



NEXT

New Exploration Technologies

DELIVERABLE 7.3

Report on Social Media

Horizon 2020 Project: **NEXT**

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About NEXT

NEXT consortium consists of 16 partners from leading research institutes (3), academia (3), service providers (5) and industry (5). The members come from 6 EU member states (FI, FR, DE, MT, ES and SE) and represent the main metal producing regions of Europe, Fennoscandian Shield, Variscan Belt of Iberia and Central European Belt. These economically most important metallogenic belts of the EU have diverse geology with evident potential for different types of new mineral resource. The mineral deposits in these belts are the most feasible sources of critical, high-tech and other economically important metals in the EU. The project consortium has also a vast international collaboration network, e.g. 50% of the Advisory Board members have been invited from outside EU.

In addition to the variable geology, the vulnerability of the environment and the glacial sedimentary cover in the Arctic regions of northern Europe, and the thick weathering crust and more densely populated nature of the target areas in the Iberian and Central European belts influence the mineral exploration in different ways. New environmentally sound exploration concepts and technologies will be optimized and tested on diverse mineral deposit types.

NEXT will develop new geomodels, novel sensitive exploration technologies and data analysis methods which together are fast, cost-effective, environmentally safe and socially accepted. Methods developed reduce the current high exploration costs and enhance participation of civil society from the start of exploration, raising awareness and trust. Moreover, the reduced environmental impact of the new technologies and better knowledge about the factors influencing social licensing will help promote social acceptance of both exploration and mining and therefore support the further development of Europe's extractive industry.

TABLE OF CONTENTS

1	Report on the Social Media.....	4
1.1	Introduction	4
2	LinkedIn.....	4
3	Research Gate.....	4
4	Twitter account.....	4

LIST OF FIGURES

Figure 1:	Screenshot from @NEXT_H2020 Twitter home page.....	5
Figure 2:	Screenshot from @NEXT_H2020 Twitter account analytics page.....	5

LIST OF TABLES

Table 1:	Summary of Twitter activity 1st May 2018 – 28th October 2018.	7
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1 REPORT ON THE SOCIAL MEDIA

1.1 Introduction

NEXT project started on 1st of May 2018 and by the writing of this deliverable it has been ongoing approximately 6 months. Twitter, LinkedIn and ResearchGate accounts have been set up for NEXT. Main communication activities have concentrated on Twitter so far. In future, the relevant NEXT publications and presentations will be shared via the NEXT webpage but also via ResearchGate and LinkedIn.

In the following, information on the NEXT Social Media accounts are given, as well as more thorough analysis of the Twitter account activities.

2 LINKEDIN

NEXT LinkedIn account was established at the start of the project. It is accessible at: <https://www.linkedin.com/company/new-exploration-technologies/>

3 RESEARCH GATE

NEXT Research Gate can be found at: <https://www.researchgate.net/project/NEXT-New-Exploration-Technologies-Horizon-2020>

4 TWITTER ACCOUNT

Twitter account @NEXT_H2020 maintained by DMT/Torsten Gorka was established on May 2018 before the kick-off meeting in Rovaniemi. Currently, there are 92 followers representing a variety of different stakeholders including: EIT Raw Materials projects, decision makers, mining industry, exploration companies, research organizations, geological surveys, SME's and interested individuals.

