

Annual report on the dissemination strategy and KPIs. **Year 1**

DOCUMENT INFORMATION

Project No.	101177165
Project Name	FORum of European Universities for All
Project acronym	FOR-EU4All

Document Name	Communication and Dissemination Strategy and Monitoring System
Work Package	Annual report on the dissemination strategy and KPIs. Year 1
Work Package Leader	Meritxell Chaves (CHARM EU)
Work Package Co- Leader	Naveed Syed (ENHANCE)
Document Date	September 30, 2026

Main author	Paula Talero (FOREU4ALL)
Contributors	CHARM-EU (Task Lead); ENHANCE; NeurotechEU; FilmEU

DOCUMENT HISTORY

Date	Revision No.	Prepared by	Description
05/11/2025	V1.0	WP4 members	Collection of first ideas for the content
11/12/2025	V1.1	FOREU4ALL's communications officer	First version of the document
21/01/2026	V1.2	WP4 leader and members	First round of reviews
02 / 02 / 2026	V2.0	FOREU4ALL's communications officer	Comments integrated
30/03/2026	V2.1	PMT members	Round of reviews
30/09/2026	V2.2	FOREU4ALL's communications officer	Final version

TABLE OF CONTENTS

1. Introduction
2. Monitoring system
 - Tools
3. KPIs for the period: results and analysis
 - Target audiences reached
 - 3.1. Views of the FOREU4ALL website
 - 3.2. Social media posts
 - 3.3. Echo posts from alliances and stakeholders
 - 3.4. Subscribers to the FOREU4ALL newsletter
 - 3.5. Internal communication
 - 3.6. Further impact
4. Materials developed
5. Improvements and action plan for the following period
 - 5.1. Updated calendar
 - 5.2. Next steps

1. INTRODUCTION

The FOREU4ALL initiative brings together 73 European University alliances under a unified **Community of Practice**.¹ The **role of FOREU4LL Work Package 4 (WP4) on Communication and Dissemination** is central to the initiative: to catalyze communication actions, support all work packages, and engage internal and external audiences through structured and consistent outreach.

WP4 addresses in particular the call objectives to

- **Promote and support the dissemination of results**, with activities designed to reach alliances, and the wider Higher Education Institutions sector globally and facilitate the long-term impact of our results, with uptake by relevant end-users, and
- **Establish connections, foster collaboration and facilitate networking among alliances**, including exchange of knowledge and experience, by capturing good practices and building supportive structures for information exchange and dissemination.

In order to track the performance of the Communication & Dissemination items, a detailed **timeline and action plan** is in place from the beginning (Nov 1, 2024) to the end of the project (Nov 1, 2028), as well as a robust monitoring system to evaluate performance against KPIs.

¹ When the Communication & Dissemination Strategy was presented, the FOREU4ALL initiative brought together 65 European University alliances. Now the number has grown to include the 8 Seal of Excellence alliances, making up for a total of 73.

2. Monitoring system

WP4 is responsible for the ongoing monitoring and reporting of communication activities within the initiative. To support this, the team has established a structured monitoring system to track relevant activities related to FOREU4ALL.

Tools used

- **Content planner**, used to track, plan and schedule all relevant communication activities related to the initiative. It includes fields such as name and description of the activities, date and details of the requests, validation sources and status, and suitable channels.
- **Continuous reporting tool**, available on the European Commission's Portal. It ensures timely and accurate periodical updates.
- **Topical groups' activity tracker**, in coordination with the topical groups' officer. Instrumental to monitor the activities of the members of the 20 topical groups.
- **Materials tracking Excel file**, used to keep track and the status of materials developed within FOREU4ALL, such as templates, designs, or posters.
- **Metricool**, to plan social media content and measure website performance and engagement across platforms.
- **LinkedIn and Instagram analytics**, to complement the analysis of KPIs in social media.
- **Monitoring form made available to alliances²**. This helps ensure the dissemination and impact of all activities related to FOREU4ALL are collected and reported.

² While the Communication and Dissemination Strategy of FOREU4ALL states that the form can be made extensive to stakeholders, the petition of the collection of data for this first report has only been sent to alliances, to test the effectiveness of this tool. Results are added in the annex.

