



ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D2.1.4. Implemented Facebook profile of project

WP2 Communication activities

A.1.Start-up activities

Split, 30th September 2019.

Public institution RERA S.D.
(+all partners)

Final version
Public document

1. SUMMARY

Activity 2.1. Start-up activities implies promotion through social media (Facebook) because it is the most simplest and free of charge way to promote ArTVision project. Coordinator for establishment of the Facebook profile is Public institution RERA S.D. for coordination and development of Split Dalmatia County (PP2), but each partner was responsible to post and share any news about project on the project Facebook profile. Facebook page www.facebook.com/artvisionpluseu/ was established in July 2018. for purpose to stay in direct connection with the ArTVision target audience and stakeholders

ArTVision partners had carried out the following tasks:

- Each partner appointed responsible person for Facebook communication
- Each partner shared the ArTVision page on its institutional Facebook pages and invited friends and followers to like our page.
- In a period of 15 months each partner made approximately 15 posts on the Facebook page with belonging photos and published all ArTVision video materials
- On average, one/two posts were posted per week
- Most of the posts were bilingual (English / national language) with inserted relevant tags (example the City, related associations,
- Partners shared all relevant project information which engaged the audience

All main activities, like promotional workshops, cross border cultural events, public calls for student education, video making on less known tourist locations, IT platform etc., of the project were published on the ArTVision+ Facebook page.

Also, the Facebook page was used as a channel to promote other project sites such as the YouTube channel and the ArTVision + platform.

2. FACEBOOK INSIGHTS

As of September 30, the project's Facebook page had 1,009 likes.

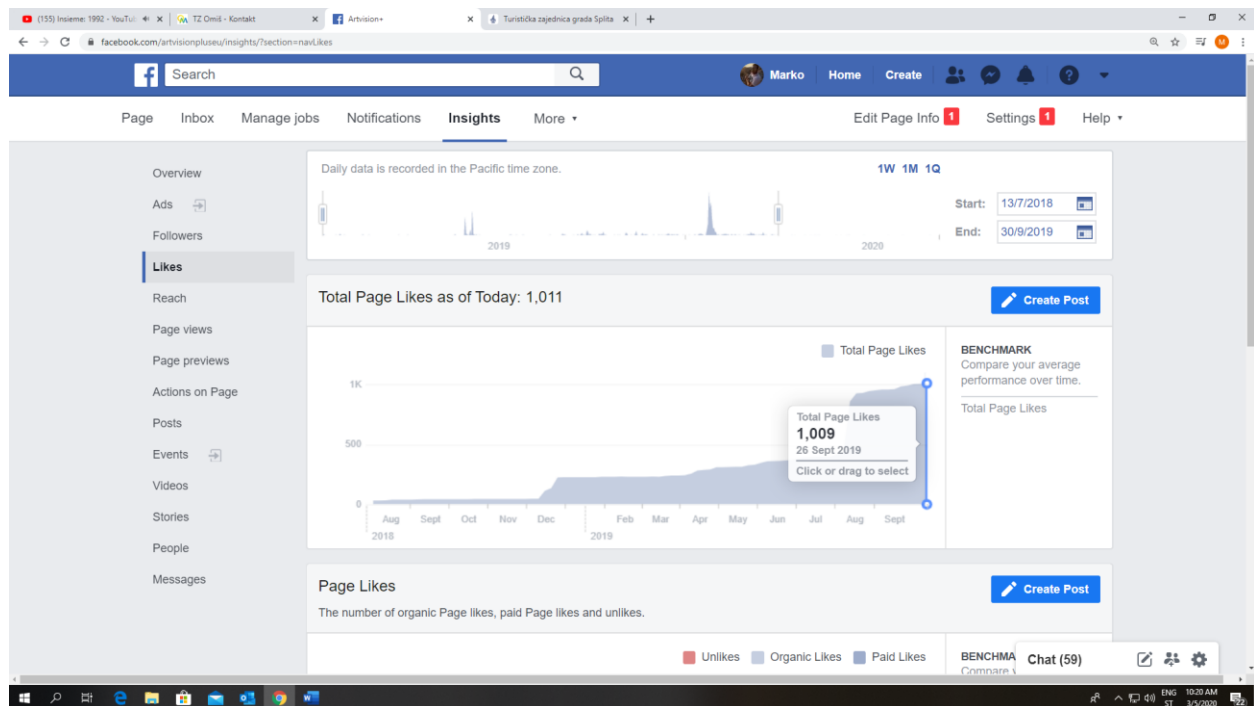


Figure 1. Total Page Likes

As of September 30, the project's Facebook page had 1,041 followers.

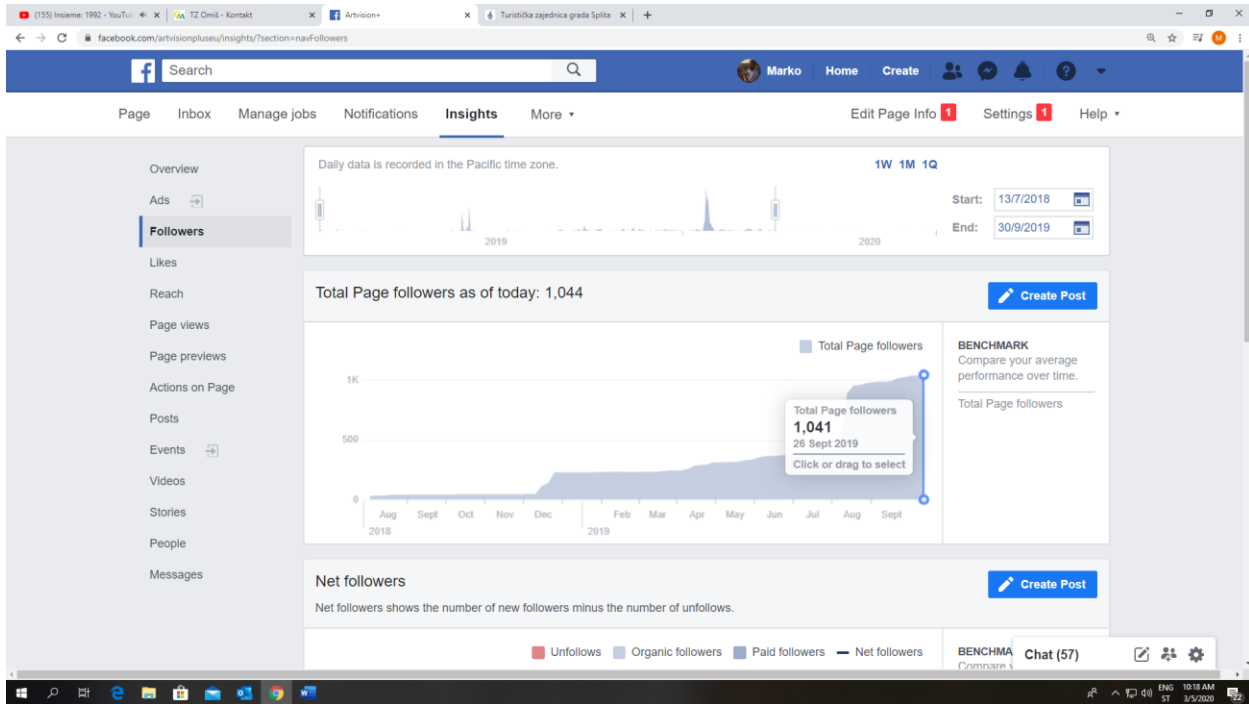


Figure 2. Total Page followers

The average weekly reach of published posts is around 1,600, while the estimated organic reach of posts during the project is around 40,000.

