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for Coal and Steel

## Project Deliverable Report



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Technical Group: **TGA2**

### Mapping, Educating, Training, Applying models in continuous CASTing

|                               |                                                                                                                                          |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Project Acronym               | <b>METACAST</b>                                                                                                                          |
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| Commencement Date:            | <b>01-10-2024</b>                                                                                                                        |
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| Project Deliverable No(s):    | <b>D6.4 – <u>Lead Beneficiary</u>: RINA-CSM</b>                                                                                          |
| Type:                         | <b>Report</b>                                                                                                                            |
| Project Deliverable Title(s): | <b><u>Report about visits, links, and accesses to all social media</u></b>                                                               |
| Dissemination Level:          | <b>Public</b>                                                                                                                            |
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## 1. INTRODUCTION

METACAST is an RFCS Accompanying Measure dedicated to dissemination and training on casting modelling, and to building awareness of the importance of modelling in industrial casting practice. Unlike R&D actions that primarily generate novel technical outputs, an accompanying measure is designed to translate knowledge into adoption: sharing best practices, mobilizing communities, and enabling skills through targeted communication and training.

Casting operations are increasingly data-rich and time-critical, while modelling is becoming essential to shorten development cycles, reduce trial-and-error, and de-risk process changes. Yet industry uptake depends on awareness, skills, and access to curated content—from conceptual overviews for decision-makers to hands-on materials for engineers and students.

As an Accompanying Measure, METACAST acts as a booster: it consolidates existing technical knowledge on casting modelling, packages it for learning, and delivers it through accessible channels (events, videos, deliverables) to accelerate competence building and practical adoption across the community.

This report documents the digital access points of METACAST—website, social channels, and event touchpoints—and provides an integrated view of visits, links, and access patterns. It explains how our website architecture and social media presence (with LinkedIn as the lead platform) work together to:

- present the project’s objectives and structure,
- advertise dissemination and training events,
- publish deliverables, videos, and presentations, and
- capture and analyze audience engagement in a way that supports continuous improvement over the project lifecycle.

A practical objective of this report is also to set the scene for the Activity/Results section—by defining what we measure, where we measure it, how often, and how those metrics tie back to METACAST’s dissemination and training goals.



## 2. ACTIVITY PERFORMED

To ensure discoverability and sustained engagement, METACAST leverages a simple but focused digital ecosystem:

- Project website (the authoritative hub): a structured, low-friction entry point that concentrates project information, events, and downloadable materials.
- LinkedIn (the primary outreach platform): a professional network where our audience already lives; optimized for event advertising, news streams, and community growth.
- ECCN setup in VALCRA: an existing communication node that gives METACAST a ready-made initial audience and channels for events promotion; this base will be enhanced and expanded throughout the project to reach new stakeholders.
- METACAST Simulation Platform: a Github repository (<https://github.com/SimulationPlatform/METACAST>) where some models and their documentation are shared for other users to understand and use. It is hosted by K1-MET and will be kept available also after the end of the project.

For the last two ‘public rooms’ here it is mentioned:

- the possibility of access (ECCN LinkedIn account, reposting and boosting METACAST activity in an overarching activity focused on research on steel continuous casting topics),
- links to materials (model insights and structure on 5 examples in METACAST Simulation Platform<sup>1</sup>).

The mentioned rooms are opportunities for the stakeholders to keep on following the topic and contribute to exchanges on continuous casting modelling.

In the following, more ‘quantitative’ feedback is given concerning the project website, and especially the project LinkedIn account.

**Website architecture and user journeys.** The METACAST website (first page in Figure 1) is intentionally lean and task oriented, with three main sections that map cleanly to typical user intents:

### 1. Project description — *why and who*

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<sup>1</sup> For this matter, details are shown in a separate project document (Deliverable 3.3, ‘Success stories of validation in modelling casting operations’)

- a) **Content:** project objectives, expected impacts, WP structure, consortium profiles.
- b) **Strategy:** provide credibility and context at one glance; help first time visitors understand scope and partners.
- c) **Primary actions:** follow project on LinkedIn; navigate events; browse outputs.

## 2. **Events agenda & registrations** — *what's next and how to join*

- a) **Content:** calendar view of dissemination/training events; session abstracts; speakers; one-click registration links.
- b) **Actions** = make discovery and registration **frictionless**; provide **shareable URLs** for LinkedIn posts.
- c) **Primary actions:** register, add to calendar, share.

