



EUROPEAN  
UNIVERSITY  
ALLIANCE

1CORE | Milestone 33

# UPDATED 4EU+ COMMUNICATION TOOLS

October 2025

**Work Package 7:**  
**Communication and Dissemination**



**Co-funded by  
the European Union**



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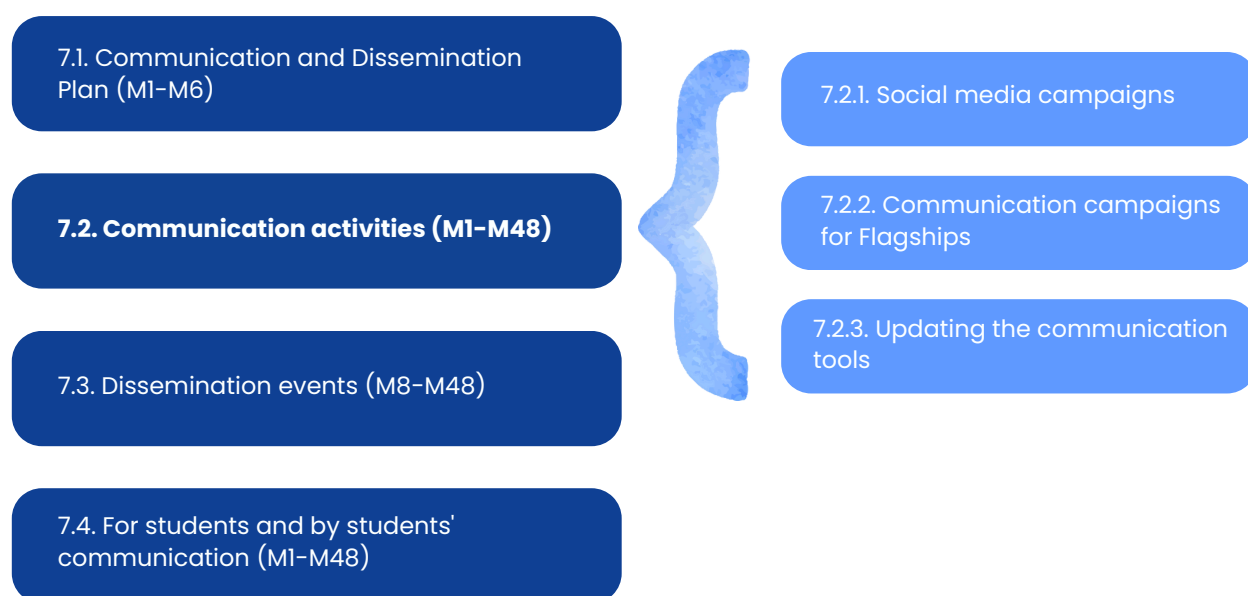
## Disclaimer

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# Executive summary

This milestone report outlines the **successful implementation of updated communication tools within ICORE: One Comprehensive Research-Intensive European University**, a project funded under the Erasmus+ programme of the European Union. It provides an overview of the **progress achieved in Work Package 7: Communication and Dissemination**, focusing on the improvement and updating of the project's communication tools and channels: social media (Instagram, Facebook, LinkedIn, Bluesky), YouTube, newsletter, and website.

The updates aim to **strengthen internal and external communication** across the ICORE project and the 4EU+ Alliance, ensuring more effective information exchange, increased visibility of project outcomes, and improved coordination among member institutions. By introducing and updating communication tools, the project has reinforced its **visibility, impact and capacity to engage stakeholders**, and promote the ICORE vision of a unified, research-intensive European university.



Work Package 7 Communication and Dissemination tasks overview

# Target audiences

## of the 4EU+ communication channels

| Target Audience                                    | Key Message                                                                                   | Outreach Channels                                                                                               |
|----------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Academic & administrative leadership               | Disseminate project outcomes, results, and added value of 4EU+; showcase 4EU+ as a role model | Social media (Twitter, LinkedIn), 4EU+ website, member universities' channels, newsletter                       |
| Students & doctoral candidates                     | Disseminate project outcomes; encourage involvement; highlight personal, personal benefits    | Social media (Instagram, Facebook, LinkedIn, YouTube)                                                           |
| Academic staff                                     | Disseminate project outcomes; highlight added value of cooperation                            | Social media (Facebook, LinkedIn, Twitter), 4EU+ website, member universities' channels, newsletter,            |
| Administrative staff                               | Disseminate project outcomes; highlight added value of cooperation                            | Social media (Facebook, LinkedIn, Twitter), 4EU+ and universities' channels, newsletter                         |
| Prospective students, doctoral candidates & staff  | Encourage involvement in Alliance activities                                                  | Social media (Instagram, Facebook, LinkedIn, YouTube)                                                           |
| Alumni                                             | Disseminate project outcomes                                                                  | Social media (Facebook, LinkedIn, Bluesky), 4EU+ website, member universities' channels, newsletter,            |
| Other European university alliances                | Showcase 4EU+ as a role model; ensure Alliance's visibility                                   | Social media (Facebook, Instagram, LinkedIn, Bluesky), 4EU+ website, member universities' channels, newsletter, |
| European Commission & EU institutions              | Showcase 4EU+ as a role model                                                                 | Social media (Bluesky, LinkedIn), 4EU+ website, member universities' channels, newsletter                       |
| Ministries & national HE agencies                  | Ensure Alliance's central position in Higher Education                                        | Social media (Twitter, LinkedIn), 4EU+ website, member universities' channels, newsletter                       |
| 4EU+ Associated Partners                           | Highlight added value of cooperation                                                          | Social media (Twitter, LinkedIn), 4EU+ website, member universities' channels, newsletter                       |
| Higher Education institutions (Europe & worldwide) | Showcase 4EU+ as a role model                                                                 | Social media (Bluesky, LinkedIn), 4EU+ website, member universities' channels, newsletter,                      |
| Broad public                                       | Represent Alliance's position in international Higher Education                               | Social media, websites                                                                                          |



## YouTube



[@4euplusalliance](https://www.youtube.com/@4euplusalliance)



Total watch time

1 347,4 hours

The 4EU+ Alliance YouTube channel was created in 2022. It was launched to serve as a central **hub for audiovisual communication within the project**, showcasing its key activities, events, and results. It supports the broader communication and dissemination strategy of the ICORE project by enhancing the accessibility, visibility, and outreach of the Alliance across member universities and wider European audiences. It also **serves as a video archive for the 4EU+ community**, storing internal recordings such as information sessions and project meetings to facilitate knowledge sharing and internal communication among partners.

