



## D6.2 – VRMIND Social Media



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VRMIND (GA 733901)

## 1. EXECUTIVE SUMMARY

Social networks are a very important and useful tool in order to both disseminate the results achieved in a company and also to make you known by other people as potential clients, collaborators, etc.

From a long time ago, Nesplora has profiles in three different social networks: LinkedIn, Facebook and Twitter. However, it was needed to merge the different profiles in a unique account and to keep them alive and updated in both Spanish and English.

The next section of this deliverable summarizes the previous status of the Nesplora social networks profiles before the VRMIND project. In the last three sections the current status of the Facebook, Twitter and LinkedIn profiles are reviewed.

## 2. INTRODUCTION

Until VRMIND, Nesplora had these three different Facebook profiles:

- @nesplora and @aulanesplora: For publishing general information about the company and information about the Nesplora Aula test in Spanish in order to reach the Spanish and Latin American public.
- @aulanesploratest: For publishing general information about the company and information about the Nesplora Aula test in English in order to reach the general public and specially the public from Europe and USA.

And Nesplora also had three different Twitter profiles:

- @aulatdah and @nesplora: For the Spanish and Latin American public.
- @aula\_adhd: For the general non Spanish speaking public

In both Facebook and Twitter, the profile with more traffic was the one related with the Nesplora Aula product (Facebook: @aulanesplora and @aulanesploratest; Twitter: @aulatdah and @aula\_adhd). But once we receive the VRMIND grant, our strategy was to create profile networks which covered all the different products to be developed under the VRMIND project. That is the reason why we create new Facebook and Twitter profiles (as we will see

in the next sections) and we redirect the traffic from the previous Nesplora Aula social network to this one. We also maintain the Nesplora profiles (Facebook: @nesplora; Twitter: @nesplora) for general information about the company.

### 3. FACEBOOK

Currently, in Facebook we publish general information about Nesplora or different news related with the mental disorders addressed with our products, for instance ADHD (Attention Deficit Hyperactivity Disorder).

#### 3.1 Facebook VRMIND Spain and Latin America

The Facebook profile of VRMIND in Spanish is: @nesploraVRMIND.



This profile has 4149 followers, and from time to time we promote those publications we think are important because they are related with events we are going to attend and present VRMIND, or with the next evaluations we are going to carry out...



Fecha de publicación	Publicación	Tipo	Segmentación	Alcance	Interacción	Promoción
30/10/2017 18:34	Nexplora VRMIND	Video	Global	285	40	Promocionar publicación
30/10/2017 9:20	Muy buena	Image	Global	951	2128	Ver promoción
29/10/2017 18:42	El III Congreso	Image	Global	1,3K	3629	Promocionar publicación
12/10/2017 2:17	AULA Nexplora	Image	Global	1,6K	5628	Promocionar publicación
02/10/2017 10:35	Nexplora VRMIND	Image	Global	550	24	Promocionar publicación