## 3. **Download area** — *'learn and reuse'*

- a) **Content:**
  - 1. **Videos & presentations** from events (on demand learning),
  - 2. **Project deliverables** (public reports, guidelines),
  - 3. **Link to available models** (Simulation Platform).
- b) **Strategy:** promote flexible and autonomous learning, as well as the evidence-based reuse of knowledge (e.g., embed slides, cite deliverables).
- c) **Primary actions:** stream video, download slides/deliverables, subscribe for updates.

Together, these assets support the whole user journey: a) see an update → b) click the event or content link → c) 'surfing' on the website, → d) register/download/watch → e) follow and engage for subsequent activities.



News Project at a glance Objectives Project Brief Work Programme Partners Publications Information on Data Protection Imprint Download Area Deliverables/Results

## Mapping, Educating, Training Applying models in continuous CASTing

Video METACAST Advancing Modelling for the Future of Steel Continuous Casting: Insights & Perspectives

### 5 March 2026 – Advancing Modelling for the Future of Steel Continuous Casting: Insights & Perspectives

Date: 5 March 2026 – 2.00 to 4.00 pm

During the webinar, we will present:

- An overview of project achievements and methodologies.
- Training activities and fundamentals developed within METACAST.
- Industrial validation results and success stories.
- Clustering initiatives with related EU projects.
- A contribution from the European Research Executive Agency: AI Technologies in the Steel Sector: Casting, Modelling & the Policy Landscape.
- A forward-looking discussion on modelling trends and feedback collection for the final report.

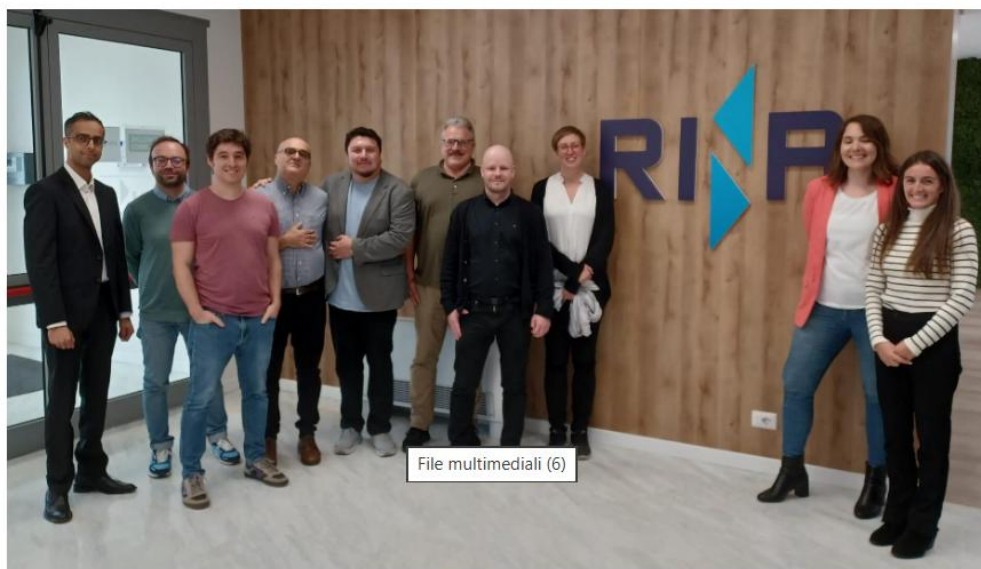
This event represents a unique opportunity to explore how advanced modelling can support safer, more efficient and more sustainable casting operations — and to engage with the community that helped shape the project.

Figure 1. Features of the METACAST website.

**Metrics for the website.** The number of visitors can be seen as footnote in the same page and is about 1500 (Figure 2).

### 22-23 October 2024 Kick-off meeting

RINA hosted the METACAST project Kick-off meeting in Rome, Italy.



Number of visitors: 1485

Figure 2. Close-up of the first page of the website to derive the visitors number (last data recording, 30thMarch 2026)

### **LinkedIn strategy (main advertising platform).**

**LinkedIn** is the primary channel to announce, amplify, and sustain engagement around METACAST. The communication plan is aimed at:

- focusing on event teasers, speaker spotlights, registration countdowns, live highlights, and post-event recaps that point to the website download area.
- building follower growth by cross-tagging consortium partners and relevant communities; use hashtags consistently (project tag + modelling/casting keywords).
- mixing shortform insights (infographics, 45–60second clips) with longer posts (1–3 slides) that unpack modelling concepts and training takeaways.
- use ECCN (set up in the frame of VALCRA) as an amplification path: re-posting and resharing announcements to start from a significant audience and extend it incrementally through the project.

