

## COVER PAGE

<b>Deliverable number and title</b>	<b>D1.2 Administration Manual for social network accounts</b>			
<b>Work Package</b>	1			
<b>Structure</b>	Internal verification report	<input checked="" type="checkbox"/>	Page:	2
	Internal evaluation report	<input checked="" type="checkbox"/>	Page:	3
	Deliverable	<input checked="" type="checkbox"/>	Page:	9

Dissemination Level			
<b>PU</b>	Public Deliverable		<input type="checkbox"/>
<b>SEN</b>	Limited under the conditions of the Grant Agreement		<input checked="" type="checkbox"/>
<b>EU-Classified (i.e. CO)</b>	Confidential		<input type="checkbox"/>

Document Revision History		
Date	Version	Change
12/11/2025	V1.0	Yahya Adow Ibrahim

## INTERNAL VERIFICATION REPORT

Following the PQA Facility and two-stage quality assurance procedure for the deliverable, the Project Steering Committee of the AGRI-MOCKS project, reference number 101193598, on 12.11.2025 carried out internal verification of the following deliverable:

### D1.2 Administration Manual for social network accounts

Following the procedure, the Steering Committee decided to **unanimously** internally VERIFY the deliverable. Eight members voted in favour of the deliverable, while two members were ABSENT from the voting session.

### INTERNALLY VERIFIED



#	PSC member	Institution	Vote	#	PSC member	Institution	Vote
1.	Anja Weber	HSWT	Green	6.	Yitna Gebreab	Hawassa University	Green
2.	Samuel Owus-Takyi	KITA	Green	7.	Ousmane Th	UGB	Green
3.	Thembeni Mazamisa	NICOSA	Green	8.	Tsigerada Mekuria	EDI	Green
4.	Yahya Adow Ibrahim	WEBIN	Green	9.	Matthew Ash	BizMetrics	Green
5.	Corli Witthun	UFS	Red	10.	Eija Laitinen	HAMK	Red

## DELIVERABLE REPETITION EVALUATION REPORT

Deliverable number and title:	<b>D1.2 Administration Manual for social network accounts</b>		
Date:	<b>21.10.2025</b>	Prepared by:	<b>Yahya Adow Ibrahim</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

The CDE plan was **RENAMED** to Communication, dissemination and exploitation plan (CDE Plan) from the existing Dissemination Plan.

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

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

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

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

New point 6b. Social Media Calendar (SMC), and the following bullet points were **ADDED**:

- 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.

New point 6c. Social Media templates, and the following bullet point were **ADDED**:

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

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

- 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 image of EU logo to be used in the project was **ADDED**, and below that information and image of the project logo was **ADDED**.

New point 8b: Branding and supply it with short presentation of the branding guide was **ADDED**.

Point 11 was **ADDED**: 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.

EU logo to every social media template was **ADDED**.

## DELIVERABLE INITIAL 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>

### D 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.

### E 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.

## **F 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.



Funded by the  
European Union

---

Project No.: 101193598— AGRI-MOCKS — ERASMUS-EDU-2024-VIRT-EXCH

# COMMUNICATION, DISSEMINATION AND EXPLOITATION PLAN

---

May 2025



Authors: Corli Witthun & Lynette Jacobs - UFS

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them".



Funded by the  
European Union

## 1. Introduction

The AGRI-MOCKS project aims to enhance employability in agriculture and rural development by creating innovative eLearning materials, virtual internships, and fostering co-working among youth, students, and educators across Africa and Europe. This dissemination plan outlines activities to ensure project results reach stakeholders effectively, maximizing impact and ensuring sustainability.

## 2. Objectives of CDE

- Raise awareness of the AGRI-MOCKS project and its goals among key stakeholders.
- Promote effective utilization and application of developed eLearning resources and methodologies.
- Encourage institutional adoption of AGRI-MOCKS outputs and results.
- Foster a sustainable alumni network and stakeholder community.

