or advertisements.
- Reactions: Facebook Reactions is a feature that allows users to express a range of emotions in response to a post, beyond the traditional "like."
- Number of times shared

DATA

- Number of followers: 98
- Number of publications: 100
- Reach: 21.376 (estimated)
- Reactions: 368
- Number of times shared: 131

Contenido		Crear publicación			Últimos 90 días ▼	Ordenar por: Alcance ▼
	DigitalTA platform Mar, 18 de mar	Reproducciones	Alcance	Acciones	Promocionar	
		1.709	1.606	9		
	Partners shared the main results of the project on 3 and 4 April at an international scientific conference, held at the Faculty of Pedagogy and Psychology of the Uniwersytet Jana Kochanowskiego w Kielcach #ErasmusPlus #TeacherTraining #Transition #Technology #CommunityOfLearning #Teaching #DigitalTA #Education Mié, 9 de abr	Reproducciones	Alcance	Acciones	Promocionar	
		1.365	642	14		
	At the final DigitalTA conference, several workshops were also held with the active participation of pre-service teachers #ErasmusPlus #TeacherTraining #Transition #Technology #CommunityOfLearning #Teaching #DigitalTA #Education Mié, 21 de may	Reproducciones	Alcance	Acciones	Promocionar	
		161	202	4		
	Dr. Thomas Prola, co-coordinator of DigitalTA, guided a presentation today at Universitat de Barcelona for 37 soon-to-be newly qualified teachers and 5 educators from the Institute for Professional Development (IDP-ICE). The presentation went over all the benefits and resources found in the DigitalTA digital platform, and explored it... Lun, 17 de mar	Reproducciones	Alcance	Acciones	Promocionar	
		132	40	5		
	Dr. Thomas Prola, co-coordinator of DigitalTA, participated last week virtually in the INTED2025: 19th annual International Technology, Education and Development Conference, on teacher training and education management IATED, to present the results of the project. More information: https://digitalta.eu/uneatlantico... Jue, 13 de mar	Reproducciones	Alcance	Acciones	Promocionar	
		105	30	2		
	This week, we celebrated our final conference, 'Connect, dialogue and transform: education at the service of the transition,' at the Universidad Europea del Atlántico For two days, students and teachers enjoyed workshops, keynote speeches, and an escape room, all with the aim of showcasing the results of our platform. #ErasmusPlus... Vie, 9 de may	Reproducciones	Alcance	Acciones	Promocionar	
		108	29	5		
	This Monday, May 19, we will host the webinar "Teacher Academy: 3 Years Working for a Europe of Education," led by Dr. Thomas André Prola and Maria Steger, scientific coordinator of the Erasmus+ SciLMi project. The webinar will be streamed here: https://youtube.com/live/jMj6tnHm7LA #ErasmusPlus #TeacherTraining #Transition... Lun, 19 de may	Reproducciones	Alcance	Acciones	Promocionar	
		56	27	3		
	DigitalTA partners organize the webinar "Teacher academies, 3 years working for a Europe of Education", which will be given by Dr. Thomas André Prola and Maria Steger, scientific coordinator of the Erasmus+ Teacher Academy SciLMi project. The webinar will be broadcast here: https://youtube.com/live/jMj6tnHm7LA?feature=share... Jue, 24 de abr	Reproducciones	Alcance	Acciones	Promocionar	
		89	26	4		

SOURCES

- *COMMUNICATION, DISSEMINATION AND EXPLOITATION.* (s/f). Europa.eu.
<https://rea.ec.europa.eu/system/files/2021-11/Communication%2C%20Dissemination%20and%20%20Exploitation-2021.pdf>

ANNEXES

Table with links to all the project social media publications

POST NUMBER	DATE	LINKEDIN ENGAGEMENT: NUMBERS			FACEBOOK ENGAGEMENT			TOPIC OF THE POST	LINKS
		IMPRESSIONS/VIEWS	REACTIONS (f.e.) LIKES	TIMES SHARED	REACH	REACTIONS: LIKES AND COMMENTS	TIMES SHARED		
Project social media 1	01/12/2022	410	11	4	22	7	3	Presentation of the project	LinkedIn: Link Facebook: Link
Project social media 2	12/12/2022	269	5	0	9	5	0	Photo gallery of the Kick-Off Meeting	LinkedIn: Link Facebook: Link
Project social media 3	19/12/2022	137	6	1	245	5	0	Small video of the Kick-Off Meeting	LinkedIn: Link Facebook: Link
Project social media 4	22/12/2022	91	0	1	26	2	0	Christmas card	LinkedIn: Link Facebook: Link
Project social media 5	16/01/2023	46	0	0	119	4	0	Promotion of the website	LinkedIn: Link Facebook: Link
Project social media 6	19/01/2023	101	6	1	8	6	1	First LinkedIn newsletter: Space for teachers: https://www.linkedin.com/pulse/space-teachers-meet-european-digitalta-project-digitalta/?trackingId=CuWF1LI0V8Hd8VnC98209w%3D%3D	LinkedIn: Link Facebook: Link
Project social media 7	24/01/2023	165	0	0	7	3	4	Celebration of the International Day of Education	LinkedIn: Link Facebook: Link
Project social media 8	01/02/2023	144	0	0	0	0	0	Event in Santander	LinkedIn: Link
Project social media 9	21/02/2023	177	1	1	0	4	4	Post about the monthly newsletter	Facebook: Link LinkedIn: Link