3. KPIs FOR THE PERIOD

RESULTS AND ANALYSIS

Dimensions

As stated in the grant agreement and the Communication and Dissemination Strategy (D4.1), the initiative aimed to reach the following **dimensions**:

- **40.000 total views of the website per year**
- **120 posts in social media per year.** This number refers to the accumulation of the same post on different media (and not to unique content posts).
- **600 echo posts from alliances per year.** This includes content posts from FOREU4ALL that are shared and posts from alliances where FOREU4ALL is tagged.
- **1000 subscribers to the FOREU4All newsletter** until the end of the project (October 31, 2028). The number refers to unique individuals who subscribe to the mailing list.

Audiences

The target audiences of FOREU4ALL are diverse, and both internal and external.³ During the first year of the project, each segment has been addressed with tailored content, platforms, and messaging to maximize engagement and relevance.

1. Internal Audiences (target 1):

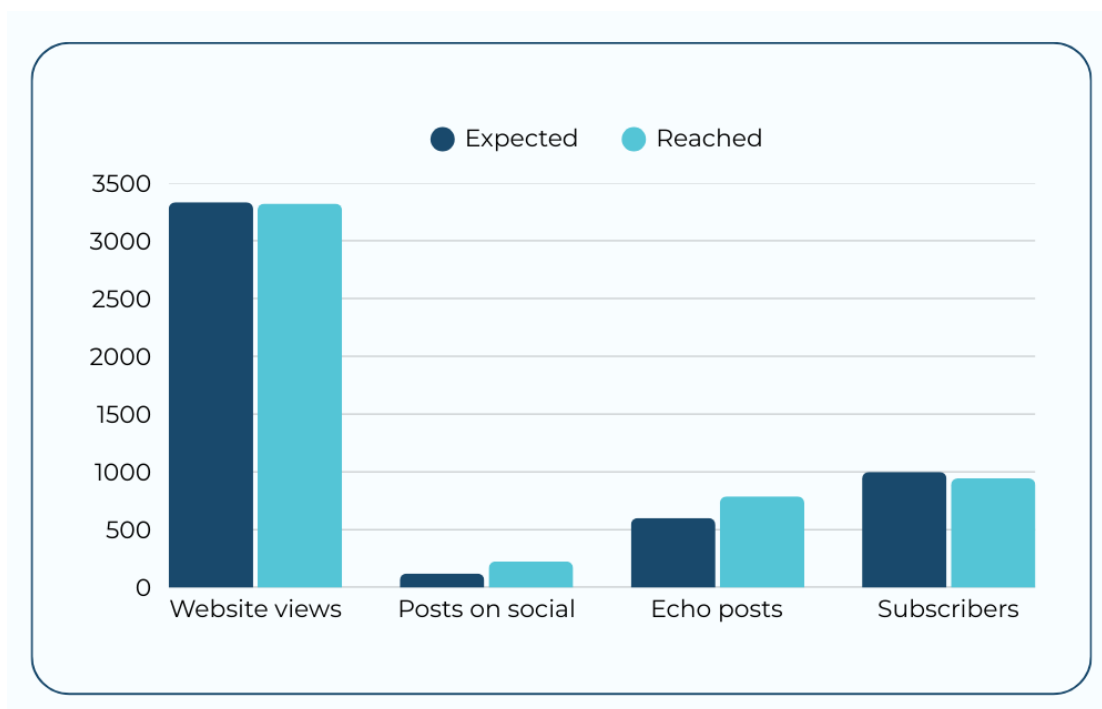
- Project team members; staff, academics, and students involved in **European Universities alliances and their partner institutions**

2. External Audiences:

- **Target 2:** EU policymakers, regional/national authorities
- **Target 3:** Non-affiliated HEIs, advisory board members
- **Target 4:** NGOs, industry, civil society, EU networks, media

³ For further information on audience segmentation and their communication channels, please refer to the Communication & Dissemination Strategy.

Summary of results



Dimensions expected	Dimensions reached	Objective
40.000 views of the website per year (~3333 per month)	16.610 in 5 months (~3322)	Met
120 posts in social media per year	224 , from which 61 were produced by FOREU4ALL.	Met and surpassed
600 echo posts from alliances per year	About 788	Met and surpassed
1000 subscribers to the FOREU4All newsletter until the end of the project	943 only in the first year	Met and surpassed (almost completed during the first year of the project)

3.1. Views of the FOREU4ALL website

The [project website](#) functions as a platform for FOREU4ALL content as well as a **central hub** for the dissemination of information, updates, events, and good practices among the diverse alliances. The website also links with all participant alliances' websites through the portal of the European Commission.

