



Developing Compassionate Workplaces in Europe for the digital and green work environment to protect employees' mental and physical health and wellbeing

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LinkedIn as a dissemination tool for the E-newsletter

The focus of the EU-CoWork project's dissemination activities has been via LinkedIn where a special group, 'Eu-CoWork Developing Compassionate Workplaces' has been launched. The EU-CoWork Supervisory Board decided that it was strategically more interesting and efficient to disseminate newsletter content in a more piecemeal manner, to maximize readership and engagement (rather than a combined newsletter that – so experience teaches us – often sits unopened and unread in the recipients mailbox). This LinkedIn group compliments the EU-CoWork webpages by encouraging traffic between the two, promoting awareness of the different stages of the research, and later will ensure its findings are disseminated to a wider pool of potential stakeholders.

Through the LinkedIn, the E-newsletter is spread as this guarantees a broad international audience.

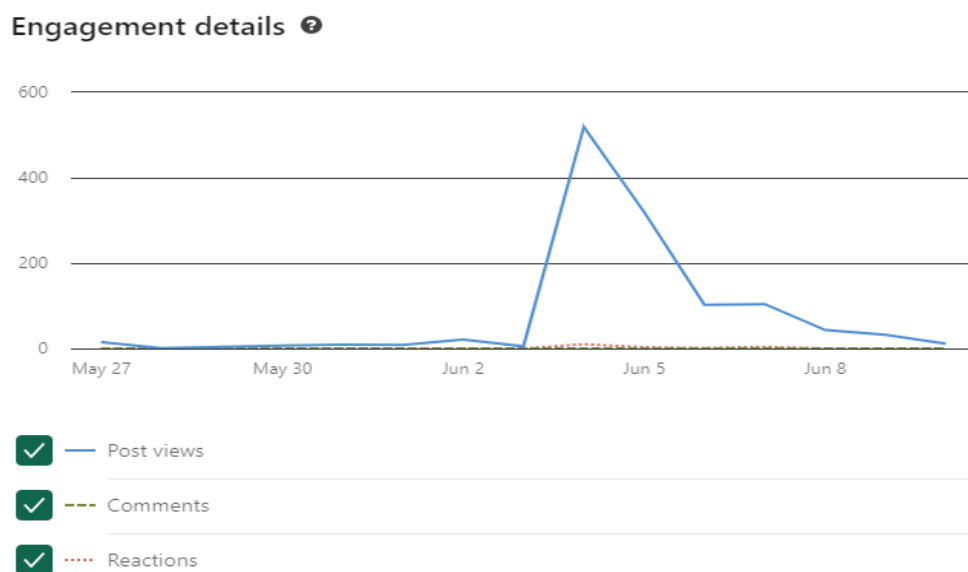


Figure 1 Audience engagement with LinkedIn EU-CoWork special group

During the period 27th May 2024 – 10th June 2024 (Figure 1), an updated post welcoming new members and another signposting members to the EU-CoWork webpages attracted 1,200 views.

On 3rd June 2024, a post promoting the launch of the EU-CoWork website was published on the EU-CoWork special group page and attracted views of 527 people (Figure 2). It also resulted in 14 new individuals requesting membership of the group.

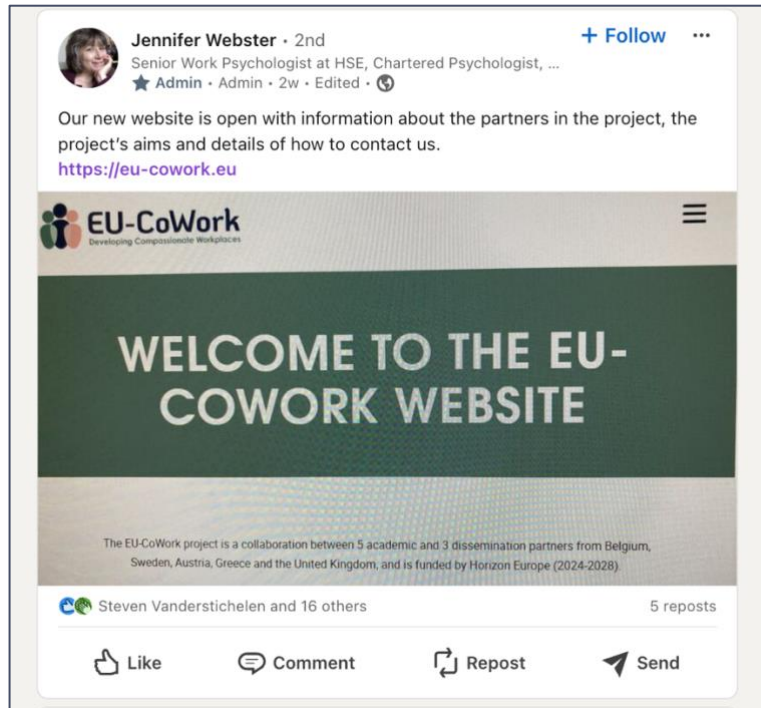


Figure 2 Launch of EU-CoWork website via LinkedIn special group - [Link to the LinkedIn post](#)

