

D8.1 Dissemination Strategy Impact Report

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1. Executive Summary

This report evaluates the implementation of the Dissemination Strategy for the Ibero4Jobs Project. The evaluation was conducted based on the baseline document "Dissemination Strategy" (Annex 1), agreed upon by the members consortium at the beginning of the project, and it was developed with data provided by the partners through the form "Evaluation WP8.4 – Dissemination Strategy" (Annex 2). Moreover, the official metrics from the project's digital accounts were considered, in as well as an analysis of the official project website and activities proposed by each partner.

This document analyzes:

- Publication volume, total reach, and impressions.
- Engagement metrics and video viewership.
- Web traffic driven by dissemination efforts.
- Compliance with project's visual identity.
- Institutional participation within the Dissemination Committee.
- The official project website.

The report is composed of two parts:

- I. Global consortium results.
- II. Institution-specific analysis.
Furthermore, The reports presents conclusions regarding the impact of the dissemination strategy on the actions implemented by the consortium members within each institutions.

2. Ibero4jobs Project Digital Platforms

Digital communication channels were created to disseminate the project within the Ibero-American community which is in accordance with the goal of the Dissemination Plan: *"To develop actions to guarantee the visibility of the Ibero4jobs project at the institutional, national, and international levels through the establishment of positioning strategies in different areas to create a scenario that ensures the sustainability of the project results in order to achieve results regarding the impact on youth employability in the territories"* (Dissemination Plan, 2023). To achieve this, social media accounts were created and launched in 2024 at the participating universities. They included:

- a) Facebook
- b) Instagram
- c) YouTube
- d) X.com
- e) TikTok

The images below illustrate the digital platforms established for the project:

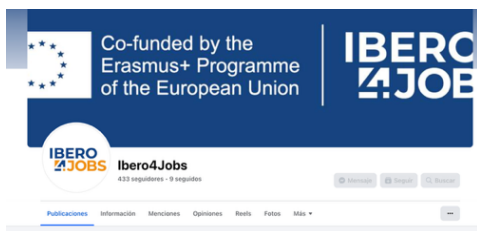


Image 1. Facebook Ibero4jobs

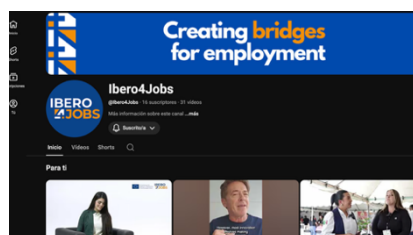


Image 2. Ibero4jobs Youtube channel

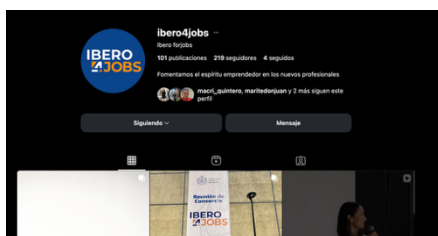


Image 3. Instagram Ibero4jobs



Image 4. TikTok Ibero4jobs



Image 5. X.com Platform

Following the launch of the social media platforms, a communication network was established through the Dissemination Committee representatives. This network facilitated the sharing of information on internal project activities provided by the participating institutions, as well as the dissemination content from the Project's official channels.

Simultaneously, the team monitored updates to the official website (ibero4jobs.com/es) to ensure it remained active and up to date. Notably, a plugin was added to incorporate a third language (Portuguese) into the website. This action was implemented at the request of the European Union to ensure information is accessible to all consortium partners. The integration of the three languages is illustrated below:



Image 6. Ibero4jobs Official Website

The website was designed to serve as a primary communication and dissemination channel for the project, reaching both its target audience and the Ibero-American community. The site is structured into the following sections:

- **Project Introduction:** brief description of the project and presentation of the methodology
- **Description of Consortium Members:** Overview of the participating institutions, foundations, and universities.
- **Repository:** Record of events carried out by the consortium and partners institutions throughout the project implementation period.
- **Learning Community:** Access to the pedagogical platform used during the online training.
- **News:** Record of news and activities carried out.
- **Results:** Summary of the final project report to be included in this section

3. Methodology

A mixed-methods approach was used to assess the impact of the dissemination strategy, combining quantitative and qualitative data analysis.