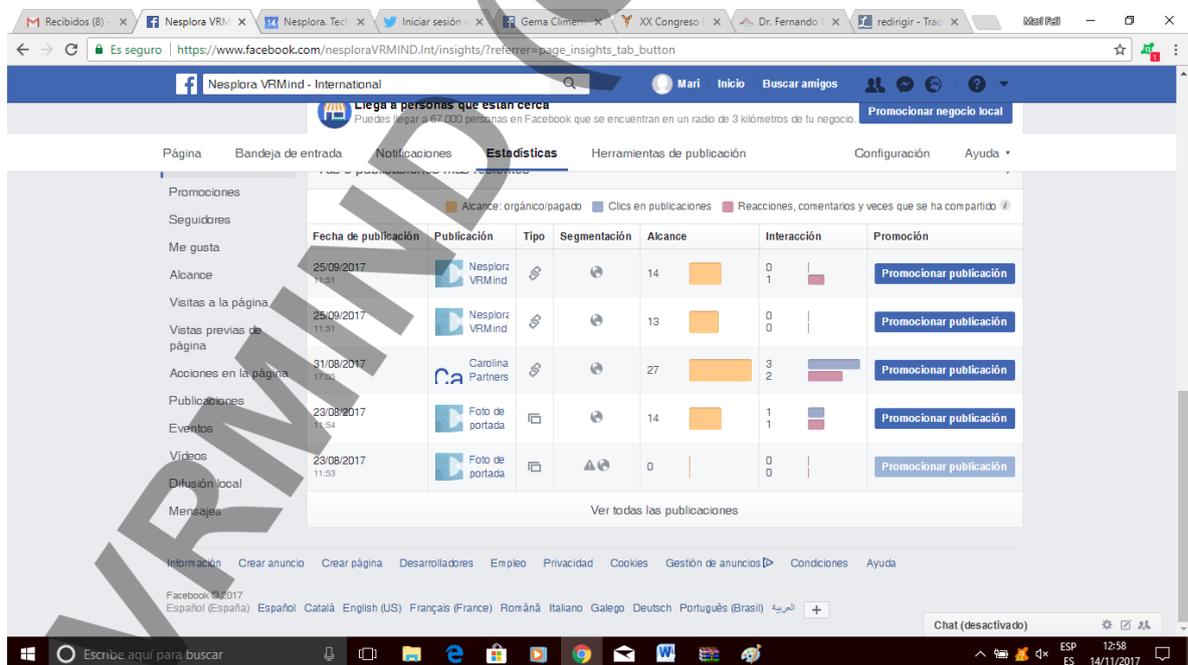


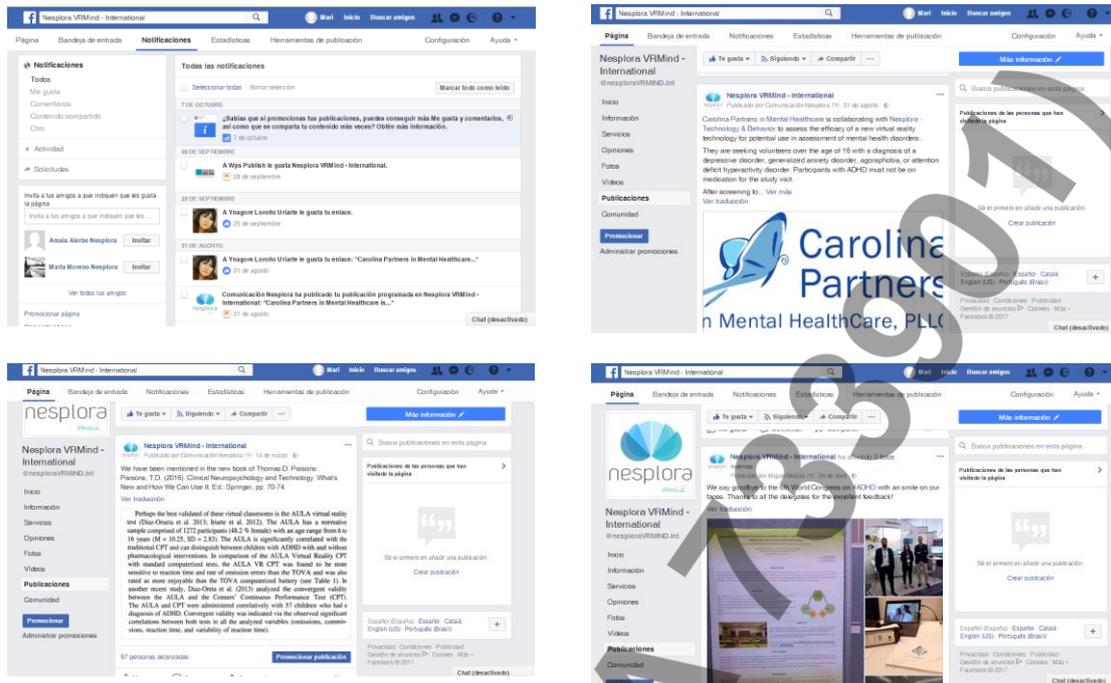

### 3.2 Facebook VRMIND International

The Facebook profile of VRMIND in English is: @nexploraVRMIND.Int.