### Content categorisation:

- Event recordings (webinars, conferences)
- Reports from events
- Internal sessions (info sessions, meetings)

### Key numbers \*



Total views: 10,5K



Subscribers: 201



Videos: 40 (33 public)

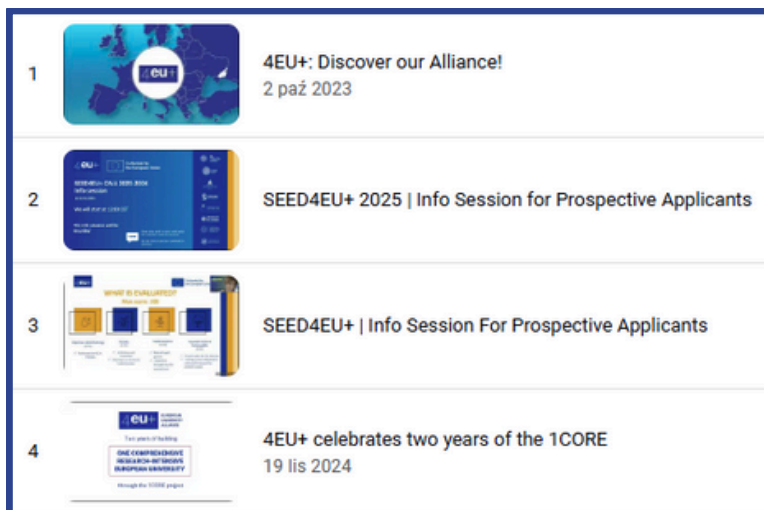


Thumbnail views: 114K

\*as of 7 October 2025



## YouTube



How do the viewers find the channel? Mostly through:

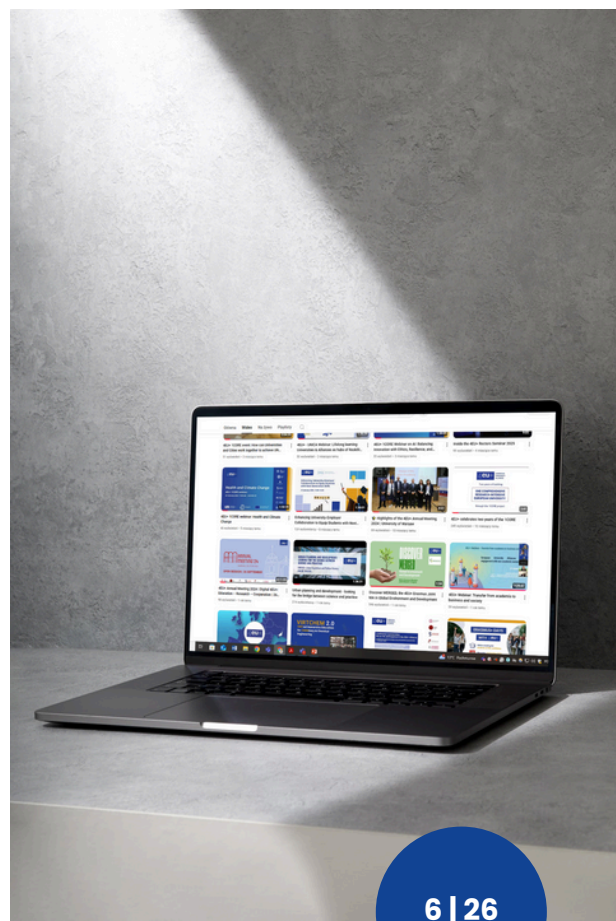
- [www.4euplus.eu](http://www.4euplus.eu)
- [www.uw.edu.pl](http://www.uw.edu.pl)
- Google Search

The **most popular videos** on the 4EU+ YouTube channel (as of 7 October 2025)

4EU+ member universities actively utilise their own **institutional YouTube channels to publish or reshare videos related to the Alliance**. This decentralised approach broadens the reach of project communications, allowing content to engage audiences that are already connected to each university, including students, staff, and local communities.

YouTube videos are **shared directly on the Alliance's website**, which increases their visibility and the channel's popularity, while enabling easy and seamless integration of video content across various platforms.

Future plans include **expanding video content, introducing thematic podcasts**, and increasing cross-promotion through other 4EU+ communication channels.



# Facebook



[@4EUplusAlliance](#)

The 4EU+ Facebook page **continues to serve as an important platform for disseminating news and updates** and engaging with diverse audiences about the project and the 4EU+ Alliance.

In addition, **all 4EU+ member universities use their institutional Facebook channels** to publish or reshare Alliance-related content. It significantly broadens the reach of project communications, ensuring that key messages, event reports, and project achievements engage a wider and more diverse audience. By linking content across multiple channels, Facebook reinforces the Alliance's communication ecosystem, strengthens cross-institutional collaboration, making the project's outputs more visible and accessible across local, national, and European audiences.

Although **Facebook's popularity has decreased among younger users, particularly students**, it remains a vital communication channel in several European countries. In Denmark, for instance, Facebook maintains a significant presence, with high participation rates in social networks across various regions. Similarly, in countries like France, and Italy, Facebook continues to be widely used.