3.1 Data Sources

This report integrates data from the following sources:

1. WP8.4 Digital Form – Dissemination Strategy, (completed by 9 institutions).
2. Official metrics from social media platforms, such as: Facebook, Instagram, X.com, YouTube and TikTok.
3. Qualitative evidence and audiovisual materials, including social media posts, screenshots, newsletters, videos, and institutional updates.

To facilitate data collection, each partner submitted the data required, thereby centralizing the information generated throughout the project. In addition, evidence of dissemination activities carried out within the institutions was incorporated to complement the qualitative analysis.

3.2 Data Processing

The Technical Method (using range averages) was applied to convert categorical ranges into representative numerical values. The conversions were defined as follows:

Example:

- Less than 20 → 10
- between 21 and 50 → 35
- between 51 and 80 → 65
- between 81 and 100 → 90
- more than 100 → 110

Additionally, text-based estimates (e.g., “more than a thousand,” “5 thousand”) were standardized into integers. This approach facilitated data consolidation and enabled the assessment of the strategy’s impact on digital platforms.

4. Impact of the communication and dissemination strategy (social media)

The impact of the dissemination strategy on social media was assessed based on the number of posts published on the platforms, together with the specific activities implemented by each partner through their internal communication channels.

4.1 Number of Posts Published

Based on standardized data provided by the institutions, metrics were gathered from each social media platform used by the partners. Following data consolidation, the results were as follows:

Channel / Activity	Total (consortium)
Facebook posts	265
Instagram posts	95
X.com posts	95
YouTube posts	70
Institutional websites posts	70
Traditional media mentions	120
Newsletters	70
Disseminated events	145

Table 1. Ibero4Jobs Social Media Data

The data indicates that **Facebook** served as the primary dissemination channel, reflecting its widespread use within higher education institutions in Latin America. **Instagram** and **X.com** were aimed at engaging younger audiences, connecting them with project activities. Meanwhile, institutional websites served as repositories for official documents, while coverage in traditional media reinforce external outreach.

Digital platforms such as Facebook and Instagram reported the highest reach and impressions within consortium level.

The results below illustrate the project's broad-reach visibility:

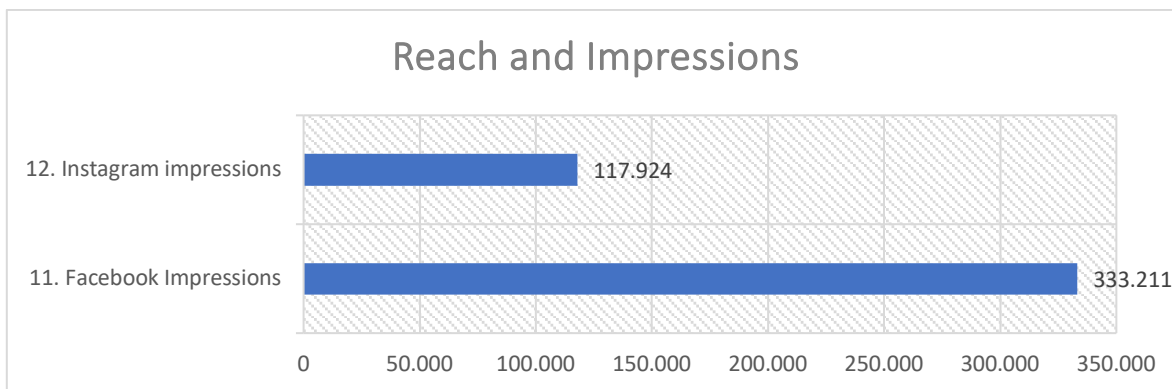


Chart 1. Digital Reach on Facebook and Instagram

The official Facebook page reached **333,211 impressions**, reflecting strong presence in university and regional communities. Instagram recorded **117,924 impressions**, making it essential for visual dissemination, especially in student-focused activities.

