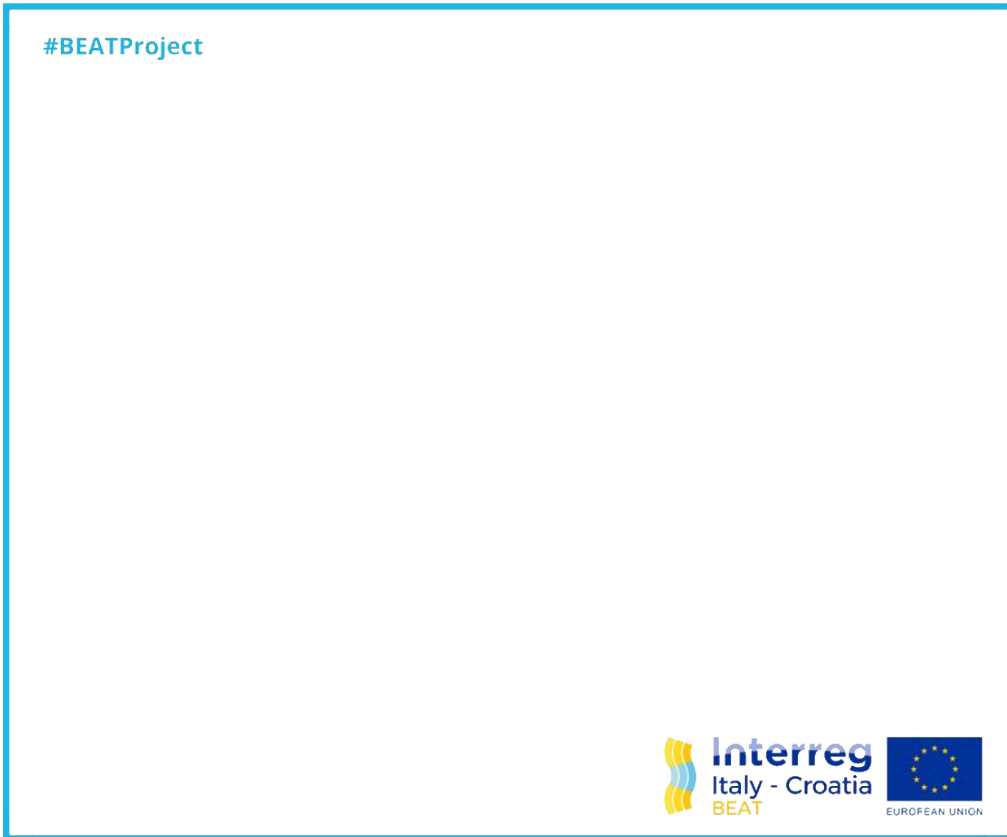


BEAT_WP2.3_C 3.1. Digital Toolbox/ConCentro

Final, June 2018

SOCIAL OBJECTS: Template for Facebook

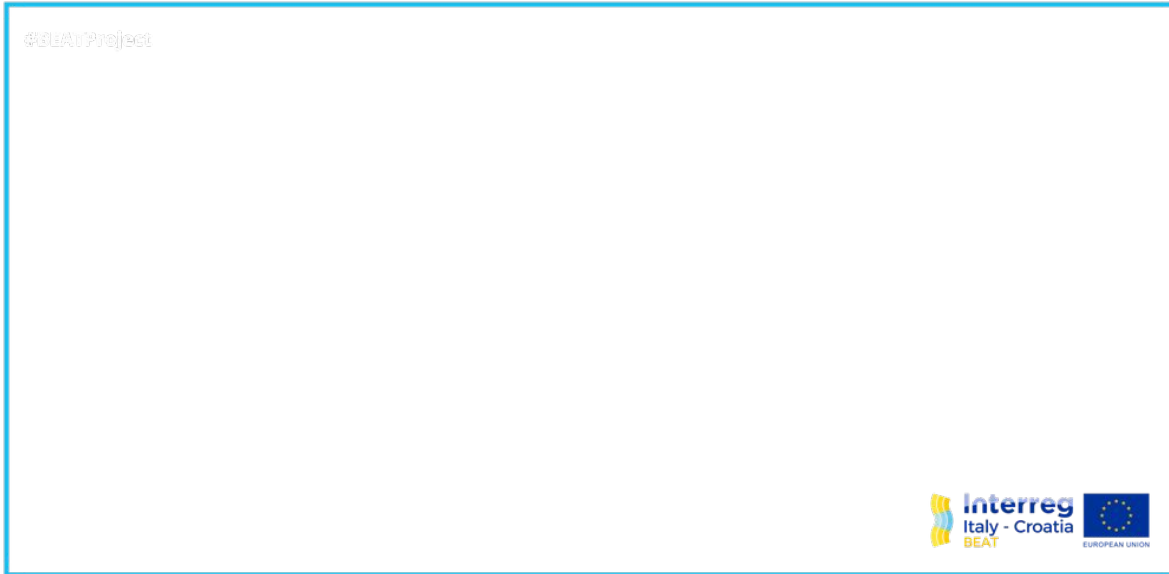


Post



example

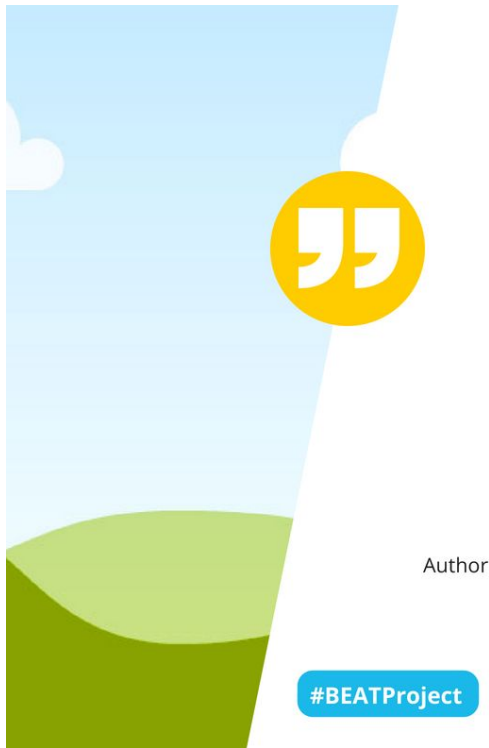
Template for Twitter



Post

example

Template for quotes



Quote

Author



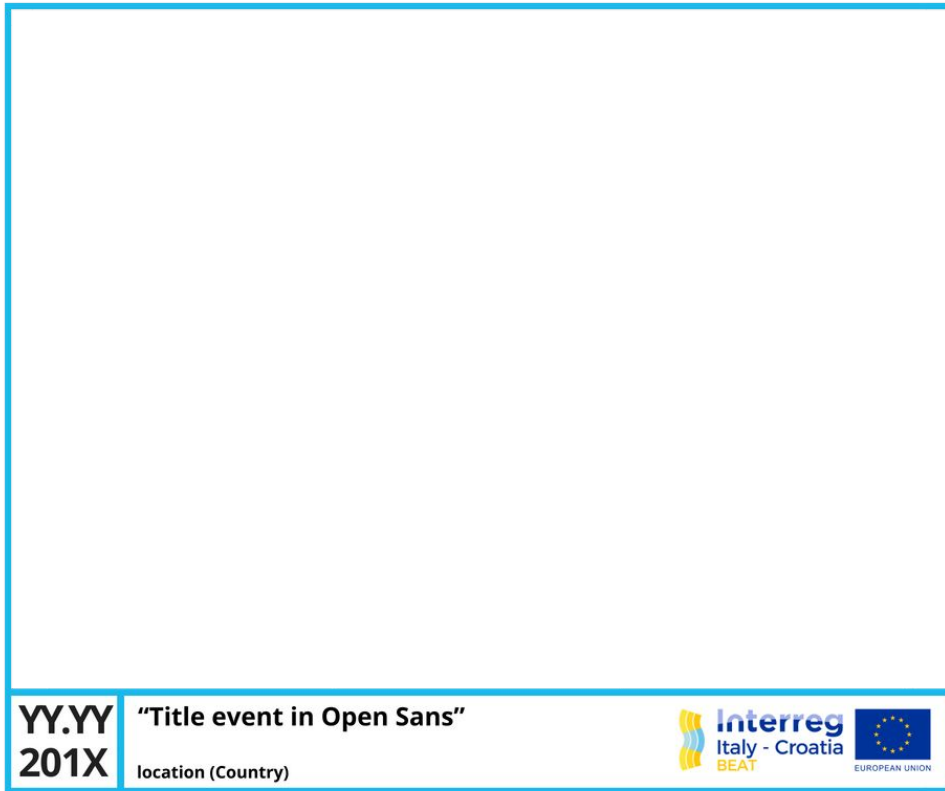
La #BlueEconomy dell'Unione Europea ha continuato a crescere nell'ultimo decennio e il potenziale futuro è promettente. Con investimenti in #innovazione e tramite una gestione responsabile di mari e oceani che sappia integrare aspetti ambientali, economici e sociali, entro il 2030 saremo in grado di raddoppiare il settore in modo sostenibile.