## Key numbers\*



Followers: **(7.6% increase** since October )



Number of posts views (October 2024-2025): 118K



Total engagement (October 2024-2025): 1,037 likes/comments



Page visits (October 2024-2025): 9,000

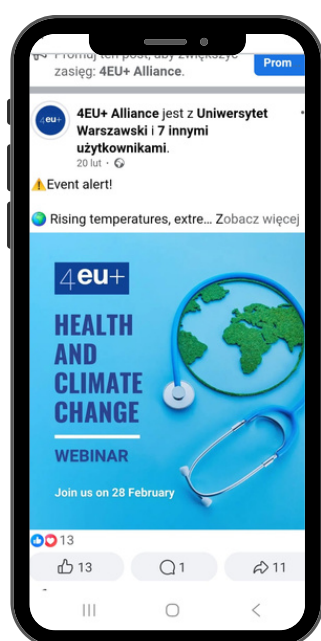
\*as of 7 October 2025

# Facebook

## Types of posts published:

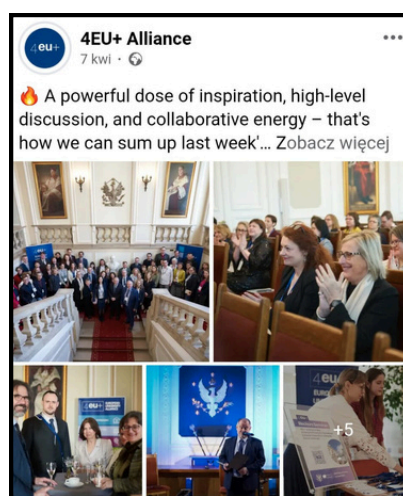
event or opportunity announcements, photo reports, student and staff testimonials, official 4EU+ news, project updates, videos

## Examples of popular Facebook posts:



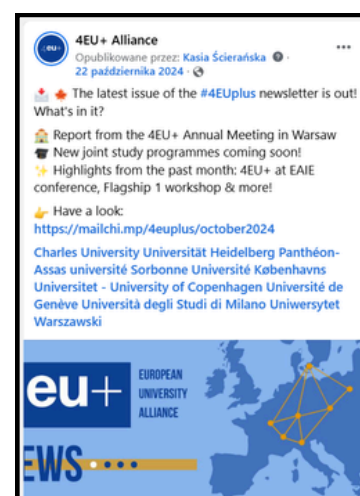
### announcement of a ICORE webinar:

views: 6,037, reach 3,595, interactions: 117



### report from an onsite event:

views: 4,107, reach 2,970, interactions: 24



### 4EU+ newsletter is out:

views: 4,900, reach: 2,990, interactions: 20

Initially, creating dedicated **Facebook groups** for specific project communities was considered; however, **it was concluded that such groups were not necessary at this stage.**

Instead, the decision to establish informal Facebook groups has been left to individual teams or communities, such as the 4EU+ Student Ambassadors, allowing them to create their own spaces for networking and internal communication if needed. In this context, Facebook continues to provide a valuable platform for maintaining visibility, strengthening community engagement, and supporting cross-institutional dissemination efforts across the Alliance.



## Instagram



The 4EU+ Instagram account has become the Alliance's **most important social media channel**, primarily targeting students and younger audiences across member universities. The platform focuses on promoting the Alliance's activities and **highlighting student involvement**. The account is regularly updated with **posts, stories, and reels** covering events, mobility opportunities, Student Ambassador activities, and behind-the-scenes insights into life within the Alliance.

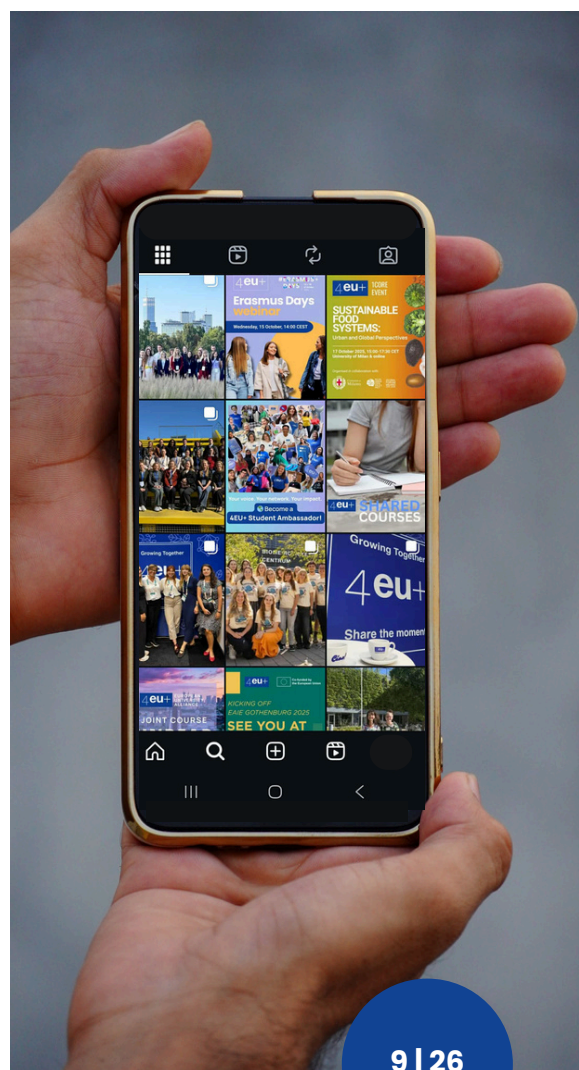
4EU+ member universities also maintain their own **institutional Instagram accounts**, which regularly reshare or cross-promote 4EU+ content, amplifying the 4EU+'s visibility at local and national levels.

### Key numbers\*

-  Followers: 4,062 (**15%** increase since October 2024)
-  Number of post views: 420K
-  Total engagement: 2,400
-  Post outreach: 109K

\*as of 7 October 2025

In the future, efforts will be made to develop new formats and interactive materials to align visual communication with the **refreshed 4EU+ identity**.