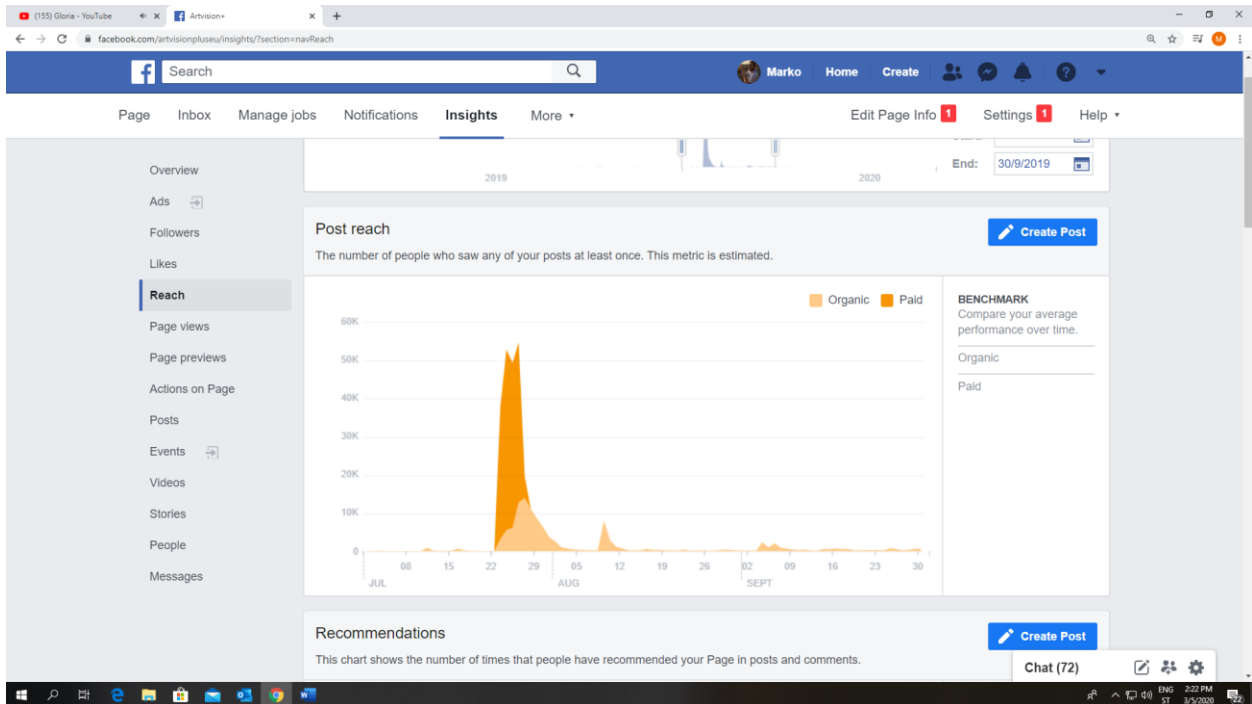


Figure 3. Post reach

A detailed demographic view of the project's Facebook page audience is provided below:

- 63% of site fans are women, with the most represented age group from 25 to 34 years
- In 36% of male site fans, the most represented age group is 35-44 years
- as expected, the biggest number of fans is from the Croatian and Italian area

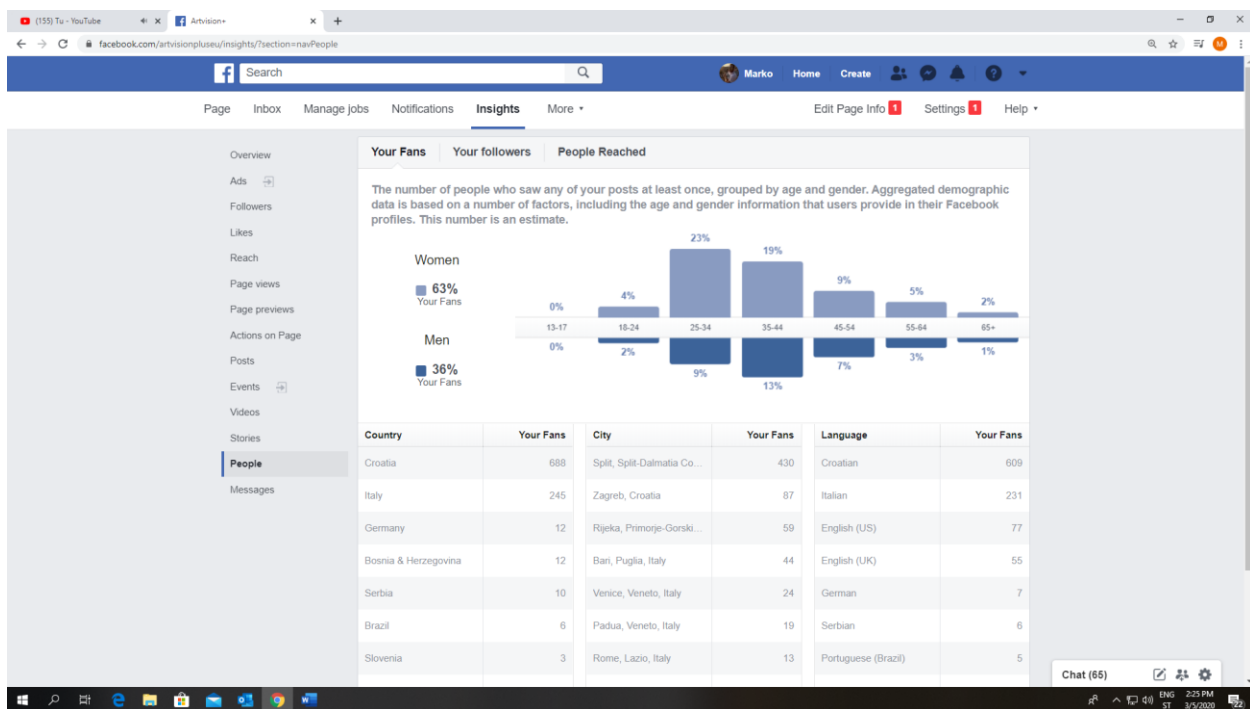


Figure 4. Aggregated demographic data