Karmenu Vella, Commissario Europeo all'ambiente, gli affari marittimi e la pesca.

Post

example

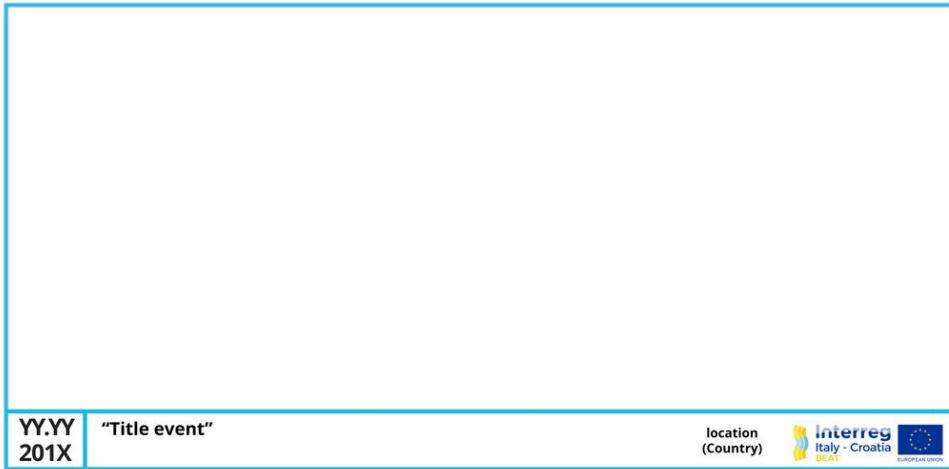
Template for events



On Facebook

example

Template for events



On Twitter
and LinkedIn



example



Hashtags

#BLUEProject
#BlueEconomy
#Interreg #ITALY #Croatia
#cantieristica
#SMEs
#innovation
#innovazione
#sustainability
#BLUETech
#BlueGrowth
#SmartBlueRegions
#shipbuilding
#BlueInnovations
#research

Editorial Strategy

CORE MESSAGES

1. Blue economy plays an essential role for the regional growth
2. Cross-border cooperation is essential to enhance the competitive advantage of SMEs operating in shipbuilding and maritime sector
3. Training in organizational and managerial capabilities enhances SMEs' innovation processes

SOCIAL	TITLE		GOALS
FB, TW, LNKDN	Blue Tech	the project	CAPITALIZATION
FB, TW, LNKDN	BEAT	the project	DISSEMINATION
FB, TW, LNKDN	BEAT events		DISSEMINATION
FB, TW, LNKDN	BEAT public events	attendance at public events	DISSEMINATION
TW	BEAT partners	activities and excellence	PROMOTION OF PARTNERS' ACTIVITY
TW, LNKDN	Blue Economy / Blue Growth	news, reports, opportunities	AUTHORITY

Accounts to tag on Twitter: partners and institutions

BEAT PARTNERS	INSTITUTIONS			
@UnionCamereVEN	@EU_Commission	News and information from the European Commission.	954000	https://twitter.com/EU_Commission
@concentropn		Official Twitter account for @EU_Commission department responsible for #SingleMarket, Industry, Entrepreneurship and #SMEs	45200	https://twitter.com/EU_Growth
@PortOfVenice	@EU_Growth	Sharing solutions for better regional policies! Co-financing programme; #SMEs; #research and #innovation ; #lowcarbon; #environment and #ResourceEfficiency	6580	https://twitter.com/interregeurope
@UniTrieste	@interregeurope	Interreg supports cooperation beyond borders throughout Europe. Account managed by Regio Units D1 and D2 http://goo.gl/9zvvup	2579	https://twitter.com/RegioInterreg
@IDAPula	@RegioInterreg	#interreg = EU supported actions by European regions & cities to tackle common challenges. Tags: interreg, egpte, espon, urbact, euroregions	12300	https://twitter.com/INTERREGTweets
	@INTERREGTweets	@EU_Commission Executive Agency for SMEs managing @H2020SME @H2020EE @EU_ecoinno @EEN_EU @LIFEprogramme #EMFF #COSME_EU Data protection http://europa.eu/!fc89kC	9871	https://twitter.com/EU_EASME
	@EU_EASME	Blue Biotechnology Master for a Blue Career (BBMBC) is a European project to develop a Masters Degree addressing skills gaps in blue biotechnology	215	https://twitter.com/BlueBiotech
	@BlueBiotech	EU Strategy for the Adriatic-Ionian Region (#EUSAIR) = countries working together on common challenges & opportunities #EU #cohesionpolicy #ERDF #WesternBalkan	676	https://twitter.com/EusairPoint
	@EusairPoint	Since 2007 we fund #transnational#interreg #cooperation among central European regions through the #ERDF. Tweets are from the joint secretariat.	2778	https://twitter.com/InterregCE
	@InterregCE	The official account for @EU_CommissionMaritime Affairs and Fisheries (DG MARE). Marine/maritime/seafood news. Rts and likes not necessarily endorsements.	37100	https://twitter.com/EU_MARE
	@EU_MARE	Interreg supports cooperation beyond borders throughout Europe. Account managed by Regio Units D1 and D2 http://goo.gl/9zvvup	2579	https://twitter.com/RegioInterreg
	@RegioInterreg			