As Figure 1 demonstrates, new and / or refreshed posts can attract audience views and this will be part of our ongoing dissemination strategy during the lifetime of the EU-CoWork project. Over the next couple of months, a series of posts are planned in order to maintain engagement levels with the LinkedIn special group, and push traffic towards the EU-CoWork webpage. These will include:

- Noting any relevant national and international dates from the Dissemination plan;
- The introduction of two new PhD students joining the research team (10th June and 17th June 2024);
- The launch of WISEWORK-C launch 4th July 2024;
- Any update about the paper written for the Journal of Palliative Care and Social Practice.

Hereunder are the items that have been posted on the LinkedIn page until June 2024.

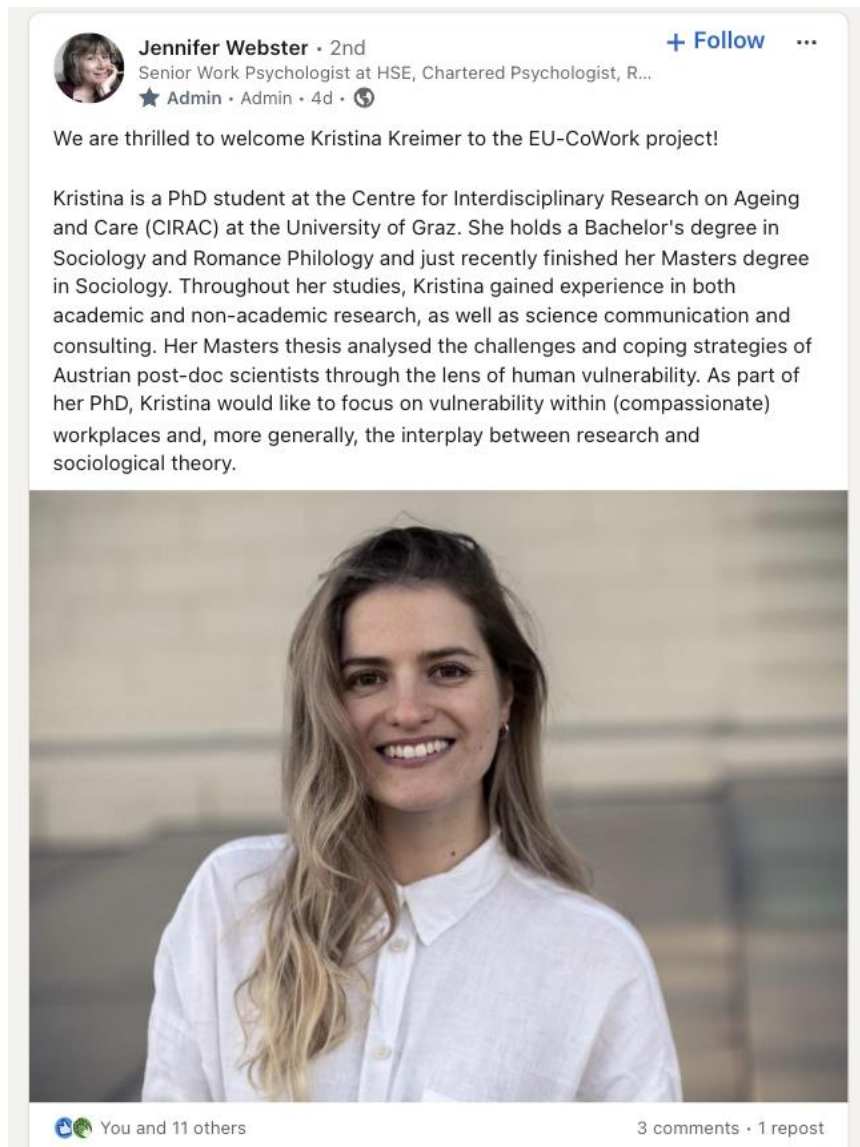


Figure 3 Addition to the team: Kristina Kreimer – [Link to the LinkedIn post](#)

