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Abstract:

The presence on social networking tools allow businesses, organizations and individuals to be electronically connected with the **AgeingWell** Network and build associations through the use of the internet. This document presents the activities of **AgeingWell** network on social networks, during the two years of activity of the network, on the following platforms: LinkedIn, Twitter and Facebook.

By the end of December 2013, the LinkedIn Group of the network gathered 98 members and 96 posts were published. The **AgeingWell** Twitter account is being followed by 318 users, is following 180 users related to ICT and Ageing and has submitted 279 tweets. Launched in September 2013, the Facebook profile of the **AgeingWell** Network gathered already 41 “Likes”.

Revision History:

Revision	Date	Author	Organisation	Description
V.01	30/12/2013	Ana Solange Leal	INOVA+	First draft of the Deliverable

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

1.1 Background

The aim of the **AgeingWell** Network is to build and animate a European network focused on improving the quality of life of older persons by promoting the market uptake of ICT solutions for Ageing well.

To achieve its aim, the following five **main objectives** of the **AgeingWell** project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;
- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;
- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;
- **Promote** the European innovation reinforcement between innovative ICT & Ageing industries (in particular SMEs) and Venture Capital firms, Business Angels and other;
- **Raise awareness** within the European community of ICT & Ageing stakeholders through soft measures, and the organization of 3 international events and 11 national events.

1.2 Summary

The presence on social networking tools allow businesses, organizations and individuals to be electronically connected with the **AgeingWell** Network and build associations through the use of the internet. This document presents the activities of **AgeingWell** network on social networks, during the two years of activity of the network, on the following platforms: LinkedIn, Twitter and Facebook.

By the end of December 2013, the LinkedIn Group of the network gathered 98 members and 96 posts were published. The **AgeingWell** Twitter account is being followed by 318 users, is following 180 users related to ICT and Ageing and has submitted 279 tweets. Launched in September 2013, the Facebook profile of the **AgeingWell** Network gathered already 41 "Likes".

The document ends with a brief presentation of the future plans regarding the use of the different platforms.

2 AgeingWell on Social Networks

The relevance of social platforms to disseminate information and raise awareness about the network has been confirmed in these two years of activity of the **AgeingWell** Network. Three social media platforms are being used by the network, namely: LinkedIn and Twitter, since the first year of the network, and Facebook starting in 2013. These means of communication have been used by the network manager to disseminate outcomes and results, but also by associate members and contributors to share information about their own initiatives.

In this section, the main outcomes concerning each one of the platforms are described, as well as the contribution of members in their animation.

2.1 Twitter Account

By the end of December 2013, the Twitter account ([@AgeingWell_EU](https://twitter.com/AgeingWell_EU)), online since March 2012, gathered the interest of **318 followers** who receive information about any tweet published by the network. Because, understanding the sector and being informed about other initiatives related to ICT and Ageing is important for the achievement of the objectives, the **AgeingWell** Network is **following 180 users**. The communication and sharing of information made through this platform resulted in the publication of **279 tweets** (Figure 1).



Figure 1 – AgeingWell Twitter Account - Profile Page (Screen Shot – 30.12.2013)

Concerning the evolution of the Twitter account, at the end of 2012, the network founding members established, for 2013, the objective of increasing the number of followers in, at least, 20% of the current number (96). Considering the results achieved by December 2013 (Figure 2), it can be confirmed that this objective has been achieved as the number of followers is now of 318 – corresponding to an increase of 231%.

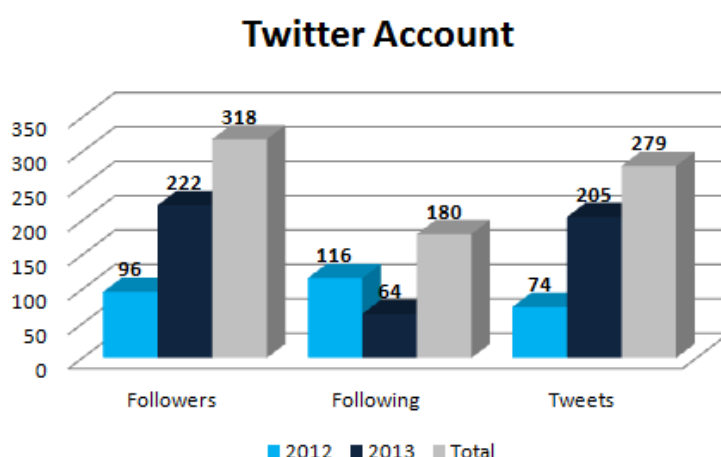


Figure 2 – AgeingWell Twitter Account Evolution

Below the entire list of followers of the **AgeingWell** Network Twitter Account is presented:

1. AAL PaeLife Project | @aal_paelife
2. AAL_ASSISTANT | @AAL_ASSISTANT
3. AALRegional Workshop | @AALREGIONS
4. Active Fakenham | @ActiveFakenham
5. ActiveHealthyAgeing | @EIP_AHA
6. ADI | @AdvancedDigital
7. Age Action Alliance | @AgeActAlliance
8. Age NI | @Age_NI
9. AGE Platform Europe | @AGE_PlatformEU
10. Age UK London | @ageuklondon
11. Age UK London BD | @AgeUKLondon_BD
12. Age_UK STW | @AgeUK_STW
13. AgeConcern E'Bourne | @AgeConcernEB
14. AgeConcernVolunteers | @AgeConcernVol
15. Ageing Aficionados | @AgeAficionados
16. AgeingLifelongHealth | @AgeingUSRG
17. Agewell | @AgewellInfo
18. Aging2.0 | @Aging20
19. aginginnovation | @aginginnovation
20. AKTIVE project | @AKTIVEproject
21. Alejandro SR | @alejandrosr
22. ALERTMYCARER | @alertmycarer
23. Alexander Peine | @AlexanderPeine
24. Alice Sinigaglia | @AliceSinigaglia
25. Alice Woudhuysen | @AliceWoudhuysen
26. Alicia Gómez | @AliciaGBenito
27. Alzminder mobile app | @Alzminder
28. Amy Drahota | @AmyDrahota
29. Anabel Souther | @Anabelvx
30. Ana-Maria Burlea | @ermi_12
31. andagoempleados | @andagoempleados
32. Andrea | @LLRelocations
33. Andrew McCormick | @AGMcormick
34. Andy Bleaden | @andybleaden
35. Anna | @justonemoreanna
36. Anne Tidmarsh | @tidmarsh_anne
37. Arend Roos | @arendroos
38. Artur Olesch | @ArturOlesch
39. ASAPS | @ASAPS_EU
40. Aske Juul Lassen | @AskeJuulLassen
41. Asociación Parkinson | @ParkinsonMadrid
42. AssociationofCarers | @Carers1066
43. ATIS4all project | @atis4all
44. Auzolan living lab | @AuzolanLL
45. B.K. | @bespeake
46. Bank4Elder | @Bank4Elder
47. Barbara S. | @BarbaraSani_
48. Bart Collet | @bart
49. BDigital | @bdigital
50. Benny Madhlophe | @BennyMadhlophe
51. Berengere Fally | @BerengereFally
52. Beth Johnson Fndn | @BethJohn64
53. BioRN Cluster | @BioRNCluster
54. Bloomfield Hospital | @Bloomfield_Hosp
55. Bluebird Care Meath | @BBirdCareMeath

56. Bluebird Care | @BluebirdCare_IE
57. BluebirdCareLeeds | @BluebirdCareLDS
58. Broadstairs Team | @BroadieTownTeam
59. Business /NWSRM | @BusinessNWSRM
60. Canan Ziyilan | @Djaanan
61. Carefound Home Care | @Carefound
62. CareHomeCosts | @CareHomeCosts
63. Carlos R de Pablos | @crdepablos
64. CASALA | @CASALATWEET
65. CatedraTEF_ULE | @CatedraTEF_ULE
66. Chiara Beltrame | @chiarabeltrame
67. Choni Doñate | @ChoniDM
68. Citymart.com Health | @CitymartHealth
69. Claus F. Nielsen | @clausfn
70. Cloud4all Project | @Cloud4all7FP
71. CO-LIVING project | @CO_LIVING
72. COLLAGE | @COLLAGE_Ireland
73. Comfort Keepers | @carerjobs
74. Comfort Keepers | @BlaineCk
75. Consciousness Club | @consciousclub
76. Consorzio Arsenal.IT | @Consorz_Arsenal
77. Corina Vladut | @CorinaVladut
78. Cristian Cárdenas | @TheGreatClown
79. cristina manea | @crisma_gngraph
80. Cyndi Sch. | @Cynder10
81. DailyCaring | @DailyCaring
82. DaliProject | @DaliProject
83. dallas_connect | @dallas_connect
84. Damien Ribbans | @DamienRibbans78
85. Daniel was here | @danieldunne
86. DementiaMap | @DementiaMap
87. Design for All | @DesignforAllFd
88. DIET4Elders | @DIET4Elders
89. Digital Agenda | @ERNACT
90. Dilys Warren | @editwarbler
91. Doctors 2.0 & You | @doctors20
92. Donniel Robinson | @lostinyourcare
93. Dr Dave Neary | @DaveNeary1
94. Dr. Bill Thomas | @drbillthomas
95. Eden Alternative Ire | @EdenAltIre
96. Eeuwig Jong | @eeuwigjong
97. e-Inclusion/Eur.Comm | @eInclusion_EC
98. Electronics | @Electronics_EU
99. Eleftherakis | @eleftherakis
100. Elisa van Poelgeest | @ElisavPoelgeest
101. Emergency Response | @tunstaller
102. Enda Madden | @endamadden
103. Energy Association | @EnergyAssoc
104. EngagedNetwork | @ENGAGEDinEurope
105. ENoLL | @openlivinglabs
106. Envejecimiento CSIC | @EnvejecerCSIC
107. Espacio Mayores | @EspacioMayores
108. Estela Perez | @Estela051278
109. EU Regional Policy | @EU_Regional
110. EU_eHealth | @EU_eHealth
111. EUNAAPA | @EUNAAPA
112. EUSeminar | @EUSeminar
113. Fabian - LP CASA | @fabian_brussels
114. Falls Assist UK | @FallsAssistUK
115. FAmirabdollahian | @FAmirabdollahia
116. FARSEEING Research | @FARSEEINGEU
117. Fingal_Age_Friendly | @ageing_fingal
118. Flexibus | @FlexibusRT
119. FP7 Ageing: Textiles | @TAGS_FP7
120. Francisco Flórez | @fflorezrevuelta
121. frank boermeester | @fboermeester
122. Fundació Ave Maria | @funavemaria
123. Fundació TicSalut | @ticsalut
124. Fundación Caja Duero | @funcajaduero
125. Gemma Joyce | @GemmaJoyce
126. Gent Gran i SM | @ggranSM
127. Geoff Pearman | @GeoffPearman
128. GerontologiaNews | @NewsGerontology
129. Gerrit Lesaffer | @glesaffe
130. giraffplus | @giraffplus
131. gomomobiles | @gomomobiles
132. GoodNeighbourProject | @goodneighbourpr
133. guillem serra | @norbak
134. HAIVISIO_project | @HAIVISIO_EU
135. Haluk GOKMEN | @HalukGOKMEN
136. Health 2.0 Amsterdam | @Health2Ams
137. Health First Europe | @HealthFirstEU
138. Healthcare IS | @HealthcareIS
139. Healthwatch Cheshire | @HealthwatchCE
140. Healthy Living Club | @HLCLC
141. HELPS Project | @HELPSproject
142. HISC Waterford | @HISCwaterford
143. HISRC | @HISRC
144. Home Instead | @Home_Instead_
145. Horst Kraemer | @horstk
146. Hugh Rhodes | @hugh_rhodes
147. Hugmail | @SendaHugmail
148. Huw Jones | @hlj211163
149. IAHSA | @GlobalAgeing
150. ICARUS Project | @ICARUS_EU

