

“FOTO CHALLENGE : Join the flow Take It Slow ! «

WP2 – PROJECT COMMUNICATION
Deliverable Activity 2.4.3
Online photo competition & media campaign

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: SMART STRATEGIC FRAMEWORK FOR INNOVATIVE ADRIATIC TOURISM DESTINATION, PRODUCTS & SERVICES
Activity Number: 4.3
Activity Title: Online photo competition & media campaign
Partner in Charge: PP2
Partners involved: PP5 PTFVG
Status: Final

As requested by WP 2, to maximize the promotion of TAKE IT SLOW project and reach different targets, PTFVG organized an online photo challenge.

The chosen social channel was Instagram because it is very popular among young people.

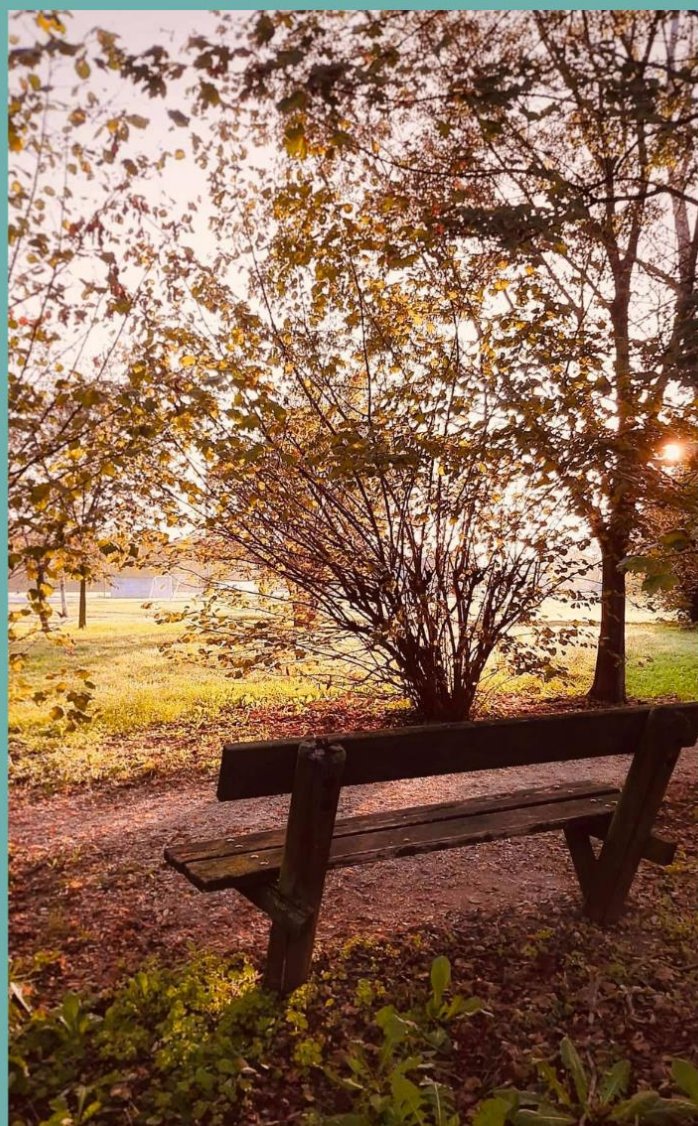
During the months of August, September and October we invited people to walk along the itineraries of « FVG in Movimento 10.000 passi di salute », take a photo of their experience and share it on their profile with the hashtag #jointheflowfvg.

Every month the 5 photos with more *likes* were shared in the live stories on our official account.

We received about 50 photos and at the end of the competition we chose the best 4 and published them on our website.

CHALLENGE

JOIN THE FLOW FVG



**10.000 PASSI DI
SALUTE**

CAMPOFORMIDO

CHALLENGE

JOIN THE FLOW FVG



**10.000 PASSI DI
SALUTE**

LIGNANO

CHALLENGE

JOIN THE FLOW FVG

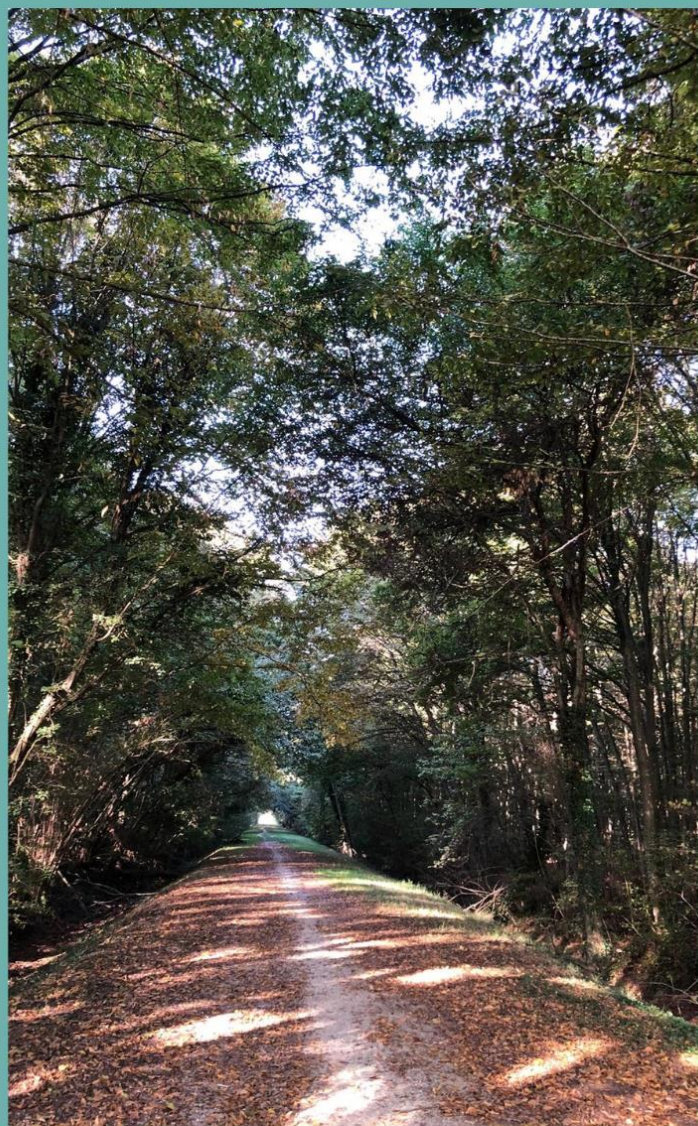


**10.000 PASSI DI
SALUTE**

DUINO

CHALLENGE

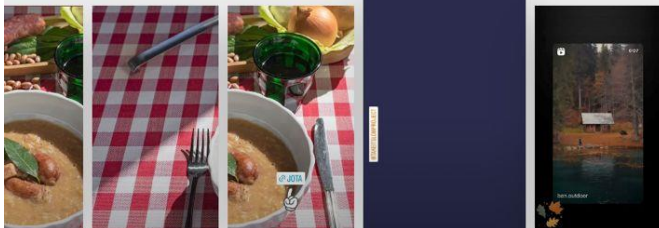
JOIN THE FLOW FVG



**10.000 PASSI DI
SALUTE**

MUZZANA DEL
TURGNANO

15:00



@takeitslowproject

10

Navigazione

2.396

Avanti

1.957

Uscite

213

Indietro

119

Prossima storia

107

Attività del profilo ⓘ

2

Visite al profilo

2

Follower

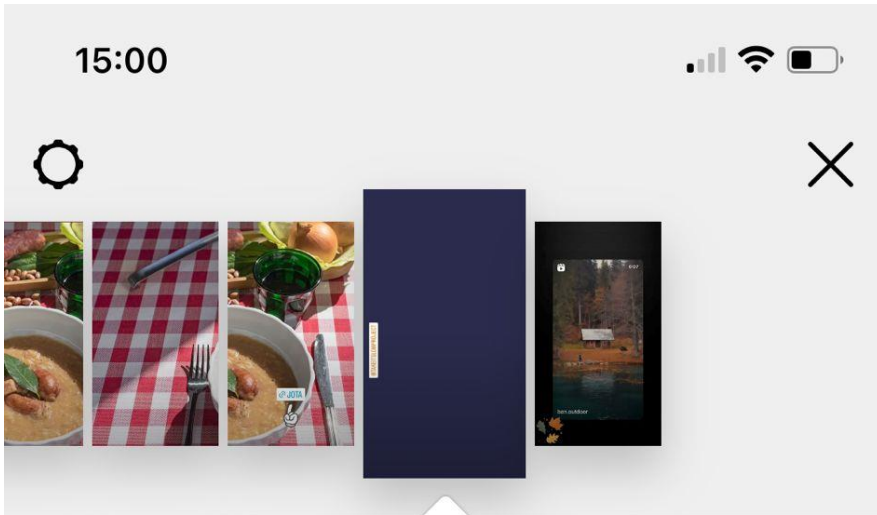
0

Tocchi sul pulsante Chiama

0

Tocchi sul pulsante E-mail

0



Impression

2.342

Interazione ⓘ

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Account che hanno interagito

Interazioni con le storie

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Condivisioni

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Risposte

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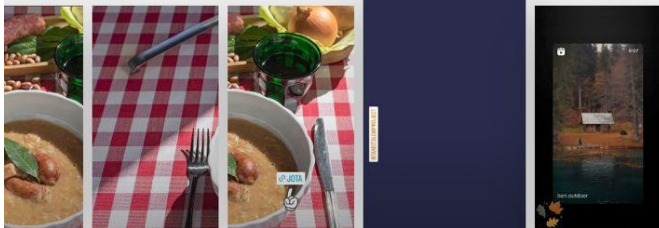
Tocchi sull'adesivo

10

@takeitslowproject

10

15:00



Panoramica ⓘ

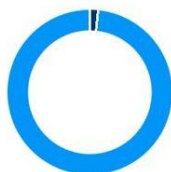
Account raggiunti	2.316
Account che hanno interagito	--
Attività del profilo	2

Copertura ⓘ

2.316

Account raggiunti

2.279
Follower ●

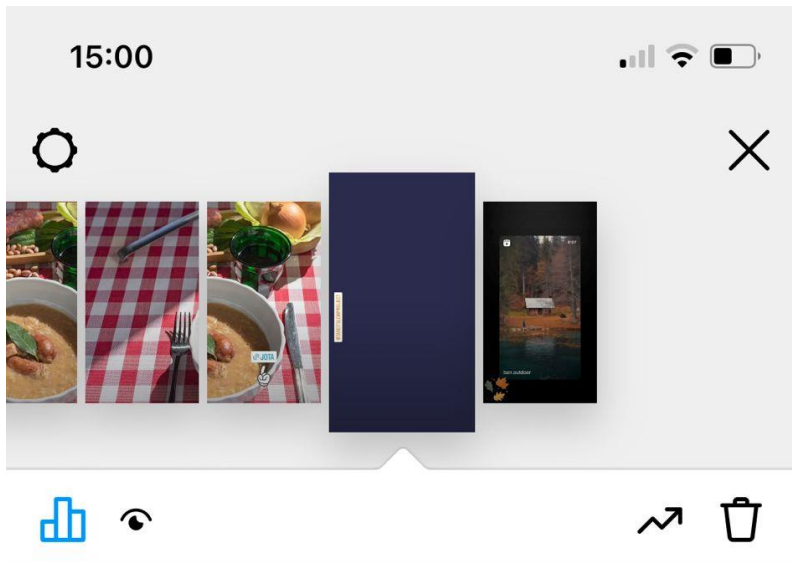


37
● Non follower

Impression



2.342



Panoramica ⓘ

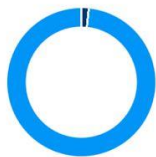
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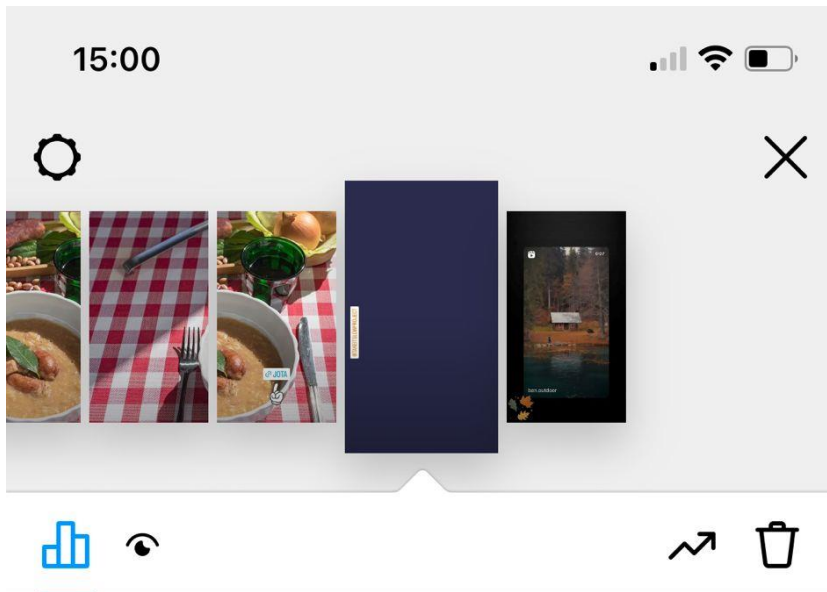
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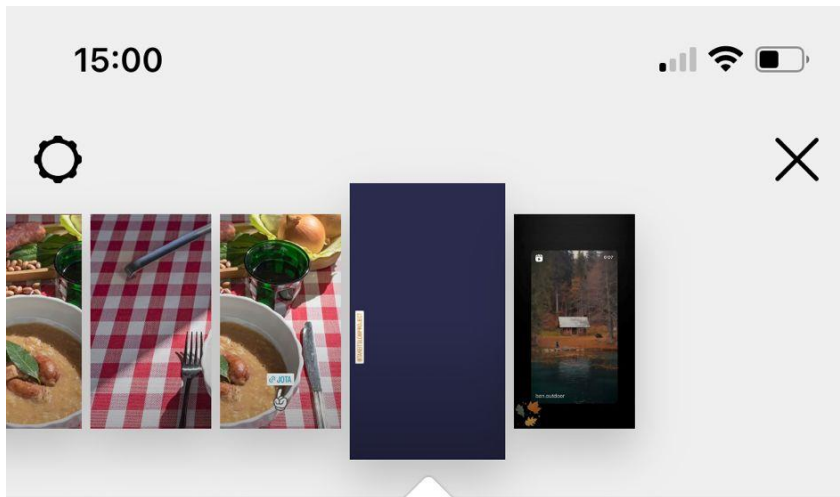
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