Project social media 10	27/02/2023	0	1	0	0	5	2	Post about the associated partner	LinkedIn: Link Facebook: Link
Project social media 11	01/03/2023	0	2	1	0	4	0	Post about an article about mentoring	LinkedIn: Link Facebook: Link
Project social media 12	08/03/2023	57	1	1	0	8	0	Post about March 8	LinkedIn: Link Facebook: Link
Project social media 13	15/03/2023	0	4	0	0	5	0	Information about the podcast with Josep Alemany	LinkedIn: Link Facebook: Link
Project social media 14	22/03/2023	0	7	7	0	2	2	LinkedIn newsletter: March	LinkedIn: Link Facebook: Link
Project social media 15	31/03/2023	25	0	0	30	4	0	Video promoting the webinar	LinkedIn: Link Facebook: Link
Project social media 16	03/04/2023	0	0	0	0	4	0	Webinar broadcasting	Facebook: Link
Project social media 17	03/04/2023	0	2	0	40	2	4	Last day of registration to the webinar	LinkedIn: Link Facebook: Link
Project social media 18	11/04/2023	0	1	0	0	1	1	Repost of a post related to the project topic	LinkedIn: Link Facebook: Link
Project social media 19	13/04/2023	504	8	5	21	3	0	Fragment of the podcast with Josep Alemany	LinkedIn: Link Facebook: Link
Project social media 20	18/04/2023	0	3	3	86	6	8	Banners with information of the project target groups	LinkedIn: Link Facebook: Link
Project social media 21	25/04/2023	135	1	0	33	3	2	LinkedIn newsletter: April	LinkedIn: Link Facebook: Link
Project social media 22	27/04/2023	0	4	0	17	3	0	Fragment of the podcast with Josep Alemany	LinkedIn: Link Facebook: Link
Project social media 23	02/05/2023	0	2	1	57	4	1	Post with the video of the project	LinkedIn: Link Facebook: Link

Project social media 24	08/05/2023	0	2	0	15	2	0	Post about the meeting with an associated partner	LinkedIn: Link Facebook: Link
Project social media 25	15/05/2023	0	1	0	30	3	0	Fragment of the podcast with Josep Alemany	LinkedIn: Link Facebook: Link
Project social media 26	19/05/2023	124	2	1	53	4	2	Post with information of the project presentation in the University of Barcelona (UB)	LinkedIn: Link Facebook: Link
Project social media 27	25/05/2023	0	4	0	23	2	0	Post with the second newsletter of the project	LinkedIn: Link Facebook: Link
Project social media 28	30/05/2023	170	2	0	33	4	0	Post announcing May LinkedIn newsletter	LinkedIn: Link Facebook: Link
Project Social Media 29	08/06/2023	125	4	2	857	7	5	Post about the Limerick meeting	LinkedIn: Link Facebook: Link
Project Social Media 30	23/06/2023	170	5	1	367	5	2	Post about the digital platform	LinkedIn: Link Facebook: Link
Project Social Media 31	30/06/2023	146	8	1	1269	5	6	Post promoting the monthly LinkedIn newsletter	LinkedIn: Link Facebook: Link
Project Social Media 32	19/07/2023	243	10	3	455	9	3	Workshop in AP Hogeschool	LinkedIn: Link Facebook: Link
Project Social Media 33	08/08/2023	133	2	0	0	1	1	Post about UNEATLANTICO and the European Commission	LinkedIn: Link Facebook: Link
Project Social Media 34	10/08/2023	88	2	1	285	6	0	Video about the transnational meeting in Limerick	LinkedIn: Link Facebook: Link
Project Social Media 35	24/08/2023	130	5	2	36	3	0	Video interview with a NQT	LinkedIn: Link Facebook: Link
Project Social Media 36	28/08/2023	176	2	3	125	5	2	Video interview with partner: Jiří Kropáč	LinkedIn: Link Facebook: Link
Project Social Media 37	31/08/2023	166	4	3	140	5	4	Workshop in AP Hogeschool	LinkedIn: Link Facebook: Link