This approach lets us to:

- send announcements to the stakeholders' audience from the project start,
- drive early registrations and social proof (shares, comments), and
- expand reach by cross-posting to LinkedIn and routing all traffic back to the website's events agenda and download area.

The KPI overview is shown in Table 1. The channels vs cadence overview in Table 2.

**Table 1. KPI table (Website sections → purpose → metrics)**

| Website Section              | Primary Purpose                            | Example Metrics (source)                                                   | Success Signals                                                |
|------------------------------|--------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------|
| Project description          | Establish credibility, orient new visitors | Pageviews, unique users, avg. time on page (web analytics)                 | New sessions share, scroll depth ≥ 50%                         |
| Events agenda & registration | Convert interest into attendance           | Click-throughs from LinkedIn, registration starts/completions, abandonment | High CTR from social; growing conversion rate; low abandonment |

|                                        |                    |                                                       |                                         |
|----------------------------------------|--------------------|-------------------------------------------------------|-----------------------------------------|
| Download area – Videos & presentations | On demand training | Video plays, play-through %, downloads, return visits | Repeat visitors; watch time ≥ benchmark |
| Download area – Deliverables           | Knowledge transfer | Deliverable downloads, outbound citations/shares      |                                         |

**Table 2. Channel vs posting cadence**

| Channel                            | Core Use                    | Cadence                             | Typical Post Types                                     |
|------------------------------------|-----------------------------|-------------------------------------|--------------------------------------------------------|
| LinkedIn (project page + partners) | Announce, amplify, recruit  | 4 posts/month; higher around events | Teasers, speaker posts, registration reminders, recaps |
| VALCRA (ECCN)                      | Audience boost, syndication | Aligned with events                 | Cross-posts, curated round-ups                         |
| Website                            | Hub for actions             | Continuous                          | -----                                                  |

To assess feedback from the account<sup>2</sup>, the metrics in Table 3 was taken<sup>3</sup>.

The first three indicators are 'immediate'; the fourth ('Engagement Rate') is practically defined as (Clicks + Likes + Comments+ Reposts + Follows) / Impressions x 100% = Rate (%)

According to literature<sup>1</sup>, a good engagement rate is achieved when exceeding 2%:

**Table 3. Metric used to assess the METACAST social feedback.**

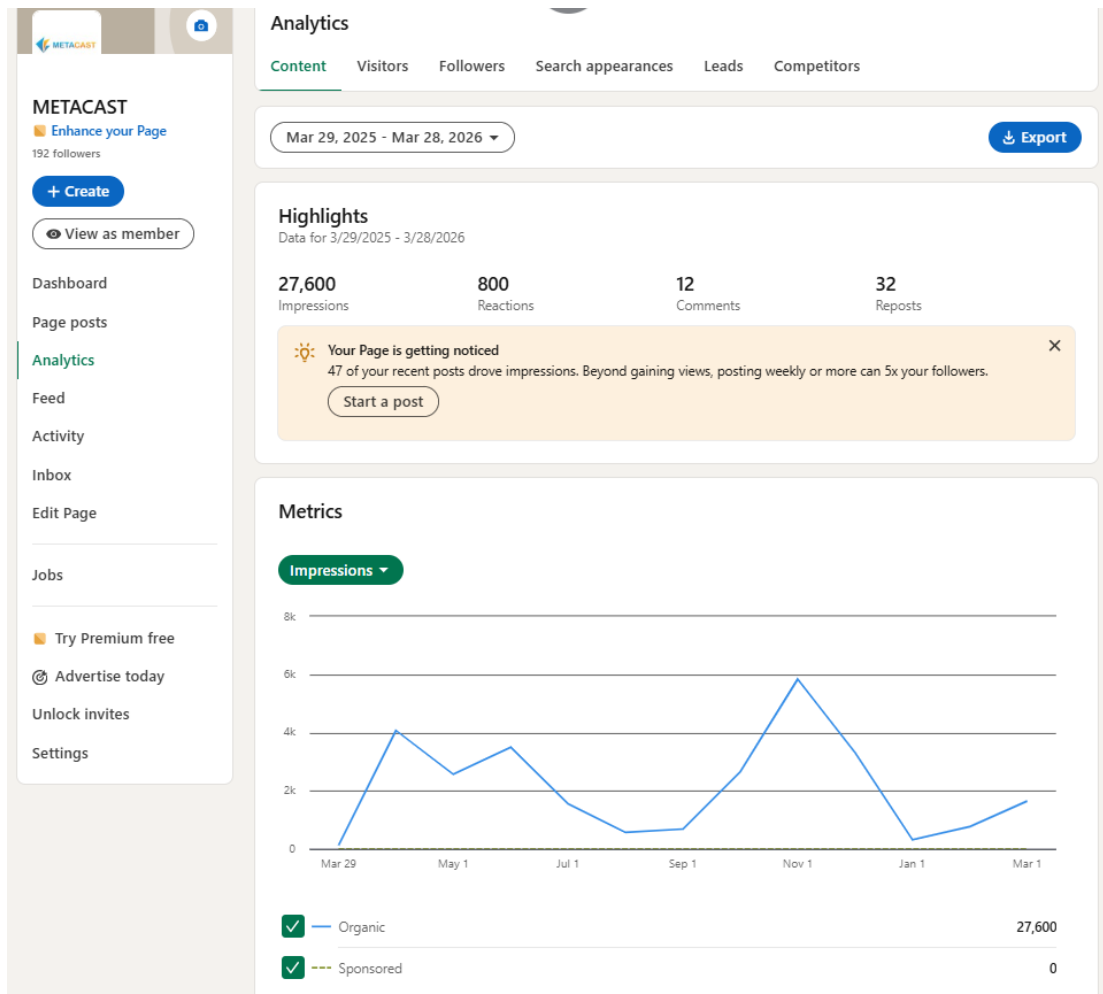
| Metric                 | Meaning                                            |
|------------------------|----------------------------------------------------|
| <b>Impressions</b>     | How many times the post has been shown             |
| <b>Views</b>           | How many people have actually seen the content     |
| <b>Interactions</b>    | Likes, comments, shares, clicks                    |
| <b>Engagement Rate</b> | Percentage of interactions compared to impressions |

<sup>2</sup>[https://www.linkedin.com/posts/metacast-project\\_casting-continuouscasting-processmodelling-activity-7435690168214441984-oSdz?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAAAsAungBH9BSXbyEe0iCkozGISK-1drooil](https://www.linkedin.com/posts/metacast-project_casting-continuouscasting-processmodelling-activity-7435690168214441984-oSdz?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAsAungBH9BSXbyEe0iCkozGISK-1drooil)

<sup>3</sup> <https://innovativewebagency.it/qual-e-un-buon-engagement-rate-su-linkedin/>

**LinkedIn account metrics.** Impressions in the last project year<sup>4</sup> are shown in figure 3.

Info functional to the other metrics is shown in the figures from 4 to 7.



