



Erasmus+



ROLEPL-ai

ONLINE VIDEO CAMPAIGN

PLAN AND REPORT

ROLEPL-AI

Project funded by the European Commission within the ERASMUS+ programme under the agreement n° 2023-1-FR01-KA220-VET-000157570

Deliverable 5.5 – Version 1

Type of Activity		
IO	Intellectual Output	x
A	Project Management and Implementation	
M	Transnational Project Meeting	
E	Multiplier Event	

Nature of the deliverable		
	Feedback from participants	
	Direct effect on participants and project partners	
	Practical & reusable resources for the practitioners	
	Research material bringing forward the reflexion in the sector	
	Community building tools	
	Partnerships and Cooperation	
	Dissemination material	x
	Organizational and working documents	

Dissemination Level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	

ACKNOWLEDGEMENT

This report forms part of the deliverables from a project called "ROLEPL-AI" which has received funding from the European Union's ERASMUS+ programme under grant agreement No. 2023-1-FR01-KA220-VET-000157570. The Community is not responsible for any use that might be made of the content of this publication.

This project aims at training soft skills remotely, by pushing the practice through the implementation of AI-based simulation.

The project runs from September 1st, 2023, to August 31st, 2025 (24 months), it involves 5 partners (Manzalab and Inceptive, France; VUC Storstrøm, Denmark; Fachhochschule Dresden, Germany) and is coordinated by Manzalab.

List of participants

Participant No.	Participant organisation name	Acronym	Country
1 (coord)	Manzalab	MZL	France
2	Inceptive	ICV	France
3	VUC Storstrøm	VUC	Denmark
4	Fachhochschule Dresden	FHD	Germany

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1 OVERVIEW

This report presents the considerations and reflections behind making an online video campaign to spread awareness and disseminate the project ROLEPL-AI. The document outlines the strategy, execution, and outcomes of the ROLEPL-AI video campaign. The report also concludes on the success of the campaign.

2 WHY AN ONLINE VIDEO CAMPAIGN?

2.1 CONSIDERATIONS AND REFLECTIONS PRIOR TO THE CAMPAIGN

2.1.1 Engaging content

A video campaign is an effective way of spreading the word about a project. Video is catchy and images are internationally comprehensible.

Video is a powerful tool in social media and digital communication for several reasons, especially when used strategically in posts.

- **Higher Engagement**

Videos tend to grab attention more effectively than static images or text. They often lead to **more likes, shares, and comments**, increasing the reach of your post.

- **Better Storytelling**

You can tell a story visually and audibly, which helps people connect more deeply with your message.

- **Improved Information Retention**

People tend to **remember video content better** than text. This is especially useful for educational or informative posts.

- **Boosted SEO and Visibility**

Platforms often **prioritize video content** in their algorithms. This means your post is more likely to be seen by a wider audience.

- **Authenticity and Trust**

Seeing a person speak or watching a process unfold builds **credibility and trust**.

2.1.2 Reach

On social media platforms we are able to reach people who did not know they were interested in our project. Through hashtags and relevant interactions and engagement, the relevant people are able to find the project and easily understand our points.

Using **social media (SoMe)** as a tool for disseminating a project is highly effective.

- **Broad and Diverse Reach**

Platforms like LinkedIn have **millions of active users** across different demographics.

We could target specific groups and reach a general audience.

- **Shareability**

Content on SoMe can be **easily shared**, allowing our project to spread organically through networks.

This increases visibility without needing a large budget.

- **Real-Time Communication**

We could **instantly update** our audience on progress, events, and results.

It allows for **quick feedback and interaction**, which helps build engagement and trust.

- **Multimedia Capabilities**

We could use **video, images, infographics, and live streams** to make our project more engaging and understandable.

- **Community Building**

SoMe helps **build a community** around a project.

Followers can become advocates, helping to promote and support the work.

3 HOW DID WE PROCEED?

3.1 WHAT IS WORTH SHARING - AND REALISTICALLY DOABLE?

3.1.1 Considering our time schedule

Video takes time to film, edit, and text. We needed to be realistic in regard to our time schedule.

Factoring in a **realistic time schedule** when planning a video campaign is crucial for both the quality of the content and the success of the campaign. Here's why:

- **Quality Takes Time**

Scripting, filming, editing, and reviewing all require time to do well.