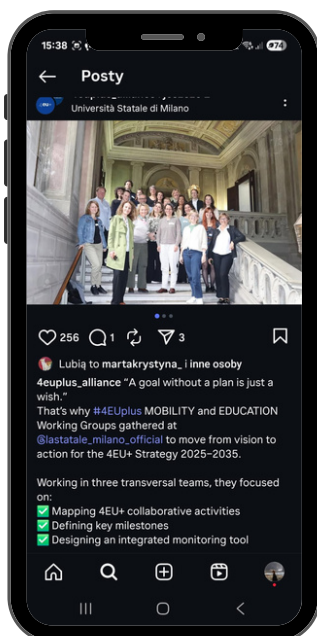


# Instagram

**Types of posts published:**  
reels, stories, informal first-hand reports, opportunity announcements, photo reports, student and staff testimonials

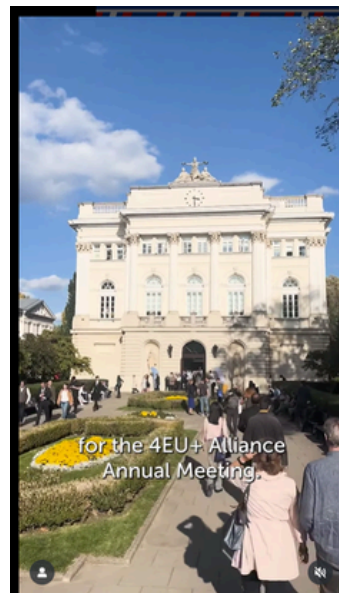
## Examples of popular Instagram posts:

**Engagement levels are typically highest for content that features students**, mobility experiences, takeovers conducted by students, and informal stories (such as reels and the 4EU+ Advent calendar) demonstrating the platform's value in reaching core audiences.



### event report (posted in collaboration mode):

views: 36K, reach:  
10K, interactions:  
270



### video reel made by a student (posted in collaboration mode):

views: 36K, reach  
20K, interactions:  
460



### opportunity announcement (Student Ambassadors):

views: 25K, reach:  
16,6K, interactions:  
145



### student testimonials:

views: 19K, reach:  
4,8K, interactions:  
80

# Instagram

The key to increasing the visibility of posts is **publishing in collaboration with member universities**. By sharing and cross-promoting content through institutional channels, the Alliance benefits from its member universities' established audiences and credibility. This approach ensures wider dissemination across national and local contexts, reaching student communities. Collaborative posting also strengthens the sense of **shared ownership within the 4EU+ Alliance** and reinforces the message of unity and partnership in the ICORE project. Efforts have been intensified to reach broader audiences, including students, policymakers, and the general public.

## Frequently used #s:

4EU+ continues using hashtags to support content categorisation and visibility, especially for campaigns and community engagement. However, **their impact on reach has declined** as platforms increasingly **prioritise keywords and engagement rates** over hashtag use.

There are several **hashtags used** on the 4EU+ Instagram and other communication platforms (especially LinkedIn). Special attention is paid to ensuring that **ICORE activities** are described with a dedicated hashtag:

# ICORE      # 4EUPlus\_ICORE      # GrowingTogether  
# 4EUplus      # 4EUplusAlliance

Additionally, other hashtags are also used, including those featuring the names of the 4EU+ member universities or referring to specific initiatives such as #StudentAmbassadors or #SEED4EUplus. This approach helps tailor the content to specific target audiences and increases the visibility of posts within thematic groups.

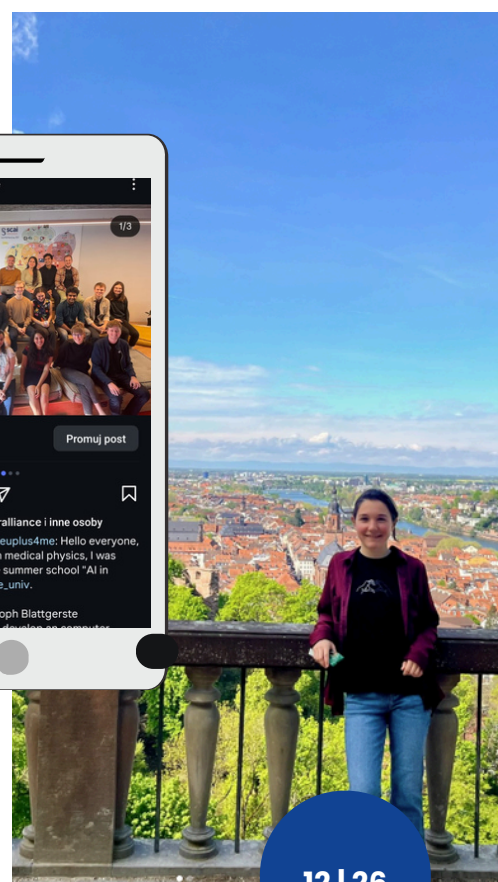
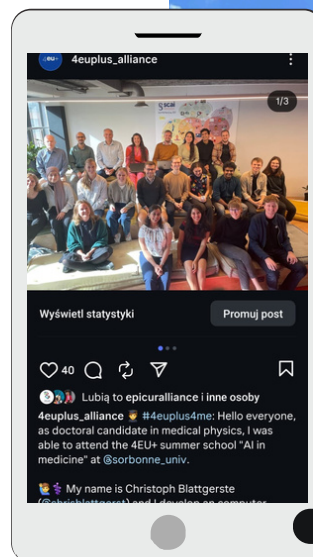
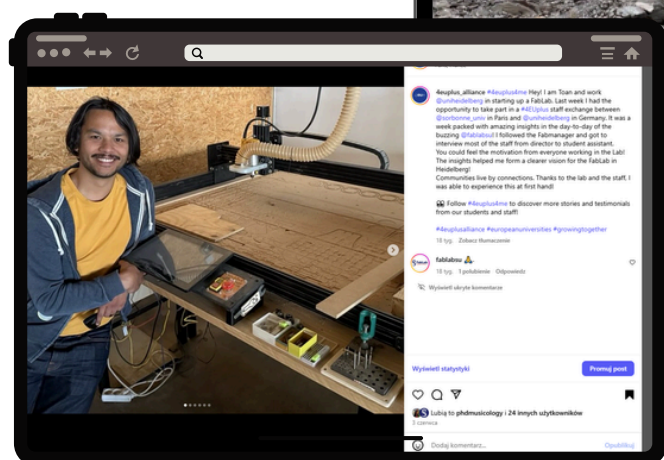
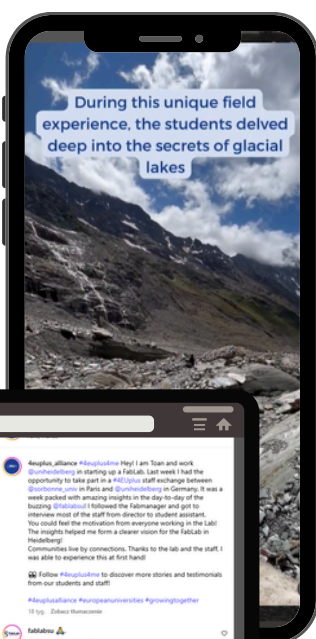
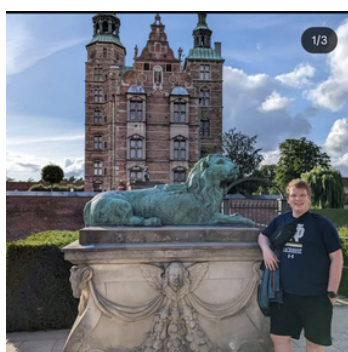