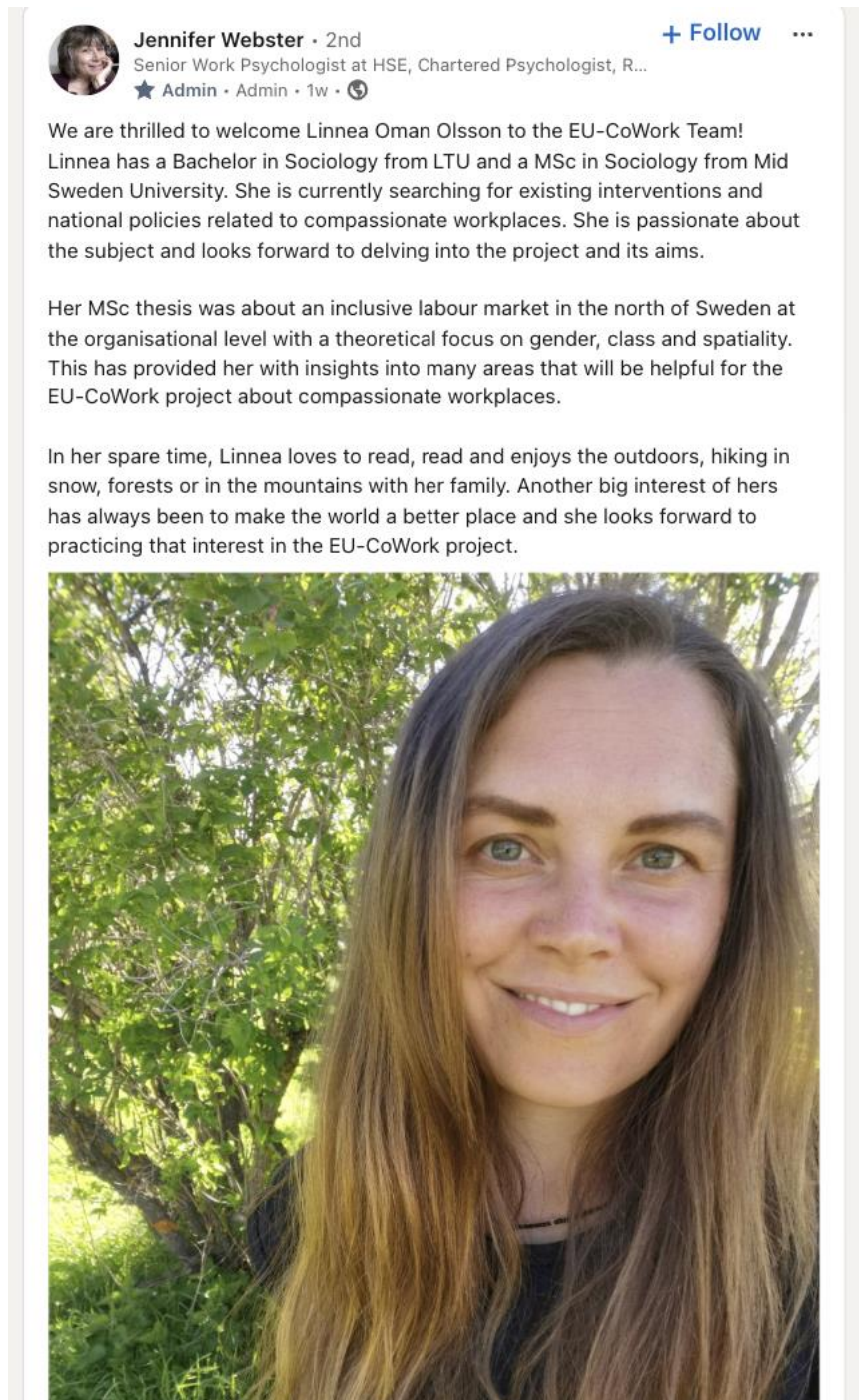


Figure 4 Addition to the team: Linnea Oman Olsson – [Link to the LinkedIn post](#)

