

## D5.4 Social media profile

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# 1 Introduction

F5T4 is an online game. Therefore Mobi and his game need a strong presence in social media. The main aims of this presence must be:

- to attract more interested parties to play the game
- to create buzz about the campaign and its progress and outcomes
- to give our mascot Mobi a character, a personal touch, which helps players to identify with the mascot and the game. This is very important since Mobi will be the main channel through which players receive direct motivational incentives in the game.



## 2 Facebook

A Facebook-account was created, using the common design. At the moment, Mobi has 68 likes. This is a fair result so far, since no massive dissemination activities have taken place yet. The Facebook page is maintained by Mobil 21.

The screenshot shows the Facebook profile for 'Mobi'. The profile picture is a green alien mascot. The cover photo shows a roundabout with cars and the mascot. The page name is 'Mobi' with 68 likes and 5 people talking about it. The bio states: 'Product/Dienst: MOBI is an European smart commuting campaign to combat traffic congestion and contribute to a sustainable Europe. Mobi is our mascot, FST4 is the formula.' The page has 21 friends and a recent post from December 31, 2013, wishing a smarter commute in 2014. The right sidebar shows a 'Pagina promoten' button and a 'Recent' section for 2013.



### 3 Twitter

A Twitter-account was already created by DTV Consultants before the Mobei project started. The administration rights were transferred to Mobei 21. The Facebook and Twitter accounts were linked to enable sharing of status updates. So far, Mobei has tweeted 70 times and has 193 followers.

**mobi**  
@filemijder

Ik ben bijna 1 jaar en je mobiliteitscoach. Heb je vragen of opmerkingen over SWSR dan moet je bij mij zijn.  
Nederland · van5naar4.nl

70 TWEETS    490 FOLLOWING    193 FOLLOWERS    [Edit profile](#)

**Tweets**


- mobi** @filemijder 31 Dec  
Mobi wishes you a smarter and less stressful commute in 2014. Stay tuned for my new game!  
Expand    Reply    Delete    Favorite    More
- mobi** @filemijder 1 Oct  
Mobi will be present at the Transport Research Arena in Paris! From5to4 is more than just a game, it's a... [fb.me/6kR6oBMvn](http://fb.me/6kR6oBMvn)  
Expand    Reply    Delete    Favorite    More
- mobi** @filemijder 18 Sep  
Today, From5to4 will be presented to Belgian companies at #carfreeday. Mobi can't wait to greet you all!  
Expand    Reply    Delete    Favorite    More
- mobi** @filemijder 18 Sep  
Mobi likes #carfreeday. At 15h00 the mobility game From5to4 will be presented together with #NWOW and @elkejeu @taxistop  
Expand    Reply    Delete    Favorite    More
- mobi** @filemijder 12 Sep  
I love mobility and gamification  
Expand    Reply    Delete    Favorite    More



## 4 LinkedIn

Mobi is present on LinkedIn with a personal account, instead of a company account. This adds to our efforts of giving Mobi a personal touch, helping players to identify with the campaign mascot. For the moment, Mobi has 90 connections.

LinkedIn Join Today - Sign



**Mobi Filemijder**  
Mobility Coach, Online Motivator and Campaign Mascot at Mobi Project  
Breda Area, Netherlands | Transportation/Trucking/Railroad

[Contact Mobi Filemijder](#)  
[Add Mobi Filemijder to your network](#)

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**Current** **Mobility Coach, Online Motivator and Campaign Mascot at Mobi Project**  
**Mobiliteitscoach at Van5naar4**

**Past** filemijder at DTV Consultants

**Recommendations** 1 person has recommended Mobi

**Connections** 90 connections

**Websites** Company Website










**Name Search:**  
Search for people you know from over 250 million professionals already on LinkedIn.

First Name  Last Name

Example: **Jeff Weiner**

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**Viewers of this profile also viewed...**

-  **omar taghezout**  
Erneuerbare Energie & Umwelt Fachkraft
-  **Cristian Bonacina**  
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-  **Joke Zanders**  
Mobiliteitsambtenaar bij Gemeente...
-  **Dawn Dewar**  
Transport Co-ordinator at University of...
-  **Lynne Howard**  
Travel Plan Officer at Surrey County...
-  **Georgios Farfaras**  
Visiting Scholar at Columbia Business...
-  **Paul Osborne**  
Programme Manager Smarter Travel...
-  **Sarah Rowell**  
Senior Sustainable Transport Officer...
-  **Merten Koolen**

**Mobi Filemijder's Experience**

**Mobility Coach, Online Motivator and Campaign Mascot**  
**Mobi Project**  
March 2013 – Present (11 months) | Europe  
As from March 2013, I'm very happy to be involved in the European Mobi project. I can bring my skills as a mobility coach and online motivator to much more people now!

**Mobiliteitscoach**  
**Van5naar4**  
January 2011 – Present (3 years 1 month) | Breda Area, Netherlands  
As a mobility coach, I assist people in their daily commuting and business trips. I provide pointers, advise and help them avoid congestion by promoting smarter travelling and smarter working!