Rushing can lead to mistakes, poor visuals, or unclear messaging, which can hurt credibility.

- **Coordination and Collaboration**

Video production often involves **multiple people** - from camera operators to editors to stakeholders who need to approve the content.

A realistic timeline allows for proper coordination and avoids last-minute stress.

- **Audience Engagement**

A well-paced campaign gives the audience time to **engage with each video**, rather than overwhelming them with too much content at once.

▪ Strategic Timing

We wanted to align our campaign with **events, results, and other communications**. Planning ahead ensures your video content is released at the most impactful time.

We decided on making 6 videos to be posted throughout the project period.

3.1.2 Key aspects of the project, and events

To begin with, we identified some key aspects and events that could be filmed and portrayed in an engaging and telling way. The publication of each video was also important, as the video posts should be spaced out evenly throughout the project period.

The points decided on to begin with were (**Publication month in parenthesis**):

1. Kick-off/intro (**December 2023**)
2. First transnational meeting (in DK) April '24 (**May/June 2024**)
3. Covering Erasmus Days Oct '24 (**November 2024**)
4. First experimentation Nov '24 (**January 2025**)
5. Second experimentation April '25 / Advisory board members intros, 3 videos (**May 2025**)
6. Final multiplier event June '25 – publication August '25

These points were revisited and reconsidered during the project period.

The first transnational meeting in Denmark-video was dropped since the meeting was mainly an introduction for us all - which the first video was also about. There were no new insights or points of interest that came to light, and therefore no video of considerable interest.

There was no interesting footage taken of the first and second experimentation, so these videos were also dropped.

We ended up with the below points (**Publication month in parenthesis**):

1. Kick-off/intro (**December 2023**)
2. Advertising Erasmus days (**September 2024**)
3. Covering Erasmus Days Oct '24 (**November 2024**)
4. Introduction: Advisory board members, 3 videos (**May 2025**)
5. Final multiplier event June '25 – publication (**August 2025**)
6. Project recap (**August 2025**)

We decided on advertising the Erasmus days instead of covering the first transnational meeting. It made sense to create awareness around the Erasmus Days and on what was to come.

We only ended up doing 2 videos on our Advisory Board Members, since we had difficulties obtaining footage of the third and last Advisory Board Member.

We made sure to edit the videos as close to the event /footage as possible, in order to post the finished product while still being relevant.

We've made sure to speak and text the videos in English in order to make the videos understandable to as many as possible.

4 PLATFORMS

The ROLEPL-AI project made a website as one of the first to do's. The project website presents an overview of the project as well as the results and reports and news coming in. It also showcases the videos.

LinkedIn has been the primary social media platform for ROLEPL-AI as it is a professional platform, and users are there in a professional capacity, with a professional mindset. Thus, it is an ideal platform for professional content.

The videos have been posted by our project profile, and then we've made sure that all project members, advisory board members as well as the organizations, schools and businesses implicated liked and sometimes also shared or commented on the videos.

In addition to posting videos, our profile posts consisted of updates and images from events, the Teemew platform, and project results.

LinkedIn profile: [ROLEPL-AI](#)

Webpage: [ROLEPL-AI.com](#)

5 ENGAGEMENT

Video engagement measures audience interaction with a video, extending beyond mere views to include actions like likes, comments, shares, and watch time. High engagement indicates that a video is resonating with viewers.

It reflects how well a video connects with its audience, showing if the content is valuable, relevant, and enjoyable.

Higher engagement often leads to increased credibility, wider reach through shares, and greater potential for conversions or desired actions.

Erreur ! Source du renvoi introuvable. Page views – indicative of video views on the webpage

Page path		Site sessions		Unique visitors	
/videos		46		27	
Erreur ! Source du renvoi introuvable. Video engagement on LinkedIn					
Video	Published	Views	Likes	Comments	Shares
Kick-off / Intro	December 2023	137	12	1	4
Erasmus Days - teaser	September 2024	218	14		6
Erasmus Days - recap	November 2024	159	15		4
Advisory Board intro 1	May 2025	187	16		2
Advisory Board intro 2	May 2025	293	20	3	3
Multiplier event	September 2025	160	10	1	3
Project recap	September 2025	103	8		3

5.1 VIEWS

Looking at the **quantity of views** when analysing an online video campaign is important because it provides a **basic measure of reach and visibility**.