# Instagram

## Instagram campaigns:

# 4euplus4me

The main ongoing campaign on the 4EU+ Instagram account is **#4EUplus4me**, which aims to highlight personal experiences and testimonials from members of the 4EU+ community, including students and staff participating in various initiatives or mobility opportunities. The content featured in this campaign is largely **user-generated**, created directly by participants of events and activities. These posts enjoy **high levels of engagement** and contribute significantly to **strengthening the sense of belonging** within the 4EU+ community, while also showcasing the added value of cooperation within the Alliance.

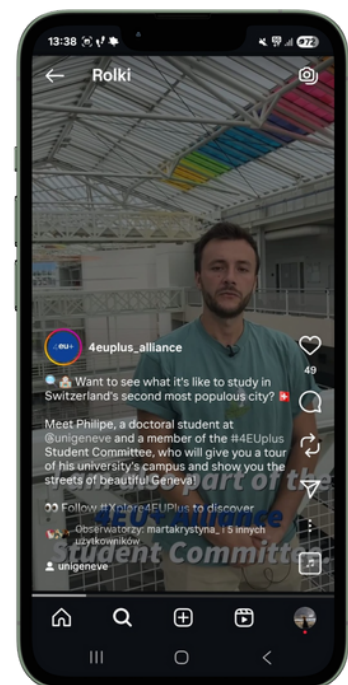
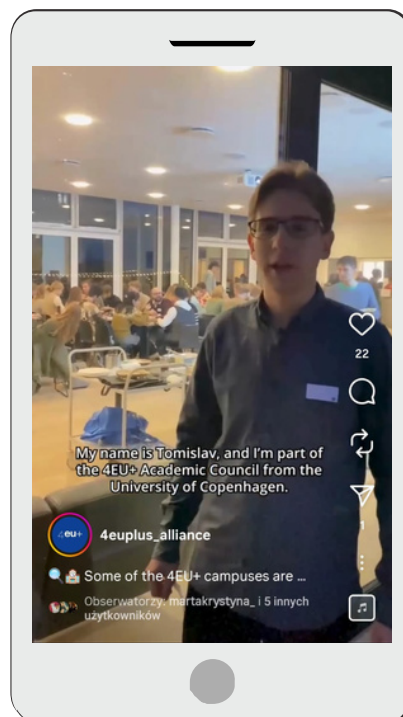
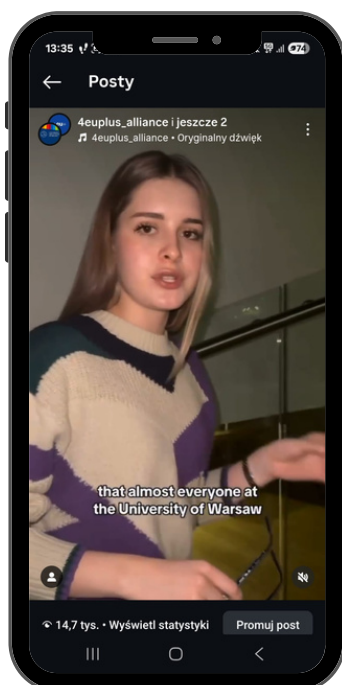


# Instagram

## Instagram campaigns:

## # XploreMy4EUplus

**Xplore my 4EU+ Campus** is a student-driven campaign, which aims to present the 4EU+ member universities and their campuses more informally and engagingly. The campaign showcases interesting locations, highlights the urban environment of the universities, and emphasises the vibrant city life surrounding the campuses. Its main objectives are to increase awareness and engagement among audiences, strengthen the sense of community within 4EU+, and demonstrate the attractiveness and added value of cooperation with 4EU+ and its member institutions. The primary format used for this campaign is **short video reels**, created by students themselves, which provide an authentic and dynamic perspective of life across the Alliance's campuses.

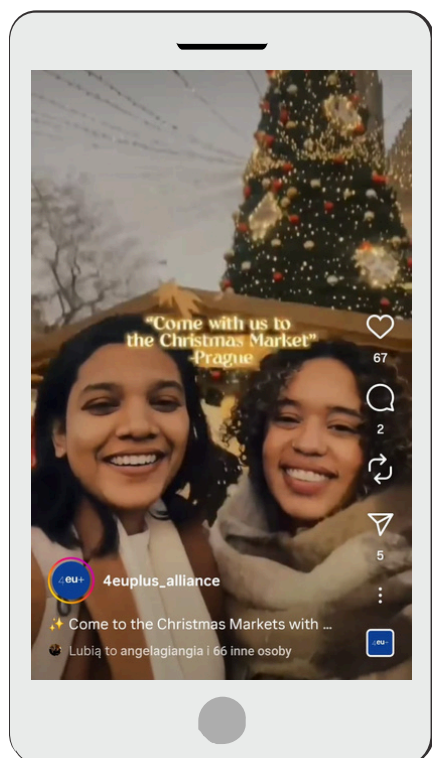


## Instagram

### Instagram campaigns:

### 4EU+ Advent calendar

As part of the collaboration with the 4EU+ Student Ambassadors, the **4EU+ Advent Calendar** campaign was organised in **December 2024**. The campaign aimed to showcase traditional Christmas customs and celebrations across the 4EU+ member countries. **All content for the campaign was created entirely by students**, highlighting their active engagement and providing an authentic, student-driven perspective on cultural traditions within the Alliance. The campaign was a success, achieving high engagement rates across the Alliance's social media channels and demonstrating the effectiveness of student-led initiatives in fostering community and visibility.