## 3. Key Messages

- AGRI-MOCKS enhances employability through innovative digital tools and methodologies.
- Collaborative learning environments foster intercultural dialogue and entrepreneurial skills.
- Institutional adoption ensures lasting benefits for higher education and rural development.
- Civic participation and community engagement for enhanced opportunity for youths.
- Enhance the entrepreneurial mind-sets of youths through virtual exchange programs.

## 4. Target Groups

- Higher Education Institutions (HEIs), Technical and Vocational Training (TVETs), and youth organizations in Africa and Europe.
- Students and alumni from partner institutions.
- Youth and youth workers in Europe and Africa, including unemployed youth, NEET youth, rural youth, etc.
- Educational policymakers and sector stakeholders.
- Farmers, entrepreneurs, women, people with disabilities, and rural communities.

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them".



Funded by the  
European Union

## 5. Communication, Dissemination, and Exploitation Activities and Tools

### 5.1 Alumni e-Network (D4.1) - Communication

- Develop an online alumni platform to connect past, current, and prospective students.
- Regular virtual events, workshops, and mentorship sessions to maintain active engagement.

### 5.2 Video Testimonials (D4.2) - Dissemination

- Production and sharing of testimonial videos highlighting project impact on employability.
- Distribution via social media channels, YouTube, institutional websites, and events.

### 5.3 Green Paper (D4.3) - Exploitation

- Publish and widely disseminate a comprehensive document on educational and sector policy improvements.
- Organize targeted webinars and presentations to policymakers and sector stakeholders.
- Distribution at international educational and agricultural conferences.

### 5.4 Newsletters (D4.4) - Communication

- Produce three merged newsletters (annually) highlighting project progress, success stories, and upcoming events.
- Disseminate newsletters via email, project website, partner institutions, and social media.

### 5.5 Institutional Programme Transfer Agreements (D4.5) - Exploitation

- Formalize and publicly communicate agreements with six HEIs and six youth organizations.
- Share successful models and guidelines through webinars, policy forums, and institutional meetings.

### 5.6 Conference and Conference Report (D4.6) - Exploitation

- Host a virtual international conference to showcase results and engage stakeholders.
- Publish a comprehensive conference report for broad distribution and reference.

## 6. CDE Channels

- Project Website: Central hub for all information, resources, news updates, and event registrations.
- Social Media: Regular updates on Twitter (X), LinkedIn, Instagram, Facebook, and TikTok.
- Email Marketing: Periodic updates, newsletters, and announcements.
- Media Engagement: Press releases, news articles, and interviews to local and international media.
- Events: Webinars, workshops, and farmers' days at participating institutions and communities.

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them".



Funded by the  
European Union

## 6b. Social Media Calendar (SMC)

- 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.

## 6c. Social Media templates

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

## 7. Monitoring and Evaluation

- 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.
- Monitor CDE through website analytics, social media metrics, event attendance, and feedback surveys.
- Regular reviews and adjustments to CDE strategies based on stakeholder feedback and participation data.
- Comprehensive reporting aligned with EU requirements for visibility and communication.

## 8. Compliance and Visibility

- Clear attribution of EU funding in accordance with guidelines specified in the Grant Agreement.



Funded by the  
European Union

- Consistent use of EU logos and the following disclaimer in all communications and publications.

*AGRI-MOCKS is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them".



Funded by the European Union

- Apart from the EU logo, the project will use the project logo:



## 8b Branding

- The project has branding guide (separate document).
- The branding guide is available at WB Moodle platform used by the AGRI-MOCKS project.
- The branding guide elaborates on the use of project-specific the fonts, colours, logo and their application in various environments.

## 9. Action Timeline

- Establish alumni network platform: Month 6
- Produce and distribute video testimonials: Months 12, 24, 36
- Publish Green Paper: Month 30
- Newsletter publication: Months 12, 24, 36
- Finalize institutional agreements: Month 24
- Host virtual conference and publish report: Month 35

## 10. Conclusion

This CDE plan ensures AGRI-MOCKS results are effectively communicated and sustainably adopted, enhancing skills and employment prospects in agriculture and rural development sectors across participating regions.

