

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#1 FEBRUARY 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in February 2021 :

Number of posts: **5**

Page likes: **52**

Page views: **99**

New page followers: **56**

Total reach of posts: **824**

Total enegament on posts: **100**

Date	POST MESSAGE	*POST REACH	*ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENT S ON POST	SHARES ON POST
03.02.21	Festivity of St.Blaise	104	28	14	14	0	0
18.02.21	2nd TAKE IT SLOW Steering Committee Meeting - Event	142	10	5	5	0	0
23.02.21	Valle Millecampi	106	15	5	10	0	0
24.02.21	2nd TAKE IT SLOW Steering Committee Meeting (re-share of Svim-Sviluppo Marche Srl)	118	13	6	7	0	0
26.02.21	2nd TAKE IT SLOW Steering Committee Meeting (post about meeting)	354	34	21	12	0	1

Source: Facebook Insights <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Festivity of St. Blaise

<https://www.facebook.com/takeitslowproject/posts/115857940454911>

Post #2 : 2nd TAKE IT SLOW Steering Committee Meeting - announcement of the Event

<https://www.facebook.com/events/246709406957502/>

Post #3: Valle Millecampi

<https://www.facebook.com/takeitslowproject/photos/a.115857923788246/121007966606575>

Post #4: 2nd TAKE IT SLOW Steering Committee Meeting (re-share of Svim-Sviluppo Marche Srl)

<https://www.facebook.com/takeitslowproject/posts/121923683181670>

Post #5: 2nd TAKE IT SLOW Steering Committee Meeting (post about meeting)

<https://www.facebook.com/takeitslowproject/posts/129398652434173>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in February 2021 :

Number of posts: **2**

Profile visits: **78**

New page followers: **40**

Total likes on posts: **31**

DATE	POST MESSAGE	*ACCOUNT REACH	*IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
03.02.21	Festivity of St.Blaise	/	/	17	0	78	40
23.02.21	Valle Millecampi	/	/	14	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Account reach and impressions as insight weren't available in February 2021.

Link to the posts:

Post #1 : Festivity of St. Blaise

<https://www.instagram.com/p/CK03t5bhIER/>

Post #2: Valle Millecampi

<https://www.instagram.com/p/CLn-yhJBzfq/>

Number of stories: **6**

Total story views: **82**

DATE	STORY MESSAGE	STORY VIEWS
14.02.21	Valentinesday (reshare of @weareinpuglia)	16
14.02.21	Valentinesday (reshare of @croatiafulloflife)	14
24.02.21	Take it Slow info (reshare of @swim_marche)	13
24.02.21	Olive trees (reshare of @weareinpuglia)	13
24.02.21	Baljenac (reshare of @croatia_explore)	13
24.02.21	Pinanoro Del Mottolone (reshare of @visitveneto)	13

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in February 2021 :

Number of tweets: **4**

Profile visits: **79**

New followers: **4**

Total tweet impressions: **638**

Date	TWEET MESSAGE	*TWEET IMPRESSIONS	*ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
03.02.21	Festivity of St.Blaise	273	7	2	0	0	79	4
14.02.21	Happy Valentine's Day (retweet of @WeAreInPuglia)	112	2	0	0	0		
14.02.21	Happy Valentine's Day (retweet of @Croatia_hr)	110	1	0	0	0		
23.02.21	Valle Millecampi	143	1	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1 : Festivity of St. Blaise

<https://twitter.com/TAKEITSLOWAdria/status/1356921396761346051>

Tweet #2 : Happy Valentine's Day (retweet of @WeAreInPuglia)
<https://twitter.com/WeAreInPuglia/status/1360876439185199104>

Tweet #3 : Happy Valentine's Day (retweet of @Croatia_hr)
https://twitter.com/Croatia_hr/status/1360877880054599682

Tweet #4 : Valle Millecampi
<https://twitter.com/TAKEITSLOWAdria/status/1364223077379235854>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#2 MARCH 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in March 2021:

Number of posts: **7**

Page likes: **235**

Page views: **283**

New page followers: **239**

Total reach of posts: **1770**

Total engagement on posts: **235**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWS IN THE LAST MONTH
10.03.21	Rocca Calascio	194	18	6	12	0	0	235	283	239
15.03.21	Monte Conero	193	47	25	16	2	4			
19.03.21	Mali Ston oyster	123	15	3	12	0	0			
23.03.21	Mazzorbo Island	188	20	6	13	0	1			
25.03.21	The online meeting of the Italian partner regions on March 23_post	97	21	14	7	0	0			
26.03.21	St Nicholas' Fortress	114	13	3	10	0	0			
30.03.21	Ravni kotari	861	101	34	64	0	3			

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Rocca Calascio

<https://www.facebook.com/takeitslowproject/photos/a.115857923788246/129847395722632/>

Post #2 : Monte Conero

<https://www.facebook.com/takeitslowproject/posts/132897475417624>

Post #3: Mali Ston oyster

<https://www.facebook.com/takeitslowproject/posts/135035308537174>

Post #4: Mazzorbo Island

<https://www.facebook.com/takeitslowproject/posts/137413391632699>

Post #5: The online meeting of the Italian partner regions on March 23_post

<https://www.facebook.com/takeitslowproject/posts/138751641498874>

Post #6: St Nicholas' Fortress

<https://www.facebook.com/takeitslowproject/posts/139138554793516>

Post #7: Ravni kotari

<https://www.facebook.com/takeitslowproject/posts/141500694557302>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in March 2021

Number of posts: **6**
 Profile visits: **110**
 New page followers: **38**
 Total likes on posts: **77**

DATE	POST MESSAGE	*ACCOUNT REACH	*IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
10.03.21	Rocca Calascio	/	/	15	0	110	38
15.03.21	Monte Conero	/	/	11	0		
19.03.21	Mali Ston oyster	/	/	14	0		
23.03.21	Mazzorbo Island	/	/	12	0		
26.03.21	St Nicholas' Fortress	/	/	10	0		
30.03.21	Ravni kotari	/	/	15	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen
 Account reach and impressions as insight weren't available in March 2021.

Link to the posts:

Post #1 : Rocca Calascio

<https://www.instagram.com/p/CMOy-b8FftT/>

Post #2: Monte Conero

<https://www.instagram.com/p/CMcXBpEIX7U/>

Post #3: Mali Ston oyster

<https://www.instagram.com/p/CMI8fYOHzsg/>

Post #4: Mazzorbo Island

<https://www.instagram.com/p/CMwhmcPnoF5/>

Post #5: St Nicholas' Fortress

<https://www.instagram.com/p/CM396HDnIHS/>

Post #6 : Ravni kotari

<https://www.instagram.com/p/CNCKMKD3Hzk9/>

Number of stories: **1**

Total story views: **36**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
29.03.21	Which country will you visit? (reshare of @culturetrip)	36	3

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in March 2021

Number of tweets: **8**

Profile visits: **661**

New followers: **0**

Total tweet impressions: **1037**

Date	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENTS	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
09.3.21	2nd SC Meeting (news)	117	3	1	0	0	661	0
10.3.21	Rocca Calascio	131	4	1	0	0		
15.3.21	Monte Conero	112	2	1	0	0		
19.3.21	Mali Ston oyster	130	4	1	0	0		
23.3.21	Mazzorbo Island	113	3	1	0	0		
24.3.21	The online meeting of the Italian partner regions on March 23	110	1	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1: 2nd SC Meeting (news)

<https://twitter.com/TAKEITSLOWAdria/status/1369287529736921089>

Tweet #2: Rocca Calascio

<https://twitter.com/TAKEITSLOWAdria/status/1369567709319532548>

Tweet #3: Monte Conero

<https://twitter.com/TAKEITSLOWAdria/status/1371475890803240963>

Tweet #4: Mali Ston oyster

<https://twitter.com/TAKEITSLOWAdria/status/1372826464182226944>

Tweet #5: Mazzorbo Island

<https://twitter.com/TAKEITSLOWAdria/status/1374311659964092421>

Tweet #6: The online meeting of the Italian partner regions on March 23
<https://twitter.com/abruZZelles/status/1374676970613661698>

Tweet #7: St Nicholas' Fortress
<https://twitter.com/TAKEITSLOWAdria/status/1375361511816884225>

Tweet #8: Ravni kotari
<https://twitter.com/TAKEITSLOWAdria/status/1376796773969227780>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#3 APRIL 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in April 2021:

Number of posts: **12**

Page likes: **56**

Page views: **140**

New page followers: **56**

Total reach of posts: **1253**

Total engagement on posts: **136**

Date	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
02.04.21	Madonna che scappa	123	11	1	10	0	0	56	140	56
06.04.21	San Daniele del Friuli	116	11	2	9	0	0			
09.04.21	Lago di Fiastra	104	10	1	9	0	0			
12.04.21	TPP live event	122	16	9	7	0	0			
12.04.21	TPP live stream	86	14	6	8	0	0			
13.04.21	Roslina (Po Delta Biosphere)	99	7	1	6	0	0			
16.04.21	Skradinski buk	105	7	0	7	0	0			
21.04.21	Vransko jezero Nature Park	116	17	5	12	0	0			
23.04.21	Bussi sul Tirino	91	7	2	5	0	0			
27.04.21	Lago di Ragogna	89	10	2	8	0	0			
30.04.21	Numana	120	13	2	9	2	0			
30.04.21	TPP Online meeting notice-	82	13	7	6	0	0			

	reshare of Progetti TPP																		
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Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Madonna che scappa

<https://web.facebook.com/takeitslowproject/posts/143253827715322>

Post #2 : San Daniele del Friuli

<https://web.facebook.com/takeitslowproject/posts/145623977478307>

Post #3 : Lago di Fiastra

<https://web.facebook.com/takeitslowproject/posts/147374797303225>

Post #4 : TPP live event

<https://web.facebook.com/takeitslowproject/posts/149204363786935>

Post #5 : TPP live stream

<https://web.facebook.com/takeitslowproject/posts/149238117116893>

Post #6 : Roslina (Po Delta Biosphere)

<https://web.facebook.com/takeitslowproject/posts/149853763721995>

Post #7 : Skradinski buk

<https://web.facebook.com/takeitslowproject/posts/151594523547919>

Post #8 : Vransko jezero Nature Park

<https://web.facebook.com/takeitslowproject/posts/154604703246901>

Post #9 : Bussi sul Tirino

<https://web.facebook.com/takeitslowproject/posts/155855023121869>

Post #10 : Lago di Ragogna

<https://web.facebook.com/takeitslowproject/posts/158128886227816>

Post #11 : Numana

<https://web.facebook.com/takeitslowproject/posts/160033076037397>

Post #12 : TPP Online meeting notice-reshare of Progetti TPP

<https://web.facebook.com/takeitslowproject/posts/160083102699061>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in April 2021:

Number of posts: **9**

Profile visits: **58**

New page followers: **7**

Total likes on posts: **123**

Account reach: **600**

Impressions: **731**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.04.21	Madonna che scappa	55	73	13	0	58	7
06.04.21	San Daniele del Friuli	53	68	11	0		
09.04.21	Lago di Fiastra	65	84	13	0		
13.04.21	Roslina (Po Delta Biosphere)	82	101	18	0		
16.04.21	Skradinski buk	100	118	16	0		
21.04.21	Vransko jezero Nature Park	71	89	16	1		
23.04.21	Bussi sul Tirino	60	69	13	0		
27.04.21	Lago di Ragona	47	53	12	0		
30.04.21	Numana	67	76	11	1		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Madonna che scappa

<https://www.instagram.com/p/CNJ4zo4nzlv/>

Post #2 : San Daniele del Friuli

<https://www.instagram.com/p/CNUV-WQHov1/>

Post #3 : Lago di Fiastra

<https://www.instagram.com/p/CNb4PTcHzNq/>

Post #4 : Roslina (Po Delta Biosphere)

<https://www.instagram.com/p/CNmVNqEn1-J/>

Post #5 : Skradinski buk

<https://www.instagram.com/p/CNt9xWPHwS4/>

Post #6 : Vransko jezero Nature Park

<https://www.instagram.com/p/CN61Sw6H4A-/>

Post #7 : Bussi sul Tirino

<https://www.instagram.com/p/COAOJfAH2NP/>

Post #8 : Lago di Ragogna

<https://www.instagram.com/p/COKaccKnyr0/>

Post #9 : Numana

<https://www.instagram.com/p/COSRwgdHTfi/>

Number of stories: **1**

Total story views: **32**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
04.04.21	Happy Easter from Take it Slow project	32	0

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in April 2021:

Number of tweets: **10**

Profile visits: **360**

New followers: **0**

Total tweet impressions: **1702**

Date	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.04.21	Madonna che scappa	267	2	1	0	0	360	0
06.04.21	San Daniele del Friuli	108	2	2	0	0		
09.04.21	Lago di Fiastra	68	0	1	0	0		
12.04.21	TPP live TAKE IT SLOW	46	2	1	0	0		
13.04.21	Roslina (Po Delta Biosphere)	49	0	1	0	0		
16.04.21	Skradinski buk	965	43	12	0	1		
21.04.21	Vransko jezero Nature Park	39	0	1	0	0		
23.04.21	Bussi sul Tirino	94	3	2	0	0		
27.04.21	Lago di Ragogna	36	1	1	0	0		
30.04.21	Numana	30	1	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1: Madonna che scappa

<https://twitter.com/TAKEITSLOWAdria/status/1377880286327934976>

Tweet #2: San Daniele del Friuli

<https://twitter.com/TAKEITSLOWAdria/status/1379352189739667457>

Tweet #3: Lago di Fiastra

<https://twitter.com/TAKEITSLOWAdria/status/1380413585453637632>

Tweet #4: TPP live TAKE IT SLOW

<https://twitter.com/TAKEITSLOWAdria/status/1381534216480026625>

Tweet #5: Roslina (Po Delta Biosphere)

<https://twitter.com/TAKEITSLOWAdria/status/1381883365587095552>

Tweet #6: Skradinski buk

<https://twitter.com/TAKEITSLOWAdria/status/1382960468885712896>

Tweet #7: Vransko jezero Nature Park

<https://twitter.com/TAKEITSLOWAdria/status/1384770071470518272>

Tweet #8: Bussi sul Tirino

<https://twitter.com/TAKEITSLOWAdria/status/1385527397051686913>

Tweet #9: Lago di Ragogna

<https://twitter.com/TAKEITSLOWAdria/status/1386962188020105217>

Tweet #10: Numana

<https://twitter.com/TAKEITSLOWAdria/status/1388068939951923202>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#4 MAY 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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
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Work Package Title: PROJECT COMMUNICATION
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Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in May 2021:

Number of posts: **14**

Page likes: **10**

Page views: **105**

New page followers: **14**

Total reach of posts: **1482**

Total engagement on posts: **179**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
05.05.21	Kornati island	101	13	3	10	0	0	10	105	14
05.05.21	Online meeting of LCP of PP11	53	4	3	1	0	0			
05.05.21	Online meeting of LCP of PP11 (re-share of the news)	69	8	4	4	0	0			
07.05.21	Euganean Hills	141	13	3	10	0	0			
11.05.21	Asseria	91	13	2	11	0	0			
14.05.21	Transiberiana d'Italia	81	6	2	4	0	0			
18.05.21	1st SSW	81	19	13	6	0	0			
19.05.21	Monte Sibillini National Park	79	12	3	9	0	0			
21.05.21	The Cathedral of St. James	75	6	1	5	0	0			
26.05.21	1st SSW (project event repost)	54	15	9	6	0	0			
26.05.21	Mašković Han	89	6	2	4	0	0			

26.05.21	The next 2 nd SSW	118	27	16	11	0	0		
26.05.21	1st SSW report	356	30	14	14	0	2		
28.05.21	Venetian lagoon	94	7	1	6	0	0		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Kornati island

<https://web.facebook.com/takeitslowproject/posts/162921745748530>

Post #2 : Online meeting of LCP of PP11

<https://web.facebook.com/takeitslowproject/posts/162928089081229>

Post #3 : Online meeting of LCP of PP11 (re-share of the news)

<https://web.facebook.com/takeitslowproject/posts/163226215718083>

Post #4 : Euganean Hills

<https://web.facebook.com/takeitslowproject/posts/164071055633599>

Post #5 : Asseria

<https://web.facebook.com/takeitslowproject/posts/164071055633599>

Post #6 : Transiberiana d'Italia

<https://web.facebook.com/takeitslowproject/posts/168300355210669>

Post #7 : 1st SSW

<https://web.facebook.com/takeitslowproject/posts/170816061625765>

Post #8 : Monte Sibillini National Park

<https://web.facebook.com/takeitslowproject/posts/171388861568485>

Post #9 : The Cathedral of St. James

<https://web.facebook.com/takeitslowproject/posts/172540714786633>

Post #10 : 1st SSW (project event repost)

<https://web.facebook.com/takeitslowproject/posts/175388154501889>

Post #11 : Mašković Han

<https://web.facebook.com/takeitslowproject/posts/175402224500482>

Post #12 : The next 2nd SSW

<https://web.facebook.com/takeitslowproject/posts/175499571157414>

Post #13 : 1st SSW report

<https://web.facebook.com/takeitslowproject/posts/180878337286204>

Post #14 : Venetian lagoon

<https://web.facebook.com/takeitslowproject/posts/176601607713877>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in May 2021:

Number of posts: **8**

Profile visits: **71**

New page followers: **10**

Total likes on posts: **693**

Account reach: **773**

Impressions: **95**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
05.05.21	Kornati island	114	128	14	1	71	10

07.05.21	Euganean Hills	61	76	13	0		
11.05.21	Asseria	68	80	12	0		
14.05.21	Transiberiana d'Italia	176	186	16	0		
19.05.21	Monte Sibillini National Park	80	85	11	0		
21.05.21	The Cathedral of St. James	64	74	7	0		
26.05.21	Mašković Han	85	96	12	0		
28.05.21	Venetian lagoon	45	48	10	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Kornati island

<https://www.instagram.com/p/COe3xBdHeXB/>

Post #2 : Euganean Hills

<https://www.instagram.com/p/COkB4Jtn6Cp/>

Post #3 : Asseria

<https://www.instagram.com/p/COur2W4nATr/>

Post #4 : Transiberiana d'Italia

https://www.instagram.com/p/CO2FsJ_ncCj/

Post #5 : Monte Sibillini National Park

<https://www.instagram.com/p/CPC6xACHa9E/>

Post #6 : The Cathedral of St. James

<https://www.instagram.com/p/CPiIrbGHT0A/>

Post #7 : Mašković Han

<https://www.instagram.com/p/CPU6ffLnkel/>

Post #8 : Venetian lagoon

<https://www.instagram.com/p/CPaNPXhfMD/>

Number of stories: **5**
 Total story views: **177**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
12.05.21	Asseria (repost of @myth.euromed story)	22	/
12.05.21	Euganean Hills (repost of @myth.euromed story)	22	/
16.05.21	Transiberiana d'Italia post (repost story of @ferroviadeiparchi)	25	/
18.05.21	1st SSW (project event announcement)	26	/
26.05.21	1st SSW (project event announcement) repost	22	/

Source: Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :
<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in May 2021:

Number of tweets: **11**
 Profile visits: **773**
 New followers: **0**
 Total tweet impressions: **617**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
05.05.21	Kornati island	85	6	2	0	0	773	0
07.05.21	Euganean Hills	86	2	1	0	0		
11.05.21	Asseria	64	1	1	0	0		
14.05.21	Transiberiana d'Italia	79	2	1	0	0		

19.05.21	1st SSW event	52	6	2	0	0		
19.05.21	Monte Sibillini National Park	92	3	2	0	0		
21.05.21	The Cathedral of St. James	48	4	1	0	0		
26.05.21	1st SSW event	32	1	1	0	0		
26.05.21	Mašković Han	35	1	1	0	0		
26.05.21	1st SSW - link for participation	23	2	1	0	0		
28.05.21	Venetian lagoon	21	1	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1: Kornati island

<https://twitter.com/TAKEITSLOWAdria/status/1389841787838214146>

Tweet #2: Euganean Hills

<https://twitter.com/TAKEITSLOWAdria/status/1390567188294156289>

Tweet #3: Asseria

<https://twitter.com/TAKEITSLOWAdria/status/1392066760820596739>

Tweet #4: Transiberiana d'Italia

<https://twitter.com/TAKEITSLOWAdria/status/1393108633135759362>

Tweet #5: 1st SSW event

<https://twitter.com/TAKEITSLOWAdria/status/1394587777220628481>

Tweet #6: Monte Sibillini National Park

<https://twitter.com/TAKEITSLOWAdria/status/1394914833611509761>

Tweet #7: The Cathedral of St. James

<https://twitter.com/TAKEITSLOWAdria/status/1395648010839801857>

Tweet #8: 1st SSW event

<https://twitter.com/TAKEITSLOWAdria/status/1397443686934405122>

Tweet #9: Mašković Han

<https://twitter.com/TAKEITSLOWAdria/status/1397447103400620034>

Tweet #10: 1st SSW - link for participation

<https://twitter.com/TAKEITSLOWAdria/status/1397464022224621570>

Tweet #11: Venetian lagoon

<https://twitter.com/TAKEITSLOWAdria/status/1398192233778761729>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#5 JUNE 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in June 2021:

Number of posts: **15**

Page likes: **7**

Page views: **72**

New page followers: **8**

Total reach of posts: **2077**

Total engagement on posts: **228**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLICKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
02.06.21	Urbino	103	10	2	8	0	0	7	72	8
04.06.21	Santo Stefano di Sessanio	99	9	3	6	0	0			
08.06.21	Visovac island	86	12	4	8	0	0			
11.06.21	Walls of Ston	124	15	5	10	0	0			
16.06.21	Oriago di Mira (Brenta river)	103	13	0	13	0	0			
18.06.21	Kaštel Benković	262	31	9	21	0	1			
23.06.21	Flaminia-Roman route	120	13	2	11	0	0			
23.06.21	Project news event - 2nd SSW	75	9	3	6	0	0			
24.06.21	Project news event - 2nd SSW	37	6	3	3	0	0			
25.06.21	Chiesetta Pastorale di San Rocco	105	6	1	5	0	0			
25.06.22	Project news about LCP meeting of Istria Region	75	7	0	0	0	0			

30.06.21	Project news about Best practices	522	50	10	36	0	4		
30.06.21	The Most Holy Redeemer Church	109	14	3	11	0	0		
30.06.21	Project news about certification	108	17	7	10	0	0		
30.06.21	Project news about LCP meeting of SVIM MARCHE	149	16	8	8	0	0		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Urbino

<https://web.facebook.com/takeitslowproject/posts/179672350740136>

Post #2 : Santo Stefano di Sessanio

<https://web.facebook.com/takeitslowproject/posts/180818927292145>

Post #3 : Visovac island

<https://web.facebook.com/takeitslowproject/posts/183183783722326>

Post #4 : Walls of Ston

<https://web.facebook.com/takeitslowproject/posts/184913920215979>

Post #5 : Oriago di Mira (Brenta river)

<https://web.facebook.com/takeitslowproject/posts/187760553264649>

Post #6 : Kaštel Benković

<https://web.facebook.com/takeitslowproject/posts/188891223151582>

Post #7 : Flaminia-Roman route

<https://web.facebook.com/takeitslowproject/posts/191834289523942>

Post #8 : Project news event - 2nd SSW

<https://web.facebook.com/takeitslowproject/posts/192101549497216>

Post #9 : Project news event - 2nd SSW

<https://web.facebook.com/takeitslowproject/posts/192524129454958>

Post #10 : Chiesetta Pastorale di San Rocco

<https://web.facebook.com/takeitslowproject/posts/193072499400121>

Post #11 : Project news about LCP meeting of Istria Region

<https://web.facebook.com/takeitslowproject/posts/193072499400121>

Post #12 : Project news about Best practices

<https://web.facebook.com/takeitslowproject/posts/195987529108618>

Post #13 : The Most Holy Redeemer Church

<https://web.facebook.com/takeitslowproject/posts/196064159100955>

Post #14 : Project news about certification

<https://web.facebook.com/takeitslowproject/posts/196095202431184>

Post #15 : Project news about LCP meeting of SVIM MARCHE

<https://web.facebook.com/takeitslowproject/posts/196171639090207>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in June 2021:

Number of posts: **9**

Profile visits: **41**

New page followers: **6**

Total likes on posts: **130**

Account reach: **680**

Impressions: **769**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.06.21	Urbino	55	61	12	0	41	6
04.06.21	Santo Stefano di Sessanio	143	152	20	1		
08.06.21	Visovac island	72	89	14	0		
11.06.21	Walls of Ston	57	73	17	0		
16.06.21	Oriago di Mira (Brenta river)	65	71	16	0		
18.06.21	Kaštel Benković	72	84	11	0		
23.06.21	Flaminia-Roman route	108	117	18	1		
25.06.21	Chiesetta Pastorale di San Rocco	50	56	9	0		
30.06.21	The Most Holy Redeemer Church	58	66	13	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Urbino

<https://www.instagram.com/p/CPm9FkMHIVC/>

Post #2 : Santo Stefano di Sessanio

https://www.instagram.com/p/CPsJyZ_napi/

Post #3 : Visovac island

<https://www.instagram.com/p/CP2dH00ny4L/>

Post #4 : Walls of Ston

<https://www.instagram.com/p/CP-MuR4nBBR/>

Post #5 : Oriago di Mira (Brenta river)

<https://www.instagram.com/p/CQLAWsvnye1/>

Post #6 : Kaštel Benković

<https://www.instagram.com/p/CQQJ0Spn-h/>

Post #7 : Flaminia-Roman route
<https://www.instagram.com/p/CQdSjNNnRWa/>

Post #8 : Chiesetta Pastorale di San Rocco
<https://www.instagram.com/p/CQijJc9ndCN/>

Post #9 : The Most Holy Redeemer Church
<https://www.instagram.com/p/CQvcK3AjdEk/>

Number of stories: **2**
 Total story views: **66**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
15.06.21	2nd SSW (project event announcement)	37	
16.06.21	2nd SSW (project event announcement) repost	29	

Source: Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :
<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in June 2021:

Number of tweets: **14**
 Profile visits: **1493**
 New followers: **1**
 Total tweet impressions: **1448**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.06.21	Urbino	158	4	1	0	0	1493	1
04.06.21	Santo Stefano di Sessanio	111	3	1	0	0		
04.06.21	Project news 1st SSW report	97	4	1	0	0		
08.06.21	Visovac island	321	3	1	0	0		
11.06.21	Walls of Ston	95	2	1	0	0		
16.06.21	Project news 2nd SSW announcement	89	5	1	0	0		
16.06.21	Oriago di Mira (Brenta river)	101	2	1	0	0		
18.06.21	Kaštel Benković	95	6	1	0	0		
23.06.21	Flaminia-Roman route	138	3	1	0	0		
23.06.21	Project news event - 2nd SSW	77	2	1	0	0		
25.06.21	Chiesetta Pastorale di San Rocco	62	2	1	0	0		
30.06.21	Project news about Best practices	40	5	1	0	0		
30.06.21	The Most Holy Redeemer Church	31	1	1	0	0		
30.06.21	Project news about certification	33	4	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1: Urbino

<https://twitter.com/TAKEITSLOWAdria/status/1399986631378149376>

Tweet #2: Santo Stefano di Sessanio

<https://twitter.com/TAKEITSLOWAdria/status/1400716566078050307>

Tweet #3: Project news 1st SSW report

<https://twitter.com/TAKEITSLOWAdria/status/1400757106970697731>

Tweet #4: Visovac island

<https://twitter.com/TAKEITSLOWAdria/status/1402166734522621952>

Tweet #5: Walls of Ston

<https://twitter.com/TAKEITSLOWAdria/status/1403262030195347457>

Tweet #6: Project news 2nd SSW announcement

<https://twitter.com/TAKEITSLOWAdria/status/1403262030195347457>

Tweet #7: Oriago di Mira (Brenta river)

<https://twitter.com/TAKEITSLOWAdria/status/1405058151616032768>

Tweet #8: Kaštel Benković

<https://twitter.com/TAKEITSLOWAdria/status/1405782621771141121>

Tweet #9: Flaminia-Roman route

<https://twitter.com/TAKEITSLOWAdria/status/1407632752917295112>

Tweet #10: Project news event - 2nd SSW

<https://twitter.com/TAKEITSLOWAdria/status/1407776117352710152>

Tweet #11: Chiesetta Pastorale di San Rocco

<https://twitter.com/TAKEITSLOWAdria/status/1408372506638139393>

Tweet #12: Project news about Best practices

<https://twitter.com/TAKEITSLOWAdria/status/1410142395472257029>

Tweet #13: The Most Holy Redeemer Church

<https://twitter.com/TAKEITSLOWAdria/status/1410185769386381312>

Tweet #14: Project news about certification

<https://twitter.com/TAKEITSLOWAdria/status/1410204786138419200>

1.4. YOUTUBE

VIDEO:

2 Project videos were linked from project YouTube page with total views **110**:

Video 1: The first out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, which are to be organized within the European TAKE IT SLOW project, was held on May 26th, 2021. The workshop was organized by the University of Zadar and the goal was the dissemination of knowledge and best practices in smart specialization in green, slow and sustainable tourism: <https://www.youtube.com/watch?v=HVvlluPjC4M>

Total views : **93**



Source: www.italy-croatia.eu/take-it-slow

Video 2 : The second out of three workshops on the subject of smart specialization in green, slow and sustainable tourism, which are to be organized within the European TAKE IT SLOW project, was held on June 24th, 2021. The workshop was organized by the University of Zadar and the goal was the dissemination of knowledge and best practices in smart specialization in green, slow and sustainable tourism: <https://www.youtube.com/watch?v=PRKvuREI2OI>

Total views : **17**



2ND SMART SPECIALIZATION WORKSHOP

June 24th 2021

Source: www.italy-croatia.eu/take-it-slow

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#11 DECEMBER 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **December 2021**:

Number of posts: **37**

Page likes: **9 (total 436)**

Page views: **103**

New page followers: **9 (total 456)**

Total reach of posts: **3941**

Total engagement on posts: **364**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
01.12.2021.	PP11/TPP - San Pietro in Ottava	90	10	4	6	0	0	9	103	9
01.12.2021.	Project news - 2nd CCI Subcluster meeting Creatures project	55	2	0	2	0	0			
01.12.2021.	Project news - 2nd workshop eco labeling PP3	114	10	2	8	0	0			
02.12.2021.	PP5/FVG - Frisanco	98	10	0	10	0	0			
03.12.2021.	PP9/ABR - Transhumance	94	8	0	8	0	0			
05.12.2021.	PP9/ABR - The Costa dei Trabocchi	91	5	0	5	0	0			
06.12.2021.	PP3/ZAD - Church of St. Anthony	94	7	1	6	0	0			
07.12.2021.	PP4/IST - Zminj	106	13	4	9	0	0			
09.12.2021.	PP6/VEN - Sacca di Scardovari	503	40	7	30	2	1			
10.12.2021.	PP5/FVG - Church of Sant'Ulderico	99	10	2	8	0	0			
11.12.2021.	PP9/ABR - Castello Piccolomini	88	7	0	7	0	0			
12.12.2021.	PP8/SVIM - Hermitage of San Marco	144	19	5	12	2	0			
13.12.2021.	PP7/ER - Marecchia river	86	7	1	6	0	0			
14.12.2021.	PP10/Molise - Tavenna	84	6	0	6	0	0			

15.12.2021.	PP6/VEN - Battaglia Terme	92	8	0	8	0	0		
16.12.2021.	Project news - informative brochure PP8/SVIM	69	12	8	4	0	0		
16.12.2021.	PP11/TPP - The Minaret	69	10	2	8	0	0		
16.12.2021.	Project news - informative brochure about project	85	12	9	3	0	0		
17.12.2021.	PP9/ABR - Scanno	92	6	0	6	0	0		
17.12.2021.	Project news - Last meeting of 2021 of LCP PP11/TPP	78	9	5	4	0	0		
18.12.2021.	PP3/ZAD - Peka Ravni kotari	121	13	4	9	0	0		
19.12.2021.	PP5/FVG - Artegna, Slopes Monte Faeit	71	3	0	3	0	0		
20.12.2021.	PP2/SKC - Cathedral of St James	121	21	10	11	0	0		
21.12.2021.	Project news - Forest Codex of Camaldoli pilot project PP8/SVIM	95	8	0	8	0	0		
21.12.2021.	PP4/IST - Petrapilosa	84	5	0	5	0	0		
22.12.2021.	PP3/ZAD - Sunsets across all of Ravni kotari	108	12	2	10	0	0		
22.12.2021.	Project news - Training laboratories school PP6/VEN	127	14	5	9	0	0		
23.12.2021.	PP5/FVG - Andreis	78	4	0	4	0	0		
24.12.2021.	Project news - LCP Forest Codex of Camaldoli PP8/SVIM	54	5	1	4	0	0		
24.12.2021.	Project news - Christmas card	70	5	0	5	0	0		
27.12.2021.	PP11/TPP - Torre Canne	194	12	2	9	0	1		
27.12.2021.	Project news - promotion heritage Bavljenac PP2/SKC	90	6	0	6	0	0		
28.12.2021.	PP9/ABR - Pescara	115	9	3	6	0	0		
29.12.2021.	PP3/ZAD - Velebit	104	8	2	6	0	0		
30.12.2021.	Project news - promotion heritage Dante PP8/SVIM	44	4	1	3	0	0		
30.12.2021.	PP8/SVIM - Montagna dei Fiori	119	12	4	6	2	0		
31.12.2021.	LP/DNC - Laurel_Dubrovnik	115	12	7	5	0	0		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : PP11/TPP - San Pietro in Ottava

<https://web.facebook.com/takeitslowproject/posts/290314693009234>

Post #2 : Project news - 2nd CCI Subcluster meeting Creatures project

<https://web.facebook.com/takeitslowproject/posts/290487609658609>

Post #3 : Project news - the 2nd workshop eco labeling PP3
<https://web.facebook.com/takeitslowproject/posts/302074428499927>

Post #4 : PP5/FVG - Frisanco
<https://web.facebook.com/takeitslowproject/posts/290869556287081>

Post #5 : PP9/ABR - Transhumance
<https://web.facebook.com/takeitslowproject/posts/291443942896309>

Post #6 : PP9/ABR -The Costa dei Trabocchi
<https://web.facebook.com/takeitslowproject/posts/292646996109337>

Post #7 : PP3/ZAD - Church of St. Anthony
<https://web.facebook.com/takeitslowproject/posts/293236612717042>

Post #8 : PP4/IST - Zminj
<https://web.facebook.com/takeitslowproject/posts/293825882658115>

Post #9 : PP6/VEN - Sacca di Scardovari
<https://web.facebook.com/takeitslowproject/posts/294933742547329>

Post #10 : PP5/FVG - Church of Sant'Ulderico
<https://web.facebook.com/takeitslowproject/posts/295506452490058>

Post #11 : PP9/ABR - Castello Piccolomini
<https://web.facebook.com/takeitslowproject/posts/296136205760416>

Post #12 : PP8/SVIM - Hermitage of San Marco
<https://web.facebook.com/takeitslowproject/posts/296739895700047>

Post #13 : PP7/ER - Marecchia river
<https://web.facebook.com/takeitslowproject/posts/297230712317632>

Post #14 : PP10/Molise - Tavenna
<https://web.facebook.com/takeitslowproject/posts/297811338926236>

Post #15 : PP6/VEN - Battaglia Terme
<https://web.facebook.com/takeitslowproject/posts/298359025538134>

Post #16 : Project news - informative brochure PP8/SVIM
<https://web.facebook.com/takeitslowproject/posts/298982192142484>

Post #17 : PP11/TPP - The Minaret
<https://web.facebook.com/takeitslowproject/posts/298985252142178>

Post #18 : Project news - informative brochure about project
<https://web.facebook.com/takeitslowproject/posts/298988998808470>

Post #19 : PP9/ABR - Scanno
<https://web.facebook.com/takeitslowproject/posts/299531648754205>

Post #20 : Project news - Last meeting of 2021 of LCP PP11/TPP
<https://web.facebook.com/takeitslowproject/posts/299649365409100>

Post #21 : PP3/ZAD - Peka Ravni kotari
<https://web.facebook.com/takeitslowproject/posts/300210982019605>

Post #22 : PP5/FVG - Artegna, Slopes Monte Faeit
<https://web.facebook.com/takeitslowproject/posts/300871485286888>

Post #23 : PP2/SKC - Cathedral of St James
<https://web.facebook.com/takeitslowproject/posts/301382278569142>

Post #24 : Project news - Forest Codex of Camaldoli pilot project PP8/SVIM
<https://web.facebook.com/takeitslowproject/posts/301921201848583>

Post #25 : PP4/IST - Petrapilosa
<https://web.facebook.com/takeitslowproject/posts/301937838513586>

Post #26 : PP3/ZAD - Sunsets across all of Ravni kotari
<https://web.facebook.com/takeitslowproject/posts/302508648456505>

Post #27 : Project news - Training laboratories school PP6/VEN
<https://web.facebook.com/takeitslowproject/posts/302661721774531>

Post #28 : PP5/FVG - Andreis
<https://web.facebook.com/takeitslowproject/posts/303088685065168>

Post #29 : Project news - LCP Forest Codex of Camaldoli PP8/SVIM

<https://web.facebook.com/takeitslowproject/posts/303796378327732>

Post #30 : Project news - Christmas card

<https://web.facebook.com/takeitslowproject/posts/303837918323578>

Post #31 : PP11/TPP - Torre Canne

<https://web.facebook.com/takeitslowproject/posts/305647784809258>

Post #32 : Project news - promotion heritage Bavljenac PP2/SKC

<https://web.facebook.com/takeitslowproject/posts/305710828136287>

Post #33 : PP9/ABR - Pescara

<https://web.facebook.com/takeitslowproject/posts/306180301422673>

Post #34 : PP3/ZAD - Velebit

<https://web.facebook.com/takeitslowproject/posts/306725368034833>

Post #35 : Project news - promotion heritage Dante PP8/SVIM

<https://web.facebook.com/takeitslowproject/posts/307324711308232>

Post #36 : PP8/SVIM - Montagna dei Fiori

<https://web.facebook.com/takeitslowproject/posts/307328711307832>

Post #37 : LP/DNC - Laurel_Dubrovnik

<https://web.facebook.com/takeitslowproject/posts/307905951250108>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **December 2021**:

Number of posts: **26**

Profile visits: **60**

New page followers: **5 (total 140)**

Total likes on posts: **289**

Account reach: **1912**

Impressions: **2080**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
01.12.2021.	PP11/TPP - San Pietro in Ottava	47	51	7	0	60	5
02.12.2021.	PP5/FVG - Frisanco	52	58	8	0		
03.12.2021.	PP9/ABR - Transhumance	53	58	9	0		
05.12.2021.	PP9/ABR -The Costa dei Trabocchi	57	60	11	0		
06.12.2021.	PP3/ZAD - Church of St. Anthony	55	61	9	0		
07.12.2021.	PP4/IST - Zminj	94	106	11	1		
09.12.2021.	PP6/VEN - Sacca di Scardovari	85	95	12	1		
10.12.2021.	PP5/FVG - Church of Sant' Ulderico	80	90	6	0		
11.12.2021.	PP9/ABR - Castello Piccolomini	65	69	7	0		
12.12.2021.	PP8/SVIM - Hermitage of San Marco	75	80	10	0		
13.12.2021.	PP7/ER - Marecchia river	50	56	8	0		
14.12.2021.	PP10/Molise - Tavenna	60	65	9	0		
15.12.2021.	PP6/VEN - Battaglia Terme	89	99	15	1		
16.12.2021.	PP11/TPP - The Minaret	76	81	13	0		
17.12.2021.	PP9/ABR - Scanno	106	110	15	0		
18.12.2021.	PP3/ZAD - Peka Ravni kotari	55	59	12	0		
19.12.2021.	PP5/FVG - Artegna, Slopes Monte Faeit	63	67	11	0		
20.12.2021.	PP2/SKC - Cathedral of St James	50	63	11	0		
21.12.2021.	PP4/IST - Petrapilosa	90	92	9	0		
22.12.2021.	PP3/ZAD - Sunsets across all of Ravni kotari	67	74	12	0		
23.12.2021.	PP5/FVG - Andreis	73	80	14	0		
27.12.2021.	PP11/TPP - Torre Canne	86	91	13	0		
28.12.2021.	PP9/ABR - Pescara	84	98	17	1		
29.12.2021.	PP3/ZAD - Velebit	175	184	19	0		
30.12.2021.	PP8/SVIM - Montagna dei Fiori	63	69	12	0		
31.12.2021.	LP/DNC - Laurel_Dubrovnik	62	64	9	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : PP11/TPP - San Pietro in Ottava

<https://www.instagram.com/p/CW8CrPtD4oi/>

Post #2 : PP5/FVG - Frisanco

<https://www.instagram.com/p/CW-jeo1Dlin/>

Post #3 : PP9/ABR - Transhumance

<https://www.instagram.com/p/CXBCuL1DwPJ/>

Post #4 : PP9/ABR -The Costa dei Trabocchi

<https://www.instagram.com/p/CXGV2ggD5cX/>

Post #5 : PP3/ZAD - Church of St. Anthony

https://www.instagram.com/p/CXlxS15Dr_6/

Post #6 : PP4/IST - Zminj

<https://www.instagram.com/p/CXLXe05iXy1/>

Post #7 : PP6/VEN - Sacca di Scardovari

<https://www.instagram.com/p/CXQXGRkDQXh/>

Post #8 : PP5/FVG - Church of Sant'Ulderico

<https://www.instagram.com/p/CXS7qjBDzAy/>

Post #9 : PP9/ABR - Castello Piccolomini

<https://www.instagram.com/p/CXVrtGMjtXa/>

Post #10: PP8/SVIM - Hermitage of San Marco

https://www.instagram.com/p/CXYYN_hDImS/

Post #11 : PP7/ER - Marecchia river

<https://www.instagram.com/p/CXaiLp3DGK7/>

Post #12 : PP10/Molise - Tavenna

<https://www.instagram.com/p/CXdMAlojLOW/>

Post #13 : PP6/VEN - Battaglia Terme

<https://www.instagram.com/p/CXfuvr3DLsX/>

Post #14 : PP11/TPP - The Minaret

https://www.instagram.com/p/CXid_MND5zF/

Post #15 : PP9/ABR - Scanno

<https://www.instagram.com/p/CXk32eED0EX/>

Post #16 : PP3/ZAD - Peka Ravni kotari

<https://www.instagram.com/p/CXnsuWRDXH7/>

Post #17 : PP5/FVG - Artegna, Slopes Monte Faedit

<https://www.instagram.com/p/CXggBUsp2E/>

Post #18 : PP2/SKC - Cathedral of St James

<https://www.instagram.com/p/CXspTujjq1/>

Post #19 : PP4/IST - Petrapilosa

<https://www.instagram.com/p/CXvLKAzDbK7/>

Post #20 : PP3/ZAD - Sunsets across all of Ravni kotari

<https://www.instagram.com/p/CXxudYmDxgY/>

Post #21 : PP5/FVG – Andreis

<https://www.instagram.com/p/CX0WHGeD-Ya/>

Post #22 : PP11/TPP - Torre Canne

<https://www.instagram.com/p/CX-5RE0j6wy/>

Post #23 : PP9/ABR – Pescara

<https://www.instagram.com/p/CYBWZVloHqt/>

Post #24 : PP3/ZAD – Velebit

<https://www.instagram.com/p/CYDxAtDDdNV/>

Post #25 : PP8/SVIM - Montagna dei Fiori
<https://www.instagram.com/p/CYGg6ugjsSR/>

Post #26 : LP/DNC - Laurel_Dubrovnik
<https://www.instagram.com/p/CYI-0GxDGOD/>

Number of stories: **3**
 Total story views: **93**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
10.12.2021.	PP6/VEN - Sacca di Scardovari repost @myth_euromed	21	0
15.12.2021.	PP6/VEN - Battaglia Terme repost @myth_euromed	31	0
16.12.2021.	Project news - informative brochure about project PP8/SVIM	41	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the instagram TAKE IT SLOW stories :
<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **December 2021**:

Number of tweets: **32**
 Profile visits: **1207**
 New followers: **3 (total 12)**
 Total tweet impressions: **3418**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
01.12.2021.	PP11/TPP - San Pietro in Ottava	613	4	3	0	1	1207	3
01.12.2021.	Project news - 2nd CCI Subcluster meeting Creatures project	9	3	2	0	1		
02.12.2021.	PP5/FVG - Frisanco	42	3	2	0	0		
03.12.2021.	PP9/ABR - Transhumance	24	2	2	0	0		
05.12.2021.	PP9/ABR -The Costa dei Trabocchi	24	3	2	0	0		
06.12.2021.	PP3/ZAD - Church of St. Anthony	18	3	2	0	0		
07.12.2021.	PP4/IST - Zminj	9	1	1	0	0		
09.12.2021.	PP6/VEN - Sacca di Scardovari	330	8	5	0	0		
10.12.2021.	PP5/FVG - Church of Sant'Ulderico	21	1	1	0	0		
11.12.2021.	PP9/ABR - Castello Piccolomini	24	1	1	0	0		
12.12.2021.	PP8/SVIM - Hermitage of San Marco	18	3	1	0	0		
13.12.2021.	PP7/ER - Marecchia river	26	2	2	0	0		
14.12.2021.	PP10/Molise - Tavenna	12	2	2	0	0		
15.12.2021.	PP6/VEN - Battaglia Terme	36	3	2	0	0		
16.12.2021.	PP11/TPP - The Minaret	576	9	4	0	1		
17.12.2021.	PP9/ABR - Scanno	15	3	2	0	0		
17.12.2021.	Project news - Last meeting of 2021 of LCP PP11/TPP	19	4	2	0	0		
18.12.2021.	PP3/ZAD - Peka Ravni kotari	57	2	2	0	0		
19.12.2021.	PP5/FVG - Artegna, Slopes Monte Faeit	11	2	2	0	0		
20.12.2021.	PP2/SKC - Cathedral of St James	15	2	2	0	0		
21.12.2021.	PP4/IST - Petrapilosa	12	1	1	0	0		
21.12.2021.	Project news - 2nd workshop eco-labeling PP3/ZAD	17	2	1	0	0		
22.12.2021.	PP3/ZAD - Sunsets across all of Ravni kotari	6	1	1	0	0		
22.12.2021.	Project news - Training laboratories school PP6/VEN	8	3	1	0	0		
23.12.2021.	PP5/FVG - Andreis	47	1	1	0	0		
24.12.2021.	Project news - LCP Forest Codex of Camaldoli PP8/SVIM	11	1	1	0	0		
24.12.2021.	Project news - Christmas card	9	4	1	0	0		
27.12.2021.	PP11/TPP - Torre Canne	1334	24	9	0	3		
28.12.2021.	PP9/ABR - Pescara	30	2	0	0	0		
29.12.2021.	PP3/ZAD - Velebit	12	2	2	0	0		
30.12.2021.	PP8/SVIM - Montagna dei Fiori	14	2	1	0	0		
31.12.2021.	LP/DNC - Laurel_Dubrovnik	19	2	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : PP11/TPP - San Pietro in Ottava

<https://twitter.com/TAKEITSLOWAdria/status/1466004467430662149>

Post #2 : Project news - the 2nd workshop eco labeling PP3

<https://twitter.com/TAKEITSLOWAdria/status/1466102841001529355>

Post #3 : PP5/FVG – Frisanco

<https://twitter.com/TAKEITSLOWAdria/status/1466357865631862789>

Post #4 : PP9/ABR - Transhumance

<https://twitter.com/TAKEITSLOWAdria/status/1466708794503741440>

Post #5 : PP9/ABR -The Costa dei Trabocchi

<https://twitter.com/TAKEITSLOWAdria/status/1467454104037429255>

Post #6 : PP3/ZAD - Church of St. Anthony

<https://twitter.com/TAKEITSLOWAdria/status/1467796693701873667>

Post #7 : PP4/IST - Zminj

<https://twitter.com/TAKEITSLOWAdria/status/1468160574995537921>

Post #8 : PP6/VEN - Sacca di Scardovari

<https://twitter.com/TAKEITSLOWAdria/status/1468863537741238274>

Post #9 : PP5/FVG - Church of Sant'Ulderico

<https://twitter.com/TAKEITSLOWAdria/status/1469225031377031169>

Post #10 : PP9/ABR - Castello Piccolomini

<https://twitter.com/TAKEITSLOWAdria/status/1469613009941192709>

Post #11 : PP8/SVIM - Hermitage of San Marco

<https://twitter.com/TAKEITSLOWAdria/status/1469991729734561797>

Post #12 : PP7/ER - Marecchia river

<https://twitter.com/TAKEITSLOWAdria/status/1470295016648200194>

Post #13 : PP10/Molise - Tavenna

<https://twitter.com/TAKEITSLOWAdria/status/1470668304016719878>

Post #14 : PP6/VEN - Battaglia Terme

<https://twitter.com/TAKEITSLOWAdria/status/1471026185396228096>

Post #15 : PP11/TPP - The Minaret

<https://twitter.com/TAKEITSLOWAdria/status/1471412348543983616>

Post #16 : PP9/ABR - Scanno

<https://twitter.com/TAKEITSLOWAdria/status/1471750126465167367>

Post #17 : Project news - Last meeting of 2021 of LCP PP11/TPP

<https://twitter.com/TAKEITSLOWAdria/status/1471824265439813639>

Post #18 : Project news - Last meeting of 2021 of LCP PP11/TPP

<https://twitter.com/TAKEITSLOWAdria/status/1472147768974221315>

Post #19 : PP5/FVG - Artegna, Slopes Monte Faeit

<https://twitter.com/TAKEITSLOWAdria/status/1472542021508337669>

Post #20 : PP2/SKC - Cathedral of St James

<https://twitter.com/TAKEITSLOWAdria/status/1472844032841760768>

Post #21 : PP4/IST – Petrapilosa

<https://twitter.com/TAKEITSLOWAdria/status/1473199358036389888>

Post #22 : Project news - 2nd workshop eco-labeling PP3/ZAD

<https://twitter.com/TAKEITSLOWAdria/status/1473282295809335298>

Post #23 : PP3/ZAD - Sunsets across all of Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1473558658374119424>

Post #24 : Project news - Training laboratories school PP6/VEN

<https://twitter.com/TAKEITSLOWAdria/status/1473653976923049989>

Post #25 : PP5/FVG - Andreis

<https://twitter.com/TAKEITSLOWAdria/status/1473927639190708228>

Post #26 : Project news - LCP Forest Codex of Camaldoli PP8/SVIM

<https://twitter.com/TAKEITSLOWAdria/status/1474306140527861761>

Post #27 : Project news - Christmas card

<https://twitter.com/TAKEITSLOWAdria/status/1474328927825018921>

Post #28 : PP11/TPP - Torre Canne

<https://twitter.com/TAKEITSLOWAdria/status/1475412463642415107>

Post #29 : PP9/ABR - Pescara

<https://twitter.com/TAKEITSLOWAdria/status/1475758118801920000>

Post #30 : PP3/ZAD - Velebit

<https://twitter.com/TAKEITSLOWAdria/status/1476098035604144131>

Post #31 : PP8/SVIM - Montagna dei Fiori

<https://twitter.com/TAKEITSLOWAdria/status/1476484381703380992>

Post #32 : LP/DNC - Laurel_Dubrovnik

<https://twitter.com/TAKEITSLOWAdria/status/1476832458708553730>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#10 NOVEMBER 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **November 2021**:

Number of posts: **40**

Page likes: **7 (total 427)**

Page views: **177**

New page followers: **9 (total 447)**

Total reach of posts: **5937**

Total engagement on posts: **487**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
02.11.2021.	PP9/ABR - CATTEDRALE DI SAN GIUSTINO	104	6	0	6	0	0			
03.11.2021.	PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE	121	15	4	11	0	0			
03.11.2021.	PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE	118	34	28	6	0	0			
03.11.2021.	PP3/ZAD - BUKOVICA	111	10	4	6	0	0			
04.11.2021.	PP4/IST - 1ST HYBRID ROUND TABLE REGIONE ISTRIA	46	12	8	4	0	0			
04.11.2021.	PP4/IST - KRŠAN	101	8	0	8	0	0			
04.11.2021.	PP4/IST - 1ST HYBRID ROUND TABLE REGIONE ISTRIA - LIVE	49	20	18	2	0	0			

04.11.2021.	PP7/ER - 3RD WEBINAR OF THE WEBINAR CYCLE „VALMARECCHIA AND VALCONCA	123	8	3	4	0	1	7	177	9
04.11.2021.	PROJECT NEWS ARTICLE „GUIDA ALLE REGIONI ITALIANE"	327	23	12	9	0	2			
05.11.2021.	PP4/IST - 1ST HYBRID ROUND TABLE REGIONE ISTRIA - RECORDING	87	9	3	6	0	0			
05.11.2021.	PP3/ZAD - 1ST WORKSHOP ECO-LABELING EVENT	68	11	6	5	0	0			
05.11.2021.	PP10/MOLISE - CHURCH OF SANTA GIUSTA	85	3	0	3	0	0			
05.11.2021.	PP4/IST - 2ND HYBRID ROUND TABLE REGIONE ISTRIA EVENT	79	4	2	2	0	0			
08.11.2021.	PP11/TPP - PALAZZO COLUCCI	125	6	0	5	0	1			
08.11.2021.	PP11/TPP - LCP MEETING	139	16	7	8	0	1			
09.11.2021.	PP6/VEN - BOSCO NORDIO INTEGRAL NATURE RESERVE	91	9	3	6	0	0			
09.11.2021.	PP7/ER – 4th WEBINAR OF THE WEBINAR CYCLE „VALMARECCHIA AND VALCONCA	72	5	3	2	0	0			
09.11.2021.	PP3/ZAD - 1ST WORKSHOP ECO-LABELING REPOST EVENT	134	12	4	8	0	0			
10.11.2021.	PP9/ABR - GLORIE DI S. MARTINO	89	5	0	5	0	0			
10.11.2021.	PP4/IST - 2ND HYBRID ROUND TABLE REGIONE ISTRIA EVENT	89	3	3	0	0	0			
10.11.2021.	PP4/IST - 2ND HYBRID ROUND TABLE REGIONE ISTRIA LIVE VIDEO	61	10	2	8	0	0			

11.11.2021.	PP4/IST - DVIGRAD	95	6	1	5	0	0		
11.11.2021.	PP4/IST - 2ND HYBRID ROUND TABLE REGIONE ISTRIA LIVE REPORT	92	8	3	5	0	0		
12.11.2021.	PP5/FVG - TOLMEZZO-THE BÛT	109	7	1	6	0	0		
15.11.2021.	PP3/ZAD - VRANA LAKE	1659	80	43	35	0	2		
16.11.2021.	PP9/ABR - VALLE DEI LUCHI	314	20	8	11	0	1		
16.11.2021.	PP3/ZAD - 1ST WORKSHOP ECO-LABELING REPORT	130	17	8	9	0	0		
17.11.2021.	PP8/SVIM - MONTE CONERO	82	10	6	4	0	0		
17.11.2021.	PP11/TPP - PMI DAY EVENT	97	10	4	6	0	0		
18.11.2021.	PP3/ZAD - SKABRNJA	115	7	0	7	0	0		
18.11.2021.	PP11/TPP - PMI DAY EVENT REPORT	129	12	4	8	0	0		
22.11.2021.	PP9/ABR - LU CARRATUR	105	7	1	6	0	0		
23.11.2021.	PP2/SKC - CHURCH OF THE HOLY SALVATION	99	10	4	6	0	0		
23.11.2021.	PP3/ZAD - 2ND WORKSHOP ECO-LABELING EVENT	83	7	2	5	0	0		
24.11.2021.	PP4/IST - PAZIN CASTLE	92	6	0	6	0	0		
25.11.2021.	PP6/VEN - ONARA SWAMP PARK	149	19	4	14	0	1		
26.11.2021.	PP5/FVG - SPILIMBERGO	77	5	0	5	0	0		
29.11.2021.	PP3/ZAD - GRAPEVINE CULTIVATION RAVNI KOTARI	122	13	4	9	0	0		
30.11.2021.	PP10/MOLISE - MONTEMITRO	104	8	3	5	0	0		
30.11.2021.	PP8/SVIM - PROJECT INFORMATIVE BROCHURE	65	6	2	4	0	0		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : PP9/ABR - Cattedrale di San Giustino

<https://www.facebook.com/takeitslowproject/posts/272954971411873>

Post #2 : PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE

<https://www.facebook.com/takeitslowproject/posts/273593184681385>

Post #3 : PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE

<https://www.facebook.com/takeitslowproject/posts/273628998011137>

Post #4 : PP3/ZAD - Bukovica

<https://www.facebook.com/takeitslowproject/posts/273647711342599>

Post #5 : PP4/IST - 1st Hybrid Round Table Regione Istria

<https://www.facebook.com/takeitslowproject/posts/274169787957058>

Post #6 : PP4/IST - Kršan

<https://www.facebook.com/takeitslowproject/posts/274205614620142>

Post #7 : PP4/IST - 1st Hybrid Round Table Regione Istria - live

https://www.facebook.com/watch/live/?ref=watch_permalink&v=564862474622695

Post #8 : PP7/ER - 3rd webinar of the webinar cycle „Valmarecchia and Valconca

<https://www.facebook.com/takeitslowproject/posts/274279164612787>

Post #9 : Project news article „Guida alle Regioni Italiane"

<https://www.facebook.com/takeitslowproject/posts/274307697943267>

Post #10 : PP4/IST - 1st Hybrid Round Table Regione Istria - recording

<https://www.facebook.com/takeitslowproject/posts/274805014560202>

Post #11 : PP3/ZAD - 1st workshop eco-labeling event

<https://www.facebook.com/takeitslowproject/posts/274830441224326>

Post #12 : PP10/MOLISE - Church of Santa Giusta

<https://www.facebook.com/takeitslowproject/posts/274867741220596>

Post #13 : PP4/IST - 2nd Hybrid Round Table Regione Istria event
<https://www.facebook.com/takeitslowproject/posts/275037261203644>

Post #14 : PP11/TPP - Palazzo Colucci
<https://www.facebook.com/takeitslowproject/posts/276663894374314>

Post #15 : PP11/TPP - LCP meeting
<https://www.facebook.com/takeitslowproject/posts/276767264363977>

Post #16 : PP6/VEN - Bosco Nordio Integral Nature Reserve
<https://www.facebook.com/takeitslowproject/posts/277193264321377>

Post #17 : PP7/ER – 4th webinar of the webinar cycle „Valmarecchia and Valconca
<https://www.facebook.com/takeitslowproject/posts/277231277650909>

Post #18 : PP3/ZAD - 1st workshop eco-labeling repost event
<https://www.facebook.com/takeitslowproject/posts/277292747644762>

Post #19 : PP9/ABR - Glorie di S. Martino
<https://www.facebook.com/takeitslowproject/posts/277760180931352>

Post #20 : PP4/IST - 2nd Hybrid Round Table Regione Istria event
<https://www.facebook.com/takeitslowproject/posts/277768714263832>

Post #21 : PP4/IST - 2nd Hybrid Round Table Regione Istria live video
https://www.facebook.com/watch/live/?ref=watch_permalink&v=407900351048235

Post #22 : PP4/IST - Dvigrad
<https://www.facebook.com/takeitslowproject/posts/278457087528328>

Post #23 : PP4/IST - 2nd Hybrid Round Table Regione Istria live report
<https://www.facebook.com/takeitslowproject/posts/278461147527922>

Post #24 : PP5/FVG - Tolmezzo-The Bût
<https://www.facebook.com/takeitslowproject/posts/279040484136655>

Post #25 : PP3/ZAD - Vrana Lake
<https://www.facebook.com/takeitslowproject/posts/280859913954712>

Post #26 : PP9/ABR - Valle dei Luchi

<https://www.facebook.com/takeitslowproject/posts/281475840559786>

Post #27 : PP3/ZAD - 1st workshop eco-labeling report

<https://www.facebook.com/takeitslowproject/posts/281640737209963>

Post #28 : PP8/SVIM - Monte Conero

<https://www.facebook.com/takeitslowproject/posts/282106870496683>

Post #29 : PP11/TPP - PMI DAY event

<https://www.facebook.com/takeitslowproject/posts/282256467148390>

Post #30 : PP3/ZAD - Skabrnja

<https://www.facebook.com/takeitslowproject/posts/282768173763886>

Post #31 : PP11/TPP - PMI DAY event report

<https://www.facebook.com/takeitslowproject/posts/282932623747441>

Post #32 : PP9/ABR - Lu Carratur

<https://www.facebook.com/takeitslowproject/posts/285083566865680>

Post #33 : PP2/SKC - Church of the Holy Salvation

<https://www.facebook.com/takeitslowproject/posts/285667640140606>

Post #34 : PP3/ZAD - 2nd workshop eco-labeling event

<https://www.facebook.com/takeitslowproject/posts/285809136793123>

Post #35 : PP4/IST - Pazin Castle

<https://www.facebook.com/takeitslowproject/posts/286261833414520>

Post #36 : PP6/VEN - Onara Swamp Park

<https://www.facebook.com/takeitslowproject/posts/286866196687417>

Post #37 : PP5/FVG - Spilimbergo

<https://www.facebook.com/takeitslowproject/posts/287401343300569>

Post #38 : PP3/ZAD - Grapevine cultivation Ravni kotari

<https://www.facebook.com/takeitslowproject/posts/289133396460697>

Post #39 : PP10/MOLISE – Montemitro

<https://www.facebook.com/takeitslowproject/posts/289701889737181>

Post #40 : PP8/SVIM - Project Informative brochure

<https://www.facebook.com/takeitslowproject/posts/289934143047289>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **November 2021**:

Number of posts: **20**

Profile visits: **59**

New page followers: **5 (total 135)**

Total likes on posts: **239**

Account reach: **1606**

Impressions: **1740**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.11.2021.	PP9/ABR - CATTEDRALE DI SAN GIUSTINO	63	70	13	0	59	5
03.11.2021.	PP3/ZAD - BUKOVICA	64	69	9	0		
04.11.2021.	PP4/IST - KRŠAN	92	102	12	0		
05.11.2021.	PP10/MOLISE - CHURCH OF SANTA GIUSTA	70	87	11	0		
08.11.2021.	PP11/TPP - PALAZZO COLUCCI	79	86	11	0		
09.11.2021.	PP6/VEN - BOSCO NORDIO INTEGRAL NATURE RESERVE	94	105	14	3		
10.11.2021.	PP9/ABR - GLORIE DI S. MARTINO	123	128	10	0		
11.11.2021.	PP4/IST - DVIGRAD	92	97	10	0		
12.11.2021.	PP5/FVG - TOLMEZZO-THE BÛT	89	97	10	0		
15.11.2021.	PP3/ZAD - VRANA LAKE	74	79	8	0		

16.11.2021.	PP9/ABR - VALLE DEI LUCHI	103	108	20	0		
17.11.2021.	PP8/SVIM - MONTE CONERO	88	94	8	0		
18.11.2021.	PP3/ZAD - SKABRNJA	79	83	13	0		
22.11.2021.	PP9/ABR - LU CARRATUR	64	65	14	0		
23.11.2021.	PP2/SKC - CHURCH OF THE HOLY SALVATION	69	75	16	0		
24.11.2021.	PP4/IST - PAZIN CASTLE	97	101	14	0		
25.11.2021.	PP6/VEN - ONARA SWAMP PARK	86	89	12	0		
26.11.2021.	PP5/FVG - SPILIMBERGO	50	52	11	0		
29.11.2021.	PP3/ZAD - GRAPEVINE CULTIVATION RAVNI KOTARI	71	76	10	2		
30.11.2021.	PP10/MOLISE - MONTEMITRO	59	77	13	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : PP9/ABR - Cattedrale di San Giustino
<https://www.instagram.com/p/CVxBgyRiEoR/>

Post #2 : PP3/ZAD - Bukovica
<https://www.instagram.com/p/CVz18ZgD8fu/>

Post #3 : PP4/IST - Kršan
<https://www.instagram.com/p/CV2S9nwjfnu/>

Post #4 : PP10/MOLISE - Church of Santa Giusta
<https://www.instagram.com/p/CV5AAERDwBj/>

Post #5 : PP11/TPP - Palazzo Colucci
<https://www.instagram.com/p/CWAt0kLDMpj/>

Post #6 : PP6/VEN - Bosco Nordio Integral Nature Reserve
<https://www.instagram.com/p/CWDCqOODNjj/>

Post #7 : PP9/ABR - Glorie di S. Martino
<https://www.instagram.com/p/CWFj77ajEXI/>

Post #8 : PP4/IST - Dvigrad

<https://www.instagram.com/p/CWIMu23Dav/>

Post #9 : PP5/FVG - Tolmezzo-The Bût

<https://www.instagram.com/p/CWKyGZDDhuK/>

Post #10: PP3/ZAD - Vrana Lake

<https://www.instagram.com/p/CWSfzt3jg9G/>

Post #11 : PP9/ABR - Valle dei Luchi

<https://www.instagram.com/p/CWVM7jEDuWK/>

Post #12: PP8/SVIM - Monte Conero

<https://www.instagram.com/p/CWXY7BADDcY/>

Post #13 : PP3/ZAD - Skabrnja

<https://www.instagram.com/p/CWap364DP39/>

Post #14 : PP9/ABR - Lu Carratur

<https://www.instagram.com/p/CWkioMIDi2R/>

Post #15: PP2/SKC - Church of the Holy Salvation

<https://www.instagram.com/p/CWnHGZaiCpb/>

Post #16 : PP4/IST - Pazin Castle

https://www.instagram.com/p/CWpra_UDphB/

Post #17 : PP6/VEN - Onara Swamp Park

<https://www.instagram.com/p/CWsZpYEDtoX/>

Post #18 : PP5/FVG - Spilimbergo

<https://www.instagram.com/p/CWu0mRJDkpx/>

Post #19: PP3/ZAD - Grapevine cultivation Ravni kotari

<https://www.instagram.com/p/CW2qjZRDjld/>

Post #20: PP10/MOLISE - Montemitro

<https://www.instagram.com/p/CW5UUUADit2/>

Number of stories: **7**
 Total story views: **248**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
08.11.2021.	PP11/TPP - LCP meeting repost @progettipp	33	0
09.11.2021.	PP3/ZAD - 1st workshop eco-labeling repost 2x @otikz_unizd	74	0
10.11.2021.	PP6/VEN - Bosco Nordio Integral Nature Reserve repost @myth_euomed	28	0
16.11.2021.	Project post Zadar repost @punkufer	37	0
23.11.2021.	PP3/ZAD - 2nd workshop eco-labeling event repost 2x @otikz_unizd	76	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the instagram TAKE IT SLOW stories :
<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **November 2021**:

Number of tweets: **33**
 Profile visits: **2235**
 New followers: **0 (total 9)**
 Total tweet impressions: **3501**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.11.2021.	PP9/ABR - Cattedrale di San Giustino	42	2	2	0	0	2235	0
03.11.2021.	PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE	60	4	2	0	0		
03.11.2021.	PP3/ZAD - Bukovica	54	4	3	0	1		
04.11.2021.	PP4/IST - Kršan	52	3	3	0	0		
04.11.2021.	PP4/IST - 1st Hybrid Round Table Regione Istria - live	36	2	2	0	0		
05.11.2021.	PP4/IST - 1st Hybrid Round Table Regione Istria - recording	30	5	2	0	0		
05.11.2021.	PP3/ZAD - 1st workshop eco-labeling event	26	3	1	0	0		
05.11.2021.	PP10/MOLISE - Church of Santa Giusta	45	3	2	0	0		
05.11.2021.	PP4/IST - 2nd Hybrid Round Table Regione Istria event	31	3	2	0	0		
08.11.2021.	PP11/TPP - Palazzo Colucci	733	13	3	1	1		
08.11.2021.	PP11/TPP - LCP meeting	593	14	2	1	1		
09.11.2021.	PP6/VEN - Bosco Nordio Integral Nature Reserve	62	2	1	0	0		
09.11.2021.	PP7/ER - 4th webinar of the webinar cycle „Valmarecchia and Valconca	38	4	1	1	0		
09.11.2021.	PP3/ZAD - 1st workshop eco-labeling repost event	30	3	1	1	0		
10.11.2021.	PP9/ABR - Glorie di S. Martino	33	1	1	0	0		
11.11.2021.	PP4/IST - Dvigrad	28	1	1	0	0		
11.11.2021.	PP4/IST - 2nd Hybrid Round Table Regione Istria report	26	3	1	1	0		
12.11.2021.	PP5/FVG - Tolmezzo-The Bût	23	1	1	0	0		
15.11.2021.	PP3/ZAD - Vrana Lake	26	1	1	0	0		
16.11.2021.	PP9/ABR - Valle dei Luchi	45	1	1	0	0		

16.11.2021.	PP3/ZAD - 1st workshop eco-labeling report	27	1	1	0	0		
17.11.2021.	PP8/SVIM - Monte Conero	67	1	1	0	0		
17.11.2021.	PP11/TPP - PMI DAY event	540	9	3	0	1		
18.11.2021.	PP3/ZAD - Skabrnja	25	1	1	0	0		
18.11.2021.	PP11/TPP - PMI DAY event report	603	7	3	0	1		
22.11.2021.	PP9/ABR - Lu Carratur	24	2	2	0	0		
23.11.2021.	PP2/SKC - Church of the Holy Salvation	27	2	2	0	0		
23.11.2021.	PP3/ZAD - 2nd workshop eco-labeling event	15	4	2	0	0		
24.11.2021.	PP4/IST - Pazin Castle	31	2	2	0	0		
25.11.2021.	PP6/VEN - Onara Swamp Park	52	10	3	0	0		
26.11.2021.	PP5/FVG - Spilimbergo	15	2	2	0	0		
29.11.2021.	PP3/ZAD - Grapevine cultivation Ravni kotari	47	3	3	0	0		
30.11.2021.	PP10/MOLISE - Montemitro	15	2	2	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : PP9/ABR - Cattedrale di San Giustino

<https://twitter.com/TAKEITSLOWAdria/status/1455445998709379076>

Post #2 : PP3/ZAD - RAVNI KOTARI – A BITE FOR THE FUTURE

<https://twitter.com/TAKEITSLOWAdria/status/1455805675167158276>

Post #3 : PP3/ZAD - Bukovica

<https://twitter.com/TAKEITSLOWAdria/status/1455842144804016129>

Post #4 : PP4/IST - Kršan

<https://twitter.com/TAKEITSLOWAdria/status/1456187425152282625>

Post #5 : PP4/IST - 1st Hybrid Round Table Regione Istria - live

<https://twitter.com/TAKEITSLOWAdria/status/1456187858109280259>

Post #6 : PP4/IST - 1st Hybrid Round Table Regione Istria - recording

<https://twitter.com/TAKEITSLOWAdria/status/1456530407340617730>

Post #7 : PP3/ZAD - 1st workshop eco-labeling event

<https://twitter.com/TAKEITSLOWAdria/status/1456545885685489670>

Post #8 : PP10/MOLISE - Church of Santa Giusta

<https://twitter.com/TAKEITSLOWAdria/status/1456568570830327815>

Post #9 : PP4/IST - 2nd Hybrid Round Table Regione Istria event

<https://twitter.com/TAKEITSLOWAdria/status/1456655912018628616>

Post #10 : PP11/TPP - Palazzo Colucci

<https://twitter.com/TAKEITSLOWAdria/status/1457654648375062532>

Post #11 : PP11/TPP - LCP meeting

<https://twitter.com/TAKEITSLOWAdria/status/1457710495025217541>

Post #12 : PP6/VEN - Bosco Nordio Integral Nature Reserve

<https://twitter.com/TAKEITSLOWAdria/status/1457982109956689924>

Post #13 : PP7/ER - 4th webinar of the webinar cycle „Valmarecchia and Valconca

<https://twitter.com/TAKEITSLOWAdria/status/1458007280956448768>

Post #14 : PP3/ZAD - 1st workshop eco-labeling repost event

<https://twitter.com/TAKEITSLOWAdria/status/1458044475788382217>

Post #15 : PP9/ABR - Glorie di S. Martino

<https://twitter.com/TAKEITSLOWAdria/status/1458337837707894786>

Post #16 : PP4/IST - Dvigrad

<https://twitter.com/TAKEITSLOWAdria/status/1458707381383319554>

Post #17 : PP4/IST - 2nd Hybrid Round Table Regione Istria report

<https://twitter.com/TAKEITSLOWAdria/status/1458715498842050562>

Post #18 : PP5/FVG - Tolmezzo-The Bût

<https://twitter.com/TAKEITSLOWAdria/status/1459071234000535582>

Post #19 : PP3/ZAD - Vrana Lake

<https://twitter.com/TAKEITSLOWAdria/status/1460157903436926977>

Post #20 : PP9/ABR - Valle dei Luchi

<https://twitter.com/TAKEITSLOWAdria/status/1460537712814051330>

Post #21 : PP3/ZAD - 1st workshop eco-labeling report

<https://twitter.com/TAKEITSLOWAdria/status/1460628930726182916>

Post #22 : PP8/SVIM - Monte Conero

<https://twitter.com/TAKEITSLOWAdria/status/1460902618352558083>

Post #23 : PP11/TPP - PMI DAY event

<https://twitter.com/TAKEITSLOWAdria/status/1460978107310129153>

Post #24 : PP3/ZAD – Skabrnja

<https://twitter.com/TAKEITSLOWAdria/status/1461304471988981762>

Post #25 : PP11/TPP - PMI DAY event report

<https://twitter.com/TAKEITSLOWAdria/status/1462695806985719810>

Post #26 : PP9/ABR - Lu Carratur

<https://twitter.com/TAKEITSLOWAdria/status/1462709877214789637>

Post #27 : PP2/SKC - Church of the Holy Salvation

<https://twitter.com/TAKEITSLOWAdria/status/1463058031449722880>

Post #28 : PP3/ZAD - 2nd workshop eco-labeling event

<https://twitter.com/TAKEITSLOWAdria/status/1463132069312319493>

Post #29 : PP4/IST - Pazin Castle

<https://twitter.com/TAKEITSLOWAdria/status/1463418054445043717>

Post #30 : PP6/VEN - Onara Swamp Park

<https://twitter.com/TAKEITSLOWAdria/status/1463802470275166210>

Post #31 : PP5/FVG - Spilimbergo

<https://twitter.com/TAKEITSLOWAdria/status/1464143192144728067>

Post #32 : PP3/ZAD - Grapevine cultivation Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1465247299622383619>

Post #33 : PP10/MOLISE - Montemitro

<https://twitter.com/TAKEITSLOWAdria/status/1465621578872463362>

1.4. YOUTUBE

Total subscribers : 11

3 Project video were published on project YouTube page with total views:

Video: **RAVNI KOTARI—A BITE FOR THE FUTURE**

In the focus of this event were the possibilities of the development of eno-gastronomic tourism in the area of Ravni kotari. Attendees had the opportunity to participate in many different activities, such as grape harvesting, traditional games, local products and traditional tools fair, presentations on the topic of possibilities of eno-gastronomic tourism in Ravni kotari and many more :

https://www.youtube.com/watch?v=HS3-jMMPX5Q&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views : **20**

Video: **1st HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA**

On Thursday, November 4th, 2021, Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 1st Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project. The meeting was organized through an online Zoom platform for members of LCP of the Region of Istria and other relevant stakeholders :

https://www.youtube.com/watch?v=6Qi9-uWGx2Y&t=491s&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views : **14**

Video: 2nd HYBRID ROUND TABLE OF PARTNER REGION OF ISTRIA

On Wednesday, November 10th, 2021, Region of Istria - Regione Istriana, Administrative Department for Culture and Heritage organized its 2nd Hybrid Round Table as a part of Activity of Development of Smart Action Plan for green, slow and sustainable tourism of TAKE IT SLOW project. This meeting, like the previous one, was organized through an online Zoom platform for members of LCP of the Region of Istria and other relevant stakeholders : https://www.youtube.com/watch?v=CDqTO1nzXgY&t=14s&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views : **18**

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#9 OCTOBER 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **October 2021**:

Number of posts: **35**

Page likes: **26 (total 420)**

Page views: **256**

New page followers: **27 (total 438)**

Total reach of posts: **7494**

Total engagement on posts: **1062**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
1.10.2021.	Blaca Hermitage	116	12	4	8	0	0	26	256	27
5.10.2021.	Castello di Caneva	118	11	0	9	2	0			
6.10.2021.	Penabilli	125	9	3	6	0	0			
7.10.2021.	Po Delta	172	24	9	13	1	1			
8.10.2021.	Benkovac fair	120	8	1	7	0	0			
11.10.2021.	Trabucco	104	8	0	8	0	0			
12.10.2021.	Vera, Fasano	96	10	3	7	0	0			
14.10.2021.	Project news - Svim Marche pilot presentation	81	9	2	7	0	0			
14.10.2021.	Project news - TPP event Via Francigena	139	17	6	11	0	0			
14.10.2021.	Larino	86	12	4	8	0	0			
15.10.2021.	Project news - TPP event Via Francigena video	64	9	2	7	0	0			
15.10.2021.	Project news - Veneto training activity	122	18	6	12	0	0			
15.10.2021.	Campofilone	4017	694	415	225	14	40			

15.10.2021.	Project news - Emilia Romagna webinars	123	14	6	8	0	0			
18.10.2021.	Project news - Svim Marche pilot presentation video	69	7	2	5	0	0			
18.10.2021.	Groznjan	100	13	7	6	0	0			
19.10.2021.	Project news – Svim Marche press release repost	103	4	1	3	0	0			
19.10.2021.	Kamenjak	98	6	0	6	0	0			
19.10.2021.	Project news - Zadar event A bite for the future	92	14	8	6	0	0			
20.10.2021.	Loreto Aprutino - Fossa	93	4	0	4	0	0			
20.10.2021.	Project news - Veneto public forum	119	13	6	7	0	0			
21.10.2021.	Project news - Zadar event A bite for the future	55	15	9	6	0	0			
21.10.2021.	Ravni kotari gastro	101	11	2	9	0	0			
21.10.2021.	Project news - Veneto press release repost	121	15	8	7	0	0			
22.10.2021.	Project news - Emilia Romagna 1st webinar event	102	12	4	8	0	0			
22.10.2021.	Scanno	86	8	1	7	0	0			
22.10.2021.	Project news - RERA LCP meeting	132	13	4	9	0	0			
25.10.2021.	Ravni kotari (karst)	107	13	5	8	0	0			
26.10.2021.	Isolla della Cona Prati Umidi	116	10	2	8	0	0			
27.10.2021.	Brenta Canal	136	15	4	10	0	1			
28.10.2021.	Burnum	86	6	0	6	0	0			
29.10.2021.	Project news - Svim Marche pilot presentation video full repost	39	4	1	3	0	0			
29.10.2021.	Project news - Emilia Romagna 3rd webinar announcement	69	8	5	3	0	0			
29.10.2021.	Project news - Istria round table event	103	8	2	6	0	0			
29.10.2021.	Olive oil	84	8	1	7	0	0			

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Blaca Hermitage

<https://www.facebook.com/takeitslowproject/posts/253340770039960>

Post #2 : Castello di Caneva

<https://www.facebook.com/takeitslowproject/posts/255602916480412>

Post #3 : Penabilli

<https://www.facebook.com/takeitslowproject/posts/256286449745392>

Post #4 : Po Delta

<https://www.facebook.com/takeitslowproject/posts/256828706357833>

Post #5 : Benkovac fair

<https://www.facebook.com/takeitslowproject/posts/257466276294076>

Post #6 : Trabucco

<https://www.facebook.com/takeitslowproject/posts/259501156090588>

Post #7 : Vera, Fasano

<https://www.facebook.com/takeitslowproject/posts/260123472695023>

Post #8 : Project news - Svim Marche pilot presentation

<https://www.facebook.com/takeitslowproject/posts/261384799235557>

Post #9 : Project news - TPP event Via Francigena

<https://www.facebook.com/takeitslowproject/posts/261420749231962>

Post #10 : Larino

<https://www.facebook.com/takeitslowproject/posts/261563602551010>

Post #11 : Project news - TPP event Via Francigena video

<https://www.facebook.com/takeitslowproject/posts/262076899166347>

Post #12 : Project news - Veneto training activity

<https://www.facebook.com/takeitslowproject/posts/262100819163955>

Post #13 : Campofilone

<https://www.facebook.com/takeitslowproject/posts/262130129161024>

Post #14 : Project news - Emilia Romagna webinars

<https://www.facebook.com/takeitslowproject/posts/262207402486630>

Post #15 : Project news - Svim Marche pilot presentation video

<https://www.facebook.com/takeitslowproject/posts/263914135649290>

Post #16 : Groznanj

<https://www.facebook.com/takeitslowproject/posts/263924685648235>

Post #17 : Project news – Svim Marche press release repost

<https://www.facebook.com/takeitslowproject/posts/264493442258026>

Post #18 : Kamenjak

<https://www.facebook.com/takeitslowproject/posts/264501748923862>

Post #19 : Project news - Zadar event A bite for the future

<https://www.facebook.com/takeitslowproject/posts/264733325567371>

Post #20 : Loreto Aprutino - Fossa

<https://www.facebook.com/takeitslowproject/posts/265075128866524>

Post #21 : Project news - Veneto public forum

<https://www.facebook.com/takeitslowproject/posts/265258562181514>

Post #22 : Project news - Zadar event A bite for the future

<https://www.facebook.com/takeitslowproject/posts/265684222138948>

Post #23 : Ravni kotari gastro

<https://www.facebook.com/takeitslowproject/posts/265710532136317>

Post #24 : Project news - Veneto press release repost

<https://www.facebook.com/takeitslowproject/posts/266028648771172>

Post #25 : Project news - Emilia Romagna 1st webinar event

<https://www.facebook.com/takeitslowproject/posts/266456375395066>

Post #26 : Scanno

<https://www.facebook.com/takeitslowproject/posts/266469162060454>

Post #27 : Project news - RERA LCP meeting

<https://www.facebook.com/takeitslowproject/posts/266477572059613>

Post #28 : Ravni kotari (karst)

<https://www.facebook.com/takeitslowproject/posts/268169915223712>

Post #29 : Isolla della Cona Prati Umidi

<https://www.facebook.com/takeitslowproject/posts/268738418500195>

Post #30 : Brenta Canal

<https://www.facebook.com/takeitslowproject/posts/269387121768658>

Post #31 : Burnum

<https://www.facebook.com/takeitslowproject/posts/269939268380110>

Post #32 : Project news - Svim Marche pilot presentation video full repost

<https://www.facebook.com/takeitslowproject/posts/270660488307988>

Post #33 : Project news - Emilia Romagna 3rd webinar announcement

<https://www.facebook.com/takeitslowproject/posts/270672531640117>

Post #34 : Project news - Istria round table event

<https://www.facebook.com/takeitslowproject/posts/270684608305576>

Post #35 : Olive oil

<https://www.facebook.com/takeitslowproject/posts/270732588300778>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **October 2021**:

Number of posts: **19**

Profile visits: **147**

New page followers: **17 (total 130)**

Total likes on posts: **237**

Account reach: **1514**

Impressions: **1789**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
1.10.2021	Blaca Hermitage	54	65	12	0	147	17
5.10.2021	Castello di Caneva	63	70	10	0		
6.10.2021	Penabilli	167	193	20	1		
7.10.2021	Po Delta	64	173	13	0		
8.10.2021	Benkovac fair	63	70	14	0		
11.10.2021	Trabucco	98	110	11	0		
12.10.2021	Vera, Fasano	58	65	11	0		
14.10.2021	Larino	57	63	7	0		
15.10.2021	Campofilone	76	85	12	0		
18.10.2021	Groznjan	135	143	17	0		
19.10.2021	Kamenjak	94	107	11	0		
20.10.2021	Loreto Aprutino - Fossa	69	77	9	0		
21.10.2021	Ravni kotari gastro	80	91	15	0		
22.10.2021	Scanno	102	115	10	0		
25.10.2021	Ravni kotari (karst)	85	96	13	0		

26.10.2021	Isolla della Cona Prati Umidi	55	61	13	0
27.10.2021	Brenta Canal	70	73	13	0
28.10.2021	Burnum	66	66	12	0
29.10.2021	Olive oil	58	66	14	0

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Blaca Hermitage

<https://www.instagram.com/p/CUeheBxiFpf/>

Post #2 : Castello di Caneva

<https://www.instagram.com/p/CUoyKDWjh55/>

Post #3 : Penabilli

<https://www.instagram.com/p/CUru8XyDGhG/>

Post #4 : Po Delta

<https://www.instagram.com/p/CUuDzNCDVFK/>

Post #5 : Benkovac fair

<https://www.instagram.com/p/CUwm6nric4x/>

Post #6 : Trabucco

<https://www.instagram.com/p/CU4btGrDh7L/>

Post #7 : Vera, Fasano

<https://www.instagram.com/p/CU62aapiHrN/>

Post #8 : Larino

<https://www.instagram.com/p/CVApn-UD-cp/>

Post #9 : Campofilone

https://www.instagram.com/p/CVC65pWjx_n/

Post #10: Groznjan

https://www.instagram.com/p/CVKTH_mj51c/

Post #11 : Kamenjak

<https://www.instagram.com/p/CVM4s-FD1s/>

Post #12: Loreto Aprutino - Fossa

<https://www.instagram.com/p/CVPZPD-DJWx/>

Post #13 : Ravni kotari gastro

<https://www.instagram.com/p/CVSFcKBD1W9/>

Post #14 : Scanno

<https://www.instagram.com/p/CVVS7veDJP8/>

Post #15: Ravni kotari (karst)

<https://www.instagram.com/p/CVcfXdKDehA/>

Post #16 : Isolla della Cona Prati Umidi

<https://www.instagram.com/p/CVe9841MRKV/>

Post #17 : Brenta Canal

<https://www.instagram.com/p/CVh2VZriKYN/>

Post #18 : Burnum

<https://www.instagram.com/p/CVkhHINajRor/>

Post #19: Olive oil

<https://www.instagram.com/p/CVm9DRPjf3W/>

Number of stories: **21**

Total story views: **787**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
8.10.2021	Benkovac fair repost @visit_ravnikotari	33	
10.10.2021	Event Via repost @coopserapia x3	116	
11.10.2021	Po Delta repost @myth_euomed	30	
15.10.2021	Veneto - repost @myth_euomed press release x2 stories	57	

17.10.2021	Veneto - repost @myth_euromed press release x2 stories	45	
19.10.2021	Kamenjak repost @visit_ravnikotari	39	
20.10.2021	Veneto - repost @myth_euromed press release	32	
21.10.2021	Ravni kotari gastro repost @visit_ravnikotari	52	
21.10.2021	Ravni kotari gastro repost @visit_ravnikotari @otikz_unizd x5 stories	227	
21.10.2021	Veneto - repost @myth_euromed press release	49	
25.10.2021	Ravni kotari (karst) repost @visit_ravnikotari	44	
29.10.2021	Olive oil @visit_ravnikotari	35	
29.10.2021	Brenta repost @myth_euromed	28	

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **October 2021**:

Number of tweets: **28**

Profile visits: **1557**

New followers: **2 (total 9)**

Total tweet impressions: **3072**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
1.10.2021.	Blaca Hermitage	43	1	1	0	0		
5.10.2021.	Castello di Caneva	47	1	1	0	0		
6.10.2021.	Penabilli	61	3	1	0	0		
7.10.2021.	Po Delta	65	7	2	0	0		

8.10.2021.	Benkovac fair	29	2	2	0	0	1557	2
11.10.2021.	Trabucco	47	3	2	0	0		
12.10.2021.	Vera, Fasano	675	11	4	0	1		
14.10.2021.	Project news - TPP event Via Francigena	33	4	2	0	0		
14.10.2021.	Larino	42	2	2	0	0		
15.10.2021.	Project news - Veneto training activity	36	5	1	0	0		
15.10.2021.	Campofilone	27	2	2	0	0		
18.10.2021.	Project news - Svim Marche pilot presentation video	22	3	1	0	0		
18.10.2021.	Groznjan	37	2	2	0	0		
19.10.2021.	Project news - Svim Marche press release repost	26	2	1	0	0		
19.10.2021.	Kamenjak	39	1	1	0	0		
19.10.2021.	Project news - Zadar event A bite for the future	29	3	1	0	0		
20.10.2021.	Loreto Aprutino - Fossa	42	1	1	0	0		
20.10.2021.	Project news - Veneto public forum	31	5	2	0	0		
21.10.2021.	Ravni kotari gastro	43	2	2	0	0		
22.10.2021.	Scanno	28	1	1	0	0		
22.10.2021.	Project news - RERA LCP meeting	55	3	1	0	0		
25.10.2021.	Ravni kotari (karst)	28	2	1	0	0		
26.10.2021.	Isolla della Cona Prati Umidi	62	1	1	0	0		
27.10.2021.	Brenta Canal	523	15	4	0	0		
28.10.2021.	Burnum	917	25	13	0	3		
29.10.2021.	Project news - Emilia Romagna 3rd webinar announcement	26	2	1	0	0		
29.10.2021.	Project news - Istria round table event	27	6	1	0	0		
29.10.2021.	Olive oil	32	3	1	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : Blaca Hermitage