This profile has 64 followers, and we plan to do an important effort creating new contents for this Facebook profile.





## 4. TWITTER

We use the profiles in Twitter basically for publishing information about:

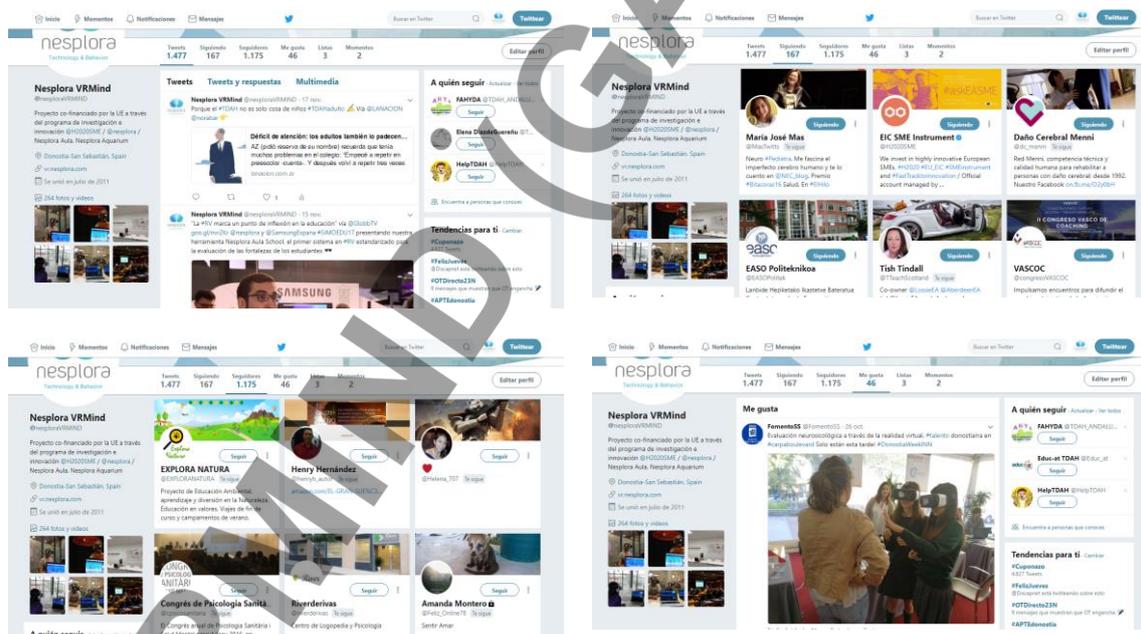
- Our products already in the market, Nesplora Aula.
- Create awareness about the importance to measure other cognitive functions that we plan to measure in the future with other products.
- Announce agreements with new collaborators.
- Give the thanks to the participants and the organizations who participate in our studies.
- Announce the events where we are going to present our tools.
- Give information to the general public about the results we are achieving.

### 4.1 Twitter VRMIND Spain and Latin America

The Twitter profile of VRMIND in Spanish is: @nesploraVRMIND.



This profile has 1175 followers, and in general we publish at least once a week.



## 4.2 Twitter VRMIND International

The Twitter profile of VRMIND in Spanish is: @Nexplora\_VRMIND.