## 11. Contact details for CDE Plan implementation

Name:	Tsigereda MEKURIA
Institution:	ENTREPRENEURSHIP DEVELOPMENT INSTITUTE
Position:	Team Leader
Email address:	<a href="mailto:tsiemma2626@gmail.com">tsiemma2626@gmail.com</a>

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them".

# agriiocks

Title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

16 Sep 2025

12:00  
to  
13:00

Presenter 1

Presenter 2



Insert link



Funded by  
the European Union



# Title here



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel



agri  
mocks



# agrihocks



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel



Title here



Funded by  
the European Union



Title here

agri  
mocks



Funded by  
the European Union

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

”

Title here



Funded by  
the European Union



Title here

agri  
mocks



“  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad minim  
veniam, quis nostrud  
”



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel



Title here



Funded by  
the European Union

## Title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

## Title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel



**Funded by  
the European Union**



## **Agri-Mocks Project Social Media Guidelines**

**Project No.: 101193598— AGRI-MOCKS — ERASMUS-EDU-2024-VIRT-EXCH**

Version 1.0 – 30, June, 2025

Prepared by the Agri-Mocks EDI and UFS Team



## 1. Purpose of the Guidelines

This Guideline serves as a practical guide for all AGRI MOCKS consortium partners to use social media to effectively and consistently promote the project. It aligns with the EU's visibility standards for funded projects and supports the project's broader goals of fostering professional, inclusive, and youth-centered communication within the context of Erasmus+ virtual exchange and intercultural collaboration.

- ✓ **Project: AGRI MOCKS – Erasmus Virtual Exchange**
- ✓ **Audience: Higher Education Students, Youth Workers, NGOs, GOs and Agricultural Stakeholders.**
- ✓ **Regions: Europe & Sub-Saharan Africa**

## 2. Communication Strategy Overview

The Agri-Mocks project will establish a central project webpage as the official online presence. However, for maximum visibility, all social media dissemination will be primarily carried out via the institutional accounts of each partner. This approach ensures access to wider and more engaged audiences.

Each partner is responsible for negotiating with their institution's communications team to:

- ✓ Share Agri-Mocks content via institutional platforms.
- ✓ Incorporate Agri-Mocks branding in a manner compliant with institutional brand guidelines
- ✓ Use project-approved hashtags and visuals

## 3. General Principles & Purpose of social media

Social media in the AGRI MOCKS project serves as a key tool to promote intercultural dialogue between African and European youth, communicate project activities (e-internships, webinars, learning modules), and share success stories, competitions, and digital innovations in agriculture. It aims to amplify youth voices and build community engagement around green and digital transitions while adhering to the EU's communication and visibility standards.

To ensure effective and consistent communication, partners should follow these general principles:

- ✓ **Consistency:** All posts should reflect the AGRI MOCKS objectives, values, and messaging.
- ✓ **Visibility & Engagement:** Use common project **hashtags (#AGRIMOCKS, #TwinTransition, #AgriYouth, #Agriculture, #VirtualExchange, #DigitalLearning, #EUProject)** and tag relevant stakeholders to increase reach and engagement.

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*



- ✓ **Language Inclusivity:** Posts may be in English and/or local languages; bilingual captions are preferred to increase accessibility.
- ✓ **Tone & Visuals:** Maintain a tone that is empowering, informative, inclusive, and professional. Prioritize high-quality visuals showing youth, agriculture technologies, project activities, and events.