In the first year of the project (Nov 1, 2024 until October 31, 2025), **total views of the website surpass the 16.600.**⁴ This number accounts only for five months (June 2025 to October 31st, 2025), as the website was not launched until the very end of May 2025. If 40.000 views were expected per year, that amounts to an estimate of about 3333 views per month. In this case, total number of monthly views (~3322) meet the expected outcome.

During these first months, the website was also enhanced with new content and design. Key additions are added below.

- The main **dimensions of the project** have been included on the homepage, with a dynamic plugin to display the numbers.
- The section on **Topical Groups now features a drop-down menu** with the descriptions of all topical groups. An image highlighting the chairs and their respective alliances has also been added.
- The **event calendar** is open with events from FOREU4ALL, alliances, stakeholders, and the European Commission.
- The section on **'Achievements and impact'** has been launched, with two subsections: one for project deliverables, and another one for reports & statements.
- A **newsletter button** has been added to the footer to invite website visitors to subscribe to the newsletter.

⁴ Website views during the first months of the website being operative are a total of 16.61K, according to data obtained by Metricool. See PDF attached.

3.2. Social media posts

FOREU4ALL published a total of **224 items across social media** in the period Nov 1, 2024 until October 31st, 2025. From these, **61 were produced by FOREU4ALL**, and the rest is content shared from alliances and stakeholders.⁵

LinkedIn

FOREU4ALL's [LinkedIn account](#) is the **strongest social media account of the initiative**. With **more than 3000 followers during the first year⁶**, it promotes the FOREU4ALL community of practice, acts as an amplifier of alliances and stakeholders' activities, and engages the wider higher education sector.

LinkedIn has been active from December 2024, so no activity or data is available from November 2024. The results account for a total of 11 months. During this period, the tool of LinkedIn analytics shows a **total of 105 posts**, from which **47 are our own**, as shown in data by Metricool. The rest of items (**58**) are posts shared from alliances, stakeholders, and the European Commission.

Instagram

FOREU4ALL's [Instagram account](#) works as amplifier of content from alliances and stakeholders, and to highlight visually appealing content within the Community of Practice (images and videos). Furthermore, it is used as a specific channel for more

⁵ FOREU4ALL WP4 has developed a **protocol for submitting events and activities** so that alliances and stakeholders can share them through FOREU4ALL channels. The official guidelines were shared with alliances' communication and dissemination managers in October, 2025. In general, members of the Community of Practice are encouraged to tag FOREU4ALL on social media so that initiatives can be promoted quickly and efficiently, increasing visibility and engagement for all. In case of promotion of activities outside social media (for example, on the FOREU4ALL website's calendar of events, or internal channels), alliances and partners can submit their events via a dedicated form. The form helps gather and organise information neatly and systematically, as the number of promotion requests continues to grow. It will be monitored weekly, ensuring a manageable and sustainable update cycle. The criteria for inclusion states that FOREU4ALL channels share events organised by alliances (rather than by individual partners), activities that ensure accessibility (open participation, hybrid formats, etc.), and events that offer added value to the whole community.

⁶ LinkedIn followers during the first year of the project are a total of 3070, according to data obtained by Metricool. See PDF attached.

direct coverage during relevant events, such as EAIE 2025. The purpose is to reach out to and engage with audiences beyond the alliances, **specifically students and stakeholders**.

Just like the website, Instagram was not launched until the very end of May 2025. For this reason, followers are still modest, around 200.⁷ Consequently, IG posts only account for five months (June 2025 to November 1st, 2025).

A total of **118 items were published on Instagram** during this period. From these, **13 are posts available on the FOREU4ALL profile as posts and reels**,⁸ and the rest are **105 stories**. The stories are highlighted and organized thematically in five different categories that act as repository.

- 18 stories highlighted for students
- 14 about our FOREU4ALL representatives' participation in events
- 54 stories from EAIE 2025
- 15 from alliances' activities
- 4 about news shared⁹

YouTube

FOREU4ALL's YouTube account (<https://www.youtube.com/@FOREU4ALL>) **has the objective of serving as a repository of relevant videos** of the Community of Practice. It is a channel still to be developed, with few subscribers¹⁰ and **1 video** published.