For audiovisual-content platforms—such as YouTube views, Reels views, and TikTok plays—the project successfully reached its target audience, mainly students who regularly use these communication channels. The following data were reported:

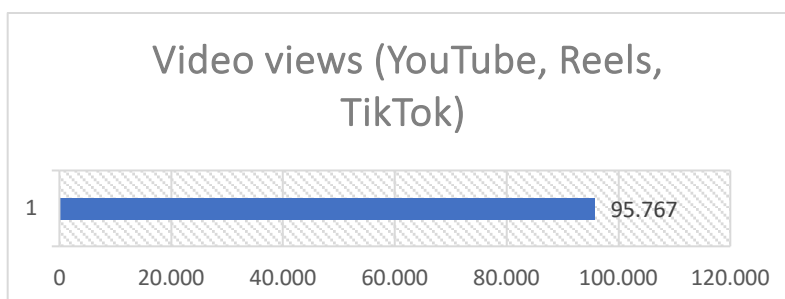


Chart 2. Views on Audiovisual Content Platforms

The chart above displays **95,767 views** of audiovisual content, mainly featuring:

- Student testimonials
- Pilot program activities
- Binational work sessions
- Soft skills and employability workshops

Additionally, platform-specific audiovisual content reported:

- Official Ibero4jobs YouTube: **1,078 views**
- Institutional TikTok: **421 views**

4.2 Interactions (Engagement)

Interaction metrics were analyzed to determine audience engagement levels, as the dissemination strategy aimed to position the Ibero4Jobs Project among its target audiences: students, educators, the productive sector, government entities, and the general public.

Based on partners' submissions, the consortium obtained the following results:

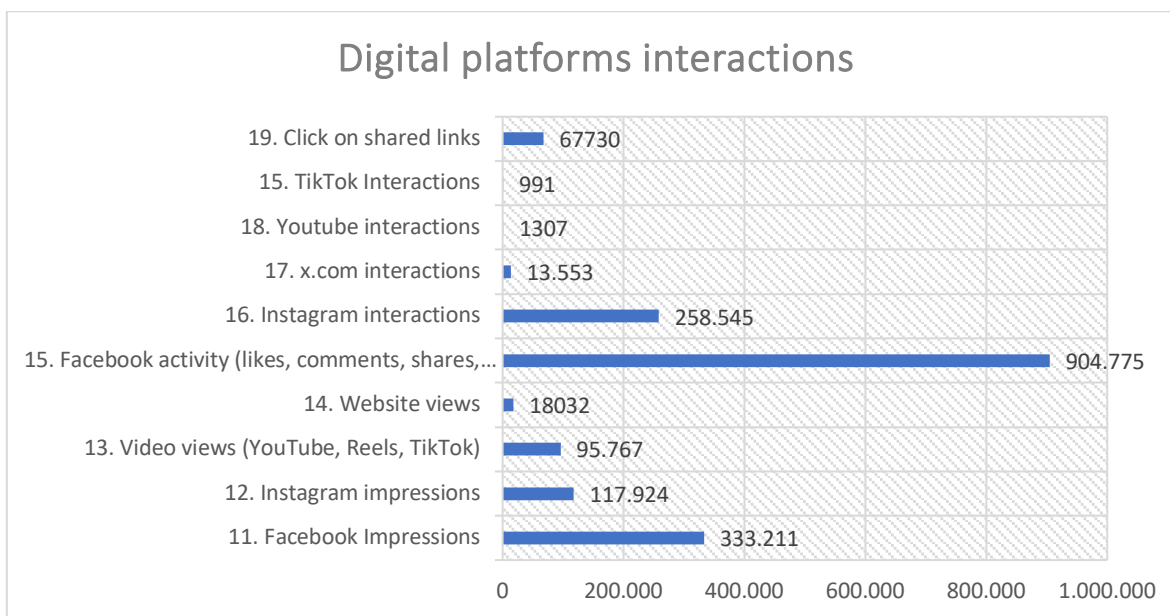


Chart 3. Global interaction results

Interactions across digital communication channels reached a high level of engagement, indicating that the content was relevant, accessible, and consistently shared by institutional communities.