#### 4. Visual Identity and Branding

- ✓ Use the Agri-Mocks logo on all project-related visuals.
- ✓ Follow EU visual identity rules (logo placement, spacing, and colour).
- ✓ Include Erasmus+, EU, and partner logos along with disclaimers when needed.
- ✓ Use templates provided by the project or adapt with local branding in collaboration with institutional teams.
- ✓ Minimum resolution: 1080px wide for images
- ✓ Horizontal format preferred for video
- ✓ Always include alternative text or captions for accessibility

#### 5. Hashtags

Always include the following core hashtags:

- ✓ **#AGRIMOCKS**
- ✓ **#TwinTransition**
- ✓ **#AgriYouth**
- ✓ **#Agriculture**
- ✓ **#VirtualExchange**
- ✓ **#DigitalLearning**
- ✓ **#EUProject**

Additional optional hashtags:

- ✓ **#PostschoolEducation**
- ✓ **#Sustainability**
- ✓ **#AgriInnovation**
- ✓ **#RuralDevelopment**
- ✓ **#EducationTransformation**

#### 6. EU Acknowledgment

All posts must include one of the following acknowledgment statements:

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*



“AGRI-MOCKS is funded by the European Union under the Erasmus Virtual Exchange (EVE) framework grant agreement No. [101193598]. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them”.

Shorter form: “Funded by the EU under Grant No. [101193598].”

Include the EU flag in visual posts when possible.

## 7. Content Types and Examples

Encouraged content types:

- ✓ Photos/videos from events, workshops, and field visits
- ✓ Quotes or highlights from participants
- ✓ Milestones (e.g., module launch)
- ✓ Partner profiles or regional success stories
- ✓ Infographics and explainers

Each post should:

- ✓ Tag relevant accounts
- ✓ Use appropriate hashtags
- ✓ Include a short engaging caption

## 8. Platform-Specific Guidelines

### 1) Facebook

- ✓ **Use:** Updates, events, youth stories, photos, competitions.
- ✓ **Post Frequency:** 1–2 times per month weeks.
- ✓ **Best Practices:**
  - Create Facebook Events for all public webinars and e-internship launches.
  - Encourage student/youth testimonials (video or text).
  - Use tagging (partner, partner universities, Erasmus+) and geo-targeting.

### 2) TikTok

- ✓ **Use:** Short, dynamic videos featuring Agri project, student stories, “day in the life,” simulation recaps. Partners and Project Beneficiaries
- ✓ **Post Frequency:** 1–2 times per month.
- ✓ **Best Practices:**
  - 15–60 second videos; use trending sounds + captions.

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*



- Showcase intercultural experiences and green/digital innovation.
- Add #AGRIMOCKS and #AgriTok to reach youth discovery feeds.

### 3) Telegram

- ✓ **Use:** Central info hub for participants and alumni (via channel and groups) mainly for specific countries which dominantly use the platform like Ethiopia.
- ✓ **Structure:**
  - **Main Channel** for announcements and official updates.
  - **Discussion Groups** by cohort or country for peer engagement.
- ✓ **Moderation Rules:**
  - No spam, hate speech, political content.
  - Weekly pinned posts for important links/events.

### 4) WhatsApp

- ✓ **Use:** Cohort-based communication, quick updates, mentoring support.
- ✓ **Setup:**
  - One **official broadcast list** for each activity (e.g., e-Internship).
  - **Group chats** for moderated discussions and task coordination.
- ✓ **Admin Tips:**
  - Use emojis for clarity, send reminders 24h before events.
  - Avoid sending documents over 5MB; link to cloud storage instead.

### 5) LinkedIn

- ✓ **Use:** Highlight professional outcomes, academic partnerships, virtual internship achievements.
- ✓ **Post Frequency:** 1–2 per week.
- ✓ **Best Practices:**
  - Feature participants' project results, awards, micro-credentials.
  - Share research outputs, policy reflections, partner spotlights.
  - Encourage tagging of institutions and youth contributors.

## 9. Security and Monitoring

### 1) Partners Responsibility

- ✓ Each partner is required to share a brief description along with high-quality photos and videos of every activity conducted on AgriMock Project, for **UFS** and **EDI**.



