

## DELIVERABLE EVALUATION REPORT

Deliverable number and title:	<b>D1.2 Administration Manual for social network accounts</b>		
Date:	<b>16.09.2025</b>	Prepared by:	<b>Marko Stojanović</b>

### A INTRODUCTION

The evaluation of deliverable 1.2 was carried out in the period from 16-25.09.2025. The purpose of this procedure is to examine the quality, relevance and level of completion of this project deliverable. This evaluation combines fact-finding, descriptive assessment and attitudinal approaches.

The deliverable D1.2 was evaluated by the PPE and 4 more QT members, representing 50% of QT.

### B FINDINGS

**1. A short description of the produced/achieved result:** The deliverable D1.2 is a 6-piece set of resources for communication and dissemination. It is presented as a single (merged) PDF document of 37 pages, consisting of 6 documents:

- Dissemination Plan (5 pages)
- CD Log (2 tabs/pages)
- SMC Calendar (2 pages)
- Social Media Administration Guide (7 pages)
- Branding guide (13 pages)
- Social media post templates (8 pages).

The Dissemination Plan is a guidelines for project partners how best to organize their activities dedicated to communication, dissemination and exploitation of results created within the AGRI-MOCKS project. It contains 10 points, among which most important are: objectives, key messages, target groups, compliance and visibility, CDE activities and tools, CDE channels, monitoring and evaluation of the plan, timeline of CDE activities.

The document seems relevant and logical, and it has potential to serve as a resource for project implementation. In technical terms, the document has very plain and basic outlook. Some improvements are suggested in section C of this report.

The CD Log is a 2-page excel document for collection of data and evidence about partners' communication and dissemination activities. The structure is relevant, clear and user-friendly.

The SMC Calendar is a 2-page excel document for planning and evidence of posts and information published through the social media.

The Social Media Administration Guide contains a practical guide, advices and tips how to use the social networks to communicate with project target groups.

The Branding guide is a separate document available at WB Moodle platform used by the AGRI-MOCKS project. It was developed and presented by a professional designer and a clear and understandable form. The branding guide elaborates on the use of project-specific the fonts, colours, logo and their application in various environments.

The Social media post templates include 8 branded nicely designed templates for Facebook, Instagram, LinkedIn, X and TikTok.

**2. The deliverable D1.2 respects the visibility rules** of the EU and the Erasmus+ programme. It contains appropriate EU logo and disclaimer. Only the social media templates are not supplied with the EU logo, and this was addressed in part C of this report.

**3. The deliverable is aligned with EU GDPR provisions**, no personal data are available.

**4. When it comes to the fulfillment of the result-related indicators**, these have been achieved.

First of all, the deliverable is a package of 6 e-documents, instead of 1 e-document planned in project proposal. This is justified because apart of the CDE Plan which is a practical guidelines for team members, additional documents were developed to address the data collection and evidence (in Excel), social media admin guide (PDF), branding (PDF), social media posting (in Excel), and branded templates for posting (PDF). Thus different purpose documents are created and will be used in different forms.

Second, the CDE-dedicated documents contain cca. 37 pages (regardless of the form, PDF, Excel, etc.), instead of 40 pages planned in project proposal. Given that D1.2 is a technical implementation document which will be used and will change throughout the project, the content seem to a high extent complete (some recommendations are suggested in section C of this report), logical and user friendly, and it doesn't seem that 40 pages would be needed at this point of implementation of CDE.

Finally, 4 out of 5 (80%) QT members find the deliverable relevant and user friendly, while 1/5 (20%) finds it partly relevant and user-friendly with recommendations what is missing and what to improve (see recommendations in section C of this report).

Domain	Indicator number and title	Target Value	Current Value <b>(insert)</b>
D	<ul style="list-style-type: none"> <li>— e-document of 40 pages in English</li> <li>— 80% of Institutional Project Managers find the Manual clear and user-friendly.</li> </ul>	<ul style="list-style-type: none"> <li>— 1 e-document</li> <li>— 40 pages</li> <li>— 80%</li> </ul>	<ul style="list-style-type: none"> <li>— 6 e-documents</li> <li>— 37 pages in English</li> <li>— 80% of Institutional Project Managers find the Manual clear and user-friendly</li> </ul>

**5. The sources of verification (links, websites, interview with..., etc.):** Uploaded on the WB Moodle (HSWT platform).

**6. Strong aspects of this result include:**

- Well-written and informative.
- Nice colors and meaning of those is explained.
- Alignment with the standards outlined in the proposal.
- Target audience well identified.

**7. Weak aspects of this result that should be improved include:**

The deliverable is not completely aligned with proposal, where the following description is presented: e-document of 40 pages in English, presenting instructions how to use and administer accounts and profiles on social networks. The deliverable misses the following: 1) Even though the tools to be used are presented, the guidance on how to use the tools is missing; 2) EU logo to be in all of the docs, and in every page which is to be used independently; 3) Partner logos not used - explain in the guidance part why these not present, 4) the excels of planning and reporting could easily be combined to one excel document. Now reporting done in 2 places (extra work), 5) evidence of the reporting - link proposed to suffice, this might not be good because the evidence to be stored 5 years after the project exits, links might disappear.

## C CONCLUSIONS & RECOMMENDATIONS

**RENAME** the CDE plan into Communication, dissemination and exploitation plan (CDE Plan) from the existing Dissemination Plan.

In CDE plan, **RENAME** point 2 from Dissemination objectives to Objectives of CDE.

In CDE plan, point 4: Target groups, **ADD** new bullet point:

- Youth and youth workers in Europe and Africa, including unemployed youth, NEET youth, rural youth, etc.

In CDE plan, **RENAME** point 6 from Communication channels to CDE channels.

**ADD** new point 6b. Social Media Calendar (SMC), and the following bullet points:

- Project has a Social Media Calendar (SMC) as a tool for planning and evidence of the project-related posts on social media.
- The SMC will be administered by the WP4 lead and co-lead, while all the partners are obliged to contribute by adding data about their planned posts and status of those posts.

**ADD** new point 6c. Social Media templates, and the following bullet point:

- Project shall use 8 social media template forms presented in a separate document.

In CDE plan point 7: Monitoring and evaluation, **ADD** new bullet points:

- Monitoring will be done through the Communication & Dissemination log. Each partner is obliged to periodically add the latest data about their institution CDE activities to Communication & Dissemination log. The log will be administered periodically by the WP leads and co-leads.
- Monitoring and evaluation activities aligned with PQA Facility, baseline and interim reviews of CDE.

In CDE plan point 8: Compliance and visibility, under the first bullet point **ADD** image of EU logo that has to be used in the project, and below that **ADD** information and image of the project logo.

**ADD** new point 8b: Branding and supply it with short presentation of the branding guide.

**ADD** point 11: Contact details for CDE Plan implementation and supply it with name and contact details of a person who will be in charge for the CDE plan.

With regards to CD log and SMC calendar, review if there is a room for combining and merging these 2 documents into one excel document.

**ADD** EU logo to every social media template.