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151. ICT 2013 eu | @ict2013eu
 152. ICT 4 Excellent Sci | @ICTscienceEU
 153. IDGO | @IDGOresearch
 154. IEEE BHI 2014 | @IEEEBHI
 155. Ilenia AGE | @Ilenia AGE
 156. Improving Dementia | @IdeaUoN
 157. Ingrid Dam | @icjdam
 158. INNOVAGE | @INNOVAGEfp7
 159. Int Longevity Centre | @ILCUK
 160. INTERREG tweets | @INTERREGTweets
 161. Irene Monsonís Payá | @Irenemon
 162. IROHLA | @IROHLA
 163. Isabel FM | @elisabeleta
 164. Jacek S. | @JacekS6
 165. Jaime Gonzalez | @jaimillos
 166. Jerome de Barros | @jdebarros28
 167. Joanne Adams | @jladams03
 168. John Eaglesham | @johneaglesham
 169. José Luis Buenache | @JLBuenache
 170. Jose Martinez Usero | @martinezusero
 171. Juan | @pecico
 172. Juan-Carlos Naranjo | @jcnaranjo
 173. Juanma Belda | @fakingphysics
 174. Julia Coletta | @JuliaColetta
 175. Julia Cook | @JuCook1
 176. Kálmán Anikó | @KlmanAnik
 177. Karen Burnell | @KarenEverill
 178. Karen Tucker | @FirstLightFL
 179. Katerina Gianniou | @kgianniou Tweets
 protegidos
 180. Katie Dee | @dee_kt
 181. Kellyn | @KellynWeir
 182. Klaus-Peter Schipper | @geohitch
 183. Krister Halldin | @uukrishall
 184. LaureaRDI | @Laurea_RDI
 185. Laurens Rijpstra | @Laurensrijpstra
 186. LeadingAge CAST | @LeadingAgeCAST
 187. Lesleyroome | @lesleyroome
 188. Linking Generations | @LinkGenNI
 189. Lisa Huening | @LisaHuening
 190. Living it Up | @Livingitup_Scot
 191. Loraine Simpson | @Lori_nerd
 192. Lorenzo Chiari | @Lo_Chiari
 193. Louise at MoveLab | @movelabncl
 194. Maavis | @MaavisProject
 195. Maciej J. Kucharczyk | @mjkucharczyk
 196. Madiba | @Madiba1918
 197. Maggie | @MaggieMckernon
 198. Maggie Clark | @maggieclark9
 199. Malin Strandberg | @malinnovation
 200. Managing Care | @Managing_Care
 201. Maria Gill | @frugill Tweets protegidos
 202. Maria Wolters | @mariawolters
 203. Marie Paldam Folker | @Mariefolker
 204. Marilyn Lennon | @mcgeemr
 205. Mark Beasley | @rhcadvantage
 206. Masoud Stefania | @kikicaixa
 207. MaxVida | @ropaadaptada
 208. McMG Architects | @McMGArchitects
 209. MDTInnovation | @MDTInnovation
 210. ME SXI | @Keibridge
 211. Mens Shed UK | @UKMensShedAss
 212. Microsoft Europe | @MSEurope
 213. Mike Clark | @clarkmike
 214. Mobilesage.eu | @mobilesage_eu
 215. MOPACT | @MOPACTfp7
 216. Mr Frans Malahlela | @snaarmalax
 217. My IT Tutor | @MyITTutor
 218. MyHealthApps | @my_health_apps
 219. Natalia Díaz | @NataliaDiazRodr
 220. Natalie Turner | @MsDCNat
 221. Nelson Mandela | Conta verificada
 @NelsonMandela
 222. NHS 24 | @NHS24
 223. Nick Batey | @wnbatey
 224. Nico van der Sijde | @nicovandersijde
 225. Nicola Doppio | @Nicoladoppio
 226. Oddfellows Intl. | @OddfellowsInt
 227. Ophélie Durand | @DurandOphelie
 228. Párkinson al día | @parkinsonaldia
 229. Párkinson Federación | @ParkinsonFEP
 230. Paul W Chan | @PaulWChan
 231. Peter Jones | @h2cm
 232. Peter Portheine | @Portheine
 233. PGraad | @PGraad
 234. Pilar Sala | @msalasar
 235. Portlaoise Mens Shed | @ShedPortlaoise
 236. Positive Ageing | @PositiveAgeing1
 237. ProFouND | @ProFouNDEU
 238. Programs for Elderly | @elderlyprograms
 239. Progress Project | @agehealthy
 240. Pronto Capital | @ProntoCapital
 241. PSIBENSA | @PSIBENSA
 242. PST@ISTC-CNR | @CNRPst
 243. QualityCareCampaign | @QCareCampaign
 244. Raquel Patrício | @patricioraquel