- ✓ When a call is announced, all partners should share it within their networks. UFS and EDI will be responsible for posting it on the official AGRI MOCKS project social media platforms.
- ✓ Sensitive content (gender, identity, data) must follow **GDPR** (General Data Protection Regulation)<https://gdpr.eu/what-is-gdpr/#:~:text=The%20General%20Data%20Protection%20Regulation,to%20people%20in%20the%20EU.>

## 2) Response Time

- ✓ Response time to user requests: within 48 hours.

## 3) Crisis or Negative Comment Handling Policy

- ✓ Avoid immediate personal replies
- ✓ Respond publicly (if needed) with empathy and facts
- ✓ Escalate hate speech or threats immediately

## 10. Do's and Don'ts

### Do

- ✗ Ensure clarity, respect, and inclusivity
- ✗ Credit visuals properly
- ✗ Use project branding
- ✗ Link to the project website

### Don't

- ✗ Use copyrighted material without permission
- ✗ Share internal matters not meant for public
- ✗ Make political statements on project accounts



## Annex

1. Agri-Mocks Content Calendar and Repository –  
[https://drive.google.com/drive/folders/1drPAJlcrCsumfr6RvZA\\_Kzkg9fXjJ9z3?usp=sharing](https://drive.google.com/drive/folders/1drPAJlcrCsumfr6RvZA_Kzkg9fXjJ9z3?usp=sharing)









RE:  
BRAND  
SOLUTION

---

**CLIENT:** AGRIMOCKS  
**CONCEPT:** BRAND DEVELOPMENT

# RE: BRAND OBJECTIVES

---

- + CULTURE EXCHANGE
- + FUNKY / CHEEKY DIRECTION
- + APPEAL TO THE YOUTH / STUDENTS
- + AGRI AND RURAL DEVELOPMENT FOCUSSED

# RE: BRAND CONCEPT 1

---

## + BRAND DEVELOPMENT

**BRAND MARK DEVELOPMENT:** A BRAND MARK IS A SYMBOL, ELEMENT, ART DESIGN, OR VISUAL IMAGE THAT HELPS IMMEDIATELY RECOGNIZE A CERTAIN COMPANY. IT IS ESSENTIAL FOR DEVELOPING AND MAINTAINING A BRAND'S IMAGE.

**SYMBOLIC MEANING:** THE ABSTRACT ICON HIDDEN IN THE LETTER "M", DEPICTS TWO PEOPLE HOLDING HANDS. THIS ICON SYMBOLISES COLLABORATION, MENTORSHIP, AND UNITY. IT REFLECTS THE PROJECT'S FOCUS ON CONNECTING STUDENTS WITH EDUCATORS AND ENTREPRENEURS, PROMOTING SHARED GROWTH AND HUMAN-CENTERED LEARNING ACROSS AFRICA AND EUROPE. THE IMAGE REINFORCES THE CORE VALUES OF GUIDANCE, PARTNERSHIP, AND INTERNATIONAL COOPERATION.



# RE: FONT TYPE PSYCHOLOGY

---

## + SANS SERIF FONT

SANS SERIF FONTS GIVE OFF A FEELING OF BEING CASUAL, INFORMAL, FRIENDLY, AND VERY APPROACHABLE. COMPANIES WHO WANT THEIR BRANDS TO APPEAR MORE YOUTHFUL AND RELATABLE TEND TO USE SANS SERIF FONTS

- + MODERN
- + APPROACHABLE
- + CLEAN

# RE: COLOUR PSYCHOLOGY

---

---



## COLOUR PSYCHOLOGY

### + BLAZE ORANGE

YOUTH  
OPTIMISM  
ENCOURAGING

### + YELLOW

POSITIVITY  
INSPIRING  
INTELLECT

### + JAVA BLUE

CALMING  
NURTURING  
SUPPORTIVE

### + WHITE

PERFECTION  
REFRESHING  
BALANCE

agrinocks



# agrimocks

[www.agrimocks.com](http://www.agrimocks.com)

Cultivating Skills,  
Growing Futures





agriStocks

agri rocks







Agri  
Moxs

Cultivating Skills,  
Growing Futures

WE THANK YOU

agriiocks