- **Indicates Audience Interest**

A high view count suggests that the video **caught people's attention**, whether through good content, strong visuals, or effective promotion.

It helps you understand what topics or formats resonate with your audience.

- **Measures Campaign Reach**

Views show how many people were **exposed to your message**, which is essential for awareness campaigns or public information projects.

It's a key metric for evaluating whether your content is reaching the intended audience.

- **Helps Compare Performance**

You can compare view counts across different videos or campaigns to see **what worked better**.

- **Can Influence Algorithmic Boost**

On many platforms, videos with higher views are more likely to be **recommended or promoted** by the algorithm.

This can lead to even greater reach organically.

Looking at table we can conclude that the video page had **moderate traffic**, with some users returning more than once.

The **return rate** (46 sessions vs. 27 unique visitors) suggests that some users found the content engaging enough to revisit.

Looking at table 2 we can conclude that **Advisory Board intro 2** had the **highest number of views (293)**, suggesting strong interest or effective promotion.

Erasmus Days - teaser also performed well, likely due to its timing and relevance.

5.2 OTHER ENGAGEMENT

It is important to look beyond views and consider **engagement metrics** like likes, shares, and comments to get a fuller picture of impact – and thereby the **quality of the views**.

- **Measures True Engagement**

Quality views reflect whether people are **actually watching and engaging** with our content, not just clicking and leaving.

- **Identifies Target Audience**

We want our video to reach the **right people**, not just a large number.

Quality views help us assess whether our content is reaching our **intended audience**.

- **Informs Content Strategy**

If viewers are dropping off early, it may signal that the **message isn't clear or engaging enough**.

Analyzing quality helps us **refine future videos** – adjusting length, tone, visuals, or structure.

- **Supports Campaign Goals**

Since our goal is to **inform, educate, and drive action**, quality views are key.

Looking at table 2 we can list the following observations:

- Advisory Board intro 2 had the highest engagement, with 293 views, 20 likes, 3 comments, and 3 shares.
- Erasmus Days teaser also performed well, had strong visibility and shareability likely due to its promotional nature and timing.
- Comments were generally low, with only one video receiving any.
- Likes were fairly consistent across all videos.

- Some videos lack metrics due to limitations in data tracking.

5.3 HOW DID THE VIDEOS PERFORM?

LinkedIn was the primary driver of video engagement, with significantly higher view counts than the website.

The website served more as a repository or reference point, while LinkedIn functioned as the active dissemination channel.

The quality of engagement (likes, shares, comments) on LinkedIn suggests that some videos resonated more than others, especially those tied to events or people (e.g., Advisory Board intros).

The timing and relevance of posts likely influenced performance - videos posted close to events or with clear messaging performed better.

6 CONCLUSIONS

The ROLEPL-AI online video campaign proved to be a success in raising awareness, engaging stakeholders, and disseminating the project's insights. Video emerged as a particularly effective medium for storytelling, visibility, and engagement, enabling the project to communicate complex ideas in a clear and accessible way. Careful planning and a realistic schedule were essential to ensuring both quality production and timely publication, while the campaign's flexibility allowed it to adapt to changing circumstances, with some videos adjusted or dropped depending on relevance and available footage.

The campaign also generated valuable insights into audience engagement. LinkedIn clearly outperformed the project's website as a dissemination channel, producing significantly more views and interactions. Among the videos, the second Advisory Board introduction was the most viewed and engaged with, showing that content featuring people and roles resonates particularly well. The Erasmus Days teaser also performed strongly, largely thanks to its promotional timing. While the website served mainly as a repository, LinkedIn acted as the project's active dissemination channel, though the experience also showed that stronger cross-promotion between platforms could further increase traffic and engagement.

The campaign confirmed that timely, relevant, and people-focused content generates the highest impact, and that monitoring and analysing metrics is essential to measure success. For future initiatives, emphasis should be placed on cross-platform promotion, careful attention to timing, and tailoring content to the needs and interests of target audiences.