⁷ Instagram followers during the first five months of the channel are a total of 189, according to data obtained by Metricool. See PDF attached.

⁸ Manual tracking on Instagram shows a total of 13 posts on the FOREU4ALL profile. Metricool has tracked the performance of 9 posts, which means a deviation of 4 items. It is important to take into consideration that the tool takes time to collect data, especially during the first weeks, which might explain the difference.

⁹ Data from stories is obtained manually. Slight deviations might occur.

¹⁰ YouTube subscribers during the first year of the project are a total of 25, according to data obtained by Metricool. See PDF attached.

3.3. Echo posts from alliances & stakeholders

The project leverages the existing communication channels of the project partners to promote further reach and impact. These include alliances and partners' websites, social media channels and newsletters, as well as other formats.

In this sense, 'echo posts' refer to posts by FOREU4ALL that are shared and also mentions from alliances and stakeholders. While tracking mentions is challenging - neither the Metricool tool nor analytics from Instagram or LinkedIn offer this option-, the analysis estimates that **echo posts account for an approximate total of 788**.

The results collected through the monitoring form made available to alliances also shed light on the collective dissemination for the project: **alliances have submitted a total of 37 activities related to FOREU4ALL** for the first year of the project. For in-depth results, please check Annex 6.

LinkedIn

The Metricool report shows a total of **327 shares of FOREU4ALL published posts on LinkedIn**.¹¹ Given the high level of activity and engagement of the LinkedIn account, we can hypothesize that the approximate rate of **mentions is daily, one or multiple times**. In eleven months of operation, if we account for only 1 time a day, that would account for about ~330 mentions. In this sense, the total amount of **echo posts would be ~657**.

Instagram

The Metricool report shows a total of **14 shares of FOREU4ALL published posts on Instagram**.¹² Manual tracking shows that FOREU4ALL has been **tagged in 17 reels and posts** in five months, as well as in more than **100 stories**. The total amount of **echo posts would be 131**.

¹¹ See page 29 of the Metricool report, "Interactions of published posts" (LinkedIn).

¹² See page 17 of the Metricool report, "Interactions of published posts" (IG).

3.4. Subscribers to the FOREU4ALL newsletter

An external newsletter has been launched with the CleverReach email marketing service, to keep partners and stakeholders informed about milestones reached, upcoming events, and noteworthy developments. A subscription form has been added on the website so interested users can subscribe.

The first issue of the newsletter was released on November 7, 2025 to **943 recipients**. Although this date falls a few days after the project's first-year closing (October 31), it is included in this overview because all preparatory work, including drafting, validation, and production, was carried out during the fall.

The number of subscribers almost already matches the total of subscribers expected until the end of the project. This total number when the first issue was launched -943- does not include 6 extra subscriptions that were deleted from the database because they were hard bounces.¹³ The total number including bounces amounts to 949. The newsletter will have a minimum periodicity of six months. However, it is expected to be distributed each three months, around four times a year, depending on the information needs of the Community of Practice and its partners.

3.5. Internal communication

An MS Teams channel has been established as the central hub for internal communication among more than 2.000 members.¹⁴ Given the complexity of the project's governance structure, it quickly became evident that internal communication required a **structured and proactive approach**.

To ensure transparency and regular information sharing while avoiding communication overload, a **regular internal communications cadence was introduced**, with updates

¹³ Hard bounces are email addresses to which emails cannot be delivered.

¹⁴ Over 600 participants were expected on this MS Teams site, which is now hosting more than 2000 participants. At the time the Communication Strategy was presented, 1600 users were involved.

issued every 3–4 weeks instead of frequent email circulation. From April 24, 2025 until October 2025, a total of **10 issues were distributed** to all MS Participants.

3.6. Further impact

A total of **130 communication actions**, an **average of ~11 per month**, were completed during this first period. This total amount includes FOREU4ALL events and news, activities of European Universities alliances and the European Commission, and items from stakeholders that were communicated via external (website, social media) or internal (MS Teams, email) channels, or both.