Project Social Media 38	05/09/2023	63	3	1	52	4	3	Video interview with a NQT	LinkedIn: Link Facebook: Link
Project Social Media 39	06/09/2023	147	3	0	0	5	2	Post about the Schoolink conference	LinkedIn: Link Facebook: Link
Project Social Media 40	12/09/2023	72	6	0	51	4	0	Video interview with a NQT	LinkedIn: Link Facebook: Link
Project Social Media 41	20/09/2023	83	2	1	131	3	2	Post about Jiri conference	LinkedIn: Link Facebook: Link
Project Social Media 42	27/09/2023	78	1	0	1033	5	7	Post about the project newsletter	LinkedIn: Link Facebook: Link
Project Social Media 43	28/09/2023	153	2	0	32	1	0	Post promotion the monthly LinkedIn newsletter	LinkedIn: Link Facebook: Link
Project social media 44	3/10/2023	140	1	1	21	1	0	Post about a conference in UNEATLANTICO	Facebook: Link LinkedIn: Link
Project social media 45	5/10/2023	198	3	1	337	3	3	Post about a report on teacher situation	Facebook: Link LinkedIn: Link
Project social media 46	9/10/2023	138	2	1	28	1	1	Post about an interview with an Irish teacher	Facebook: Link LinkedIn: Link
Project social media 47	10/10/2023	123	1	0	49	0	2	Post about the World Mental Health Day	Facebook: Link LinkedIn: Link
Project social media 48	11/10/2023	153	0	0	118	6	2	Post about the Erasmus Days	LinkedIn: Link Facebook: Link
Project social media 49	19/10/2023	162	4	1	108	2	1	Post about a conference in UNEATLANTICO	LinkedIn: Link Facebook: Link
Project social media 50	27/10/2023	185	1	1	147	1	0	Post about the National Mentoring Day	LinkedIn: Link Facebook: Link
Project social media 51	31/10/2023	190	3	0	48	2	0	Post about the Erasmus Days	LinkedIn: Link Facebook: Link

Project social media 52	31/10/2023	122	0	1	32	0	0	Interview with an Irish teacher	LinkedIn: Link Facebook: Link
Project social media 53	7/11/2023	58	4	2	30	1	0	Interview with an Irish teacher	LinkedIn: Link Facebook: Link
Project social media 54	13/11/2023	87	5	1	34	2	0	Interview with Jan Ardies (AP)	LinkedIn: Link Facebook: Link
Project social media 55	14/11/2023	813	13	2	52	4	0	Post about the transnational meeting	LinkedIn: Link Facebook: Link
Project social media 56	15/11/2023	316	11	2	1294	5	6	Post about the transnational meeting	LinkedIn: Link Facebook: Link
Project social media 57	16/11/2023	175	6	2	775	8	2	Post about the transnational meeting	LinkedIn: Link Facebook: Link
Project social media 58	19/12/2023	94	2	0	503	6	2	Post about the teacher training in Poland	LinkedIn: Link Facebook: Link
Project social media 59	15/02/2024	342	25	2	344	8	1	Post about the International week of UNEATLANTICO	LinkedIn: Link Facebook: Link
Project social media 60	19/02/2024	162	5	2	227	4	1	Post promoting the latest newsletter	LinkedIn: Link Facebook: Link
Project social media 61	10/04/2024	35	0	0	320	5	2	Post about the event of SCDN	LinkedIn: Link Facebook: Link
Project social media 62	16/04/2024	202	2	1	480	9	2	Post during the transnational meeting	LinkedIn: Link Facebook: Link
Project social media 63	16/04/2024	0	0	0	0	3	0	Repost of Izabela	Facebook: Link
Project social media 64	16/04/2024	0	35	5	0	0	0	Repost Jan Ardies post	LinkedIn: Link
Project social media 65	23/04/2024	371	2	1	1522	9	3	Post about the meeting between CFIE and SCDN	LinkedIn: Link Facebook: Link