### Highlights

Data for 3/29/2025 - 3/28/2026

27,600  
Impressions

800  
Reactions

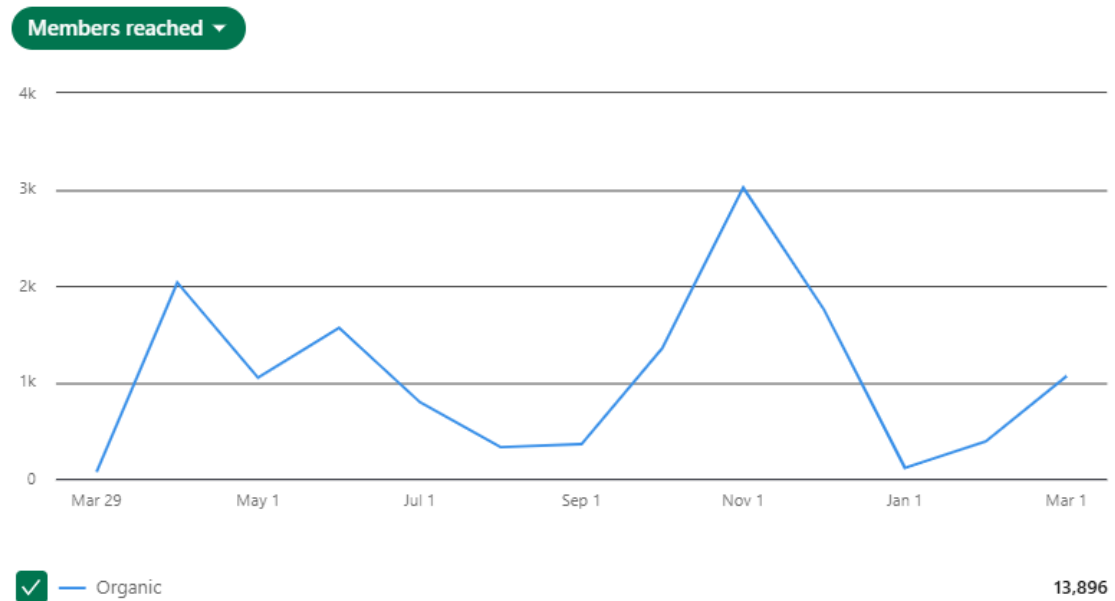
12  
Comments

32  
Reposts

**Figure 3. Impressions (trend, above; aggregate, below) on METACAST LinkedIn account**  
(1-year data collection, last recording March 30th).

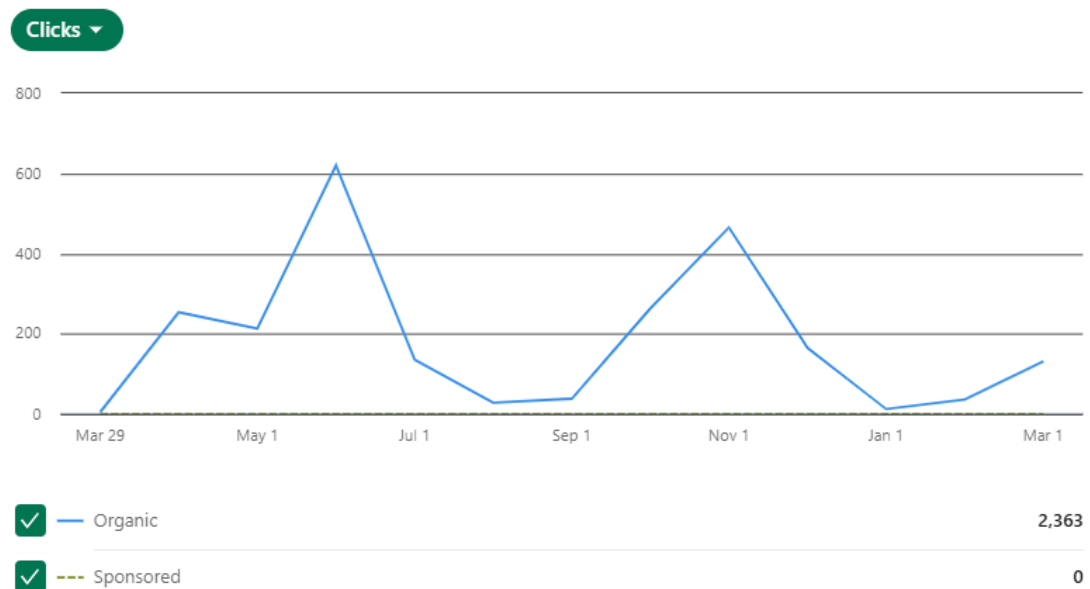
<sup>4</sup> last data recording, 30thMarch[MD1. 2026

## Metrics



**Figure 4. Info to support view metric - members reached.** (1-year data collection, last recording March 30<sup>th</sup> )

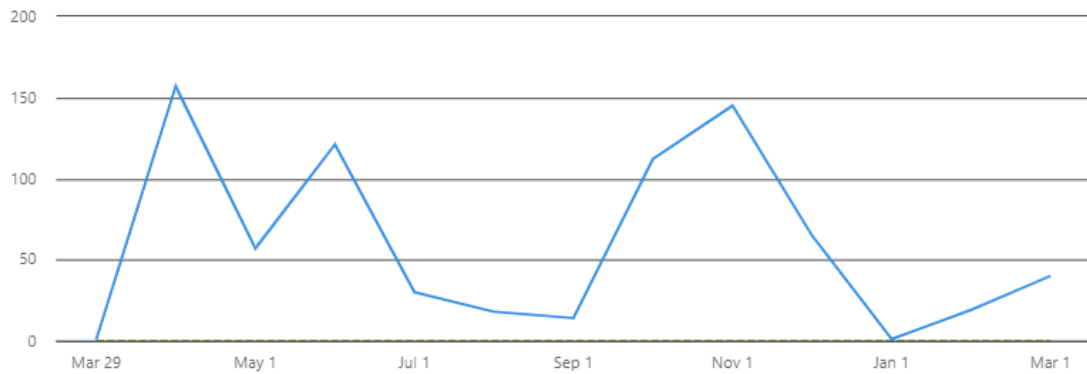
## Metrics



**Figure 5. Info to support view metric - clicks on the posts** (1-year data collection, last recording March 30<sup>th</sup> )