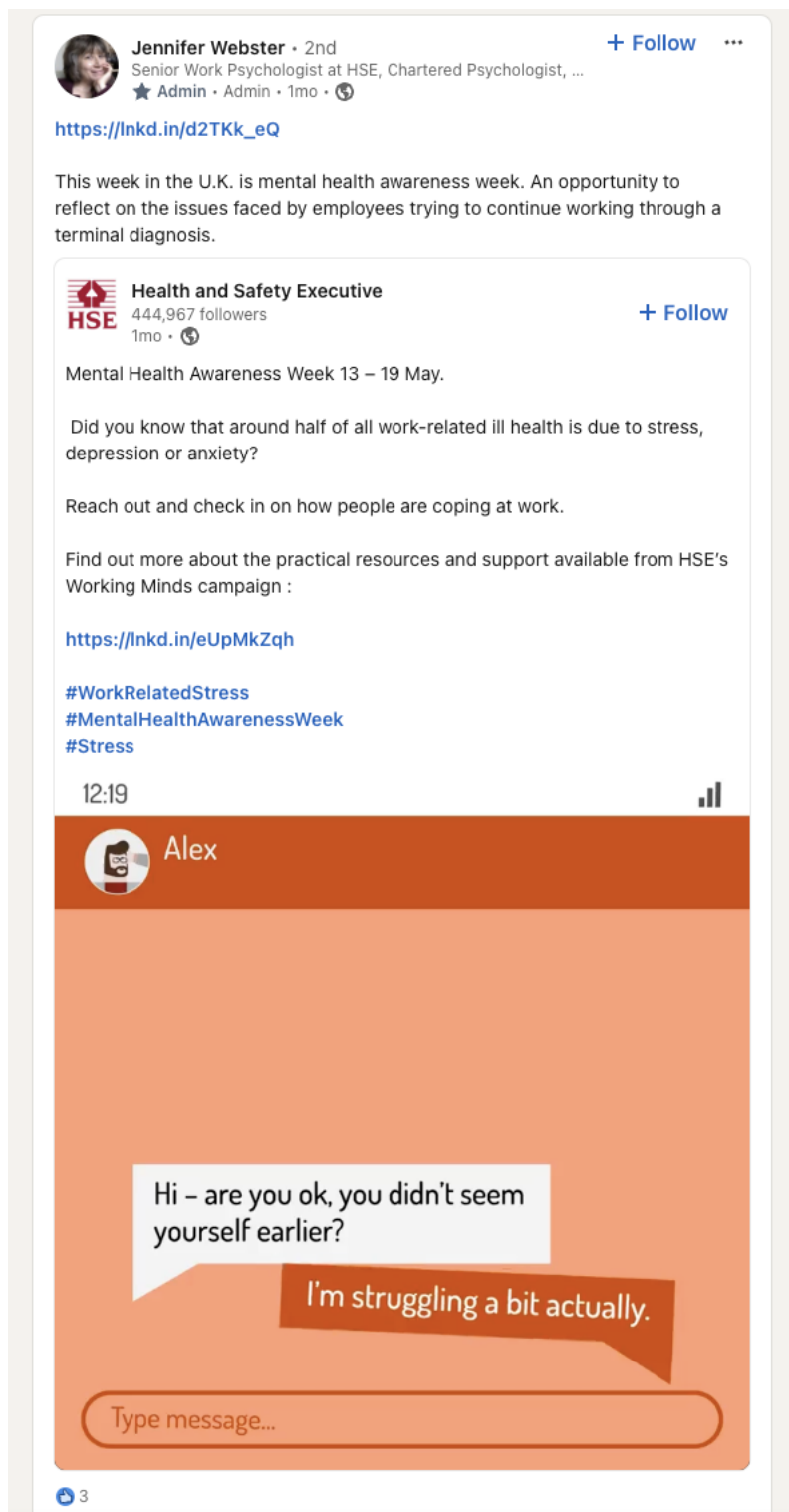


Figure 5 Shared post about Mental Health Awareness Week – [Link to the LinkedIn post](#)

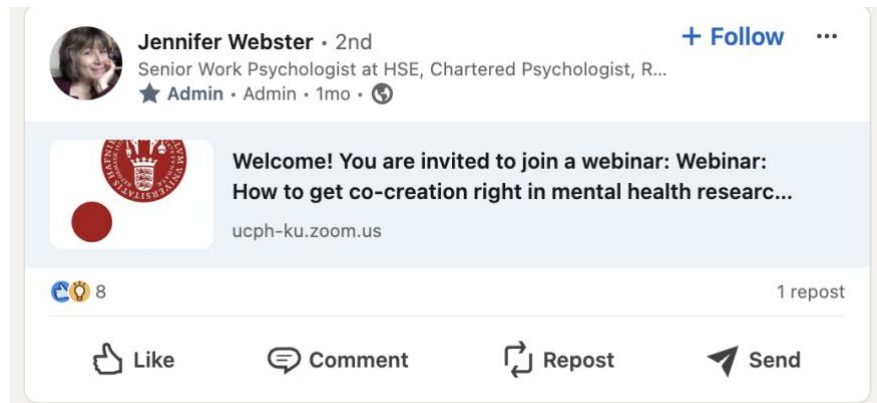


Figure 6 Invitation to join webinar about mental health research – [Link to the LinkedIn Post](#)



Figure 7 Short update about the kick off meeting – [Link to the LinkedIn post](#)



Figure 8 Short update about the kick off meeting – [Link to the LinkedIn post](#)