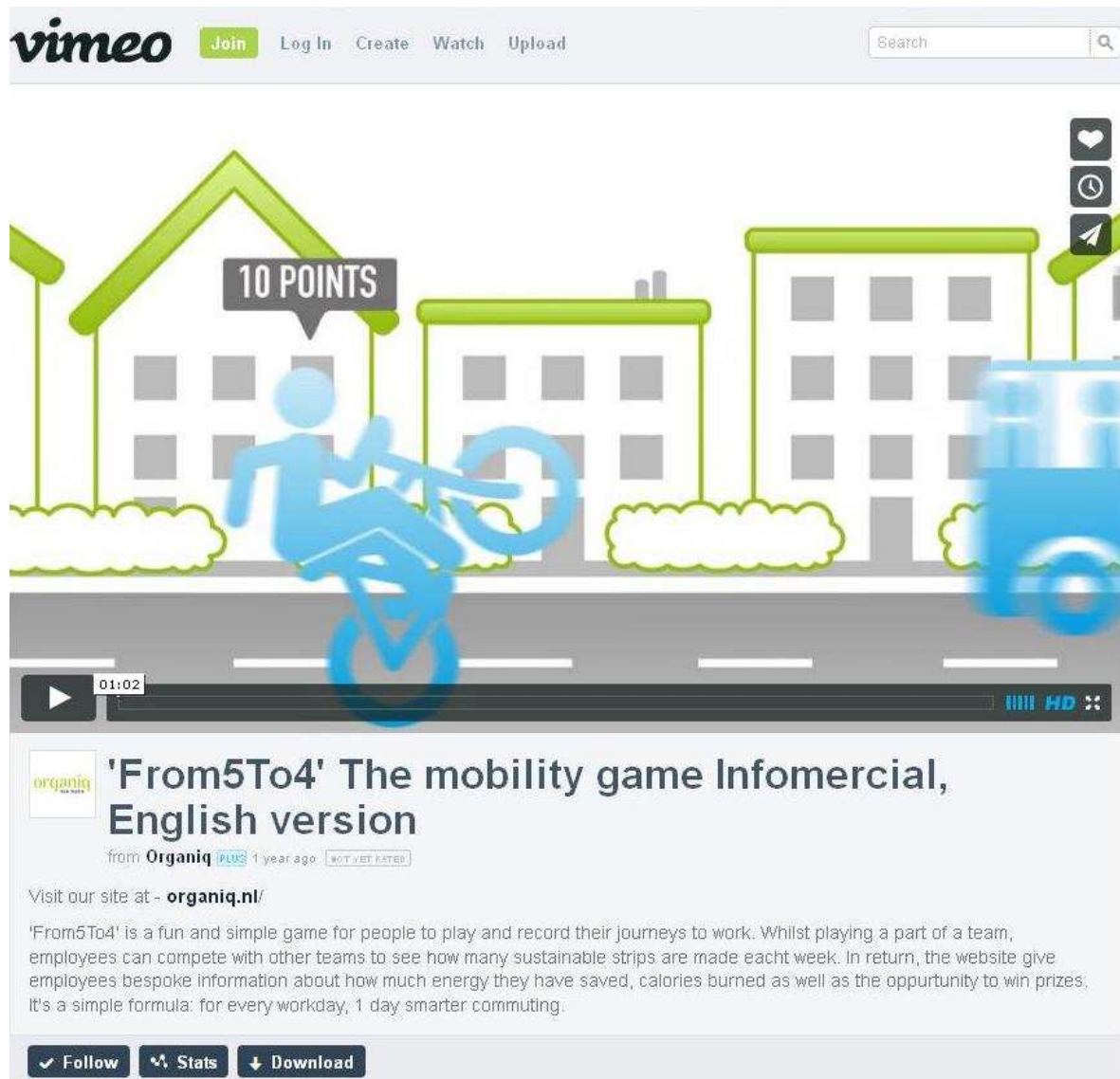
I've been active for more than a year now and have prevented lots of car kilometers from being driven. I try to convince people to shift to other modes than their car for at least 20% of their commuting trips. Working from home and avoiding rush hour are of course also good alternatives.

**filemijder**  
**DTV Consultants**  
Privately Held; 11-50 employees; Transportation/Trucking/Railroad industry  
2008 – 2011 (3 years)



## 5 Vimeo

The F5T4 Infomercial is available on Vimeo. In one minute, the viewer gets a good overview of what he / she can expect from the game and what its objectives are. The infomercial can be viewed on this location: <http://vimeo.com/40157708>



The screenshot shows a Vimeo video player interface. At the top, the Vimeo logo is on the left, and navigation links for 'Join', 'Log In', 'Create', 'Watch', and 'Upload' are in the center. A search bar is on the right. The video content features a stylized illustration of a city street with buildings and a road. A blue silhouette of a person is riding a bicycle, and a speech bubble above them says '10 POINTS'. To the right, a blue car is shown in motion. The video player controls at the bottom include a play button, a progress bar showing '01:02', and a volume icon. Below the video, the title is "'From5To4' The mobility game Infomercial, English version" by 'Organiq' (PLUS), posted '1 year ago'. A description follows: 'Visit our site at - [organiq.nl/](http://organiq.nl/). 'From5To4' is a fun and simple game for people to play and record their journeys to work. Whilst playing a part of a team, employees can compete with other teams to see how many sustainable strips are made each week. In return, the website give employees bespoke information about how much energy they have saved, calories burned as well as the opportunity to win prizes. It's a simple formula: for every workday, 1 day smarter commuting.' At the bottom of the video player are buttons for 'Follow', 'Stats', and 'Download'.