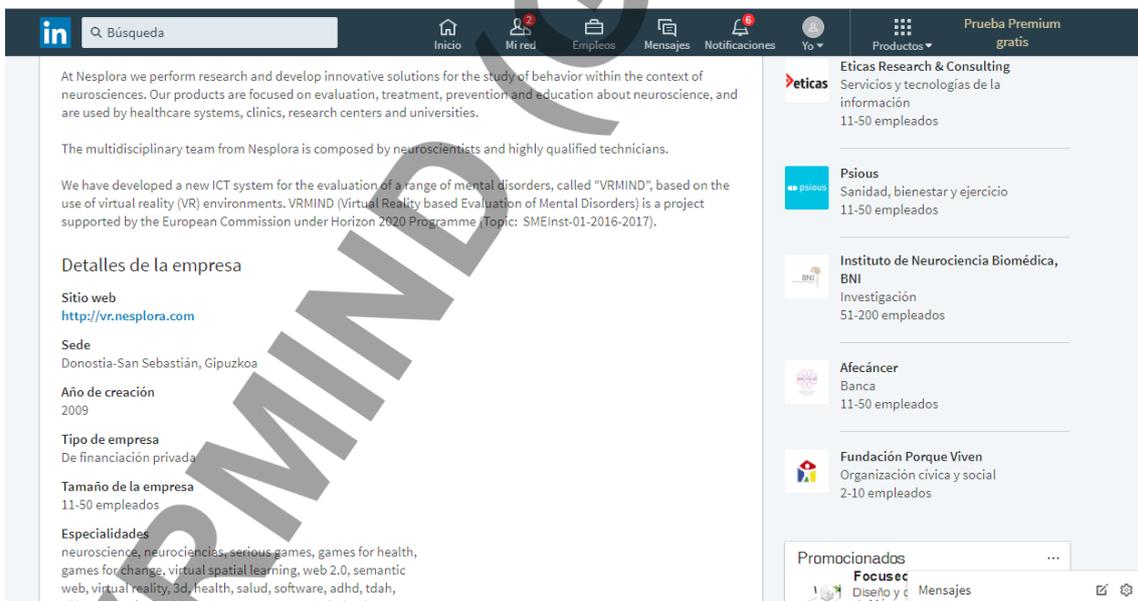
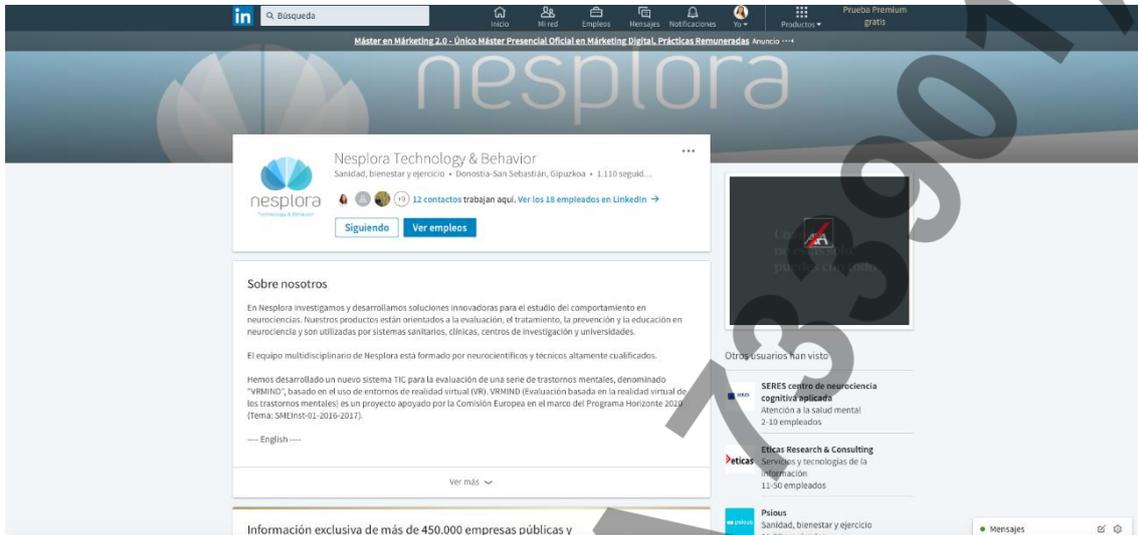
This profile has 25 followers, and this can be due to the fact that we are not very known in English speaking countries.

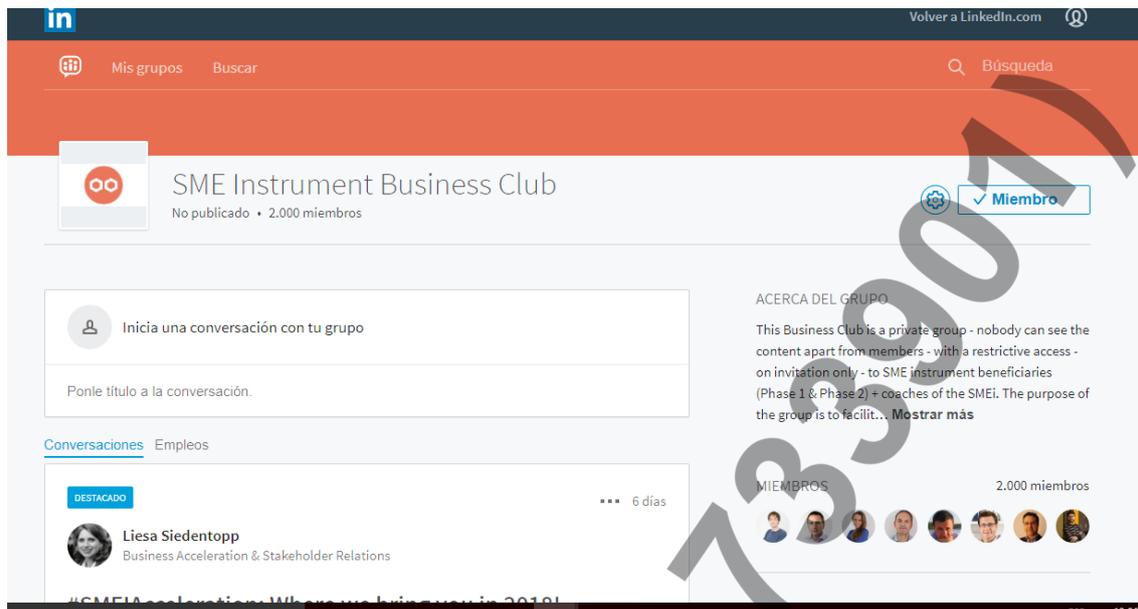


## 5. LINKEDIN

Currently, we basically use LinkedIn for the publication of job vacancies and also we belong to different groups, as the SME Instrument Business Club group, so we can follow the updates of these groups.

We have a total of 110 followers in our LinkedIn profile.





## 6. CONCLUSIONS

We already have Facebook, Twitter and LinkedIn VRMIND profiles in both Spanish and English language. The followers and the publication rate are acceptable, especially in their Spanish versions and, in the future, with the arrival of the new projects, we will have more information on these profiles.

Currently, thanks to the social networks we reach potential new customers and collaborators for our studies, and we also keep our current customers informed about our results.

This year we were selected, thanks to the VRMIND Project, to participate in the “Digital Communication & International PR for Small Businesses”, promoted by Bilbao Ekintza and co-funded by European Social Fund. The professionals of this programme have helped us to define and start putting into practice our international communication strategy. They have also given us useful tips regarding our social networks that we have started implemented this year but that we definitely deployed in 2018.

Our objectives for 2018 are:

- To increase the numbers of “high quality followers” and publications in Twitter, Facebook and LinkedIn.
- To update and complete our LinkedIn, Facebook and Twitter profiles, especially the profiles in English.
- To explore how other communication channels, for instance YouTube, can help us to commercialize, especially in foreign countries, the VRMIND products.