## Metrics

## Reactions ▾



✓ Organic

780

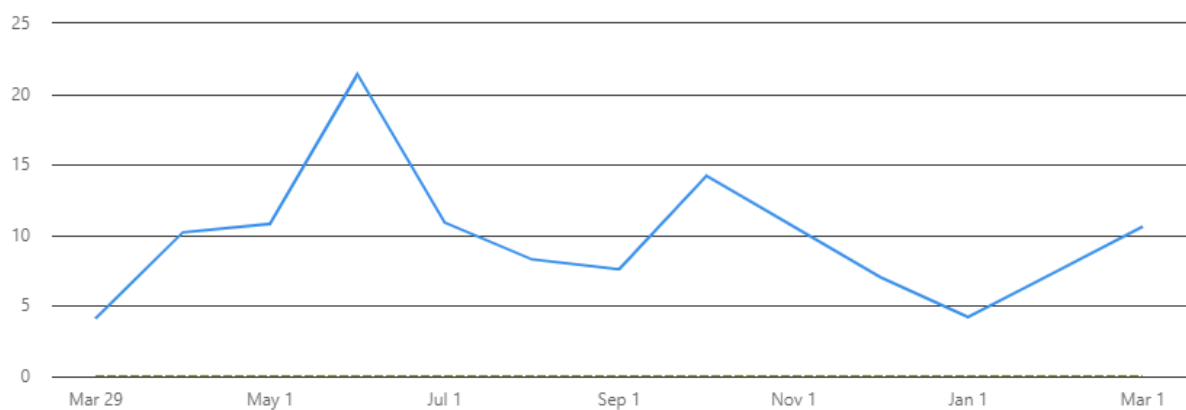
✓ Sponsored

0

**Figure 6. Info to support 'Interactions' metric – reactions to the posts (1-year data collection, last recording March 30<sup>th</sup> )**

## Metrics

## Engagement rate ▾



✓ Organic

11.5

✓ Sponsored

0

**Figure 7. Info to support Engagement rate metric– (1-year data collection, last recording March 30<sup>th</sup> )**

Data (Aggregate, for the first three KPI, average, for the engagement rate) are shown in Table 4.

**Table 4. Quantitative metrics for the METACAST LinkedIn account**

| KPI             | Value                                     |
|-----------------|-------------------------------------------|
| Impressions     | About 28,000: (aggregate)                 |
| Views           | Members reached: about 14 000 (aggregate) |
|                 | Clicks: about 2400 (aggregate)            |
| Interactions    | About 800 (aggregate)                     |
| Engagement rate | > 11 (average)                            |

The data shown evidence very good feedback from the audience, especially as regard to the engagement rate. Based on these indices, the METACAST social media approaches can be considered successful.

### 3. CONCLUSIONS

The METACAST digital ecosystem—website hub + LinkedIn lead channel + ECCN/VALCRA amplification—was fit for purpose for an RFCS Accompanying Measure focused on dissemination and training in casting modelling.

Based on the typical metrics used to assess the success of a social media approach, the METACAST feedback is positive, especially as refers to the interaction with the stakeholders – aspect typically evidenced by the ‘engagement rate’ index.

It is important to note that the project is expected to continue “living” beyond its formal end through its sister clustering initiatives—SUNSHINE and SHELL-CRACK for modelling-related technical aspects, and SUPER for training and skills development. Results and updates will continue to be disseminated both through scientific publications and through their respective LinkedIn accounts and project websites.

In addition, the overarching LinkedIn hub, “European Continuous Casting Network”, will remain active as a shared communication channel. It will continue to distribute updates, foster discussion,



and support the exchange of ideas on casting modelling and related technological advances. The intent is to preserve and strengthen the network that has already delivered highly positive outcomes across Europe, ensuring that it remains beneficial to stakeholders by supporting their growth in knowledge, know-how, competitiveness, and sustainable production practices.