<https://twitter.com/TAKEITSLOWAdria/status/1443834599264735232>

Post #2 : Castello di Caneva

<https://twitter.com/TAKEITSLOWAdria/status/1445279261833715717>

Post #3 : Penabilli

<https://twitter.com/TAKEITSLOWAdria/status/1445696077970116610>

Post #4 : Po Delta

<https://twitter.com/TAKEITSLOWAdria/status/1446021412888760323>

Post #5 : Benkovac fair

<https://twitter.com/TAKEITSLOWAdria/status/1446381126717747224>

Post #6 : Trabucco

<https://twitter.com/TAKEITSLOWAdria/status/1447482892876124161>

Post #7 : Vera, Fasano

<https://twitter.com/TAKEITSLOWAdria/status/1447821745126318080>

Post #8 : Project news - TPP event Via Francigena

<https://twitter.com/TAKEITSLOWAdria/status/1448569552040873988>

Post #9 : Larino

<https://twitter.com/TAKEITSLOWAdria/status/1448638827648663552>

Post #10 : Project news - Veneto training activity

<https://twitter.com/TAKEITSLOWAdria/status/1448943507931009053>

Post #11 : Campofilone

<https://twitter.com/TAKEITSLOWAdria/status/1448957696531701764>

Post #12 : Groznjan

<https://twitter.com/TAKEITSLOWAdria/status/1449996316822708235>

Post #13 : Svim Marche pilot presentation video

<https://twitter.com/TAKEITSLOWAdria/status/1449996938615656451>

Post #14 : Kamenjak

<https://twitter.com/TAKEITSLOWAdria/status/1450361443824590850>

Post #15 : Svim Marche press release

<https://twitter.com/TAKEITSLOWAdria/status/1450361726105530368>

Post #16 : Project news - Zadar event A bite for the future

<https://twitter.com/TAKEITSLOWAdria/status/1450486408997638147>

Post #17 : Loreto Aprutino – Fossa

<https://twitter.com/TAKEITSLOWAdria/status/1450712456741990401>

Post #18 : Project news - Veneto public forum

<https://twitter.com/TAKEITSLOWAdria/status/1450825578375008262>

Post #19 : Ravni kotari gastro

<https://twitter.com/TAKEITSLOWAdria/status/1451092366241247232>

Post #20 : Scanno

<https://twitter.com/TAKEITSLOWAdria/status/1451544456734330887>

Post #21 : Project news - RERA LCP meeting

<https://twitter.com/TAKEITSLOWAdria/status/1451550279623708680>

Post #22 : Ravni kotari (karst)

<https://twitter.com/TAKEITSLOWAdria/status/1452555796227710981>

Post #23 : Isolla della Cona Prati Umidi

<https://twitter.com/TAKEITSLOWAdria/status/1452904750786170888>

Post #24 : Brenta Canal

<https://twitter.com/TAKEITSLOWAdria/status/1453309976546627594>

Post #25 : Burnum

<https://twitter.com/TAKEITSLOWAdria/status/1453630488871059456>

Post #26 : Project news - Emilia Romagna 3rd webinar announcement

<https://twitter.com/TAKEITSLOWAdria/status/1454014388021698561>

Post #27 : Project news - Istria round table event

<https://twitter.com/TAKEITSLOWAdria/status/1454011013855068161>

Post #28 : Olive oil

<https://twitter.com/TAKEITSLOWAdria/status/1454028412109066241>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#8 SEPTEMBER 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **September 2021**:

Number of posts: **21**

Page likes: **9 (total 394)**

Page views: **115**

New page followers: **11 (total 411)**

Total reach of posts: **2453**

Total engagement on posts: **287**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
1.9.2021	Project presentation in Venice	290	25	10	13	0	2	9	115	11
1.9.2021	Project presentation in Venice_event	85	11	0	11					
3.9.2021	Završje Castle	126	11	2	9	0	0			
6.9.2021	Project presentation in Venice_report	199	26	7	19	0	0			
7.9.2021	Loreto Aprutino	106	5	0	5	0	0			
10.9.2021	L'Aquila	111	17	4	13	0	0			
13.9.2021	The Vrana Lake Nature Park	92	10	1	9	0	0			
15.9.2021	Urbino	99	11	0	11	0	0			
17.9.2021	Kličevica fortress	100	14	4	10	0	0			
20.9.2021	Fasano	97	8	1	7	0	0			
21.9.2021	2nd meeting of PP2/SKCLCP	161	14	6	8	0	0			
22.9.2021	Portogruaro	99	20	11	9	0	0			
24.9.2021	Duino Aurisina	83	8	1	7	0	0			
24.9.2021	Event Slow Food in Ravni kotari_1	65	4	0	4	0	0			
24.9.2021	Event Slow Food in Ravni kotari_2	116	22	11	11	0	0			
24.9.2021	EU organic day	100	11	5	6	0	0			
27.9.2021	Event Slow Food in Ravni kotari_1	31	2	0	2	0	0			
27.9.2021	Event Slow Food in Ravni kotari_1 live stream	153	33	22	11	0	0			
27.9.2021	Ojkanje	127	10	1	9	0	0			
28.9.2021	Termoli	101	15	8	7	0	0			
29.9.2021	Sibenik	112	10	1	9	0	0			

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Project presentation in Venice

<https://www.facebook.com/takeitslowproject/posts/234728265234544>

Post #2 : Project presentation in Venice_event

<https://www.facebook.com/events/1042030019882299/>

Post #3 : Završje Castle

<https://www.facebook.com/takeitslowproject/posts/236161521757885>

Post #4 : Project presentation in Venice_report

<https://www.facebook.com/takeitslowproject/posts/238059344901436>

Post #5 : Loreto Aprutino

<https://www.facebook.com/takeitslowproject/posts/238519954855375>

Post #6 : L'Aquila

<https://www.facebook.com/takeitslowproject/posts/240468347993869>

Post #7 : The Vrana Lake Nature Park

<https://www.facebook.com/takeitslowproject/posts/242382837802420>

Post #8 : Urbino

<https://www.facebook.com/takeitslowproject/posts/243577677682936>

Post #9 : Kličevica fortress

<https://www.facebook.com/takeitslowproject/posts/244796570894380>

Post #10 : Fasano

<https://www.facebook.com/takeitslowproject/posts/246578874049483>

Post #11 : 2nd meeting of PP2/SKC - LCP

<https://www.facebook.com/takeitslowproject/posts/247367903970580>

Post #12 : Portogruaro

<https://www.facebook.com/takeitslowproject/posts/247845923922778>

Post #13 : Duino Aurisina

<https://www.facebook.com/takeitslowproject/posts/249107197129984>

Post #14 : Event Slow food from Ravni kotari_1

<https://www.facebook.com/takeitslowproject>

Post #15 : Event Slow food from Ravni kotari_2

<https://www.facebook.com/takeitslowproject/posts/249139880460049>

Post #16 : EU organic day

<https://www.facebook.com/takeitslowproject/posts/250995436941160>

Post #17 : Event Slow food from Ravni kotari_1

<https://www.facebook.com/takeitslowproject/posts/250921086948595>

Post #18 : Event Slow food from Ravni kotari_2

<https://www.facebook.com/takeitslowproject/posts/250932450280792>

Post #19 : Ojkanje

<https://www.facebook.com/takeitslowproject/posts/250973406943363>

Post #20: Termoli

<https://www.facebook.com/takeitslowproject/posts/251535256887178>

Post #21 : Sibenik

<https://www.facebook.com/takeitslowproject/posts/252161793491191>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **September 2021**:

Number of posts: **12**

Profile visits: **73**

New page followers: **6 (total 113)**

Total likes on posts: **125**

Account reach: **814**

Impressions: **901**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
3.9.2021	Završje Castle	81	91	11	0	73	6
7.9.2021	Loreto Aprutino	93	105	17	0		
10.9.2021	L'Aquila	65	68	9	0		
13.9.2021	The Vrana Lake Nature Park	74	79	8	0		
15.9.2021	Urbino	55	61	9	0		
17.9.2021	Kličevica fortress	47	52	8	0		
20.9.2021	Fasano	51	60	4	0		
22.9.2021	Portogruaro	107	120	21	0		
24.9.2021	Duino Aurisina	46	51	6	0		
27.9.2021	Ojkanje	62	67	13	0		
28.9.2021	Termoli	56	66	7	0		
29.9.2021	Sibenik	77	81	11	1		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Završje Castle

<https://www.instagram.com/p/CTW0GEVDnoP/>

Post #2 : Loreto Aprutino

<https://www.instagram.com/p/CTg7FOlj8hb/>

Post #3 : L'Aquila

<https://www.instagram.com/p/CTocyFpDNIH/>

Post #4 : The Vrana Lake Nature Park

<https://www.instagram.com/p/CTwQN6nDYZH/>

Post #5 : Urbino

<https://www.instagram.com/p/CT1aPsijGZI/>

Post #6 : Kličevica fortress

<https://www.instagram.com/p/CT6ouSqD8g2/>

Post #7 : Fasano

https://www.instagram.com/p/CUCMN7eD_8s/

Post #8 : Portogruaro

<https://www.instagram.com/p/CUHZhEajDX1/>

Post #9 : Duino Aurisina

<https://www.instagram.com/p/CUMo2bLDpER/>

Post #10 : Ojkanje

<https://www.instagram.com/p/CUUh006jkYf/>

Post #11 : Termoli

<https://www.instagram.com/p/CUW7F4CDIbQ/>

Post #12 : Sibenik

<https://www.instagram.com/p/CUZdmLyjIYf/>

Number of stories: **2**

Total story views: **63**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
22.9.21	Portogruaro_repost from @myth_euromed	27	
27.9.21	Ojkanje report from @visit_ravni kotari	36	

Source: Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **September 2021**:

Number of tweets: **18**

Profile visits: **1.758**

New followers: **1 (total 8)**

Total tweet impressions: **1.821**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
1.9.2021.	Project presentation in Venice	44	4	0	0	0	1758	1
3.9.2021.	Završje Castle	59	3	2	0	0		
6.9.2021.	Project presentation in Venice_report	50	4	0	0	0		
7.9.2021.	Loreto Aprutino	80	5	3	0	0		
10.9.2021.	L'Aquila	71	5	2	0	0		
13.9.2021.	The Vrana Lake Nature Park	35	1	1	0	0		
15.9.2021.	Urbino	35	1	1	0	0		
17.9.2021.	Kličevica fortress	26	1	1	0	0		

20.9.2021.	Fasano	1041	48	4	0	3		
22.9.2021.	2nd meeting of PP2/SKC LCP	47	3	2	0	0		
22.9.2021.	Portogruaro	50	2	0	0	0		
24.9.2021.	Duino Aurisina	54	2	2	0	0		
24.9.2021.	Event Slow food from Ravni kotari	27	2	1	0	0		
24.9.2021.	EU organic day	17	2	1	0	0		
27.9.2021.	Event Slow food from Ravni kotari_1	21	5	2	0	0		
27.9.2021.	Ojkanje	25	2	2	0	0		
28.9.2021.	Termoli	101	2	2	0	0		
29.9.2021.	Sibenik	38	3	2	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : Project presentation in Venice

<https://twitter.com/TAKEITSLOWAdria/status/1432987339161313283>

Post #2 : Završje Castle

<https://twitter.com/TAKEITSLOWAdria/status/1433742651908665345>

Post #3 : Project presentation in Venice_report

<https://twitter.com/TAKEITSLOWAdria/status/1434875706765361160>

Post #4 : Loreto Aprutino

<https://twitter.com/TAKEITSLOWAdria/status/1435164389938708480>

Post #5 : L'Aquila

<https://twitter.com/TAKEITSLOWAdria/status/1436224708584919041>

Post #6 : The Vrana Lake Nature Park

<https://twitter.com/TAKEITSLOWAdria/status/1437322999250800641>

Post #7 : Urbino

<https://twitter.com/TAKEITSLOWAdria/status/1438049416527626240>

Post #8 : Kličevica fortress

<https://twitter.com/TAKEITSLOWAdria/status/1438784292004536321>

Post #9 : Fasano

<https://twitter.com/TAKEITSLOWAdria/status/1439847889702883334>

Post #10 : 2nd meeting of PP2/SKC LCP

<https://twitter.com/TAKEITSLOWAdria/status/1440583790737313793>

Post #11 : Portogruaro

<https://twitter.com/TAKEITSLOWAdria/status/1440581327850393600>

Post #12 : Duino Aurisina

<https://twitter.com/TAKEITSLOWAdria/status/1441317777084608513>

Post #13 : Event Slow food from Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1441339612211781632>

Post #14 : EU organic day

<https://twitter.com/TAKEITSLOWAdria/status/1442441196908032000>

Post #15 : Event Slow food from Ravni kotari_1

<https://twitter.com/TAKEITSLOWAdria/status/1442428610447503364>

Post #16 : Ojkanje

<https://twitter.com/TAKEITSLOWAdria/status/1442428361704235014>

Post #17 : Termoli

<https://twitter.com/TAKEITSLOWAdria/status/1442766546598875138>

Post #18 : Sibenik

<https://twitter.com/TAKEITSLOWAdria/status/1443123334980554752>

1.4. YOUTUBE

Total subscribers : 11

1 Project video was linked from project YouTube page with total views:

Video: **TAKE IT SLOW VIDEO PRESENTATION**

The TAKE IT SLOW video presentation was presented on September 2 at this year's International Venice Biennale Cinema. The aim of this informative initiative is to raise awareness about operations of Italy-Croatia CBC Programme & its projects and improve the knowledge related to the use of EU funds of the media representatives, while highlighting also their cultural and visual component : <https://www.youtube.com/watch?v=4MaWJTWMibI>

Total views : **20**

1 Project video was streamed on project YouTube page with total views:

Video: **SLOW FOOD FROM RAVNI KOTARI**

The University of Zadar had organized a public event TAKE IT SLOW – SLOW FOOD FROM RAVNI KOTARI commemorating World Tourism Day. As a part of the event, a panel discussion with relevant stakeholders from the public and private sector was held. The topic of the discussion were be the possibilities of development of eno-gastronomic tourism based on the concept of the so-called « slow food » in Zadar County, with a special emphasis on the Ravni kotari area : https://www.youtube.com/watch?v=vrV_mcAQ2gM&t=4588s

Total views : **66**

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#7 AUGUST 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in August 2021:

Number of posts: **9**

Page likes: **9**

Page views: **46**

New page followers: **9**

Total reach of posts: **4291**

Total engagement on posts: **416**

DATE	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
3.8.2021	Fasano	244	24	6	17	0	1	9	46	9
6.8.2021	Fasano	176	18	5	12	0	1			
10.8.2021	Lago Di Cavazzo	102	15	2	13	0	0			
13.8.2021	Gran Sasso	215	15	5	10	0	0			
18.8.2021	Momjanski kaštel	96	12	3	9	0	0			
20.8.2021	Knin Fortress	190	20	7	12	0	1			
24.8.2021	Parco Sasso Simone e Simoncello	3041	289	201	82	1	5			
27.8.2021	Blaca Hermitage	122	11	2	9	0	0			
31.8.2021	Cervicento	105	12	3	9	0	0			

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Fasano

<https://www.facebook.com/takeitslowproject/posts/216559593718078>

Post #2 : Fasano

<https://www.facebook.com/takeitslowproject/posts/218474590193245>

Post #3 : Lago Di Cavazzo

<https://www.facebook.com/takeitslowproject/posts/221111539929550>

Post #4 : Gran Sasso

<https://www.facebook.com/takeitslowproject/posts/223097286397642>

Post #5 : Momjanski kaštel

<https://www.facebook.com/takeitslowproject/posts/226200409420663>

Post #6 : Knin Fortress

<https://www.facebook.com/takeitslowproject/posts/227411505966220>

Post #7 : Parco Sasso Simone e Simoncello

<https://www.facebook.com/takeitslowproject/posts/229771885730182>

Post #8 : Blaca Hermitage

<https://www.facebook.com/takeitslowproject/posts/231518728888831>

Post #9 : Cervicento

<https://www.facebook.com/takeitslowproject/posts/234013101972727>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in August 2021:

Number of posts: **9**

Profile visits: **30**

New page followers: **0**

Total likes on posts: **99**

Account reach: **617**

Impressions: **730**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
3.8.2021	Fasano	62	71	11	0	30	0
6.8.2021	Fasano	64	80	10	0		
10.8.2021	Lago Di Cavazzo	91	105	13	0		
13.8.2021	Gran Sasso	79	87	12	0		
18.8.2021	Momjanski kaštel	79	87	9	0		
20.8.2021	Knin Fortress	55	78	11	0		
24.8.2021	Parco Sasso Simone e Simoncello	56	75	13	0		
27.8.2021	Blaca Hermitage	56	65	13	0		
31.8.2021	Cervicento	75	82	7	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Fasano

<https://www.instagram.com/p/CSGwDfQD-Ar/>

Post #2 : Fasano

<https://www.instagram.com/p/CSOWQ0Ujbxm/>

Post #3 : Lago Di Cavazzo

<https://www.instagram.com/p/CSYyjVJjGyh/>

Post #4 : Gran Sasso

<https://www.instagram.com/p/CSg2uuPjRG6/>

Post #5 : Momjanski kaštel

<https://www.instagram.com/p/CSt1k4SDhfV/>

Post #6 : Knin Fortress

<https://www.instagram.com/p/CSyxKXAjWWt/>

Post #7 : Parco Sasso Simone e Simoncello

<https://www.instagram.com/p/CS9BAG7jqTZ/>

Post #8 : Blaca Hermitage

<https://www.instagram.com/p/CTEZwYcj-VP/>

Post #9 : Cervicento

<https://www.instagram.com/p/CTO3u5xj5C-/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in August 2021:

Number of tweets: **9**

Profile visits: **801**

New followers: **1**

Total tweet impressions: **1127**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
3.8.2021	Fasano	59	2	2	0	0	801	1
6.8.2021	Fasano	51	3	2	0	0		
10.8.2021	Lago Di Cavazzo	64	3	3	0	0		
13.8.2021	Gran Sasso	64	4	2	0	1		
18.8.2021	Momjanski kaštel	43	3	2	0	0		
20.8.2021	Knin Fortress	31	4	2	0	0		
24.8.2021	Parco Sasso Simone e Simoncello	42	4	2	0	1		
27.8.2021	Blaca Hermitage	23	3	2	0	0		
31.8.2021	Cervicento	23	2	2	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : Fasano

<https://twitter.com/TAKEITSLOWAdria/status/1422474932735389728>

Post #2 : Fasano

<https://twitter.com/TAKEITSLOWAdria/status/1423543795371610112>

Post #3 : Lago Di Cavazzo

<https://twitter.com/TAKEITSLOWAdria/status/1425013414225666061>

Post #4 : Gran Sasso

<https://twitter.com/TAKEITSLOWAdria/status/1426148312147808256>

Post #5 : Momjanski kaštel

<https://twitter.com/TAKEITSLOWAdria/status/1427975333861593091>

Post #6 : Knin Fortress

<https://twitter.com/TAKEITSLOWAdria/status/1428669616793038855>

Post #7 : Parco Sasso Simone e Simoncello

<https://twitter.com/TAKEITSLOWAdria/status/1430112075423133696>

Post #8 : Blaca Hermitage

<https://twitter.com/TAKEITSLOWAdria/status/1431151378144145416>

Post #9 : Cervicento

<https://twitter.com/TAKEITSLOWAdria/status/1432625293655687169>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#6 JULY 2021

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in July 2021:

Number of posts: **20**

Page likes: **16**

Page views: **190**

New page followers: **18**

Total reach of posts: **3753**

Total engagement on posts: **434**

Date	POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
02.7.2021	Project news 2nd SSW-report	101	22	8	14	0	0	16	190	18
02.7.2021	Project news 3rd SSW	71	6	0	6	0	0			
05.7.2021	Project news 3rd SC Meeting	94	8	0	8	0	0			
06.7.2021	Project news 3rd SSW	94	20	11	9	0	0			
07.7.2021	Ravni kotari	284	24	5	17	0	2			
07.7.2021	News 3rd SSW	121	10	3	7	0	0			
09.7.2021	Rosolina	156	15	3	11	0	1			
09.7.2021	News 3rd SSW	346	20	10	9	0	1			
13.7.2021	Numana	136	12	1	11	0	0			
13.7.2021	News 3rd SC Meeting	471	48	12	32	0	4			
15.7.2021	News 3rd SC Meeting	125	9	2	7	0	0			

15.7.2021	News 3rd SC Meeting	346	49	21	26	0	2		
16.7.2021	Fasano	101	15	4	11	0	0		
17.7.2021	News 3rd SC Meeting	164	50	38	12	0	0		
19.7.2021	News 3rd SC Meeting	368	27	15	11	0	1		
20.7.2021	Fortress of Civitella	121	18	6	12	0	0		
23.7.2021	Report SS workshops	110	13	6	7	0	0		
24.7.2021	Arquà Petrarca	206	24	4	18	0	2		
28.7.2021	Ravni kotari	121	14	3	11	0	0		
30.7.2021	Ravni kotari	217	30	12	15	2	1		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : Project news 2nd SSW

<https://www.facebook.com/takeitslowproject/posts/197384205635617>

Post #2 : Project news 3rd SSW

<https://www.facebook.com/events/1453764134982569/>

Post #3 : Project news 3rd SC Meeting

<https://www.facebook.com/events/4567952033239459/>

Post #4 : Project news 3rd SSW

<https://www.facebook.com/takeitslowproject/posts/199751935398844>

Post #5 : Ravni kotari

<https://www.facebook.com/takeitslowproject/posts/200217722018932>

Post #6 : News 3rd SSW

<https://www.facebook.com/takeitslowproject/posts/200445988662772>

Post #7 : Rosolina

<https://www.facebook.com/takeitslowproject/posts/201455928561778>

Post #8 : News 3rd SSW

<https://www.facebook.com/takeitslowproject/posts/201487361891968>

Post #9 : Numana

<https://www.facebook.com/takeitslowproject/posts/203793171661387>

Post #10 : News 3rd SC Meeting

<https://www.facebook.com/takeitslowproject/posts/203807441659960>

Post #11 : News 3rd SC Meeting

<https://www.facebook.com/takeitslowproject/posts/205031624870875>

Post #12 : News 3rd SC Meeting

<https://www.facebook.com/takeitslowproject/posts/205264838180887>

Post #13 : Fasano

<https://www.facebook.com/takeitslowproject/posts/205700391470665>

Post #14 : News 3rd SC Meeting

<https://www.facebook.com/takeitslowproject/posts/206276621413042>

Post #15 : News 3rd SC Meeting

<https://www.facebook.com/takeitslowproject/posts/207541821286522>

Post #16 : Fortress of Civitella

<https://www.facebook.com/takeitslowproject/posts/208066367900734>

Post #17 : Report SS workshops

<https://www.facebook.com/takeitslowproject/posts/209852791055425>

Post #18 : Arquà Petrarca

<https://www.facebook.com/takeitslowproject/posts/209934937713877>

Post #19 : Ravni kotari

<https://www.facebook.com/takeitslowproject/posts/212889960751708>

Post #20 : Ravni kotari

<https://www.facebook.com/takeitslowproject/posts/214112487296122>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in July 2021:

Number of posts: **8**

Profile visits: **91**

New page followers: **6**

Total likes on posts: **116**

Account reach: **673**

Impressions: **804**

DATE	POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.7.2021	Ravni kotari	88	109	18	0	91	6
09.7.2021	Rosolina	83	107	19	0		
13.7.2021	Numana	103	121	11	1		
16.7.2021	Fasano	69	84	17	0		
20.7.2021	Fortress of Civitella del Tronto	114	135	17	2		
23.7.2021	Arquà Petrarca	100	118	21	2		
28.7.2021	Ravni kotari	59	67	0	0		
30.7.2021	Ravni kotari	57	63	13	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : Ravni kotari

<https://www.instagram.com/p/CRBLEAADxqZ/>

Post #2 : Rosolina

<https://www.instagram.com/p/CRGiHnDrLq/>

Post #3 : Numana

<https://www.instagram.com/p/CRQiHikjsdw/>

Post #4 : Fasano

<https://www.instagram.com/p/CRYShcyjIRZ/>

Post #5 : Fortress of Civitella del Tronto

<https://www.instagram.com/p/CRiz0c3D5wp/>

Post #6 : Arquà Petrarca

<https://www.instagram.com/p/CRqoO6hDnkn/>

Post #7 : Ravni kotari

<https://www.instagram.com/p/CR3N90OddQr/>

Post #8 : Ravni kotari

<https://www.instagram.com/p/CR8WFTqDbBH/>

Number of stories: **2**

Total story views: **66**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
6.7.21	3rd SMART SPECIALIZATION WORKSHOP (project event announcement)	33	
15.7.21	3rd SC Meeting	38	

Source: Instagram Insight : <https://www.instagram.com/takeitslowproject/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in July 2021:

Number of tweets: **17**

Profile visits: **1849**

New followers: **1**

Total tweet impressions: **1452**

DATE	TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
02.7.21.	Project news report - 2nd SSW	87	4	2	0	0	1849	1
02.7.21.	Project news event - 3rd SSW	104	6	2	0	0		
05.7.21.	Project news event - 3rd SC Meeting	83	2	1	0	0		
06.7.21.	Project news event - 3rd SSW	80	3	1	0	0		
07.7.21.	Ravni kotari	82	2	2	0	0		
09.7.21.	Rosolina	144	4	2	0	0		
09.7.21.	Project news report - 3rd SSW	58	3	1	0	0		
13.7.21.	Numana	69	3	2	0	0		
13.7.21.	Project news event - 3rd SC Meeting	62	4	2	0	0		
15.7.21.	Project news event - 3rd SC Meeting	80	3	2	0	0		
16.7.21.	Fasano	67	2	1	0	0		
19.7.21.	Project news - 3rd SC Meeting - report	48	3	2	0	0		
20.7.21.	Fortress of Civitella del Tronto	50	3	2	0	0		
23.7.21.	Project news - report about SS workshops	36	3	2	0	0		
23.7.21.	Arquà Petrarca	333	6	3	0	0		
28.7.21.	Ravni kotari	36	2	2	0	0		
30.7.21.	Ravni kotari	33	3	2	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Tweet #1: Project news report - 2nd SSW

<https://twitter.com/TAKEITSLOWAdria/status/1410954330551771138>

Tweet #2: Project news event - 3rd SSW

<https://twitter.com/TAKEITSLOWAdria/status/1410963560847626243>

Tweet #3: Project news event - 3rd SC Meeting

<https://twitter.com/TAKEITSLOWAdria/status/1412053743949029378>

Tweet #4: Project news event - 3rd SSW

<https://twitter.com/TAKEITSLOWAdria/status/1412404419430432769>

Tweet #5: Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1412683035548454912>

Tweet #6: Rosolina

<https://twitter.com/TAKEITSLOWAdria/status/1413437036632186882>

Tweet #7: Project news report - 3rd SSW

<https://twitter.com/TAKEITSLOWAdria/status/1413454428334604288>

Tweet #8: Numana

<https://twitter.com/TAKEITSLOWAdria/status/1414844493162061825>

Tweet #9: Project news event - 3rd SC Meeting

<https://twitter.com/TAKEITSLOWAdria/status/1414853597456736259>

Tweet #10: Project news event - 3rd SC Meeting

<https://twitter.com/TAKEITSLOWAdria/status/1415675385916755971>

Tweet #11: Fasano

<https://twitter.com/TAKEITSLOWAdria/status/1415936174464671747>

Tweet #12: Project news - 3rd SC Meeting - report

<https://twitter.com/TAKEITSLOWAdria/status/1417090506291662851>

Tweet #13: Fortress of Civitella del Tronto

<https://twitter.com/TAKEITSLOWAdria/status/1417416766465134594>

Tweet #14: Project news - report about SS workshops

<https://twitter.com/TAKEITSLOWAdria/status/1418468560335147010>

Tweet #15: Arquà Petrarca

<https://twitter.com/TAKEITSLOWAdria/status/1418517164437430276>

Tweet #16: Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1420288544518574087>

Tweet #17: Ravni kotari

<https://twitter.com/TAKEITSLOWAdria/status/1421010814081896449>

1.4. YOUTUBE

VIDEO:

1 Project video was linked from project YouTube page with total views: **30**

Video: **3RD SMART SPECIALIZATION WORKSHOP WITHIN THE TAKE IT SLOW PROJECT**

Within the TAKE IT SLOW project, three workshops on the topic of smart specialization in green, slow and sustainable tourism were organized. The first two workshops were held on May 26th and June 24th, 2021. The third, and last workshop in this series, was held on 7th July 2021, and, as was the case in the previous two workshops, the main goal was the dissemination of knowledge and examples of best practices in smart specialization in green, slow and sustainable tourism :

<https://www.youtube.com/watch?v=SxGt9mzfNfY&t=24s>

Total views : **30**



3RD SMART SPECIALIZATION WORKSHOP WITHIN THE TAKE IT SLOW PROJECT

Within the TAKE IT SLOW project, three workshops on the topic of smart specialization in green, slow and sustainable tourism were organized. The first two workshops were held on May 26th and June 24th, 2021. The third, and last workshop in this series, was held on 7th June 2021, and, as was the case in the previous two workshops, the main goal was the dissemination of knowledge and examples of best practices in smart specialization in green, slow and sustainable tourism.

Source: www.italy-croatia.eu/take-it-slow

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#12 JANUARY 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1 FACEBOOK

Project facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **January 2022**:

Number of posts: **26**

Page likes: **20 (total 456)**

Page views: **179**

New page followers: **21 (total 477)**

Total reach of posts: **6560**

Total engagement on posts: **623**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
January 3	1.	PP3 - Vrana lake_birds	119	9	1	8	0	0	20	179	21
January 4	2.	PP9/ABR - Navelli Plain	154	10	0	9	0	1			
January 5	3.	PP8/SVIM - Maccheroncini di Campofilone	1275	121	84	32	0	5			
January 7	4.	PP7/ER - Valmarecchia	101	5	1	4	0	0			
January 10	5.	PP4/IST - Žminj	110	5	1	4	0	0			
January 11	6.	PP3/ZAD - Bura Ravni kotari	123	9	0	9	0	0			
January 12	7.	PP6/VEN - Po Delta	111	14	7	7	0	0			
January 13	8.	PP9/ABR - Gran Sasso	188	11	5	5	0	1			
January 13	9.	Project news Svim Marche PP8	53	3	0	3	0	0			
January 14	10.	PP3/ZAD - Benkovac	130	13	4	9	0	0			
January 17	11.	PP57FVG - Sanctuary of Santa Maria Assunta	111	5	0	5	0	0			
January 18	12.	PP11/TPP - Cecca Bridge	115	8	0	8	0	0			
January 19	13.	PP8/SVIM - Monte Vettore	115	11	5	6	0	0			
January 20	14.	PP7/ER - Marecchia	112	7	0	7	0	0			

January 20	15.	Project news Svim Marche PP8	128	6	0	6	0	0		
January 21	16.	PP6/VEN - Villa Molin	2408	275	158	109	2	6		
January 24	17.	PP10/MOLISE - San Felice del Molise	113	8	3	5	0	0		
January 25	18.	PP2/SKC - Bribirska glavica	126	12	3	9	0	0		
January 26	19.	PP3/ZAD - Crkvina	102	7	1	6	0	0		
January 27	20.	Project news Svim Marche PP8	101	7	1	6	0	0		
January 27	21.	PP3/ZAD - A dry-stone wall	90	7	1	6	0	0		
January 27	22.	Project news Veneto PP6	195	24	8	16	0	0		
January 28	23.	PP9/ABR - Pescara	95	8	4	4	0	0		
January 28	24.	Project news Veneto PP6	164	20	11	8	0	1		
January 28	25.	Project news Abruzzo PP9	104	7	2	5	0	0		
January 31	26.	PP/FVG - Clauzetto	117	11	5	6	0	0		

Source: Facebook Insights : <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : <https://www.facebook.com/takeitslowproject/posts/309812247726145>

Post #2 : <https://www.facebook.com/takeitslowproject/posts/310347174339319>

Post #3 : <https://www.facebook.com/takeitslowproject/posts/310938950946808>

Post #4 : <https://www.facebook.com/takeitslowproject/posts/312080780832625>

Post #5 : <https://www.facebook.com/takeitslowproject/posts/313749953999041>

Post #6 : <https://www.facebook.com/takeitslowproject/posts/314310267276343>

Post #7 : <https://www.facebook.com/takeitslowproject/posts/314888227218547>

Post #8 : <https://www.facebook.com/takeitslowproject/posts/315442070496496>

Post #9 : <https://www.facebook.com/takeitslowproject/posts/315785893795447>

Post #10 : <https://www.facebook.com/takeitslowproject/posts/316023010438402>

Post #11 : <https://www.facebook.com/takeitslowproject/posts/317715340269169>

Post #12 : <https://www.facebook.com/takeitslowproject/posts/318286073545429>

Post #13 : <https://www.facebook.com/takeitslowproject/posts/318913453482691>

Post #14 : <https://www.facebook.com/takeitslowproject/posts/319476446759725>

Post #15 : <https://www.facebook.com/takeitslowproject/posts/319483340092369>

Post #16 : <https://www.facebook.com/takeitslowproject/posts/320051203368916>

Post #17 : <https://www.facebook.com/takeitslowproject/posts/321868049853898>

Post #18 : <https://www.facebook.com/takeitslowproject/posts/322489853125051>

Post #19 : <https://www.facebook.com/takeitslowproject/posts/323005573073479>

Post #20 : <https://www.facebook.com/takeitslowproject/posts/323580186349351>

Post #21 : <https://www.facebook.com/takeitslowproject/posts/323587999681903>

Post #22 : <https://www.facebook.com/takeitslowproject/posts/323624616344908>

Post #23 : <https://www.facebook.com/takeitslowproject/posts/324117122962324>

Post #24 : <https://www.facebook.com/takeitslowproject/posts/324268259613877>

Post #25 : <https://www.facebook.com/takeitslowproject/posts/324340792939957>

Post #26 : <https://www.facebook.com/takeitslowproject/posts/325830869457616>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts ;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **January 2022**:

Number of posts: **20**

Profile visits: **92**

New page followers: **18 (total 158)**

Total likes on posts: **338**

Account reach: **1736**

Impressions: **1969**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
January 3	1.	PP3 - Vrana lake_birds	90	98	13	0	92	18
January 4	2.	PP9/ABR - Navelli Plain	69	81	9	0		
January 5	3.	PP8/SVIM - Maccheroncini di Campofilone	86	111	13	0		
January 7	4.	PP7/ER - Valmarecchia	85	94	10	0		
January 10	5.	PP4/IST - Žminj	120	125	16	0		
January 11	6.	PP3/ZAD - Bura Ravni kotari	123	126	20	1		
January 12	7.	PP6/VEN - Po Delta	95	103	23	1		
January 13	8.	PP9/ABR - Gran Sasso	98	117	17	1		
January 14	9.	PP3/ZAD - Benkovac	97	109	19	0		
January 17	10.	PP57FVG - Sanctuary of Santa Maria Assunta	66	73	19	0		
January 18	11.	PP11/TPP - Cecca Bridge	64	70	16	0		
January 19	12.	PP8/SVIM - Monte Vettore	100	120	20	0		
January 20	13.	PP7/ER - Marecchia	85	93	11	0		
January 21	14.	PP6/VEN - Villa Molin	151	171	22	0		
January 24	15.	PP10/MOLISE - San Felice del Molise	72	90	19	0		

January 25	16.	PP2/SKC - Bribirska glavica	70	80	18	0		
January 26	17.	PP3/ZAD - Crkvina	63	70	13	0		
January 27	18.	PP3/ZAD - A dry-stone wall	70	79	17	0		
January 28	19.	PP9/ABR - Pescara	64	84	18	0		
January 31	20.	PP/FVG - Clauzetto	68	75	25	0		

Source : Instagram Insight : <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CYQspnOD-ir/>

Post #2 : <https://www.instagram.com/p/CYTQ5Xbjdfr/>

Post #3 : <https://www.instagram.com/p/CYV1PczjNfe/>

Post #4 : <https://www.instagram.com/p/CYbA41CDefQ/>

Post #5 : <https://www.instagram.com/p/CYitGu8MXLw/>

Post #6 : <https://www.instagram.com/p/CYISd7CofA9/>

Post #7 : <https://www.instagram.com/p/CYn4UGWjOiR/>

Post #8 : <https://www.instagram.com/p/CYqWAuKDWuZ/>

Post #9 : <https://www.instagram.com/p/CYtCOxrD7yj/>

Post #10: <https://www.instagram.com/p/CY0px8tja0H/>

Post #11 : <https://www.instagram.com/p/CY3ToNHjhoC/>

Post #12 : <https://www.instagram.com/p/CY597zADrTI/>

Post #13 : <https://www.instagram.com/p/CY8lm4ejhYD/>

Post #14 : https://www.instagram.com/p/CY_BQ6bjxPS/

Post #15 : <https://www.instagram.com/p/CZGxY0ajdxK/>

Post #16 : <https://www.instagram.com/p/CZJstt0DKfx/>

Post #17 : <https://www.instagram.com/p/CZL86NljMfB/>

Post #18 : <https://www.instagram.com/p/CZOnTdbD9lr/>

Post #19 : <https://www.instagram.com/p/CZRDDPRj3sK/>

Post #20 : <https://www.instagram.com/p/CZYxb6zicKu/>

Number of stories: **12**

Total story views: **358**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
January 11	Bura Ravni kotari repost @visitravnikotari	49	0
January 12	Po Delta repost @myth_euromed	31	0
January 12	Po Delta repost @berto_cotrona	31	0
January 18	Cecca Bridge repost@progettittpp	24	0
January 26	Crkvina repost @visitravnikotari	47	0
January 26	Meeting event Veneto PP6 repost @myth_euromed	36	0
January 28	Event live Veneto PP6 repost @myth_euromed	43	0
January 28	Event live Veneto PP6 repost @myth_euromed	32	0
January 28	Event live Veneto PP6 repost @myth_euromed	25	0
January 28	Event live Veneto PP6 repost @myth_euromed	27	0
January 28	Event live Veneto PP6 repost @myth_euromed	13	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **January 2022**:

Number of tweets: **22**

Profile visits: **2682**

New followers: **0 (total 12)**

Total tweet impressions: **1638**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
January 3	1.	PP3 - Vrana lake_birds	48	2	0	0	0	2682	0
January 4	2.	PP9/ABR - Navelli Plain	29	3	2	0	0		
January 5	3.	PP8/SVIM - Maccheroncini di Campofilone	28	3	3	0	0		
January 7	4.	PP7/ER - Valmarecchia	51	3	3	0	1		
January 10	5.	PP4/IST - Žminj	62	9	6	0	1		
January 11	6.	PP3/ZAD - Bura Ravni kotari	24	3	3	0	0		
January 12	7.	Project news 4 SC Meeting	18	2	2	0	0		
January 12	8.	PP6/VEN - Po Delta	20	2	2	0	0		
January 13	9.	PP9/ABR - Gran Sasso	43	2	2	0	0		
January 14	10.	PP3/ZAD - Benkovac	33	3	2	0	0		
January 17	11.	PP57FVG - Sanctuary of Santa Maria Assunta	38	2	2	0	0		
January 18	12.	PP11/TPP - Cecca Bridge	892	15	5	0	1		
January 19	13.	PP8/SVIM - Monte Vettore	33	2	2	0	0		
January 20	14.	PP7/ER - Marecchia	34	3	2	0	0		
January 21	15.	PP6/VEN - Villa Molin	45	5	3	0	0		
January 24	16.	PP10/MOLISE - San Felice del Molise	42	4	2	0	0		
January 25	17.	PP2/SKC - Bribirska glavica	35	3	3	0	0		
January 26	18.	PP3/ZAD - Crkvina	25	3	2	0	0		
January 27	19.	PP3/ZAD - A dry-stone wall	41	4	2	0	0		

January 27	20.	Project news Veneto PP6	36	7	2	0	0		
January 28	21.	PP9/ABR - Pescara	32	5	2	0	0		
January 31	22.	PP/FVG - Clauzetto	29	8	2	0	0		

Source : Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

- Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1477916282553044993>
- Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1478279219570515971>
- Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1478640597342822400>
- Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1479369584675364868>
- Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1480451661910925313>
- Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1480815759047725058>
- Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1481172985360887808>
- Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1481180494276481027>
- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1481527025517182979>
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1481909701784883201>
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1482977578373853189>
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1483351777844027392>
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1483726618443059200>
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1484094615544344576>

Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1484437393302302721>

Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1485528836783628295>

Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1485937174948294659>

Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1486257048723632130>

Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1486632299504574469>

Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1486663827282399233>

Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1486975019632758786>

Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1488073068790620170>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#13 FEBRUARY 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **February 2022**:

Number of posts: **27**

Page likes: **7 (total 463)**

Page views: **113**

New page followers: **8 (total 485)**

Total reach of posts: **3952**

Total engagement on posts: **524**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
February 1	1.	PP9/ABR L'Aquila	95	7	1	6	0	0	7	113	8
February 2	2.	PP4/IST Završje (Region of Istria)	117	13	7	6	0	0			
February 3	3.	PP11/TPP Montalbano di Fasano	352	16	6	8	0	2			
February 3	4.	The 4th SC meeting	72	7	4	3	0	0			
February 4	5.	PP9/ABR Santa Maria di Collemaggio	89	6	0	6	0	0			
February 7	6.	PP3/ZAD Ravni kotari	110	10	4	6	0	0			
February 7	7.	PP6/VEN 3 free specialized trainings	294	68	47	18	1	2			
February 8	8.	PP6/VEN Giardino Botanico Porto Caleri	162	14	4	9	0	1			
February 9	9.	PP2/ZAD Kličevica	81	5	2	3	0	0			
February 9	10.	PP3/ZAD Cross-fertilization online meeting	713	200	167	32	0	1			
February 10	11.	PP2/SKC Šibenik	84	2	0	2	0	0			

February 10	12.	The 1st day of the 4th SC meeting between the partners of the TIS project	197	314	287	26	0	1		
February 11	13.	PP8/SVIM The Frasassi Caves	101	7	1	6	0	0		
February 11	14.	The 2nd day of the 4th SC meeting for the TAKE IT SLOW project	222	22	10	12	0	0		
February 14	15.	PP2/SKC Kornati	146	12	2	10	0	0		
February 15	16.	PP6/VEN Moranzani - Venice (Italy)	115	12	2	10	0	0		
February 16	17.	PP8/SVIM Gola di Frasassi, Genga	175	9	0	8	0	1		
February 17	18.	PP9/ABR The nature reserve of Punta Aderci	105	10	6	4	0	0		
February 18	19.	PP11/TPP The Via Francigena	137	9	1	6	0	2		
February 21	20.	PP4/IST Morosini-Grimani Castle in Savičenta	88	4	0	4	0	0		
February 21	21.	PP6/Veneto Region	27	26	15	10	0	1		
February 22	22.	PP3/ZAD The monastery in Smilčić	102	4	1	3	0	0		
February 23	23.	PP8/SVIM Holy House of Loreto	78	4	0	4	0	0		
February 24	24.	PP5/FGVG Church of San Liberale	105	9	3	6	0	0		
February 25	25.	PP9/ABR Maiella National Park	81	4	1	3	0	0		
February 28	26.	LP/DNC Viganj	85	4	1	3	0	0		
February 28	27.	PP6/VEN Training and tours of students about stop-motion technique	19	19	5	14	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : <https://www.facebook.com/takeitslowproject/posts/326377672736269> (1.02.2022.)

- Post #2 : <https://www.facebook.com/takeitslowproject/posts/327020352672001> (2.02.2022.)
- Post #3 : <https://www.facebook.com/takeitslowproject/posts/327595475947822> (3.02.2022.)
- Post #4 : <https://www.facebook.com/takeitslowproject/posts/327680122606024> (3.02.2022.)
- Post #5 : <https://www.facebook.com/takeitslowproject/posts/328189389221764> (4.02.2022.)
- Post #6 : <https://www.facebook.com/takeitslowproject/posts/329926989048004> (7.02.2022.)
- Post #7 : <https://www.facebook.com/takeitslowproject/posts/329934855713884> (7.02.2022.)
- Post #8 : <https://www.facebook.com/takeitslowproject/posts/330501832323853> (8.02.2022.)
- Post #9 : <https://www.facebook.com/takeitslowproject/posts/331092825598087> (9.02.2022.)
- Post #10 : <https://www.facebook.com/takeitslowproject/posts/331310855576284> (9.02.2022.)
- Post #11 : <https://www.facebook.com/takeitslowproject/posts/331658752208161> (10.02.2022.)
- Post #12 : <https://www.facebook.com/takeitslowproject/posts/331862222187814> (10.02.2022.)
- Post #13 : <https://www.facebook.com/takeitslowproject/posts/332257208814982> (11.02.2022.)
- Post #14 : <https://www.facebook.com/takeitslowproject/posts/332464228794280> (11.02.2022.)
- Post #15 : <https://www.facebook.com/takeitslowproject/posts/334003708640332> (14.02.2022.)
- Post #16 : <https://www.facebook.com/takeitslowproject/posts/334612628579440> (15.02.2022.)
- Post #17 : <https://www.facebook.com/takeitslowproject/posts/335191331854903> (16.02.2022.)
- Post #18 : <https://www.facebook.com/takeitslowproject/posts/335936401780396> (17.02.2022.)
- Post #19 : <https://www.facebook.com/takeitslowproject/posts/336513155056054> (18.02.2022.)
- Post #20 : <https://www.facebook.com/takeitslowproject/posts/338287591545277> (21.02.2022.)
- Post #21 : <https://www.facebook.com/takeitslowproject/posts/338308081543228> (21.02.2022.)

Post #22: <https://www.facebook.com/takeitslowproject/posts/338877761486260> (22.02.2022.)