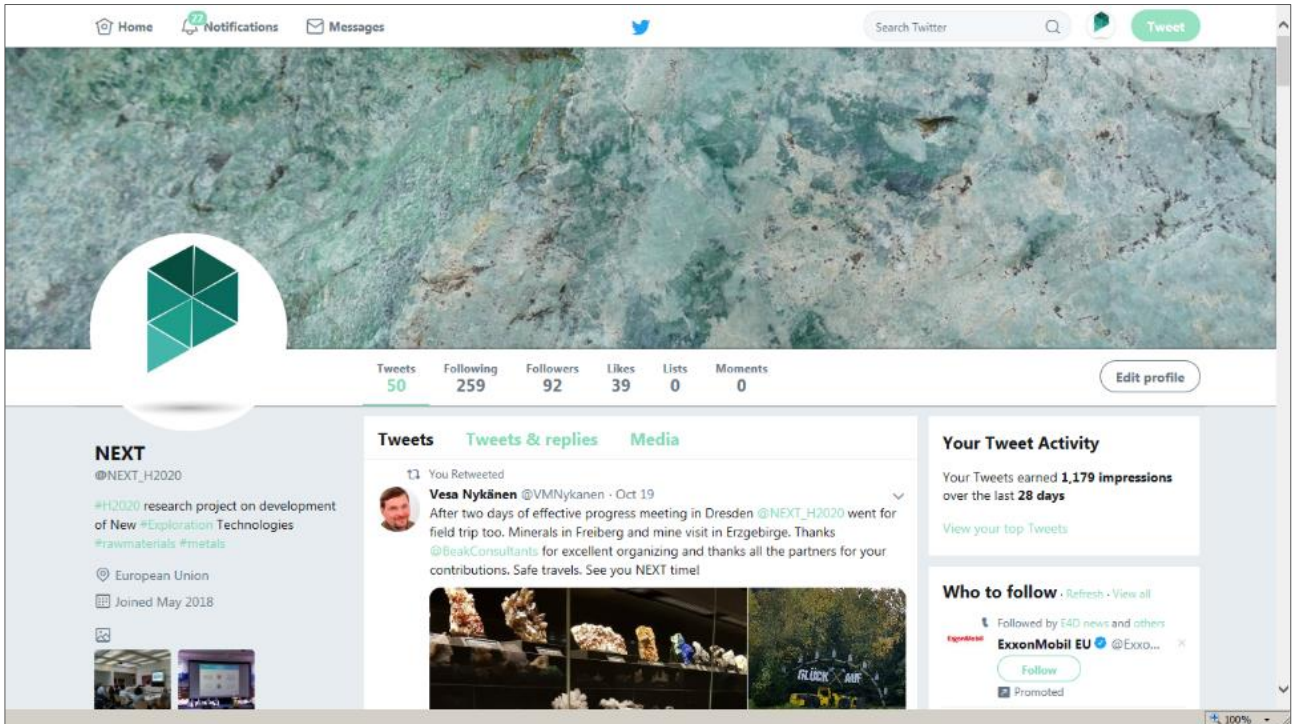


Figure 1: Screenshot from @NEXT_H2020 Twitter home page.