Project social media 66	02/05/2024	514	14	4	983	6	3	Post about the transnational meeting	LinkedIn: Link Facebook: Link
Project social media 67	07/05/2024	132	2	0	209	4	1	Post about the content submitted in EPALE	LinkedIn: Link Facebook: Link
Project social media 68	09/05/2024	206	6	1	0	2	0	Post promoting the podcast of UNEATLANTICO	LinkedIn: Link Facebook: Link
Project social media 69	22/05/2024	69	9	2	63	1	0	Video about the International week of UNEATLANTICO	LinkedIn: Link Facebook: Link
Project social media 70	19/06/2024	275	4	1	690	7	2	Post about a conference	Facebook: Link LinkedIn: Link
Project social media 71	12/07/2024	46	2	0	389	2	0	Post of a video interview with Thomas Prola and Emmanuel Soriano	Facebook: Link LinkedIn: Link
Project social media 72	16/09/2024	211	4	1	36	0	0	Post about the event organized by the University of Limerick	Facebook: Link LinkedIn: Link
Project social media 73	19/09/2024	94	0	0	42	3	0	Post about the webinar	Facebook: Link LinkedIn: Link
Project social media 74	16/10/2024	197	5	0	603	5	2	Post about a congress of Dr. Thomas Prola.	LinkedIn: Link Facebook: Link
Project social media 75	28/10/2024	367	12	1	175	7	1	Post about the event of Santander	LinkedIn: Link Facebook: Link
Project social media 76	06/11/2024	111	3	0	352	3	2	Post about a seminar of UJK	LinkedIn: Link Facebook: Link
Project social media 77	18/11/2024	247	4	1	33	3	0	Post about a meeting of CFIE Segovia	LinkedIn: Link Facebook: Link
Project social media 78	20/11/2024	146	1	0	114	1	0	Post about a virtual conference of UNEATLANTICO	LinkedIn: Link Facebook: Link
Project social media 79	21/11/2024	176	5	1	490	3	1	Post promoting an event of UJK	LinkedIn: Link Facebook: Link

Project social media 80	22/11/2024	54	5	1	58	1	0	Video post about the presentation of the platform in Santander	LinkedIn: Link Facebook: Link
Project social media 81	26/11/2024	115	4	0	702	9	2	Post about an event of UJK	LinkedIn: Link Facebook: Link
Project social media 82	28/11/2024	196	5	1	28	1	0	Post about an event of CFIE Segovia	LinkedIn: Link Facebook: Link
Project social media 83	29/11/2024	140	3	0	35	4	0	Post about an event of UP	LinkedIn: Link Facebook: Link
Project social media 84	02/12/2024	155	4	1	44	1	0	Post about an event of FUNIBER	LinkedIn: Link Facebook: Link
Project social media 85	11/12/2024	94	1	0	357	2	1	Post about an event of SCDN	LinkedIn: Link Facebook : Link
Project social media 86	17/12/2024	110	2	1	31	2	0	Blog post in social media	LinkedIn: Link Facebook: Link
Project social media 87	18/12/2024	121	4	1	47	3	0	Post about an event of SCDN	LinkedIn: Link Facebook: Link
Project social media 88	18/12/2024	109	4	0	28	0	0	Post about an event in UP	LinkedIn: Link Facebook: Link
Project social media 89	20/12/2024	160	4	1	197	4	1	Post announcing an issue dedicated to DigitalTA	LinkedIn: Link Facebook: Link
Project social media 90	23/12/2024	204	4	1	50	4	0	Post summarizing the events of 2024	LinkedIn: Link Facebook: Link
Project social media 91	09/01/2025	54	5	2	195	1	0	Video of comments regarding the platform	LinkedIn: Link Facebook: Link
Project social media 92	14/01/2025	224	2	1	28	1	0	Post announcing the event in Segovia	LinkedIn: Link Facebook: Link
Project social media 93	15/01/2025	200	10	1	565	4	4	Post about the event in Segovia	LinkedIn: Link Facebook: Link

Project social media 94	17/01/2025	165	2	1	247	1	2	Post about the latest newsletter of the project.	LinkedIn: Link Facebook: Link
Project social media 95	24/01/2025	147	4	1	44	4	1	Post about the International Day of Education	LinkedIn: Link Facebook: Link
Project social media 96	18/02/2025	170	5	1	29	1	0	Post about a local event in Palacky University	LinkedIn: Link Facebook: Link
Project social media 97	17/03/2025	155	10	1	40	5	0	Post about a local event in the University of Barcelona (UB)	LinkedIn: Link Facebook: Link
Project social media 98	17/03/2025	123	7	0	30	2	0	Post about a participation in a conference	LinkedIn: Link Facebook: Link
Project social media 99	18/03/2025	441	11	3	1.663	4	5	Post about the number of users in the platform	LinkedIn: Link Facebook: Link
Project social media 100	09/04/2025	217	7	1	642	10	4	Post about the conference in Kielce	LinkedIn: Link Facebook: Link
Project social media 101	09/05/2025	273	19	1	27	4	0	Post about the final conference	LinkedIn: Link Facebook: Link
TOTAL		15012	453	103	21.442	368	131		

Project number: 101055620

Project name: Digital Academy in teaching practice for a seamless transition from pre-service to in-service

Project acronym: DigitalTA

Call: ERASMUS-EDU-2021-PEX-TEACH-ACA

Topic: ERASMUS-EDU-2021-PEX-TEACH-ACA

Type of action: ERASMUS Project Grants

Granting authority: European Education and Culture Executive Agency

For more information, visit the website: digitalta.eu

Social media:

