

CHARM-EU COMMUNICATION AND DISSEMINATION ACTIVITIES (2023–2026)

INDEX

1. INTRODUCTION	2
2. SOCIAL MEDIA RESULTS AND IMPACT	3
CONTENT VOLUME.....	3
AUDIENCE GROWTH	3
REACH AND VISIBILITY.....	4
ENGAGEMENT	4
RECOMMENDATIONS (R) TO IMPROVE SOCIAL MEDIA STRATEGY:	5
3. NEWSLETTER RESULTS AND IMPACT	5
ANALYSIS AND IMPACT	5
RECOMMENDATIONS (R) TO IMPROVE THE CHARM-EU NEWSLETTER:	6
4. WEBSITE RESULTS AND IMPACT.....	6
ANALYSIS AND IMPACT	6
RECOMMENDATIONS (R) TO IMPROVE THE CHARM-EU WEBSITE:.....	7
5. CHARM-EU COMMUNICATION AND DISSEMINATION SUCCESSFUL ACTIVITIES	7
MASTER’S IN GLOBAL CHALLENGES FOR SUSTAINABILITY & STUDENT RECRUITMENT.....	7
STUDENT-FOCUSED NARRATIVES & PEER STORIES.....	8
COMMUNITY STORIES & TESTIMONIALS.....	8
MAJOR STRATEGIC & PROJECT ANNOUNCEMENTS	9
EVENT COVERAGE & SECTOR NETWORKING	9
RESOURCE CENTER AND SERVICE PORTFOLIO ON THE CHARM-EU WEBSITE	9
ORGANISATION AND PARTICIPATION IN EUROPEAN HIGHER EDUCATION EVENTS.....	9
6. RECOMMENDATIONS (R) FOR OTHER EUROPEAN UNIVERSITIES ALLIANCES.....	10
R1 - CLEAR CHANNEL SEGMENTATION ALIGNED WITH TARGET GROUPS	10
R2 - MULTI-INSTITUTIONAL COLLABORATIONS AND CO-TAGGING	10
R3 - CO-CREATION & PEER-TO-PEER STUDENT STORYTELLING	11
R4 - WEBSITE OPTIMIZATION: MULTILINGUAL INCLUSION AND SERVICE PORTFOLIO.....	11
R5 - TARGETED NEWSLETTER SEGMENTATION AND DELIVERABILITY HEALTH	11
R6 - EVENT-DRIVEN COMMUNICATIONS AND POLICY LEADERSHIP	11

1. INTRODUCTION

This document serves as the public summary version of the CHARM-Eight Milestone 12 report ("Final evaluation report on the dissemination and communication"), prepared under Work Package 17. Operating across Work Package 16 (2023–2024) and Work Package 17 (2025–2026), CHARM-EU's Communication and Dissemination team implemented a high-volume, multi-channel strategy designed to elevate international brand awareness, promote innovative European higher education models, amplify project deliverables, and drive active participation across diverse stakeholder groups.

This executive version presents an overview of CHARM-EU's key outreach highlights, platform performance analysis, high-impact campaigns, major sector event participation, and strategic recommendations for other European University Alliances. Readers seeking the complete dataset, full analytics breakdown, or detailed Annexes can request the complete version of the final evaluation report directly from the CHARM-EU alliance.

2. SOCIAL MEDIA RESULTS AND IMPACT

Between January 2023 and August 2026, CHARM-EU maintained an active and multi-channel social media presence across Instagram, LinkedIn, Facebook, X (Twitter), and YouTube. Regarding these last two channels, CHARM-EU stopped using the platform X (Twitter) at the end of 2024, and YouTube is used as a repository of online sessions and informative videos. It is not currently used as a place for building a community.

Social media activities supported the promotion of the Master's in Global Challenges for Sustainability, dissemination of project outcomes, stakeholder engagement, event promotion, and community building among students, staff, and external audiences.

Content volume

The Communications and Dissemination work package creates a high volume of content across the different active channels. In total, in the period between January 2023 and August 2026, 2939 posts were published.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Analysis and impact

Content strategy prioritized high-engagement visual platforms, with Instagram leading the highest number of publications (36.4%), reflecting major efforts to build and maintain a strong presence on the platform.

Across all major channels, publishing activity reached its peak in 2024, while the high pace maintained through 2026 puts content distribution on track to match or exceed those peak historical levels by year-end.

Audience growth

During the reporting period, CHARM-EU established and expanded audiences across all major platforms.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Analysis and impact

Audience growth across all platforms showed strong, continuous momentum from 2023 through August 2026. LinkedIn emerged as the dominant audience channel, accounting for over 60% of the overall community. Simultaneously, dedicated content efforts on Instagram paid off with steady audience expansion and establishing it as the second-largest core platform, while Facebook provided solid foundational support to the total multi-channel reach.

The audience profile is mainly young adults and professionals, with Instagram's age distribution driven primarily by the 25 to 34 age bracket and younger adults aged 18 to 24. Geographically, Spain serves as the core hub across channels, leading Instagram at 21% and LinkedIn at 12%, followed closely by European countries like Germany, the Netherlands, France, and Hungary. On LinkedIn, the community is overwhelmingly concentrated within the Education sector and Professional Services, reflecting strong engagement from academic, research, and institutional networks.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Reach and visibility

Social media content generated substantial visibility.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Analysis and impact

Across the three primary social channels, CHARM-EU generated over **3.8 million cumulative impressions**, driving widespread visibility and expanding awareness far beyond direct project participants and existing follower networks. **Instagram served as the top channel** for overall reach. **LinkedIn provided steady, high-value reach**, ensuring strong engagement within academic and professional circles. Facebook also showed exponential growth from 2024 to 2026. Together, this sustained multi-channel strategy successfully amplified key messaging around European University Alliances, innovative educational models, and transnational learning opportunities across a rapidly growing international audience.

Engagement

Engagement is quite different across channels.

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Across all channels, **overall engagement reached nearly 160,000 total interactions** between January 2023 and August 2026, demonstrating that audiences were not merely exposed to CHARM-EU content, but actively engaged with it. **LinkedIn stands out as the primary driver of interaction**, and achieving remarkable growth. This high level of activity highlights strong interest from higher education professionals, partner institutions, and external stakeholders, directly supporting CHARM-EU's strategic positioning as a leading contributor within the European Higher Education Area. Complementing this, **Instagram provided a steady second layer of community engagement**.

Performance data demonstrate that audiences were most responsive to targeted campaigns, community-focused initiatives and staff-oriented updates, highlighting educational opportunities, student experiences, institutional achievements, and community-building milestones. The strong engagement metrics confirm that these campaigns successfully resonated with target groups, validating the importance of authentic storytelling and learner-centred communication in promoting European higher education initiatives.

Recommendations (R) to improve Social Media Strategy:

R for LinkedIn: Capitalize Engagement

Implement Leadership Series: Since LinkedIn drives over 82% of total interactions, shift beyond standard announcements toward opinion pieces, faculty spotlights written directly by CHARM-EU leaders and academics.

Target Industry & Institutional Stakeholders: With a majority of followers in Education and in Professional Services, tailor content to address policy trends, higher education innovation, and inter-institutional collaboration to drive higher shareability.

R for Instagram: Turn Instagram Reach into Deeper Engagement

Optimize Content Formats for Community Action: While Instagram generates high publishing output and impressions, interactions remain comparatively modest. Increase interactive content formats such as poll stickers, Q&As, Reels tutorials, and user-generated student content.

Target the 25 to 34 Demographic: Align visual storytelling with career advancement, postgraduate research opportunities, and lifestyle/study-abroad experiences tailored to young professionals and master's candidates.

3. NEWSLETTER RESULTS AND IMPACT

This section evaluates the performance of the **CHARM-EU Newsletter**, our primary monthly channel for updating external stakeholders, prospective partners, and community members who have actively opted in to receive alliance updates.

Scope: CHARM-EU manages three distinct newsletter streams. To focus specifically on external reach and dissemination beyond the consortium, this report evaluates the CHARM-EU Newsletter (1,566 active subscribers). The Staff Newsletter (internal consortium communications) and Alumni Newsletter are tracked separately.

Analysis and impact

Based on data from Acrelia covering the last 90 days, **the CHARM-EU External Newsletter maintains an excellent Reputation Score, reflecting strong deliverability, high recipient trust, and consistent subscriber engagement.**

The CHARM-EU monthly external newsletter serves as a key strategic tool for expanding alliance dissemination and maintaining consistent touchpoints with our external community. Sent to 1,566

active subscribers who have specifically opted in to receive updates, the campaign achieved an exceptional open rate and a click-through rate, far exceeding standard industry benchmarks and demonstrating high reader interest. **The newsletter maintains great domain deliverability while successfully driving targeted traffic to alliance initiatives.**

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Recommendations (R) to improve the CHARM-EU Newsletter:

R1 for CHARM-EU Newsletter: Capitalize on High Open Rates with Clearer CTAs

With an outstanding open rate, subscribers show high interest in reading our updates. However, there is significant opportunity **to convert opens into website traffic. Restructuring the layout with prominent, action-oriented call-to-action buttons** (e.g., "Explore Master's Programs", "Read Full Article") will help drive higher engagement.

R2 for CHARM-EU newsletter: Engage Subscribers with Exclusive Content

Since your 1,566 external subscribers have actively opted in to receive CHARM-EU news, **offer them tailored value-add content**, such as exclusive insights into European higher education trends, early-access event registrations, or downloadable resources before they are posted on social media.

4. WEBSITE RESULTS AND IMPACT

The CHARM-EU website serves as the core digital portal for the alliance, providing prospective and current students, academic staff, and institutional partners with access to educational offerings, transnational courses, and project updates. **Between September 2024 (when the new website was launched) and August 2026, the website generated over half a million pageviews** and nearly 300,000 visits, demonstrating sustained, high-volume interest in the alliance's educational ecosystem.

Analysis and impact

The portal achieved its highest historic traffic surge during **November and December 2025**. This aligns with major recruitment campaigns, **Winter School** announcements, and application deadlines for the **Master's in Global Challenges for Sustainability**, which had a paid campaign behind it to reach more than 60 enrolled students for the 6th edition starting in September 2026.

Secondary spikes coincide in **May 2025 and May 2026** with spring registration windows for Transnational Online Learning (TOL) courses and mobility initiatives across member institutions.

The distribution of pageviews reveals a heavy audience concentration on **educational offerings and course enrolment portals**, proving that site traffic is strongly action-oriented and student-focused.

Over **43% of total website traffic** went directly to the **Learning Hub** and **Transnational Course Catalogues**, confirming that the website successfully converts general awareness into direct educational engagement.

Outside peak application windows, we achieved a **growing organic audience across partner universities**.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Recommendations (R) to improve the CHARM-EU website:

R1 for the CHARM-EU website: Optimize Conversion Paths in the Learning Hub

Since this section represents the vast majority of traffic, ensure all landing pages within *Learning* feature clear, prominent calls-to-action, such as course application buttons, brochure downloads, or event registration links, to capture and convert high-intent visitors.

R2 for the CHARM-EU website: Enhance Navigation & Retention from the Home Page

As the second most visited page, the homepage should act as an intuitive traffic distributor. Adding featured shortcuts to popular master's modules, upcoming mobility deadlines, and key alliance news will streamline the user journey and reduce bounce rates.

5. CHARM-EU COMMUNICATION AND DISSEMINATION SUCCESSFUL ACTIVITIES

Analysis of content performance across platforms reveals that audience engagement was highest for campaigns focused on **student narratives, institutional milestones, and targeted educational promotion**.

For complete dataset, full analytics breakdown, or detailed Annexes, please request the complete version directly to CHARM-EU.

Master's in Global Challenges for Sustainability & Student Recruitment

High-converting recruitment campaigns executed during peak enrollment windows (November to March). Supported by a targeted paid Meta Ads budget, the alliance deployed dynamic, student-centered media, including dedicated posters, reels, and co-created posts with professors and students.

- **Impact:** Successfully achieved **+60 student enrollments** for the **5th and 6th editions** of the Master's programme.
- **Platform Focus:** Instagram & Meta Ads

- **Flagship Content Examples:**
 - *Instagram Reel:* [Apply Now](#)
 - *Instagram Post:* [Applications open!](#)

Student-Focused Narratives & Peer Stories

Interactive storytelling highlighting the authentic student experience. Master's activities and major events have great visibility. Additionally, other content such as the **Capstone Project campaigns** and the **Erasmus Days** campaign also exemplifies co-creation with students. Content was co-created directly with students, utilizing joint collaboration tags to cross-amplify reach across personal networks.

- **Impact:** Co-creation of content with different students. For the Capstone project campaigns, co-creation with students in the master's cohort of the master. For the Erasmus Days, with the members of the CHARM-EU Student Council.
- **Platform Focus:** Instagram & LinkedIn
- **Example:**
 - *Instagram Reel:* [Commencement Ceremony of cohort #4](#)
 - *Instagram Reel:* [Grand Finale cohort #4](#)
 - *Instagram Post:* [Get to know your campus – JMU](#)
 - *Instagram Post:* [Erasmus Days – Kristina Birkeland](#)

Community Stories & Testimonials

Authentic community-building content designed to foster trust and humanize the alliance. Key features included the flagship "**Faces of CHARM-EU**" series, daily Master's activity spotlights, and participant testimonials from **Transnational Online Learning (TOL)** courses.

- **Impact:** Direct correlation with the **TOL page** being the most visited section on the website, paired with top-performing Instagram features highlighting TOL student journeys.
- **Platform Focus:** Instagram & LinkedIn
- **Example:**
 - Instagram Post: [First day of cohort #6](#)
 - Instagram Post: [Testimonial from Alumni Ciara O'Brien about the Transnational online learning](#)

Major Strategic & Project Announcements

High-level institutional messaging announcing major milestone initiatives, including the **CHARM-UP expansion, European Degree Label (EDL)**, and alliance-wide accomplishments. Supported by proactive media relations and press coverage.

- **Impact:** dissemination of CHARM-EU as a role model among the European Universities Initiative and opportunities to have an impact on press outlets.
- **Platform Focus:** LinkedIn & Press Outlets
- **Example:** *LinkedIn Post:* [CHARM-UP expansion granted](#)

Event Coverage & Sector Networking

High-engagement event communications covering CHARM-EU's Annual Conferences, inter-institutional networking gatherings, and sector-wide workshops organized with **FOREU4ALL**.

- **Impact:** Disseminate about CHARM-EU presence and participation in crucial events of the European Higher Education area.
- **Platform Focus:** LinkedIn
- **Example:**
 - *LinkedIn Post:* [Annual Conference 2025](#)

Resource center and Service Portfolio on the CHARM-EU website

The CHARM-EU website serves as a living repository of alliance deliverables and methodology transfers generated across Work Packages.

The Resource center is a continuous repository of tools, reports, and deliverables created across all eight CHARM-EU Work Packages, with 182 resources as of October 2026.

The Service Portfolio is a portal enabling partner universities, external HEIs, and European Alliances to explore and adapt CHARM-EU methodologies. It includes step-by-step application guides and direct contact forms.

- **Platform focus:** CHARM-EU website

Organisation and participation in European Higher Education events

Alliances for Society Event (Toulouse, September 2024): Co-organized regional gathering connecting university alliances with societal stakeholders to demonstrate public impact.

- **Impact:** +150 attendees
- **Website post:** <https://charm-eu.eu/news/internationalisation-of-european-universities-alliances-the-new-frontiers/>

FOREU4ALL Workshop 3 (Strasbourg, June 2026): Organized and led Workshop 3 under the *Topical Group Communications and Dissemination*, specifically focusing on actionable strategies for **raising the visibility of European University Alliances**.

- **Impact:** 132 attendees
- **FOREU4ALL post:** <https://www.foreu4all.eu/news-and-events/from-campuses-to-communities-outcomes-of-the-workshop-in-strasbourg>

AUGAC Event for Alliances (Toledo, July 2026): Active institutional participation and panel representation at the AUGAC alliance summit.

- **Impact:** around 100 participants
- **COLOURS post:** <https://colours-alliance.eu/news/a-uclm-conference-highlights-the-importance-of-communication-in-european-university-alliances/>

6. RECOMMENDATIONS (R) FOR OTHER EUROPEAN UNIVERSITIES ALLIANCES

R1 - Clear channel segmentation aligned with target groups

Avoid cross-posting identical content across all platforms. Assign distinct strategic roles to each channel based on user intent:

- **LinkedIn for institutional and academic stakeholders:** Focus on leadership, policy trends, project milestones, and networking. Education professional audiences respond best to institutional impact and research breakthroughs.
- **Instagram for student engagement:** Focus on visual storytelling for young adults. Use Instagram to showcase student life, campus facilities, and mobility experiences.
- **YouTube as an archive:** Use YouTube as a searchable repository for long-form webinars and course guides.

R2 - Multi-Institutional collaborations and co-tagging

- **Join forces across alliance profiles:** Maximize organic reach by tag-collaborating on posts with member universities, partner faculties, and European initiatives (e.g., FOREU4ALL).

- **Leverage network multipliers:** Co-publishing announcements across partner university feeds expands awareness beyond existing alliance followers into broader institutional networks.

R3 - Co-creation & peer-to-peer student storytelling

- **Humanize the academic journey:** Authentic, student-centered content consistently outperforms generic institutional messaging. Implement co-created campaigns (such as student co-creation, capstone project highlights, and "Faces of the Alliance" series).
- **Direct peer recruitment:** Prospective students rely on peer testimonials. Co-creating media with current students and tagging their personal profiles creates high-trust referral loops during application windows.

R4 - Website optimization: multilingual inclusion and service portfolio

- **Multilingual translation and accessibility:** Translate key course portals and enrollment guides into partner languages to foster true European inclusion and remove barriers for international applicants.
- **Develop a modular service portfolio:** Follow CHARM-EU's Work Package 10 model by embedding a dedicated **service portfolio** within the website. Providing structured, downloadable methodologies that allows other institutions to easily adapt alliance outputs.
- **Optimize high-intent hubs:** Ensure educational hubs are streamlined with clear navigation directly toward course catalogues and registration pages.

R5 - Targeted newsletter segmentation and deliverability health

- **Segment by audience needs:** Maintain distinct newsletter streams for external stakeholders, internal staff, and alumni rather than broadcasting a single general message.
- **Dedicated recruitment specials:** Send targeted, extraordinary newsletter campaigns to prospective student leads right before application deadlines, pushing for high open rates to convert interest into enrolment.

R6 - Event-driven communications and policy leadership

- **Capitalize on sector events:** Use major higher education events to lead discussions on transnational education. Real-time event coverage and collaborative workshops position the alliance as an active contributor within the European Higher Education Area.