# Instagram

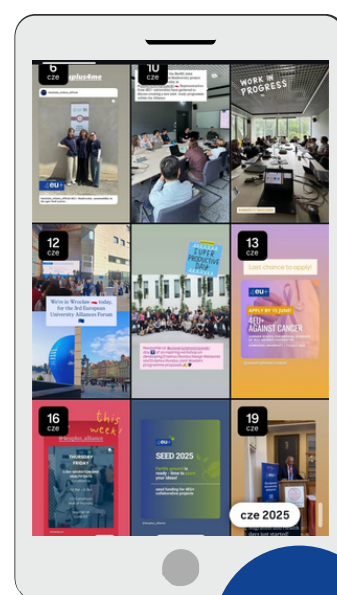
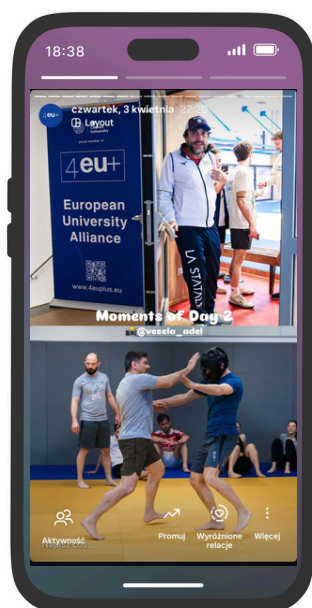


290 Stories published  
(October 2024–2025)

## Stories and takeovers:

**Instagram Stories** are a tool to share content in a timely, dynamic, and visual format. Stories provide the opportunity to deliver updates, **highlights from events, behind-the-scenes glimpses**, and post reminders about upcoming events and deadlines. They encourage the followers to check the channel often, increasing engagement and fostering a sense of participation and connection with the 4EU+ community.

**Instagram takeovers** on Instagram are particularly important and often carried out because they provide an authentic, first-person perspective of activities within the Alliance. By allowing students to create and share content directly, these takeovers enhance engagement with peers, **showcase real experiences, and make the communication more relatable and credible**. Takeovers also strengthen the sense of community within 4EU+, highlight active student involvement in Alliance initiatives, and demonstrate the added value of collaboration across member universities.



# LinkedIn



[@4euplus\\_alliance](#)

LinkedIn is an equally important communication channel for 4EU+, complementing the more student-focused outreach on Instagram. It serves as a professional platform for **sharing project updates, achievements, and opportunities, reaching academic and administrative staff, policymakers, and institutional partners**. The account demonstrates strong and consistent engagement rates, with a **quickly growing number of followers**. LinkedIn effectively supports the Alliance's goals of visibility, networking, and dissemination, positioning 4EU+ as a credible and influential voice within the European higher education community.



## Key numbers \*

-  Followers: 6,562 (**47,8%** increase since October 2024)
-  Number of post views: 215K
-  Total engagement: 4,400 (October 2024-25)

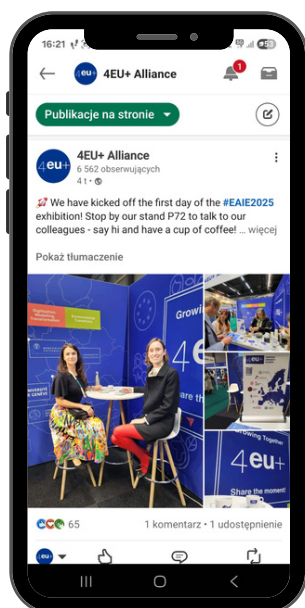
\*as of 7 October 2025



### Types of posts published:

official news, project updates, testimonials, personal stories from staff and students, event highlights, mobility opportunities, and success stories

### Examples of popular LinkedIn posts:



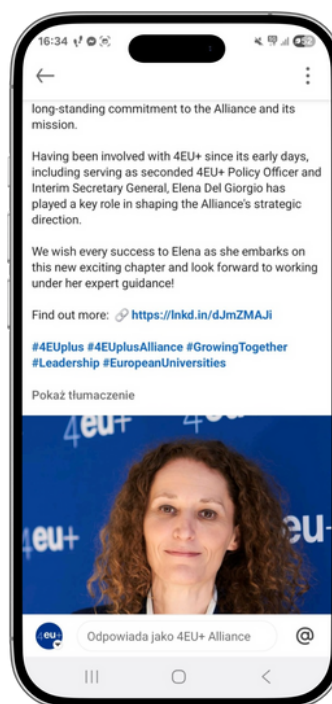
**event report:**  
reactions: 67  
views: 2,777  
interest rate: 997