4.3 Monitoring Digital Platform Metrics

Regular monitoring of statistics from the official Ibero4jobs channels was carried out to provide feedback to the Dissemination Committee and to strengthen efforts to position and disseminate the project.

a) Facebook



Image 7. Facebook Statistics, Period Sep-Dec 2025

Facebook views increased during activities involving student participation, as illustrated in the preceding figure. The posts generating the highest levels of engagement were those highlighting students and the immersion activities conducted by consortium members.

<input type="checkbox"/>	Vista previa ↕		Visualizaciones	Espectadores
<input type="checkbox"/>		¡Bienvenidos al Consorcio... Publicada · 23 de oct. a las 9:3...	7.852	3.327
<input type="checkbox"/>		¡Da inicio la Jornada d... Publicada · 27 de oct. a las 11:4...	4.326	1.728
<input type="checkbox"/>		UT Nayarit impulsa la inn... Publicada · 1 de oct. a las 9:55 ...	3.546	1.601

Image 8. Top views on Meta publications

Reels and audiovisual content focused on the *Challenge Week* which had the greatest reach, demonstrating that activities with active student participation contributed significantly to project visibility.

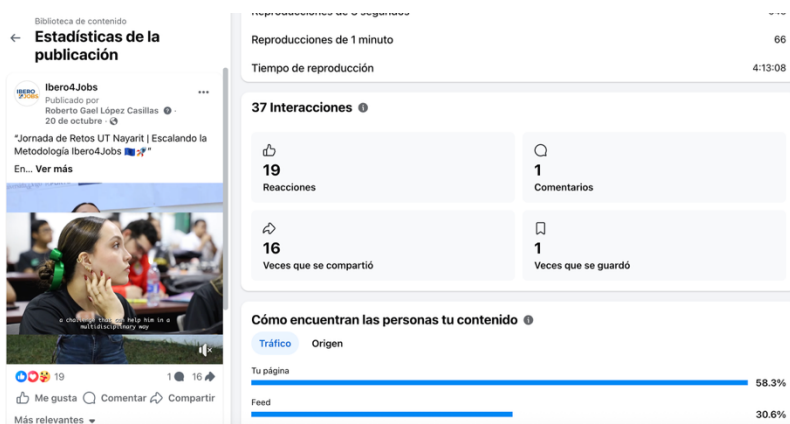


Image 9. Highest impact Reels on Meta

5. Results by Institution

The impact report includes an assessment of the dissemination activities carried out by each partner institution, with the objective of consolidating and analyzing social media reach and the actions implemented across their official channels.

The following section summarizes the participation of each consortium member, emphasizing key metrics and institutional roles. Quantitative data were derived from the information-gathering form.

Universidad Autónoma de Manizales (UAM)	
Mentions in media:	≈ 21–50 (technical average ≈ 35)
Facebook interactions:	≈ 5,000
Instagram interactions:	≈ 10,000
Video views:	≈ 3,000
Website visits:	≈ 10,000
Key role: Strong linkage with traditional Colombian media and high institutional dissemination.	

Table 2. UAM Statistics

Universidad de Caldas (UCaldas)	
X.com interactions:	1,553
YouTube interactions:	213
Instagram interactions:	17,997
Facebook reach:	12,350
Website visits:	61
Key role: Audiovisual production and digital academic communication.	

Table 3. University of Caldas Statistics

Universidad Tecnológica de Nayarit (UTN)	
X.com interactions:	1,553
YouTube interactions:	35 on Facebook, <20 on other platforms
Instagram interactions:	532
Facebook reach:	111,116
Website visits:	69
Key role: WP8.4 coordination, metrics analysis, and central audiovisual production.	

Table 4. UT de Nayarit statistics.

Universidad Autónoma de Nayarit (UAN)	
X.com interactions:	86,000
YouTube interactions:	35 on Facebook, <20 on other platforms.
Instagram interactions:	68,244
Facebook reach:	157,000
Website visits:	7,800
Key role: Main driver of engagement, with the highest volume of interactions and cross-referencing within the consortium.	