-
- | | |
|---|--|
| 245. Retired Peoples Club @RetPeoplesClub | 283. The ALLIANCE @ALLIANCEScot |
| 246. Retirement Media @RetirementMedia | 284. The Baltic Institute @BalticInstitute |
| 247. Right at Home Int'l @RightatHomeIntl | 285. The Bellt @TheBellt |
| 248. Rune Halvorsen @rune_halvorsen | 286. The CASA project @casa_eu |
| 249. SA Comms Bootcamp @NewBrandYOU | 287. The FATE Project @FATE_EU_Project |
| 250. Safe Care Tech @SafeCareTech | 288. The Zimmers @The_Zimmers |
| 251. SALUD Y TRABAJO @PSTtuit | 289. Therese Maguire @ThereseMaguire |
| 252. SalusVitae @SalusVitae | 290. Third Age Ireland @ThirdAgeIreland |
| 253. Salvador Rivas Gil @Salva_RivasGil | 291. Thurrock is terrific @Twefor1 |
| 254. selltothenhs @selltothenhs | 292. TICBioMed @ticbiomed |
| 255. SeniorEngage @SeniorEngage | 293. Todo Pacientes @TodoPacientes |
| 256. Seniors Living Well @seniorlivewell | 294. Trine U. Fredskild @tuf03386721 |
| 257. SeniorsForLiving.com @Seniors4Living | 295. True Food Alliance @The_TrueFood |
| 258. SENSAGE @SENSAGEGNW | 296. Tuija Hirvikoski @TuijaHannele |
| 259. Service Europe @ServiceEurope | 297. UCC_TELforHealth @TELforHealth |
| 260. Shared Care Scotland @CareBreaks | 298. UK Healthy Cities @UKHCN |
| 261. Shawn Kuo @ShawnKuo1 | 299. Une Tangen @unetangen |
| 262. SHOSHAN SHACHAM @shachams | 300. universAAL @uAALProject |
| 263. Siemprevivo @Siemprevivoes | 301. UPCARING @upcaring |
| 264. SiforAGE @SiforAGE | 302. UserCentred Business @User_Centred |
| 265. Silver Comedy @SilverComedy | 303. valentina margiotta @valemargi |
| 266. simona florio @simonaflorio1 | 304. Vanderhaegen Jean-Ch
@jcvanderhaegen |
| 267. Simone Maccaferri @s_maccaferri | 305. Veerle Baert @VeerleB |
| 268. SimplyUnite @SimplyUnite | 306. Veneratio @veneratio1 |
| 269. Smart Lifetime @SmartLifetime | 307. Vicente Traver @vtraver |
| 270. Sonia Pazos Álvarez @SoniPazos | 308. Vicky Knowles @vicky_knowles |
| 271. Soraya @sorayaEstevez | 309. Victor @victor41030695 |
| 272. SouthNorway @SouthNorway | 310. VONPRUSSIA @VonPrussia |
| 273. St. John's Living @StJohnsLiving | 311. Wai Chan @waiaccess |
| 274. Stephen Von Rump @svonrump | 312. Ways to Care @ways_care |
| 275. Steve Arthington @Riskbloke | 313. WeDO partnership @WeDOcoordinator |
| 276. SteveALee @SteveALee | 314. Wouter Reynkens @Wouter_Reynkens |
| 277. STREE @BernardStree | 315. Yolanda González @yolygmar |
| 278. Sun's Hiding Place @suns_hiding | 316. Your Second Fifty @YourSecondFifty |
| 279. susan white @susanwhite10 | 317. zehra_ozmen @zehra_ozmen |
| 280. Susanne Kühler @SusanneKuehrer | 318. Zoltán MassayKosubek @EU_ZMK |
| 281. T&Tnet @TTnet_AAL | |
| 282. TechnoAGE @TechnoAGE | |

2.2 LinkedIn Group

The **AgeingWell** Network Group on LinkedIn¹ was created on August 2012 to become a place to share information among its members.

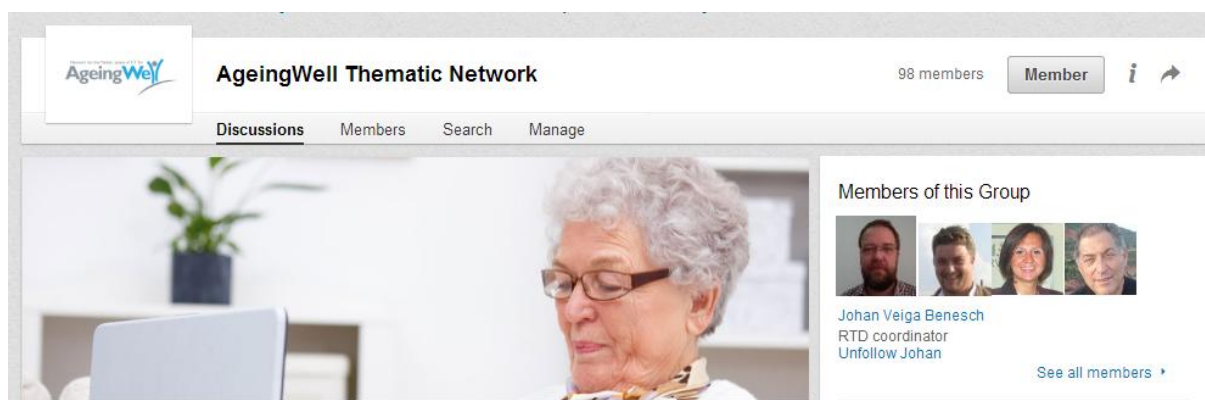


Figure 3 – AgeingWell LinkedIn Group Page (Screen Shot – 30.12.2013)

For the year 2013, the following objectives concerning this communication tool were established and achieved:

- To increase the number of members on the LinkedIn Group in, at least, 30% of the current number (in 2012 →29);
- To enhance the participation of members on the LinkedIn Group either by commenting on discussions launched by the **AgeingWell** Network, as by launching discussions themselves;
- To post relevant information about the **AgeingWell** Network in at least, 5 other groups related to ICT and Ageing fields.

By the end of 2013, the group gathered 98 members, corresponding to an increase of 238% to the number of members registered by the 15th December 2012 (Figure 4).

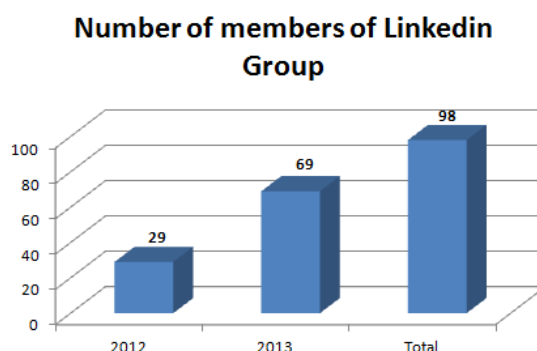


Figure 4 - AgeingWell LinkedIn Group Evolution

¹ Available at: http://www.linkedin.com/groups/AgeingWell-Thematic-Network-4599736?trk=myg_ugrp_ovr

During 2013, the activity of members in the group, either by commenting on discussions launched by the **AgeingWell** Network, as by launching discussions themselves, has increased, which contributed for enhancing the communication among members and the sharing of information concerning events, surveys, documents related to ICT and Ageing fields. Table 1 presents the main indicators that prove the achievement of the above listed objective.

Table 1 – AgeingWell Group on LinkedIn - Status

Indicator	Status		
	2012	2013	Total
Number of members	29	69	98
Number of discussions launched	21	75	96
Number of discussions launched by the AgeingWell Network	18	54	75
Number of discussions launched by members	3	21	24

Following the trend of the last report, members of the group are composed by staff members of the founding members of the **AgeingWell** Network and other professionals working/interested in the ICT and Ageing fields. Most of members of this group are engaged in Program and Project Management (26%) and Research (11%) functions (Figure 5).

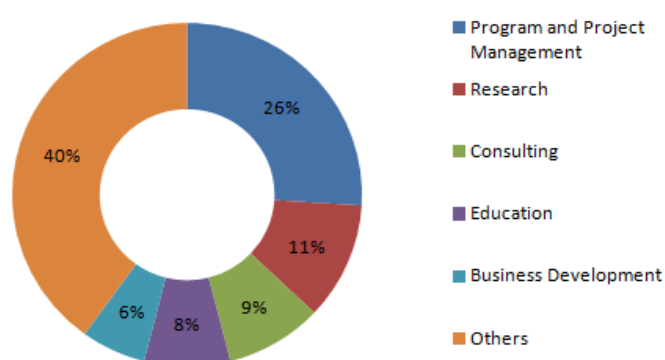


Figure 5 – Professional Function Distribution of Members of the AgeingWell Group

Next, a list of members is presented:

Table 2 – Members of the AgeingWell Group on LinkedIn

	Name	Professional Occupation
1	INOVA+ S.A (owner of the group)	Consultancy Services on Technological Innovation, Portugal
2	Aidan P.	Researcher at Foundation for Assistive Technology, United Kingdom
3	Alejandro Sánchez-Rico	Director eHealth at Artica Telemedicina - Grupo CMC (IESE EMBA 2011), Spain
4	Alessandro C.	Dottore di Ricerca Presso Università IUAV di Venezia, Venice Area, Italy
5	Alexandra Tingas	Project Manager / Experienced Researcher at INNOVA S.p.A., Italy
6	Alice Sinigaglia	Campaign and Project Coordinator at AGE Platform Europe, Belgium
7	Alicia Gómez Benito	Educadora Social y Coach, Spain
8	Ana Nobre Nobre	Directora de Projecto - Comfort Keepers Portugal, Portugal
9	Ana Ribeiro	Senior Consultant at INOVA +, Portugal
10	Ana Solange Leal	Senior Consultant at INOVA +, Portugal
11	Anders Kofod-Petersen	Senior Research Scientist at Telenor ASA, Norway
12	AndreA Orlandini	Researcher at Consiglio Nazionale delle Ricerche, Italy
13	Andreia F.	Manager, Portugal
14	Andy Bleaden	Funding and Programmes Manager at Stockport Council, United Kingdom
15	Angela Ciancia	Servizi e progetti per le imprese presso Tecnopolo SpA, Italy
16	Angela Cruz	Business Development, Portugal
17	Anna Siemek-Filuś	Executive Board Member at "Cities on Internet" Association, Lesser Poland District, Poland
18	Annaleda Mazzucato 2nd	Project Manager and Fundraiser, Italy
19	Artur Olesch	eHealth expert and consultant editor at Polish Healthcare Journal focused on public health and ICT in the EU, Germany
20	Benjamin M.	Secretario de Vinculación y Desarrollo Tecnológico at Instituto de Ciencias Nucleares - UNAM, Mexico
21	Bjørn Magnus Mathisen	Researcher at SINTEF, Norway
22	Bruno C.	Innovation Scientist, Italy
23	Bruno Santos	Sales & Marketing Manager, Portugal
24	Candela Bravo	Project Manager, Portugal

	Name	Professional Occupation
25	Carlos Gonzalez Navarro	Responsable Oficina de Transferencia de Tecnología de FIBICO - IMIBIC en FIBICO - IMIBIC, Spain
26	Carlos Manta Oliveira	Image Processing Manager at Critical Health S.A., Portugal
27	Cate C.	Joint Strategic Director of Public Health at North East Lincolnshire Care Trust Plus and North East Lincolnshire Council, United Kingdom
28	Chiara Frecia	International Cooperation Consultant at INOVA+, Belgium
29	Cindy Wings	Projectmanager Additionele Gelden at Orbis medisch en zorgconcern, Netherlands
30	Consiglia M.	Web Designer and Information Architect, Italy
31	Daniel Dr. Egloff	Head of Section, Research and Innovation Programmes, State Secretariat for Education, Research and Innovation, Switzerland
32	Dario S.	Researcher at Universidad Politécnica de Madrid, Spain
33	Elzbieta K.	Research Fellow at Queens University Belfast, Ireland
34	Esther Davidsen	Head of Brussels Office of Region Sjaelland, Belgium
35	Felicidad R.	R&D Senior Engineer at CRIDA, Spain
36	Francisco M.	Coordinador en Consorci de Serveis a les Persones de Granollers, Spain
37	Gabriel Abrantes	Head of ICT/Cloud Marketing, Portugal
38	Gil Gonçalves	Chief Scientific Officer at INOVA+, Portugal
39	Hugo Claessens	Business Development at Europe Unlimited, Belgium
40	Hugo Moreira Aleixo	Orthopedic Surgery Resident Doctor, Other
41	Ilenia Gheno	Research Project Manager @ AGE Platform Europe President chez CEIPES Belgium, Belgium
42	Jan S.	Development Engineer at University of Antwerp - CZT, Belgium
43	Javier D.	Director de Administración en Fundación Caja Duero, Spain
44	Jerome de Barros	Project Officer at Ambient Assisted Living Joint Programme, Belgium
45	Joana Soares	Senior Consultant, Portugal
46	Joana Sousa	Innovation Project Manager at Edgeinnovation, Portugal
47	Johan Veiga Benesch	RTD coordinator, Portugal
48	Jorge J. G.	Associate Professor at Universidad Complutense de Madrid, Spain
49	José Agustín C.	Founder at The Value Search Team, International Business Director at Critical-Health, Spain
50	Katarzyna Pydzinska Azevedo	International Cooperation Director at INOVA+, Portugal
51	Ken C.	CEO at Age UK Cheshire, United Kingdom
52	Leon V.	Projectmanager bij Orbis medisch en zorgconcern (Projectbureau Additionele Gelden), Netherlands

	Name	Professional Occupation
53	Ligia Mihaela Prisaca Manesi	Deputy Executive Director at AAIF, Ana Aslan International Academy of Aging, Greece
54	Liliana Ferreira	Senior Researcher at Fraunhofer Portugal AICOS, Portugal
55	Maarten Coolen	Unitmanager Orbis Hoogstaete at Orbis medisch en zorgconcern, Netherlands
56	Magdalena Sroga	RD analyst at Cities on Internet Association, Poland
57	Mar P.	Responsable de Comunicación en Federación Española de Parkinson, Spain
58	Māra Jākobsone	Chair at Telecentre-Europe AISBL, Latvia
59	Marco Fernandes	General Manager & co-founder at Metatheke Software, Portugal
60	Marcos Álvarez Díaz	Responsible for Business Development - International Projects at Gradient, Spain
61	Marek S.	Independent Outsourcing/Offshoring Professional, Poland
62	Maria Raquel P.	Teacher at Polytechnic Institute of Bragança, Portugal
63	Maria S.	Owner, CITT-Global, Bulgaria
64	Mariana Neto Costa	International Business Consultant @ ÅRØ Consulting, Portugal
65	Mario Conci	Visiting researcher at University of Vienna, Faculty of Computer Science, Italy
66	Mark H.	PhD Student, United Kingdom
67	Marlou B.	Consultant healthcare at NEN, Netherlands
68	Marta Teixeira Pinto	Consultant at INOVA+, Portugal
69	Maude Luherne	Project officer chez AGE Platform Europe, France
70	Methody NAYDENOV	EU Programmes and Public Affairs, Bulgaria
71	Michaela F.	Head of Department bei Austrian Institute of Technology, Austria
72	Miguel Sousa	COO at INOVA+, Portugal
73	Miriam G.	Ingeniera Biomédica, Spain
74	Mostafa M.	Co Founder & CTO at PDDP, Iran
75	Nadejda B.	Associate Professor at Institute of Neurobiology, Bulgaria
76	Natalia Spartakova	Conference Producer at Informa Exhibitions, Germany
77	Nicola Bottone	Ingegnere dell'Informazione, Business Consultant, Italy
78	Nicoleta T.	Experienced communications coordinator, Romania
79	Nikos Giannoulidis	Senior Consultant at Euroconsultants S.A., Greece
80	Ophélie Durand	EP Liaison & Project Officer at AGE, Belgium
81	Pablo C.	Becario FPI en Universidad Complutense de Madrid, Spain
82	Pascal Garel	Chief Executive at HOPE, Belgium
83	Pedro Ferreira da Costa	Senior Consultant at INOVA+; Co-Organizer at TEDxVitória, Portugal

	Name	Professional Occupation
84	Pedro Lousã	Director at Inov, Portugal
85	Pilar Sala Soriano	Project Manager at Instituto ITACA, Universidad Politécnica de Valencia, Spain
86	Qin W.	PRC 1st Class Registered Architect / PHD Researcher at University of Barcelona, Spain
87	Raquel Sousa	Development and Support Manager, Portugal
88	Reuven Granot	President, Perlis Ltd, Israel
89	Rita A.	Project Manager na Health Cluster Portugal, Portugal
90	Sabina G.	Qualitative Research Consultant, Italy
91	Salvador R.	RTD Project Manager en ISOIN, Ingeniería y Soluciones Informáticas, S.L., Spain
92	Sarah D.	Manager Operations at CSR Europe, Belgium
93	Shelley Brough	Commissioning Manager (Carers and Wider Determinants of Health) at Staffordshire County Council, United Kingdom
94	Sophia T.	Business Development Specialist International markets, Bulgaria
95	Stefania M.	dr at CMI, Romania
96	Sten Hanke	Researcher at IPN, Portugal
97	Stephen V.	CEO and Founder at Giraff Technologies, Sweden
98	Victor Sanchez Martin	Innovation and Technology Director at ISOIN, Ingeniería y Soluciones Informáticas, S.L., Spain

In addition, relevant information about the **AgeingWell** Network activities and results were posted in five other groups related to ICT and Ageing fields, reaching a potential audience of over 40000 people, as follows:

Table 3 – AgeingWell Posts in Other Groups on LinkedIn

Group	Number of members	Post Published
Health 2.0	33219	Join the AgeingWell Thematic Network
AALIANCE - The European Ambient Assisted Living Innovation Alliance	616	Join the AgeingWell Thematic Network
IAHSA - The Global Ageing Network	1348	Join the AgeingWell Thematic Network Marketing up ICT solutions for Ageing Well
Ambient Assisted Living	822	ICT for Ageing EU Funded Projects Database available on the AgeingWell Knowledge Center at http://ict-ageingwell.net 16th May! Save the date! AgeingWell National Event in Sofia, BG. "e-Health - Opportunities for Financing of e-Services in Health"

Group	Number of members	Post Published
		30th May! Save the date! AgeingWell National Event in Paris, FR. "Personal health systems: innovations that change the environment"
		Tomorrow! HOPE will present @AgeingWell_EU at the @SanteAutonomie. Porte de Versailles, Pavillon 1, at 10h - 12h15! Don't miss it!
		19th September!!! Save the date! 2nd International Event of the #AgeingWell Network will be within the #AAATE2013. More info soon!
		AgeingWell National Event in Krakow "Digital technologies in senior life" 30 October
Assistive Technology Professionals	4931	Join the AgeingWell Thematic Network
		Find out which ICT for Ageing solutions are being developed under EU Projects! Database available on the AgeingWell Knowledge Center at http://ict-ageingwell.net

2.3 Facebook Profile

This social media platform has more than 500 million active users around the world and has become part of the daily life for many people. In this sense, it is a great tool to disseminate the activities and results of a project or initiative, as it can easily reach a vast audience. Thus, having a profile of the **AgeingWell** Network on Facebook may contribute to enhance the communication between the **AgeingWell** members and stakeholders, as well as to spread relevant information on ICT and Ageing to the general public also.

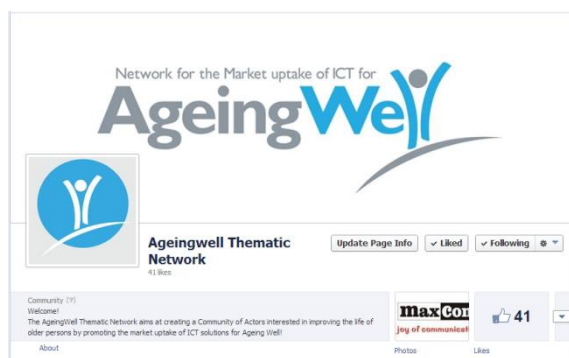


Figure 6 – AgeingWell Facebook Profile (Screen Shot – 30.12.2013)

In this sense, the network created its profile on Facebook in the beginning of September of 2013, being available at <https://www.facebook.com/AgeingwellNetwork> (Figure 6). Initial posts published

on this platform included regular information on the network activities, events, and deliverables, as well as shared information on **AgeingWell** Network's members initiatives on this page.