**student opportunity announcement:**  
reactions: 43  
views: 2,845  
interest rate: 125



**event announcement (SEED4EU+ info session):**  
reactions: 43  
views: 3,615  
interest rate: 110

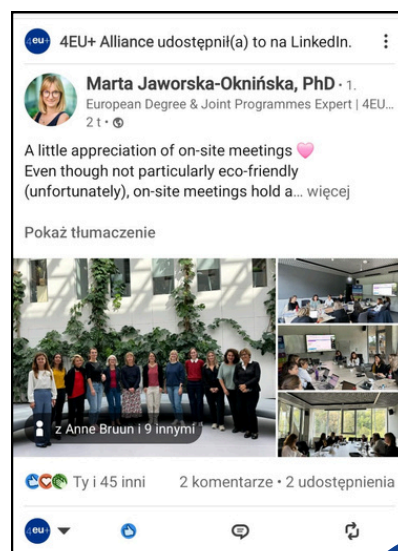
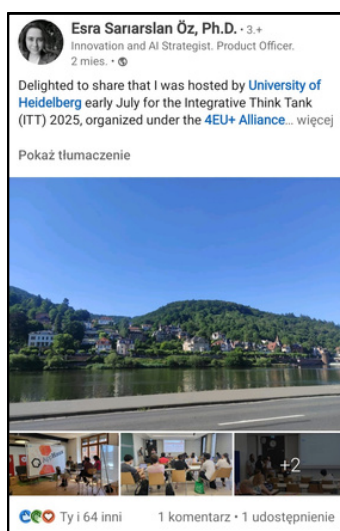
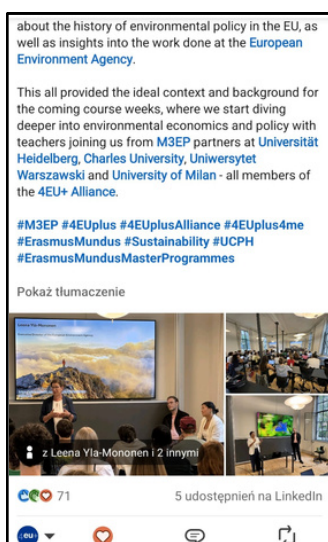


**official 4EU+ news (new Secretary General):**  
reactions: 81  
views: 9,650  
interest rate: 795

# LinkedIn

**Sharing posts from staff and students** is an important element of the publishing strategy on LinkedIn, as it **provides authentic and relatable insights** into the implementation of 4EU+ activities. Such contributions highlight the personal dimension of collaboration within the Alliance, showcase the achievements and engagement of its community members, and help illustrate the tangible outcomes of joint projects. They also **diversify the account's feed** and highlight authentic voices from across the Alliance. This approach not only **increases visibility and engagement** but also reinforces the sense of belonging and shared purpose among the 4EU+ community.

From an analytical perspective, sharing posts on LinkedIn can be an effective way to amplify content. However, **LinkedIn's algorithm generally prioritizes original posts over shared content**, meaning that shared entries usually achieve lower reach and visibility than posts published directly by the 4EU+ account. To balance authenticity and performance, an approach has been selected to combine both strategies: **creating original posts** that feature staff and student contributions, while **selectively resharing their content** to strengthen community engagement and cross-promotion within the Alliance.



# Bluesky



[@4euplusalliance.bsky.social](https://bsky.social/@4euplusalliance)

Due to the evolving situation with X (formerly Twitter), including its increasing exposure to political influences and its shift away from promoting democratic exchange of views, which may support extremist content contrary to the mission and values of European Universities, 4EU+ has decided to suspend its activities on the platform. **Bluesky has been selected as an alternative channel.** Due to the recent creation of the platform, its significance and

Due to its recent launch, Bluesky has been experiencing a surge in popularity, with the **number of users continuing to grow**. However, it remains a platform with relatively low activity and is not yet a key channel for increasing institutional visibility or engaging with primary stakeholders. Some audiences important for 4EU+, including the European Commission, several member universities, and other European University Alliances, have already established accounts on Bluesky.

## Key numbers\*



Followers: 73



Posts: 26

\* as of 7 October 2025



# Newsletter

The 4EU+ Alliance **regularly publishes a newsletter** designed to provide its audiences with an up-to-date overview of current events and activities taking place both at the level of the Alliance and within its member universities. Mailchimp is currently being used as an email automation platform. The newsletter is issued periodically, depending on the volume of news and available content. Since its launch in April 2020, a total of **35 issues have been published**, reaching an audience of over 2,400 subscribers. Two issues have been fully dedicated to ICORE (June 2024 and April 2025).

The number of subscribers continues to grow steadily, with a **notable 76% increase over the past year**, reflecting the newsletter's rising visibility and value as a communication tool. The newsletter plays an important role in implementing WP7's communication and dissemination objectives. It supports transparency, fosters community engagement, and strengthens the visibility of 4EU+ initiatives, highlights ICORE project achievements, upcoming events, and opportunities for participation.

Work is currently underway on a **new visual design and layout for the newsletter template**, aimed at improving readability, alignment with the 4EU+ visual identity, and overall user experience.

## Key numbers



Subscribers: 2,435 (**+76.0%** compared to October 2024)



Average open rate: 46.1%



Issues sent: 35





# Website



[www.4euplus.eu](http://www.4euplus.eu)

In July 2023, the **4EU+ Alliance website was redesigned**, aligning with the 4EU+ basic visual identity and enhancing its digital presence. The updated site offers a more user-friendly interface, improved navigation, and streamlined access to key information, including joint programmes, mobility opportunities, and Flagship initiatives.

As part of this redesign, a **dedicated ICORE project page was created**, providing detailed updates on project activities, milestones, and outcomes. This page serves as a central hub for tracking the progress of the ICORE project and ensures that relevant information is easily accessible to internal and external stakeholders. **The website continues to evolve, incorporating new features and content** to meet the changing needs and expectations of its diverse audiences.

The website is fully integrated with the Alliance's broader communication strategy: content is promoted via social media channels, newsletters, and member universities' platforms.

## Key numbers



Visits: 197K (**11%** increase compared to 2024-2023)



Unique views: 367K (**18%** increase)

