



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

Deliverable no. D8.5

Document name: EU-COWORK_DELIVERABLE D8.5_WP 8

Deliverable no. D8.5 E-newsletter 2

Part of WP 8: Dissemination, Exploitation and communication

28 December 2024

TYPE: DEC

DISSEMINATION LEVEL: Public

Lead Beneficiary WP 8: Vrije Universiteit Brussel (P1)

Main authors: Jen Webster, Deborah De Moortel

EU Project Officer: Sara Brazys

LinkedIn as a dissemination tool for the E-newsletter

LinkedIn, where a special group for 'EU-CoWork [Developing Compassionate Workplaces](#)' has been set up, continues to be the focus of the project's dissemination activities. The LinkedIn group compliments the EU-CoWork webpages and since our last report in June 2024, further efforts have been made to encourage traffic between the two.

Through the LinkedIn group, the E-newsletter continues to reach a broad international audience. The LinkedIn group currently has 178 members from 33 countries (Figure 1).



Figure 1 EU-CoWork LinkedIn group membership

During the period 1st July 2024 – 11th December 2024 (Figure 2), the LinkedIn group has uploaded 15 posts and attracted 9,956 views. This period has been used to raise the profile of members of the research group with the LinkedIn audience and, establish the scientific rigour that underpins the research as it goes forward.

The LinkedIn group has continued to recognise significant days such as World Mental Health Day 11th October, International Men's Day 19th November, and the UK National Grief Awareness Week 2nd to 8th December. The LinkedIn group has also connected its members to WISEWORK-C through a series of postings (Figure 6) to raise awareness that EU-CoWork is one of a cluster of inter-related projects.

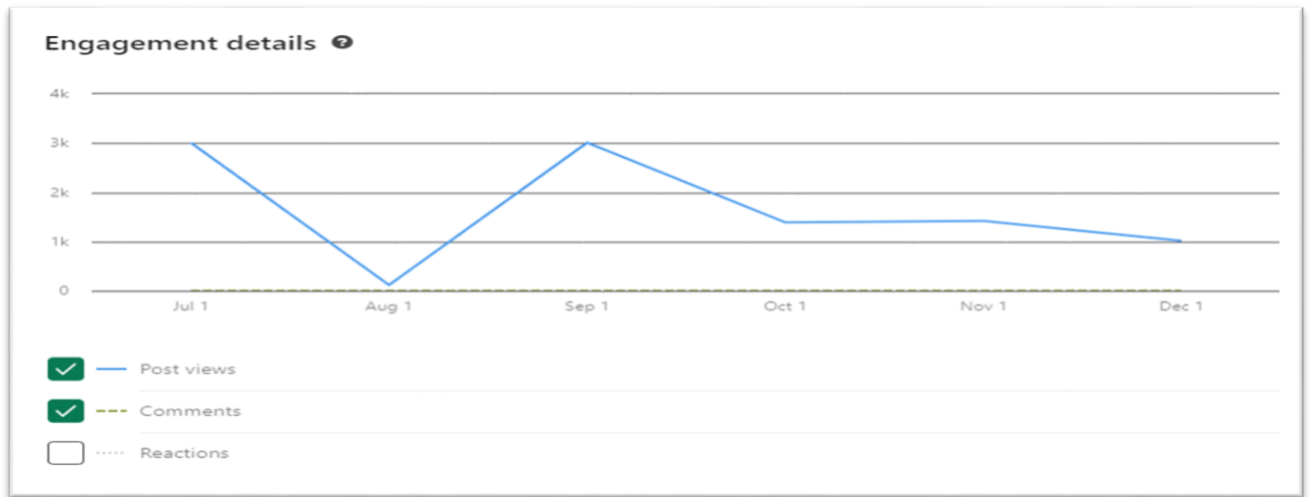


Figure 2 Audience engagement with LinkedIn EU-CoWork special group

Hereunder are the five posts that received the most engagement on the LinkedIn page between 1st July 2024 to 11th December 2024.



Figure 3 Cristian Vasquez – Sheffield University, 1,893 impressions [EU-CoWork Developing Compassionate Workplaces | Groups | LinkedIn](#)



Figure 4 Facilitator Training at IDEWE [EU-CoWork Developing Compassionate Workplaces | Groups | LinkedIn](#)



Figure 5 In-person EU-CoWork meeting in Leuven, 993 impressions - [EU-CoWork Developing Compassionate Workplaces | Groups | LinkedIn](#)



Figure 6 Launch of WISEWORK-C Workplace Innovation for Sustainable Well-being Cluster, 240 impressions [EU-CoWork Developing Compassionate Workplaces | Groups | LinkedIn](#)



Figure 7 Announcing the first EU-CoWork journal publication 878 impressions Link to [LinkedIn](#)