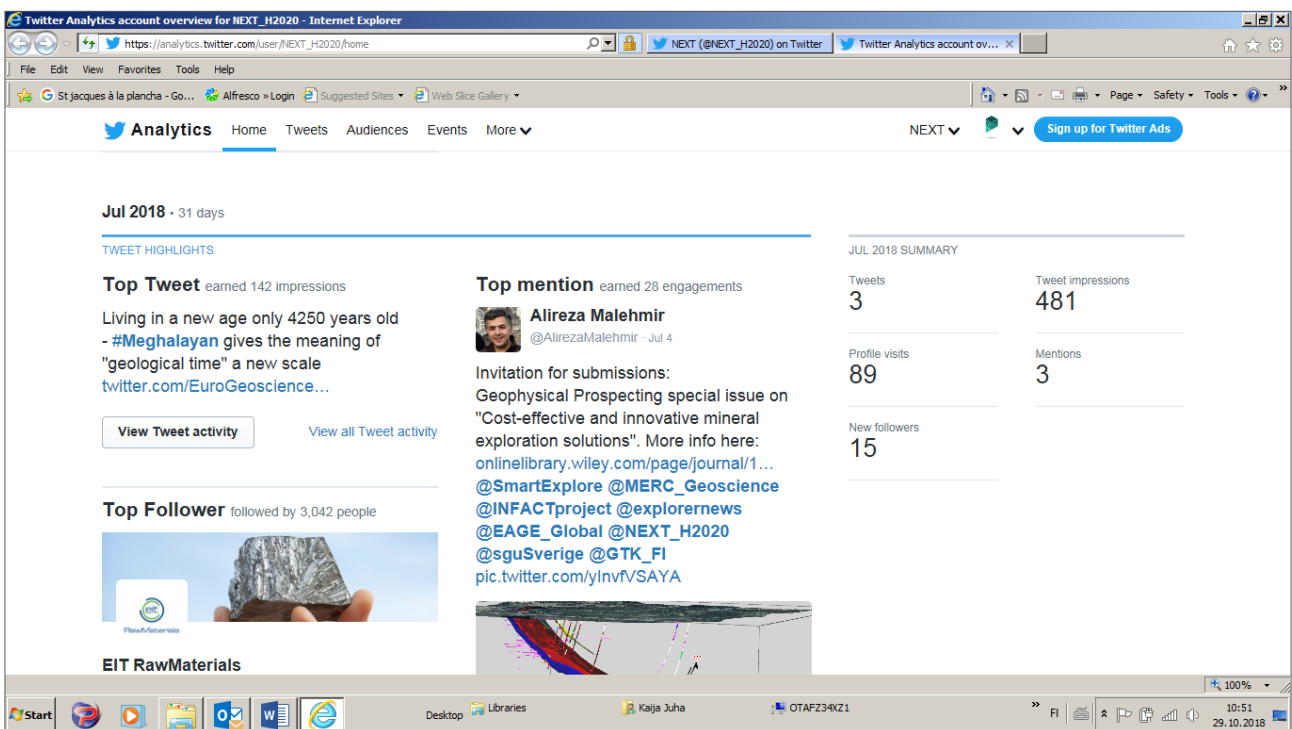


Figure 2: Screenshot from @NEXT_H2020 Twitter account analytics page.

The interaction with other Horizon 2020 projects is active as NEXT Twitter account is followed by, and NEXT is following, several projects:

1. BIOMore – New Mining Concept for Extracting Metals from Deep Ore Deposits using Biotechnology
2. CHPM2030 – Combined Heat, Power and Metal Extraction from ultra-deep ore bodies
3. ERA-MIN2 – Implement a European-wide coordination of research and innovation programs on raw materials to strengthen the industry competitiveness and the shift to a circular economy
4. EXCELSIOR2020 – Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment
5. FAME - Flexible and Mobile Economic Processing Technologies;
6. FORAM – Towards a World Forum on Raw Materials;
7. GeoERA - Establishing the European Geological Surveys Research Area to deliver a Geological Service for Europe
8. IMPACT - Integrated Modular Plant and Containerised Tools for Selective, Low-impact Mining of Small High-grade Deposits;
9. INFACT – Innovative, Non-invasive and Fully Acceptable Exploration Technologies
10. INTERMIN – International Network of Raw Materials Training Centers
11. INTRAW – International cooperation on Raw Materials
12. MINATURA2020 - Mineral Deposits of Public Importance
13. MinFuture – Global material flows and demand-supply forecasting for mineral strategies
14. MIN-GUIDE - Minerals Policy Guidance for Europe;
15. Minland – Mineral resources in sustainable land-use planning
16. MIREU – Mining and Metallurgical Regions of EU
17. ORAMA – Optimising quality of information in RAW MAterials data collection across Europe
18. SCREEN – Solutions for CRITICAL Raw materials - a European Expert Network
19. SLIMining – Sustainable Low Impact Mining solution for exploitation of small mineral deposits based on advanced rock blasting and environmental technologies
20. Smart Exploration – Sustainable mineral resources by utilizing new Exploration technologies
21. UNEXMIN – Autonomous Underwater Explorer for Flooded Mines
22. VAMOS – Viable Alternative Mine Operating System
23. VERAM2050 – Vision and Roadmap for European Raw Materials

Stakeholders visiting Twitter account represent 16 countries. During the 6-month period @NEXT_H2020 account has been online, top ten visitors came from: Finland (27% of audience),

Belgium (15.5 %), Spain (12%), Sweden (7%), United Kingdom (6%), Ireland (6%), France (6%), Norway (3.6%) and Germany (3.6%).

Based on the information provided by Twitter Analytics, the following table provides summary analysis on the @NEXT_H2020 Twitter account activities.

Table 1: Summary of Twitter activity 1st May 2018 – 28th October 2018.

Month	@NEXT_H2020 profile visits	New followers	Impressions ¹
May	151	9	2045
June	215	43	884
July	89	15	481
August	11	7	96
September	29	7	90
October	138	6	1868
Total	633	87	5464

¹ number of times users saw the tweet on Twitter