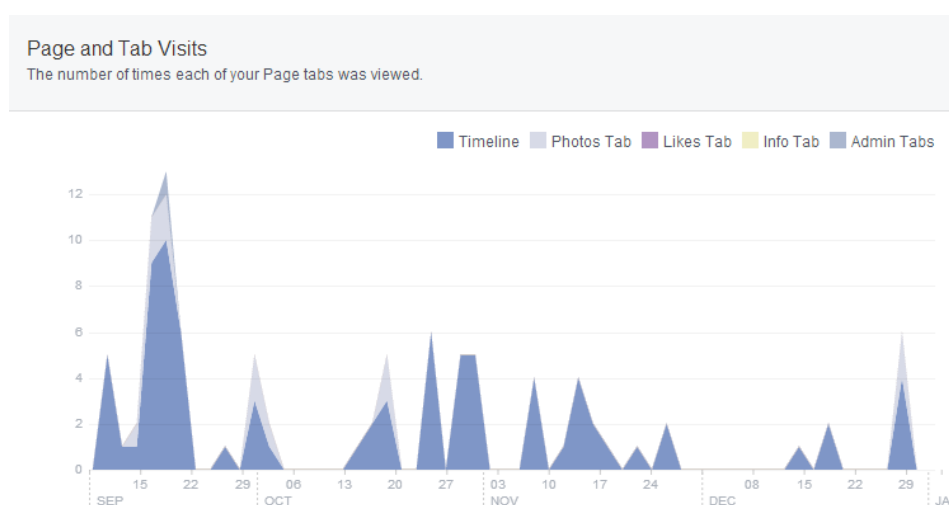


Figure 7 – AgeingWell Facebook Profile (Page Visits: September – December 2013)

As presented in Figure 7, the higher number of visits to this page is registered at the time of the promotion of the network's 2nd International Event (September) when members spend efforts in promoting this event among their contacts and informing them about this new communication channel available for the network. The number of visits is still quite modest and efforts need to be made to increase the interest of ICT and Ageing stakeholders to this page.

The post that attracted more visitors were related to events on ICT and Ageing, namely the network's 2nd International Event and the ICT2013.eu Conference, which together reached over 150 people (Figure 8).

		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach			
10/30/2013 3:46 pm	 Members of the Ageingwell Thematic Network will attend the ICT2013.eu Conference, in Vilnius! Enjoy the video!			49		0 3	
09/19/2013 6:17 pm	 @AgeingWell_EU wishes to thank all members engaged at the event #saate2013 for a job well done. Mission accomplished!			118		59 9	

Figure 8 – AgeingWell Facebook Profile (Most Visited Posts – 30.12.2013)

Concerning demographics and referring to gender distribution of the 41 Fans of this page, 59% of total fans are women (Figure 9). About age, the majority of fans are aged between 25 and 34 and only 12% of fans are over 54 years old. Also, current fans are mainly from the countries of the founding members of the network.

The people who like your Page

Women

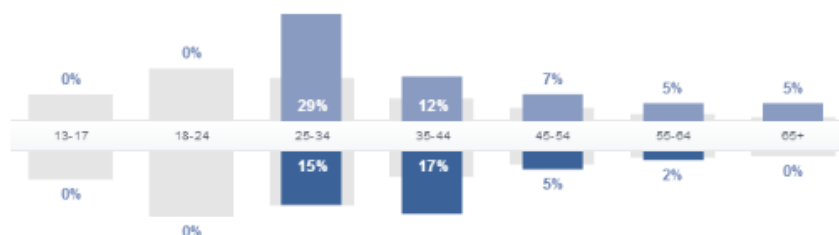
59%
Your Fans

46%
All Facebook

Men

39%
Your Fans

54%
All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
Spain	17	Madrid, Spain	11	Spanish (Spain)	8
Portugal	8	Porto, Portugal	5	English (US)	7
Poland	4	Riga, Latvia	2	Spanish	6
Romania	3	Rome, Lazio, Italy	2	English (UK)	6
Bulgaria	2	Bucharest, Bucuresti, Ro...	2	Portuguese (Portugal)	5
Italy	2	Sofia, Grad Sofiya, Bulg...	2	Polish	4
Latvia	2	Tarnów, Tarnow, Poland	2	Italian	2
France	1	Fortuna, Murcia, Spain	1	Romanian	1
Greece	1	Trzebinia, Katowice, Poland	1	French (France)	1
United Kingdom	1	Lisbon, Lisboa, Portugal	1	Latvian	1

Figure 9 – AgeingWell Facebook Profile (Page Fans – 30.12.2013)

Finally, the **AgeingWell** Network profile is following 27 Facebook profiles, among pages of members, other organisations (e.g. European Commission) and ICT and Ageing projects as a way of keeping update with relevant news in this field that can be shared in its own page for the benefit of its stakeholders.

3 Future Plans

The future plans for the presence of the **AgeingWell** Network on social media are the following:

Twitter Account

- To increase the number of followers on the Twitter account in, at least, 50% of the current number (318).

Linkedin Group

- To increase the number of members on the LinkedIn Group in, at least, 25% of the current number (98);
- To enhance the participation of members on the LinkedIn Group either by commenting on discussions launched by the **AgeingWell** Network, as by launching discussions themselves;
- To post relevant information about the **AgeingWell** Network in at least, 5 other groups related to ICT and Ageing fields.

Facebook Account

- To increase the number of fans of the page in, at least, 30% of the current number (41);
- To launch at least three polls each semester, six by the end of 2014, to gather feedback from stakeholders on diverse topics.