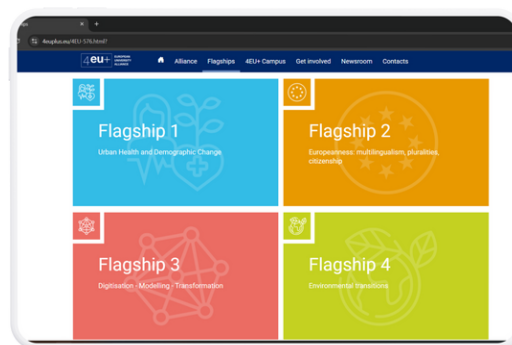
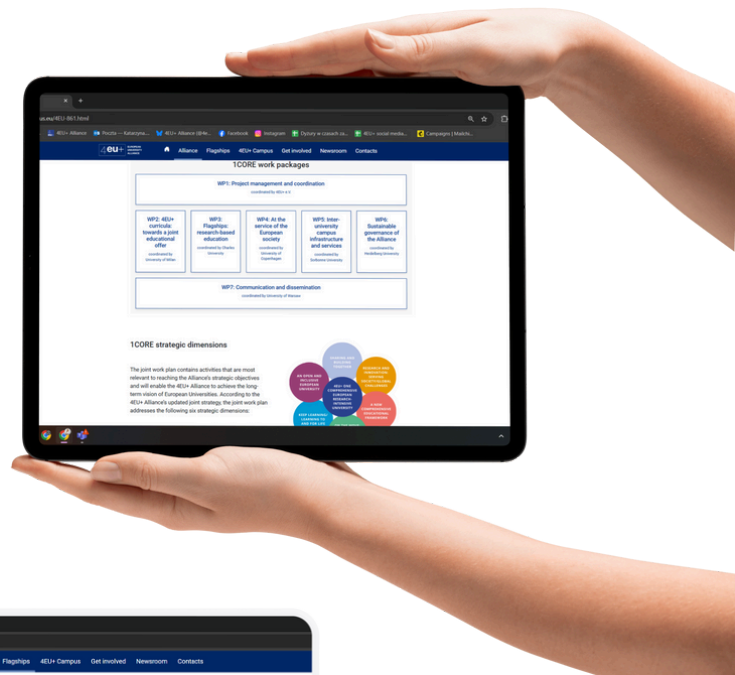
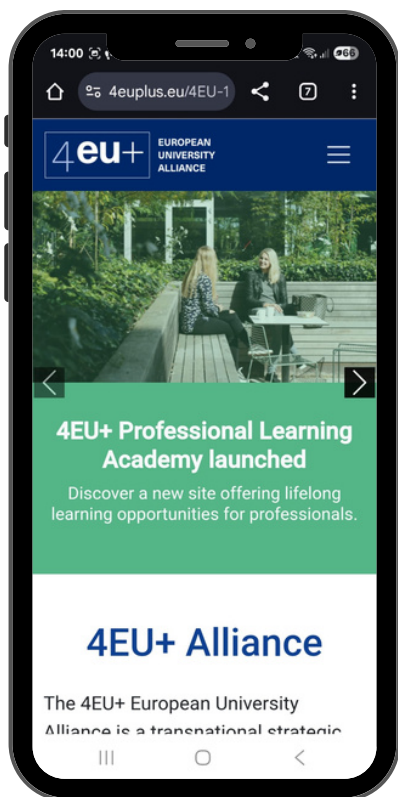


Average time of visit: 2,50 min



## Website

One of the main challenges in maintaining the 4EU+ website is addressing the diverse needs of its **multiple target audiences**. With stakeholders ranging from students and academic staff to administrative leadership, policymakers, and the broader public, it is difficult to tailor the site's features, content, and navigation in a way that fully satisfies all groups. In addition, the current **content management system (CMS)** is hosted under a single member university, which has led to discussions about migrating to an open-source CMS, such as WordPress, to allow greater flexibility, shared management, and easier updates across the Alliance. **Balancing accessibility, usability, and relevance** for such a wide audience remains an ongoing task, requiring continuous review and adaptation of the website's structure and communication approach.



## Website

### Examples of most visited pages (2025):



Conference: Wastewater-based surveillance of infectious diseases: towards a global perspective (12 November)



M3EP: Erasmus Mundus Joint Master's in European Environmental Economics and Policy



Open for you!  
Third series of 4EU+ webinars to discover open science



4EU+ Visiting Professorships call 2025



SEED4EU+ call 2024-2025

### European Student Assembly 2025



Event announcement for students (European Student Assembly)

# Website

## Member universities' websites / local pages

Each 4EU+ member university hosts a **dedicated subpage or news section presenting information about the Alliance**, current initiatives, and opportunities for students and staff. These pages play a key role in disseminating 4EU+ and ICORE content within local academic communities and ensuring visibility of the Alliance across all institutions.

Most of the content on these webpages is published in **local languages**, which allows for broader outreach among national audiences and enhances inclusiveness, ensuring that information about 4EU+ is accessible to all stakeholders. At the same time, key information and selected news are often provided in English to maintain coherence across the Alliance and support international visibility.

This **decentralised and multilingual approach** reinforces the communication ecosystem of 4EU+, strengthening both local engagement and the shared identity of the Alliance.



<https://www.unige.ch/internationalrelations/en/4eu-alliance>



<https://www.uni-heidelberg.de/de/international/internationales-profil/4eu-european-university-alliance>



<https://www.uw.edu.pl/wspolpraca/4euplusalliance/>



# Conclusions

As explained in this report, observations and key indicators demonstrate the **distinctive role of each 4EU+ communication channel**. **Instagram** remains the most important channel for engaging students and younger audiences, with high visibility for student-focused content, user-generated campaigns, and takeovers. **LinkedIn** complements this by targeting academic and administrative staff, policymakers, and institutional partners, with strong engagement growth and effective dissemination of project updates, testimonials, and professional achievements. **Facebook** continues to serve a broader audience, particularly in certain European countries, while **Bluesky** is emerging as an experimental platform with still limited reach. The 4EU+ **YouTube** channel provides a central audiovisual hub and video archive, supporting both external dissemination and internal knowledge sharing.

The **newsletter** and **website** are key tools for structured information delivery. The newsletter has seen significant subscriber growth and maintains high open rates, while the redesigned website, including the dedicated ICORE project page, has improved usability and audience reach. Challenges remain in balancing the needs of diverse target groups and optimizing the content management system for flexibility and shared administration.

Overall, **the success of ICORE communication activities** relies on a collaborative strategy, integrating social media, newsletters, and the website, with active promotion by member universities. While hashtag strategies continue to support content categorisation and community engagement, their relative impact has decreased due to evolving platform algorithms. The coordinated use of multiple channels, regular updates combined with authentic content from staff and students, ensures effective dissemination, strengthens community engagement, and reinforces the visibility and added value of 4EU+ initiatives.

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