While the KPIs proposed in the grant agreement capture metrics such as views, posts, and subscribers, they do not fully reflect the project's broader impact on alliance collaboration, policy influence, or knowledge transfer. This is being addressed in different ways.

- Different communication items (such as news and social media posts) have been published with further quantitative and qualitative data. These include:
 - A [review](#) of the impact and transformational potential of the European Universities Initiative, as shown the [European Commission's report](#) (June 2025).
 - A [summary](#) of the FOREU4ALL results in the first nine months of the project (July 2025).
 - A **poster** with the main transferable results of FOREU4ALL (October 2025).
 - A [commentary on the broad impact of the initiative in its 6th anniversary](#) (published in November 25).
 - A plugin with the main numbers of the initiative has been added to the header of the FOREU4ALL webpage.



- In the subsequent months, a revised and updated “[Impact](#)” section of the website, currently under construction, will also help address this gap.

4. Materials developed

To ensure proper brand usage and coherence among materials, FOREU4ALL has made available templates and materials that can be used and customised by the other work packages, alliances, and partners.¹⁵ The list of templates and formats developed for FOREU4ALL during the first year include:

Branding

- Roll up
- Poster & flyer
- Flyer FOREU4ALL for EAIE 2025

Institutional

- General presentation FOREU4ALL, updated
- Graph of the governance
- Background for online meetings

Templates

- Meeting minutes
- Single-page document
- Presentations
- Deliverables and reports

¹⁵ The available materials are stored in the dedicated Teams channel.

Communication materials feature the project logo, acknowledge the EU support and display the European flag, and include the standard funding disclaimer.

“Co-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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”



Co-funded by the
European Union



Co-funded by the
European Union

5. Improvements and action plan for the following period

5.1. Updated calendar

Action / Milestone	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25
Kick-off event												
Website launch												
Instagram launch												
Comms Strategy												

Action / Milestone	Months											
	13	14	15	16	17	18	19	20	21	22	23	24
	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26	May 26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26
Newsletter launch												
Good practices section published												
Institutional video												
Annual report 1												

Action / Milestone	Months											
	25	26	27	28	29	30	31	32	33	34	35	36
	Nov 26	Dec 26	Jan 27	Feb 27	Mar 27	Apr 27	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27
Annual Report 2												

Action / Milestone	Months											
	37	38	39	40	41	42	43	44	45	46	47	48
	Nov 27	Dec 27	Jan 28	Feb 28	Mar 28	Apr 28	May 28	Jun 28	Jul 28	Aug 28	Sep 28	Oct 28
Annual Report 3												
Final event & annual report 4												

Completed on time Scheduled

Completed at a later date

The newsletter was launched in November 2025, six months after it was initially planned. WP4 wanted to capitalise the opportunity to promote the newsletter at the EAIE Conference 2025, so the database with the first subscribers was only completed in October.

Rescheduled for a later date

The mock-up version of the database of good practices could not be completed until the end of 2025, due to personal issues affecting the staff involved. The mock-up and workflow are now prepared, and the database is expected to be published in April 2026.

5.2. Next steps

A dedicated EAIE 2025 video clip and an institutional FOREU4ALL video will be produced and published. Additional short video reels will be created to increase

follower engagement on Instagram and attract students and other younger audiences. **More video content** will also be published on YouTube to further strengthen interaction across platforms.

A new section on digital resources is planned for the website, featuring subsections with files related to FOREU4ALL branding, a newsletter archive, and a repository of videos. A 'vacancies' section including job opportunities in the community and the alliances will also be posted, as well as a new plugin on the impact section highlighting the main numbers of the initiative.

Along with the development and objectives of the project, WP4 in collaboration with other team members will decide which new actions and channels, if any, need to be habilitated to convey the necessary messages to the relevant publics and to share content from alliances and partners. For example, if needed, FOREU4ALL could create alternative newsletters tailored to its different publics (such as an internal one).

The results of these upcoming efforts will be monitored and reported in the upcoming deliverables.

They will provide data analysis and adjustments as needed. In order to ensure continuous improvement, the annual reports will also include any necessary revisions or modifications to the strategy, so actions can be adapted and tailored to the evolving needs of the project.

Follow FOREU4ALL online:

<https://www.foreu4all.eu/>

@FOREU4ALL

Co-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. Neither the European Union nor the granting authority can be held responsible for them.