Accounts to tag on Twitter: people and magazines

PEOPLE			
@EBrivioEU	@EU_Commission spokesperson (Transport, Environment, Maritime Affairs and Fisheries) European Commissioner for Single Market, Industry, Entrepreneurship and #SMEs @EU_Growth	4443	https://twitter.com/EBrivioEU
@EBienkowskaEU	Presidente Autorità di Sistema portuale del Mare Adriatico centro settentrionale	18700	https://twitter.com/EBienkowskaEU
@danielerossira	Veneziano. Presidente dell'Autorità di Sistema Portuale del Mar Adriatico Settentrionale.	325	https://twitter.com/danielerossira
@PinoMusolino	Venetian. President of the North Adriatic Sea Port Authority.	762	https://twitter.com/PinoMusolino
@a_margiotta	Avvocato. Dirigente d'azienda, 40 anni tra Stato e Mercato. @Unicatt alumnus. 3 figli. #BlueEconomy #Shipbuilding Qui a titolo personale.	972	https://twitter.com/a_margiotta
MAGAZINES			
@ship2shore_it	Magazine on line di economia del mare e dei trasporti - Direttore Responsabile Angelo Scorza PMI.it è il portale delle piccole e medie imprese: news, approfondimenti, guide sulla gestione aziendale e nuove opportunità di business.	1630	https://twitter.com/ship2shore_it
@PMI_it		5766	https://twitter.com/PMI_it
@VeneziePost		3180	https://twitter.com/VeneziePost
@TgrRaiFVG		4326	https://twitter.com/TgrRaiFVG
@messveneto		18300	https://twitter.com/messveneto
@Gazzettino		59100	https://twitter.com/Gazzettino
@il_piccolo		19600	https://twitter.com/il_piccolo

Accounts to tag on Twitter: others

OTHERS			
@UcinaNautica	UCINA - Confindustria Nautica è l'Associazione senza fini di lucro, che rappresenta le industrie e le imprese della nautica da diporto.	1274	https://twitter.com/UcinaNautica
@EMarineBoard	Europe's primary marine science foresight network, representing leading research performing institutes, funding agencies and national networks of universities	3634	https://twitter.com/EMarineBoard
@NEPTUNE_BGrowth	NEPTUNE #BlueGrowth #Accelerator develops new cross-sectoral industrial value-chains led by SMEs to foster three key aspects for Blue Growth industries.	300	https://twitter.com/NEPTUNE_BGrowth
@jpioceans	Joint Programming Initiative for Healthy and Productive Seas and Oceans. Dedicated to increase the value of national investments in marine and maritime research.	2741	https://twitter.com/jpioceans
@AI_NURECC	AI-NURECC is an initiative involving key stakeholders from the Adriatic Ionian Regions aimed at supporting the implementation of the EUSAIR.	300	https://twitter.com/AI_NURECC
@visitRijeka	Rijeka Tourist Board	1690	https://twitter.com/visitRijeka
@Blue_Economy	Nature offers space for companies and entrepreneurs that create more from less. Blue Economy supports these innovations and offers them a platform.	6183	https://twitter.com/Blue_Economy
@MuCaMonfalcone	Il nuovo Museo della Cantieristica di Monfalcone #MuCaMonfalcone	197	https://twitter.com/MuCaMonfalcone