Tabla 5. Estadísticas UAN

Ronsel Foundation (FunRonsel)	
Video views: 213	213
Instagram reach: 8,566	8,566
Facebook reach: 2,656	2,656
Website visits: 164	164
Meta interactions: 1,722 (FB + IG)	1,722 (FB + IG)
Key role: Dissemination to external audiences and employability ecosystems in Spain.	

Table 6. Ronsel Foundation Statistics

Luker Fundation (FunLuker)	
Video views:	110
Instagram reach:	185
Key role: Academic and methodological support; selective but strategic dissemination.	

Table 6. Luker Foundation Statistics

Chamber of Commerce of Manizales by Caldas (CCMPC)	
Video views:	201
Facebook reach:	188
Key role: Business-sector liaison for the consortium; punctual participation with impact on the productive sector.	

Table 8. Chamber of Commerce of Manizales by Caldas Statistics

The data recorded in the previous tables reveal that the Ibero4Jobs Project executed a comprehensive dissemination strategy, characterized by broad reach and operational cohesion. Key achievements, verified by both quantitative and qualitative data, are summarized below:

- a) **Implementation and Coordination.** All project partners implemented the dissemination strategy as planned. The project's visual identity (logos, color palette, messages) was applied with 100% fidelity across all materials. Attendance at WP8 meetings reached 100%.

- b) **Digital Reach and Impact:** Official social media occurrence reached a maximum of 333,211 people on Facebook and 117,292 on Instagram. Total engagement exceeded 1.17 million interactions (likes, comments, shares), reflecting strong resonance with young audiences. Web traffic was significant, with more than 67,000 link clicks and 18,000 visits to the project portal; YouTube and TikTok positioned themselves as suitable spaces for post-project sustainability.

6. Sustainability Actions

The report outlines strategic recommendations to sustain and amplify the achievements of the dissemination strategy. Derived from quantitative data and lessons learned, the following proposals aim to establish the initiative as a sustainable benchmark for youth employability in Ibero-America:

1. **Maintain social media activity after project closure, especially on Facebook and Instagram,** through the following activities:
 - Permanent editorial calendar: regularly publish content related to youth employability and soft skills.
 - Tips for interviews or labor market trends.
 - User-generated content: encourage testimonials from employed beneficiaries using #Ibero4jobsTransforma.
 - Strategic collaborations: partner with employment influencers.
 - Mitigated risk: prevent the project's "digital death" by maintaining minimum engagement of 10% of the current base.

2. **Strengthen the Digital Repository,** through the following actions:
 - Provide offline access to downloadable employability materials.
 - Display data from the Employability Network generated by the project.
 - Include news and employment data from participating countries.

These recommendations aim to take Ibero4jobs from a temporary project into a sustainable platform, adaptable to digital dynamics while still addressing offline audiences.

7. Conclusions

The implementation of the WP8 Dissemination Strategy for the Ibero4Jobs Project not only achieved its initial objectives but also established a benchmark for the strategic communication of youth employability initiatives in Ibero-America. The results, validated by metrics and qualitative evidence, demonstrate a model characterized by digital innovation, transnational coordination, and cultural adaptation.

The strategy reached 504,730 users on Facebook and Instagram alone, generating 1.17 million total interactions, demonstrating the capacity to engage young audiences through authentic narratives. Moreover, a critical success factor was the transnational dissemination across Mexico, Spain, Colombia, and Portugal, where messages were contextualized for regional audiences to ensure cultural relevance for each partner.

Collaboration among partners was crucial. Full participation in WP8 meetings ensured that most of the dissemination plan's objectives were achieved. This level of engagement enabled the sharing and scaling of best practices and laid the foundation for an Ibero-American employability network, fostering the continuous exchange of data, opportunities, and methodologies among partners.

Beyond quantitative metrics, the strategy's most significant achievement lies in the effective coordination among partners, the creativity of dissemination activities, and the respect for Ibero-American diversity. These elements have positioned the project as a sustainable and enduring initiative.

Moving forward, the consortium's challenge is to scale this model, transforming a successful initiative into a regional movement that strengthens youth employability and enhances University-Industry relations.



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