Post #23: <https://www.facebook.com/takeitslowproject/posts/339492194758150> (23.02.2022.)

Post #24: <https://www.facebook.com/takeitslowproject/posts/340127184694651> (24.02.2022.)

Post #25: <https://www.facebook.com/takeitslowproject/posts/340750874632282> (25.02.2022.)

Post #26: <https://www.facebook.com/takeitslowproject/posts/342563771117659> (28.02.2022.)

Post #27: <https://www.facebook.com/takeitslowproject/posts/342817281092308> (28.02.2022.)

<https://www.facebook.com/takeitslowproject/posts/319483340092369>

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **February 2022**:

Number of posts: **20**

Profile visits: **92**

New page followers: **7 (total 165)**

Total likes on posts: **363**

Account reach: **1725**

Impressions: **1874**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
February 1	1.	PP9/ABR L'Aquila	90	102	26	0	92	7
February 2	2.	PP4/IST Završje (Region of Istria)	65	66	22	0		
February 3	3.	PP11/TPP Montalbano di Fasano	71	72	24	0		
February 4	4.	PP9/ABR Santa Maria di Collemaggio	82	99	19	0		
February 7	5.	PP3/ZAD Ravní kotari	64	69	20	0		
February 8	6.	PP6/VEN Giardino Botanico Porto Caleri	97	101	19	0		
February 9	7.	PP2/ZAD Kličevica	66	69	12	0		
February 10	8.	PP2/SKC Šibenik	100	109	18	0		
February 11	9.	PP8/SVIM The Frasassi Caves	72	77	14	0		
February 14	10.	PP2/SKC Kornati	130	143	24	0		
February 15	11.	PP6/VEN Moranzani - Venice (Italy)	73	79	15	0		
February 16	12.	PP8/SVIM Gola di Frasassi, Genga	75	82	17	0		
February 17	13.	PP9/ABR The nature reserve of Punta Aderci	138	160	33	0		
February 18	14.	PP11/TPP The Via Francigena	78	83	17	0		
February 21	15.	PP4/IST Morosini-Grimani Castle in Savičenta	105	110	22	0		
February 22	16.	PP3/ZAD The monastery in Smilčić	63	67	8	0		
February 23	17.	PP8/SVIM Holy House of Loreto	67	69	12	0		
February 24	18.	PP5/FGVG Church of San Liberale	44	47	7	0		
February 25	19.	PP9/ABR Maiella National Park	58	59	14	0		
February 28	20.	LP/DNC Viganj	187	211	20	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CZbUjRTjcf/> (1.02.2022.)

Post #2 :
<https://www.instagram.com/p/CYTQ5Xbjdfr/><https://www.instagram.com/p/CZd8SR2DvtZ/>
(2.02.2022.)

Post #3 : <https://www.instagram.com/p/CZggR9kDPdZ/> (3.02.2022.)

Post #4 : <https://www.instagram.com/p/CZjA7AwDup9/> (4.02.2022.)

Post #5 : <https://www.instagram.com/p/CZquixPjvbr/> (7.02.2022.)

Post #6 : <https://www.instagram.com/p/CZtQMgyiw9L/> (8.02.2022.)

Post #7 : <https://www.instagram.com/p/CZv46oRDMiu/> (9.02.2022.)

Post #8 : https://www.instagram.com/p/CZybYH1j_3A/ (10.02.2022.)

Post #9 : <https://www.instagram.com/p/CZ1CsBFjIMr/> (11.02.2022.)

Post #10: https://www.instagram.com/p/CZ8t_clDpu-/ (14.02.2022.)

Post #11 : https://www.instagram.com/p/CZ_S-fDDr4v/ (15.02.2022.)

Post #12 : https://www.instagram.com/p/CaB3JM_D0I7/ (16.02.2022.)

Post #13 : <https://www.instagram.com/p/CaEcA6yDbAM/> (17.02.2022.)

Post #14 : <https://www.instagram.com/p/CaHEsuoidEJ/> (18.02.2022.)

Post #15 : <https://www.instagram.com/p/CaOrgclMKkZ/> (21.02.2022.)

Post #16 : <https://www.instagram.com/p/CaRP52RDqJ7/> (22.02.2022.)

Post #17 : <https://www.instagram.com/p/CaT6kdSD0Cr/> (23.02.2022.)

Post #18 : <https://www.instagram.com/p/CaWcfkijmz9/> (24.02.2022.)

Post #19 : <https://www.instagram.com/p/CaY9nZNDPFx/> (25.02.2022.)

Post #20 : <https://www.instagram.com/p/CagtA4Yj449/> (28.02.2022.)

INSTAGRAM STORIES

Number of stories: **9**

Total story views: **334**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
February 2	PP6/VEN 3 free specialized trainings repost @myth_euomed	42	0
February 4	PP6/VEN 3 free specialized trainings repost @myth_euomed	40	0
February 7	PP6/VEN 3 free specialized trainings repost @myth_euomed report	44	0
February 7	PP6/VEN 3 free specialized trainings repost @myth_euomed report	40	0
February 8	PP6/VEN Giardino Botanico Porto Caleri repost @myth_euomed	31	0
February 8	PP6/VEN 3 free specialized trainings repost @myth_euomed report	24	0
February 9	PP3/ZAD Cross-fertilization online meeting	51	0
February 9	PP3/ZAD Cross-fertilization online meeting	42	0
February 15	PP6/VEN Moranzani - Venice (Italy) repost @myth_euomed	20	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **February 2022**:

Number of tweets: **25**

Profile visits: **3661**

New followers: **2 (total 14)**

Total tweet impressions: **3901**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
February 1	1.	PP9/ABR L'Aquila	33	9	2	0	0	3661	2
February 2	2.	PP4/IST Završje (Region of Istria)	29	6	2	0	0		
February 3	3.	PP11/TPP Montalbano di Fasano	857	22	9	0	2		
February 4	4.	PP9/ABR Santa Maria di Collemaggio	140	11	2	0	1		
February 7	5.	PP3/ZAD Ravní kotari	30	5	3	0	0		
February 7	6.	PP6/VEN - 3 free specialized trainings	21	5	1	1	0		
February 8	7.	PP6/VEN Giardino Botanico Porto Caleri	16	3	2	0	0		
February 9	8.	PP2/ZAD Kličevica	23	3	2	0	0		
February 9	9.	PP3/ZAD Cross-fertilization online meeting	28	7	2	1	0		
February 10	10.	PP2/SKC Šibenik	88	6	3	0	0		
February 10	11.	The 1st day of the 4th SC meeting between the partners of the TIS project	48	7	3	0	0		
February 11	12.	PP8/SVIM The Frasassi Caves	50	7	4	1	2		
February 14	13.	PP2/SKC Kornati	1382	20	3	1	2		
February 15	14.	PP6/VEN Moranzani - Venice (Italy)	43	5	2	2	1		
February 16	15.	PP8/SVIM Gola di Frasassi, Genga	46	5	3	1	1		

February 17	16.	PP9/ABR The nature reserve of Punta Aderci	196	8	4	3	1
February 18	17.	PP11/TPP The Via Francigena	559	12	7	3	2
February 21	18.	PP4/IST Morosini-Grimani Castle in Savičenta	27	3	2	1	0
February 21	19.	PPS/Veneto Region	25	5	2	1	4
February 22	20.	PP3/ZAD The monastery in Smilčić	56	6	3	2	1
February 23	21.	PP8/SVIM Holy House of Loreto	26	3	2	0	1
February 24	22.	PP5/FGVG Church of San Liberale	27	3	1	2	0
February 25	23.	PP9/ABR Maiella National Park	109	4	2	0	1
February 28	24.	LP/DNC Viganj	22	2	1	1	0
February 28	25.	PP6/VEN Training and tours of students about stop-motion technique	20	4	2	1	1

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1488421304139198467> (1.02.2022.)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1488789403208228869> (2.02.2022.)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1489150607563051008> (3.02.2022.)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1489502822668414976> (4.02.2022.)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1490588254898380800> (7.02.2022.)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1490595637897080833> (7.02.2022.)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1490943978413654016> (8.02.2022.)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1491314285678833672> (9.02.2022.)

- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1491437971534675968> (9.02.2022.)
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1491672575566569476> (10.02.2022.)
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1491794151200854025> (10.02.2022.)
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1492039881429762055> (11.02.2022.)
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1493120387663736832> (14.02.2022.)
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1493483021189668865> (15.02.2022.)
- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1493844044862078979> (16.02.2022.)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1494206657299206149> (17.02.2022.)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1494577277920813056> (18.02.2022.)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1495648117420662787> (21.02.2022.)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1495660991509581827> (21.02.2022.)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1496010212980969473> (22.02.2022.)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1496385719069290497> (23.02.2022.)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1496741321196908544> (24.02.2022.)
- Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1497096203678502912> (25.02.2022.)
- Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1498184797910360065> (28.02.2022.)
- Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1498330586045366276> (28.02.2022.)

1.4. YOUTUBE

Total subscribers : 11

1 Project video was published on project YouTube page with total views:

Video: **LAUNCH EVENT OF THE TRAINING COURSES ON SUSTAINABLE TOURISM DEVELOPMENT**

Veneto Region in collaboration with Just Good Tourism organizes 3 free specialized online trainings for tourism operators intending to innovate the accessible, slow, and green tourism offer. The opening and launch event was held on the 28th of January, at the historical Caffè Pedrocchi, in the old town of Padova and the training will start in February and March. The courses, organized - as well as the event - by Regione del Veneto Tourism Department in collaboration with Just Good Tourism, are completely free for the tourism operators and entrepreneurs, in total 96 hours divided into 3 specific Programmes: Destinations, Events, Enterprises/Culture industry/Professionals., organized by target groups : <https://www.youtube.com/watch?v=GjJ8JQeIQ00&t=2012s>

Total views : 8

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#14 MARCH 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **March 2022**:

Number of posts: **34**

Page likes: **12 (total 475)**

Page views: **206**

New page followers: **13 (total 498)**

Total reach of posts: **4402**

Total engagement on posts: **378**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
March 1	1.	PP3/ZAD Ravni kotari, horseback riding	134	11	2	9	0	0	15	206	29
March 2	2.	PP7/ER Santarcangelo di Romagna	104	6	3	3	0	0			
March 3	3.	Press Conference for the presentation of the activity of "Plac"	96	5	2	3	0	0			
March 3	4.	PP11/TPP Plain of Monumental Olive Trees	218	13	3	9	0	1			
March 4	5.	PP9/ABR Villa Frigerj	128	6	0	6	0	0			
March 4	6.	Press conference for the event "Place Branding"	29	5	1	4	0	0			
March 7	7.	PP3/ZAD Bukara	161	15	3	12	0	0			
March 8	8.	PP9/ABR Old-fashioned	125	9	6	3	0	0			

		barber shop in Lanciano								
March 9	9.	PP5/FVG Austro-Hungarian iron bridge	113	6	1	5	0	0		
March 10	10.	PP6/VEN Portogruaro - Venice (Italy)	495	40	16	22	1	1		
March 10	11.	TRAINING COURSE: "HOW TO CREATE THE PERFECT EXPERIENCE FOR THE SUSTAINABLE TOURIST"	225	7	7	0	0	0		
March 10	12.	TRAINING COURSE: "HOSPITALITY AND SUSTAINABILITY ..."	70	2	2	0	0	0		
March 10	13.	WEBINAR: "TAKE IT SLOW: SLOW TOURISM FOR HEALTH AND WELL-BEING"	176	7	7	0	0	0		
March 10	14.	Tourism, «The importance of calling each other...»: The questionnaire ...	52	11	7	4	0	0		
March 11	15.	PP1/RERA The Blaca Hermitage	131	12	6	6	0	0		
March 11	16.	Questionnaire	73	7	4	3	0	0		
March 13	17.	The first educational event in the cycle of training innovative training sessions within the TAKE IT SLOW project - "Discovering Ravni Kotari"	190	53	42	11	0	0		
March 14	18.	PP3/ZAD Korlat	139	13	6	7	0	0		
March 15	19.	LP/DNC Dubrovnik Neretva region	141	16	5	11	0	0		
March 16	20.	PP5/FVG "The sign of a thing"	115	8	2	6	0	0		
March 17	21.	PP10/MOLISE Poetry Village	131	7	1	6	0	0		
March 17	22.	Webinar dedicated to slow, accessible and sustainable	25	11	5	6	0	0		

		tourism in Friuli Venezia Giulia								
March 17	23.	Webinar dedicated to slow tourism for health and well-being	25	8	2	6	0	0		
March 18	24.	PP9/ABR The nature reserve of Punta Aderci	135	8	0	8	0	0		
March 21	25.	PP9/ABR The lighthouse of Punta Penna	144	10	0	10	0	0		
March 22	26.	PP11/TPP Savelletri di Fasano	150	11	2	9	0	0		
March 23	27.	PP6/VEN Battaglia Terme	101	6	2	4	0	0		
March 24	28.	PP5/FVG Parco di Villa Varda	117	7	1	6	0	0		
March 25	29.	PP4/IST Kožljak	139	9	1	8	0	0		
March 28	30.	PP3/ZAD Asparagus	141	11	4	7	0	0		
March 29	31.	LP/DNC Dry stone walls of Dalmatian vineyards	144	15	7	8	0	0		
March 30	32.	PP2/SKC Danilo	112	9	1	8	0	0		
March 31	33.	PP10/MOLISE The SARTOS of Acquaviva Collecroce	107	7	0	7	0	0		
March 31	34.	Pilot action "Forst Codex of Camaldoli-The roots of sustainability"	16	7	3	4	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : <https://www.facebook.com/takeitslowproject/posts/343174951056541> (March 1, 2022)

Post #2 : <https://www.facebook.com/takeitslowproject/posts/343780917662611> (March 2, 2022)

Post #3 : <https://www.facebook.com/takeitslowproject/posts/344007070973329> (March 3, 2022)

- Post #4 : <https://www.facebook.com/takeitslowproject/posts/344396920934344> (March 3, 2022)
- Post #5 : <https://www.facebook.com/takeitslowproject/posts/344984407542262> (March 4, 2022)
- Post #6 : <https://www.facebook.com/takeitslowproject/posts/345288784178491>)March 4, 2022)
- Post #7 : <https://www.facebook.com/takeitslowproject/posts/346753677365335> (March 7, 2022)
- Post #8 : <https://www.facebook.com/takeitslowproject/posts/347375807303122> (March 8, 2022)
- Post #9 : <https://www.facebook.com/takeitslowproject/posts/347931543914215> (March 9, 2022)
- Post #10 : <https://www.facebook.com/takeitslowproject/posts/348547783852591> (March 10, 2022)
- Post #11 : <https://www.facebook.com/events/361882522611674> (March 10, 2022)
- Post #12 : <https://www.facebook.com/events/3312340615719379> (March 10, 2022)
- Post #13 : <https://www.facebook.com/events/949720519069136> (March 10, 2022)
- Post #14 : <https://www.facebook.com/takeitslowproject/posts/348921123815257> (March 10; 2022)
- Post #15 : <https://www.facebook.com/takeitslowproject/posts/349141640459872> (March 11, 2022)
- Post #16 : <https://www.facebook.com/takeitslowproject/posts/349324460441590> (March 11, 2022)
- Post #17 : <https://www.facebook.com/takeitslowproject/posts/350581016982601> (March 13, 2022)
- Post #18 : <https://www.facebook.com/takeitslowproject/posts/350988200275216> (March 14, 2022)
- Post #19 : <https://www.facebook.com/takeitslowproject/posts/351536436887059> (March 15, 2022)

Post #20 : <https://www.facebook.com/takeitslowproject/posts/352164886824214> (March 16, 2022)

Post #21 : <https://www.facebook.com/takeitslowproject/posts/352759556764747> (March 17, 2022)

Post #22 : <https://www.facebook.com/takeitslowproject/posts/352802216760481> (March 17, 2022)

Post #23 : <https://www.facebook.com/takeitslowproject/posts/352805060093530> (March 17, 2022)

Post #24 : <https://www.facebook.com/takeitslowproject/posts/353416320032404> (March 18, 2022)

Post #25 : <https://www.facebook.com/takeitslowproject/posts/355243779849658> (March 21, 2022)

Post #26 : <https://www.facebook.com/takeitslowproject/posts/355845549789481> (March 22, 2022)

Post #27 : <https://www.facebook.com/takeitslowproject/posts/356447756395927> (March 23, 2022)

Post #28 : <https://www.facebook.com/takeitslowproject/posts/357001076340595> (March 24, 2022)

Post #29 : <https://www.facebook.com/takeitslowproject/posts/357616906279012> (March 25, 2022)

Post #30 : <https://www.facebook.com/takeitslowproject/posts/359496146091088> (March 28, 2022)

Post #31 : <https://www.facebook.com/takeitslowproject/posts/360062942701075> (March 29, 2022)

Post #32 : <https://www.facebook.com/takeitslowproject/posts/360662095974493> (March 30, 2022)

Post #33 : <https://www.facebook.com/takeitslowproject/posts/361255622581807> (March 31, 2022)

Post #34 : <https://www.facebook.com/takeitslowproject/posts/361328205907882> (March 31, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **March 2022**:

Number of posts: **23**

Profile visits: **141**

New page followers: **17 (182)**

Total likes on posts: **408**

Account reach: **2390**

Impressions: **2593**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
March 1	1.	PP3/ZAD Ravni kotari, horseback riding	78	98	16	0	141	17
March 2	2.	PP7/ER Santarcangelo di Romagna	335	356	41	0		
March 3	3.	PP11/TPP Plain of Monumental Olive Trees	76	80	25	0		
March 4	4.	PP9/ABR Villa Frigerj	78	91	13	0		
March 7	5.	PP3/ZAD Bukara	92	106	16	0		

March 8	6.	PP9/ABR Old-fashioned barber shop in Lanciano	74	76	9	0		
March 9	7.	PP5/FVG Austro-Hungarian iron bridge	60	61	11	0		
March 10	8.	PP6/VEN Portogruaro - Venice (Italy)	88	96	19	0		
March 11	9.	PP1/RERA The Blaca Hermitage	79	99	21	0		
March 14	10.	PP3/ZAD Korlat	98	106	22	0		
March 15	11.	LP/DNC Dubrovnik Neretva region	196	213	24	0		
March 16	12.	PP5/FVG "The sign of a thing"	66	70	16	0		
March 17	13.	PP10/MOLISE Poetry Village	196	202	26	2		
March 18	14.	PP9/ABR The nature reserve of Punta Aderci	84	89	18	0		
March 21	15.	PP9/ABR The lighthouse of Punta Penna	130	135	10	0		
March 22	16.	PP11/TPP Savelletri di Fasano	129	138	26	1		
March 23	17.	PP6/VEN Battaglia Terme	80	91	16	0		
March 24	18.	PP5/FVG Parco di Villa Varda	61	65	14	0		
March 25	19.	PP4/IST Kožljak	77	84	8	0		
March 28	20.	PP3/ZAD Asparagus	79	86	21	0		
March 29	21.	LP/DNC Dry stone walls of Dalmatian vineyards	68	83	11	0		
March 30	22.	PP2/SKC Danilo	80	82	13	0		
March 31	23.	PP10/MOLISE The SARTOS of Acquaviva Collecroce	86	86	12	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CajUFBnDXQ-/> (March 1, 2022)

- Post #2 : <https://www.instagram.com/p/CaI57ymDxLD/> (March 2, 2022)
- Post #3 : <https://www.instagram.com/p/CaoerCTDRbX/> (March 3, 2022)
- Post #4 : <https://www.instagram.com/p/CarHOgTDBT3/> (March 4, 2022)
- Post #5 : <https://www.instagram.com/p/CayuCGwjGWY/> (March 7, 2022)
- Post #6 : https://www.instagram.com/p/Ca1b3j_j03U/ (March 8, 2022)
- Post #7 : <https://www.instagram.com/p/Ca34oNWjihP/> (March 9, 2022)
- Post #8 : <https://www.instagram.com/p/Ca6kNpLjpBQ/> (March 10, 2022)
- Post #9 : <https://www.instagram.com/p/Ca8-xqCDf3Y/> (March 11, 2022)
- Post #10 : https://www.instagram.com/p/CbE3ximD_Xn/ (March 14, 2022)
- Post #11 : <https://www.instagram.com/p/CbHVWurDQ-6/> (March 15, 2022)
- Post #12 : <https://www.instagram.com/p/CbJ9ur3outk/> (March 16, 2022)
- Post #13 : <https://www.instagram.com/p/CbMa8wHlkrn/> (March 17, 2022)
- Post #14 : <https://www.instagram.com/p/CbPDsg-i0fl/> (March 18, 2022)
- Post #15 : <https://www.instagram.com/p/CbWwN1Xj8ED/> (March 21, 2022)
- Post #16 : <https://www.instagram.com/p/CbZTmZWjRxa/> (March 22, 2022)
- Post #17 : <https://www.instagram.com/p/CbcDG3aja5P/> (March 23, 2022)
- Post #18 : <https://www.instagram.com/takeitslowproject/> (March 24, 2022)
- Post #19 : <https://www.instagram.com/p/CbhFLxLj8Yu/> (March 25, 2022)
- Post #20 : <https://www.instagram.com/p/Cbop3zUjJC1/> (March 28, 2022)
- Post #21 : <https://www.instagram.com/p/CbrMS76jSVr/> (March 29, 2022)

Post #22 : <https://www.instagram.com/p/Cbt33JDDx3w/> (March 30, 2022)

Post #23 : <https://www.instagram.com/p/CbwaXpXiqNO/> (March 31, 2022)

Number of stories: **12**

Total story views: **438**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
March 1	PP3/ZAD Ravni kotari, horseback riding repost @visit_ravnikotari	35	0
March 1	PP6/VEN Training and tours of students about stop-motion technique repost @myth_euomed	31	0
March 2	PP11/TPP Press conference for the event "Place Branding" repost @progettipp	46	0
March 6	PP11/TPP Press conference for the event "Place Branding" repost @pierpalmariggi	43	0
March 7	PP3/ZAD Bukara repost @visit_ravnikotari	27	0
March 10	PP11/TPP "Place Branding" repost @pierpalmariggi	49	0
March 10	PP11/TPP "Place Branding" repost @pierpalmariggi	46	0
March 11	PP3/ZAD Reels "Discovering Ravni Kotari"	53	0
March 13	PP3/ZAD Reels "Discovering Ravni Kotari" repost	28	0
March 24	PP6/VEN Battaglia Terme repost @myth_euomed	20	0
March 29	PP6/VEN Discovering new narratives repost @myth_euomed	30	0
March 29	PP6/VEN Discovering new narratives repost @myth_euomed	30	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **March 2022**:

Number of tweets: **30**

Profile visits: **3994**

New followers: **3 (total 17)**

Total tweet impressions: **4884**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
March 1	1.	PP3/ZAD Ravni kotari, horseback riding	26	6	2	0	0	3994	3
March 2	2.	PP7/ER Santarcangelo di Romagna	31	4	2	0	0		
March 3	3.	PP11/TPP Plain of Monumental Olive Trees	1184	34	10	3	2		
March 4	4.	PP9/ABR Villa Frigerj	467	9	5	0	2		
March 7	5.	PP3/ZAD Bukara	42	6	3	0	0		
March 8	6.	PP9/ABR Old-fashioned barber shop in Lanciano	347	12	5	0	2		
March 9	7.	PP5/FVG Austro-Hungarian iron bridge	23	4	2	0	0		
March 10	8.	PP6/VEN Portogruaro - Venice (Italy)	42	4	2	0	0		
March 10	9.	WEBINAR: "TAKE IT SLOW: SLOW TOURISM FOR HEALTH AND WELL-BEING"	15	2	0	0	0		
March 10	10.	TRAINING COURSE: "HOSPITALITY AND SUSTAINABILITY..."	16	3	0	0	0		
March 10	11.	TRAINING COURSE: "HOW TO CREATE THE PERFECT EXPERIENCE FOR THE SUSTAINABLE TOURIST"	17	6	0	0	0		
March 11	12.	PP1/RERA The Blaca Hermitage	23	10	2	0	0		

March 11	13.	Tourism, «The importance of calling each other...»: The questionnaire ...	627	13	4	2	1		
March 13	14.	The first educational event in the cycle of training innovative training sessions within the TAKE IT SLOW project - "Discovering Ravni Kotari"	38	9	2	1	0		
March 14	15.	PP3/ZAD Korlat	68	9	5	0	0		
March 15	16.	LP/DNC Dubrovnik Neretva region	39	6	4	0	0		
March 16	17.	PP5/FVG "The sign of a thing"	41	4	3	0	0		
March 17	18.	PP10/MOLISE Poetry Village	35	4	3	0	0		
March 17	19.	Webinar dedicated to slow, accessible and sustainable tourism in Friuli Venezia Giulia	38	7	3	1	0		
March 17	20.	Webinar dedicated to slow tourism for health and well-being	34	8	3	1	0		
March 18	21.	PP9/ABR The nature reserve of Punta Aderci	166	7	3	0	1		
March 21	22.	PP9/ABR The lighthouse of Punta Penna	484	27	6	2	4		
March 22	23.	PP11/TPP Savalletri di Fasano	855	23	6	0	1		
March 23	24.	PP6/VEN Battaglia Terme	31	5	2	0	0		
March 24	25.	PP5/FVG Parco di Villa Varda	45	3	1	0	0		
March 25	26.	PP4/IST Kožljak	22	2	1	0	0		
March 28	27.	PP3/ZAD Asparagus	25	3	1	0	0		
March 29	28.	LP/DNC Dry stone walls of Dalmatian vineyards	49	3	1	0	0		
March 30	29.	PP2/SKC Danilo	28	2	1	0	0		
March 31	30.	PP10/MOLISE The SARTOS of Acquaviva Collecroce	26	3	1	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1498552196044103682> (March 1, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1498917469259509770> (March 2, 2022)

- Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1499279865513656326> (March 3, 2022)
- Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1499650422335807490> (March 4, 2022)
- Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1500720910621368320> (March 7, 2022)
- Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1501103853013549056> (March 8, 2022)
- Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1501448611745484803> (March 9, 2022)
- Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1501825989374091264> (March 10, 2022)
- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1501895022152753154> (March 10, 2022)
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1501895549791916034> (March 10, 2022)
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1501895859822374914> (March 10, 2022)
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1502164434466140165> (March 11, 2022)
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1502199370527252484> (March 11, 2022)
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1503016932219535361> (March 13, 2022)
- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1503276964307738629> (March 14, 2022)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1503621909040226308> (March 15, 2022)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1503992312246030337> (March 16, 2022)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1504338147278213122> (March 17, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1504367329462960134> (March 17, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1504368286728925188> (March 17, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1504708519437688841> (March 18, 2022)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1505792099614175237> (March 21, 2022)

Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1506151534945570817> (March 22, 2022)

Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1506537549535358979> (March 23, 2022)

Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1506878392532094980> (March 24, 2022)

Post #26 : <https://twitter.com/TAKEITSLOWAdria/status/1507244628583583744> (March 25, 2022)

Post #27 : <https://twitter.com/TAKEITSLOWAdria/status/1508312059532005376> (March 28, 2022)

Post #28 : <https://twitter.com/TAKEITSLOWAdria/status/1508668200422150146> (March 29, 2022)

Post #29 : <https://twitter.com/TAKEITSLOWAdria/status/1509046581890273282> (March 30, 2022)

Post #30 : <https://twitter.com/TAKEITSLOWAdria/status/1509402739893276672> (March 31, 2022)

1.4. YOUTUBE

Total subscribers : 10

1 Project video was published on project YouTube page with total views:

Video: **"TAKE IT SLOW: slow tourism for health and well-being"**

TAKE IT SLOW project partner PROMOTURISMOFVG in collaboration with DIREZIONE SALUTE FVG and FEDERSANITA' ANCI FVG, has organized on March 15th, 2022, webinar dedicated to slow and sustainable tourism: „TAKE IT SLOW: slow tourism for health and well-being“.

The webinar, which was aimed at tourist guides, the reception staff of the FVG Info Points, and IATs attracted more than 50 participants.

The importance of health and physical and mental well-being are issues that are increasingly present also in tourism, especially after the experience of the COVID-19 pandemic on a global scale.

To respond to these new requests, numerous initiatives have been born that aim to encourage physical activity at all ages and make it increasingly accessible and sustainable. During the webinar, all these issues were addressed, bringing the Interreg TAKE IT SLOW project as best practice:

<https://www.youtube.com/watch?v=gTbcrD1nA6o&t=423s>

Total views : 11

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#15 APRIL 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **April 2022**:

Number of posts: **29**

Page likes: **6 (total 481)**

Page views: **153**

New page followers: **8 (total 506)**

Total reach of posts: **3585**

Total engagement on posts: **407**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
April 1	1.	PP7/ER Landscapes of Romagna	132	13	5	8	0	0	6	153	8
April 1	2.	PP2/SKC - "Murterske vedute"	36	30	12	18	0	0			
April 4	3.	PP3/ZAD Baštica	154	11	2	9	0	0			
April 4	4.	PP11/TPP -Vote the name	28	14	6	8	0	0			
April 5	5.	PP6/VEN The Benedictine Abbey of Praglia	173	13	1	12	0	0			
April 6	6.	PP11/TPP The Santo Stefano complex	149	13	2	11	0	0			
April 6	7.	PP11/TPP - Repost - Progetti TPP	104	11	4	7	0	0			

April 7	8.	PP8/SVIM Amandola, the "queen of the Sibillini"	132	8	2	6	0	0		
April 8	9.	PP9/ABR The Fontana delle 99 cannelle	131	11	5	6	0	0		
April 8	10.	PP11/TPP - Repost - Progetti TPP	116	4	0	4	0	0		
April 11	11.	PP3/ZAD Preparing dishes under peak	127	10	4	6	0	0		
April 12	12.	PP8/SVIM Passo Cattivo Peak	130	11	4	7	0	0		
April 12	13.	PP3/ZAD - The 2nd educational event - University of Zadar	206	63	48	13	2	0		
April 13	14.	PP3/ZAD Fritule are a traditional Dalmatian dessert	157	12	4	7	1	0		
April 14	15.	PP10/MOLISE The village of Tavenna, Campobasso	111	6	3	3	0	0		
April 14	16.	PP11/TPP - „Terre di Fasano“	37	18	11	7	0	0		
April 15	17.	PP9/ABR Processione del Cristo Morto	199	12	1	11	0	0		
April 15	18.	Take it slow - Happy Easter	144	12	4	8	0	0		
April 19	19.	PP5/FVG A "roncolo", the traditional fixed fowling post	131	4	1	3	0	0		
April 20	20.	PP9/ABR The Benedictine monks	119	6	0	6	0	0		
April 21	21.	PP10/MOLISE The art of fabric processing	123	7	4	3	0	0		
April 22	22.	PP11/TPP A majestic wall	145	15	5	10	0	0		
April 22	23.	PP1/RERA - Video promoting Blaca Hermitage	25	15	7	8	0	0		
April 25	24.	PP3/ZAD Vrana Lake	131	12	5	7	0	0		
April 26	25.	PP2/SKC Visovac - NP Krka	131	14	5	9	0	0		

April 26	26.	Take it slow - video presentation	139	17	11	6	0	0		
April 27	27.	PP5/FVG The municipality of Majano	117	6	0	6	0	0		
April 28	28.	PP6/VEN New narratives for ancient heritages...	144	33	25	8	0	0		
April 29	29.	PP9/ABR The Torre di Cerrano	114	6	1	5	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 : <https://www.facebook.com/takeitslowproject/posts/361902799183756> (April 1, 2022)

Post #2 : <https://www.facebook.com/takeitslowproject/posts/362090789164957> (April 1, 2022)

Post #3 : <https://www.facebook.com/takeitslowproject/posts/363733952333974> (April 4, 2022)

Post #4 : <https://www.facebook.com/takeitslowproject/posts/363940058980030> (April 4, 2022)

Post #5 : <https://www.facebook.com/takeitslowproject/posts/364326235608079> (April 5, 2022)

Post #6 : <https://www.facebook.com/takeitslowproject/posts/364910605549642> (April 6, 2022)

Post #7 : <https://www.facebook.com/takeitslowproject/posts/364920198882016> (April 6, 2022)

Post #8 : <https://www.facebook.com/takeitslowproject/posts/365504785490224> (April 7, 2022)

Post #9 : <https://www.facebook.com/takeitslowproject/posts/366115572095812> (April 8, 2022)

Post #10 : <https://www.facebook.com/takeitslowproject/posts/366122212095148> (April 8, 2022)

Post #11 : <https://www.facebook.com/takeitslowproject/posts/367934488580587> (April 11, 2022)

Post #12 : <https://www.facebook.com/takeitslowproject/posts/368547728519263> (April 12, 2022)

- Post #13 : <https://www.facebook.com/takeitslowproject/posts/368659101841459> (April 12, 2022)
- Post #14 : <https://www.facebook.com/takeitslowproject/posts/369123148461721> (April 13, 2022)
- Post #15 : <https://web.facebook.com/takeitslowproject/posts/369730561734313> (April 14, 2022)
- Post #16 : <https://web.facebook.com/takeitslowproject/posts/369775848396451> (April 14, 2022)
- Post #17 : <https://www.facebook.com/takeitslowproject/posts/370359501671419> (April 15, 2022)
- Post #18 : <https://www.facebook.com/takeitslowproject/posts/370391495001553> (April 15, 2022)
- Post #19 : <https://www.facebook.com/takeitslowproject/posts/372786471428722> (April 19, 2022)
- Post #20 : <https://www.facebook.com/takeitslowproject/posts/373388978035138> (April 20, 2022)
- Post #21 : <https://www.facebook.com/takeitslowproject/posts/373951397978896> (April 21, 2022)
- Post #22 : <https://www.facebook.com/takeitslowproject/posts/374531657920870> (April 22, 2022)
- Post #23 : <https://www.facebook.com/takeitslowproject/posts/374755737898462> (April 22, 2022)
- Post #24 : <https://www.facebook.com/takeitslowproject/posts/376373067736729> (April 25, 2022)
- Post #25 : <https://www.facebook.com/takeitslowproject/posts/376940271013342> (April 26, 2022)
- Post #26 : <https://www.facebook.com/takeitslowproject/posts/377000561007313> (April 26, 2022)
- Post #27 : <https://www.facebook.com/takeitslowproject/posts/377529397621096> (April 27, 2022)
- Post #28 : <https://www.facebook.com/takeitslowproject/posts/378210484219654> (April 28, 2022)
- Post #29: <https://bit.ly/3sEZpYI> (April 29, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **April 2022**:

Number of posts: **20**

Profile visits: **66**

New page followers: **9 (191)**

Total likes on posts: **296**

Account reach: **1566**

Impressions: **1748**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
April 1	1.	PP7/ER Discovering the landscapes of Romagna	74	97	17	0	66	9
April 4	2.	PP3/ZAD Baštica	78	85	21	0		
April 5	3.	PP6/VEN The Benedictine Abbey of Praglia	91	99	22	0		
April 6	4.	PP11/TPP The Santo Stefano complex	72	83	19	0		
April 7	5.	PP8/SVIM Amandola, the "queen of the Sibillini"	99	110	18	0		
April 8	6.	PP9/ABR The Fontana delle 99 cannelle	80	99	14	0		

April 11	7.	PP3/ZAD Preparing dishes under peak	66	72	11	0		
April 12	8.	PP8/SVIM Passo Cattivo Peak	67	70	13	0		
April 13	9.	PP3/ZAD Fritule are a traditional Dalmatian dessert	83	89	12	0		
April 14	10.	PP10/MOLISE The village of Tavenna, Campobasso	107	123	13	0		
April 15	11.	PP9/ABR Processione del Cristo Morto	67	73	10	0		
April 19	12.	PP5/FVG A "roncolo", the traditional fixed fowling post	55	57	9	0		
April 20	13.	PP9/ABR The Benedictine monks	71	79	14	0		
April 21	14.	PP10/MOLISE The art of fabric processing	86	89	7	0		
April 22	15.	PP11/TPP A majestic wall	67	70	14	0		
April 25	16.	PP3/ZAD Vrana Lake	80	92	15	0		
April 26	17.	PP2/SKC Visovac - NP Krka	113	120	23	1		
April 27	18.	PP5/FVG The municipality of Majano	52	59	15	0		
April 28	19.	PP6/VEN New narratives for ancient heritages...	76	92	16	0		
April 29	20.	PP9/ABR The Torre di Cerrano	82	90	13	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CbzOJ-1DzgD/> (April 1, 2022)

Post #2 : <https://www.instagram.com/p/Cb61pmpDnHE/> (April 4, 2022)
<https://www.instagram.com/p/CYTQ5Xbjdfr/>

Post #3 : <https://www.instagram.com/p/Cb9Z5OADsQI/> (April 5, 2022)

Post #4 : https://www.instagram.com/p/Cb_9vJ2jyRp/ (April 6, 2022)

Post #5 : <https://www.instagram.com/p/CcCjTLvjZl2/> (April 7, 2022)

Post #6 : <https://www.instagram.com/p/CcFPMEDDERd/> (April 8, 2022)

Post #7 : <https://www.instagram.com/p/CcM6TMqjVun/> (April 11, 2022)

Post #8 : <https://www.instagram.com/p/CcPe628Dext/> (April 12, 2022)

Post #9 : <https://www.instagram.com/p/CcSCBmQjIEz/> (April 13, 2022)

Post #10 : <https://www.instagram.com/p/CcUnFpcDa-N/> (April 14, 2022)

Post #11 : <https://www.instagram.com/p/CcXO815jpL2/> (April 15, 2022)

Post #12 : <https://www.instagram.com/p/CchfailD2Ya/> (April 19, 2022)

Post #13 : <https://www.instagram.com/p/CckHuMejqcd/> (April 20, 2022)

Post #14 : <https://www.instagram.com/p/Ccmpp6ziMbG/> (April 21, 2022)

Post #15 : <https://www.instagram.com/p/CcpQU9ljTs7/> (April 22, 2022)

Post #16 : https://www.instagram.com/p/Ccw_cEYjXXr/ (April 25, 2022)

Post #17 : <https://www.instagram.com/p/CcziPVrijlNH/> (April 26, 2022)

Post #18 : <https://www.instagram.com/p/Cc1-6cpiNC4/> (April 27, 2022)

Post #19 : <https://www.instagram.com/p/Cc4mOwJDUnY/> (April 28, 2022)

Post #20 : <https://www.instagram.com/p/Cc7FUMHjPCR/> (April 29, 2022)

Number of stories: **16**

Total story views: **545**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
April 4	PP11/TPP -Vote the name that will identify the micro-destination REPOST @progettipp	45	0
April 5	PP6/VEN The Benedictine Abbey of Praglia repost @myth_euromed	26	0
April 5	PP11/TPP -Vote the name that will identify the micro-destination REPOST @progettipp	33	0
April 7	PP11/TPP -Vote the name that will identify the micro-destination REPOST @progettipp	41	0
April 8	PP11/TPP vote for the name of the tourist destination repost @pierpalmariggi	46	0
April 8	PP11/TPP vote for the name of the tourist destination repost @pierpalmariggi	36	0
April 8	PP11/TPP vote for the name of the tourist destination repost @progettipp	35	0
April 9	PP11/TPP the name of the tourist destination event @progettipp	42	0
April 12	PP3/ZAD - The 2nd educational event - University of Zadar	46	0
April 14	PP11/TPP - „Terre di Fasano“ repost @progettipp	32	0
April 14	PP11/TPP - „Terre di Fasano“ repost @pierpalmariggi	29	0
April 14	PP11/TPP - „Terre di Fasano“ repost @pierpalmariggi	25	0
April 17	Take it slow - Happy Easter	43	0
April 21	PP6/VEN Turismo article repost @myth_euromed	27	0
April 21	PP6/VEN Turismo article repost @myth_euromed	20	0
April 28	PP6/VEN New narratives for ancient heritages...	19	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **April 2022**:

Number of tweets: **26**

Profile visits: **4397**

New followers: **1 (total 18)**

Total tweet impressions: **3661**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
April 1	1.	PP7/ER Discovering the landscapes of Romagna	40	4	2	0	0	4397	1
April 1	2.	PP2/SKC "Murterske vedute"	76	4	2	1	0		
April 4	3.	PP3/ZAD Baštica	64	4	2	0	0		
April 5	4.	PP6/VEN The Benedictine Abbey of Praglia	34	4	2	0	0		
April 6	5.	PP11/TPP The Santo Stefano complex	803	18	4	1	1		
April 7	6.	PP8/SVIM Amandola, the "queen of the Sibillini"	45	4	2	0	0		
April 8	7.	PP9/ABR The Fontana delle 99 cannelle	179	13	6	0	2		
April 11	8.	PP3/ZAD Preparing dishes under peak	26	3	2	0	0		

April 12	9.	PP8/SVIM Passo Cattivo Peak	25	3	2	0	0		
April 12	10.	PP3/ZAD The 2nd educational event	66	8	2	0	1		
April 13	11.	PP3/ZAD Fritule are a traditional Dalmatian dessert	399	13	6	0	2		
April 14	12.	PP10/MOLISE The village of Tavenna, Campobasso	23	2	1	0	0		
April 14	13.	PP11/TPP - „Terre di Fasano“	530	17	1	1	1		
April 15	14.	PP9/ABR Processione del Cristo Morto	80	7	1	0	1		
April 15	15.	Take it slow - Happy Easter	14	2	1	0	0		
April 19	16.	PP5/FVG A “roncolo”, the traditional fixed fowling post	21	2	1	0	0		
April 20	17.	PP9/ABR The Benedictine monks	146	4	1	0	1		
April 21	18.	PP10/MOLISE The art of fabric processing	24	2	1	0	0		
April 22	19.	PP11/TPP A majestic wall	787	21	6	0	1		
April 22	20.	PP1/RERA - Video promoting Blaca Hermitage	24	8	1	1	0		
April 25	21.	PP3/ZAD Vrana Lake	19	2	1	0	0		
April 26	22.	PP2/SKC Visovac - NP Krka	27	4	1	0	0		
April 26	23.	Take it slow - video presentation	24	8	1	1	0		
April 27	24.	PP5/FVG The municipality of Majano	44	5	2	0	0		
April 28	25.	PP6/VEN New narratives for ancient heritages...	28	5	2	0	0		
April 29	26.	PP9/ABR The Torre di Cerrano	113	4	1	0	1		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1509798681683316744> (April 1, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1509944091227918338> (April 1, 2022)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1510869818186022914> (April 4, 2022)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1511231418671767557> (April 5, 2022)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1511591527553900546> (April 6, 2022)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1511957047654367234> (April 7, 2022)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1512333510450761732> (April 8, 2022)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1513413471332933637> (April 11, 2022)

Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1513775497230135298> (April 12, 2022)

Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1513848155082739719> (April 12, 2022)

Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1514134209861935107> (April 13, 2022)

Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1514497589755977728> (April 14, 2022)

Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1514593848818913284> (April 14, 2022)

Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1514866431095099398> (April 15, 2022)

Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1514885813858967556> (April 15, 2022)

Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1516309864774975490> (April 19, 2022)

Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1516679928137367552> (April 20, 2022)

- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1517035967764439040b> (April 21, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1517402571597619201> (April 22, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1517528057099214848> (April 22, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1518491300407959554> (April 25, 2022)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1518849321336287234> (April 26, 2022)
- Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1518890561809403905> (April 26, 2022)
- Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1519199051828318210> (April 27, 2022)
- Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1519562516267171840> (April 28, 2022)
- Post #26 : <https://twitter.com/TAKEITSLOWAdria/status/1519912050939600896> (April 29, 2022)

1.4. YOUTUBE

Total subscribers : 10

1 Project video was published on project YouTube page with total views:

Video: **TAKE IT SLOW - Blaca Hermitage**

Watch the video promoting Blaca Hermitage, the RERA SD for the development and coordination of the Split Dalmatia County pilot site that is realized under the TAKE IT SLOW Project Interreg Italy Croatia. Find out interesting facts about this priceless cultural heritage through the presentation by Jasna Damjanović, the Directory of The Brač Culture Centre. Blaca Hermitage is one of the sites, TAKE IT SLOW Project Interreg Italy Croatia pilot areas, whose accessibility through the project will be improved.

https://www.youtube.com/watch?v=QT4bFStDeTQ&t=44s&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views : 15

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#16 MAY 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **May 2022**:

Number of posts: **25**

Page likes: **12 (total 493)**

Page views: **139**

New page followers: **16 (total 522)**

Total reach of posts: **3086**

Total engagement on posts: **274**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
May 2	1.	PP3/ZAD Kaštel Benković	120	11	1	10	0	0	12	139	16
May 3	2.	PP5/FVG The Cormor ring	115	7	7	0	0				
May 4	3.	PP7/ER Valmarecchia	106	9	6	3	0				
May 5	4.	PP10/MOLISE Santa Maria La Nova	127	12	5	7	0				
May 6	5.	PP11/TPP Fasano	167	11	3	8	0				
May 9	6.	PP3/ZAD The medieval Great Road	141	9	2	7	0				
May 10	7.	PP11/TPP Albergabic	158	8	2	6	0				
May 10	8.	Working day of project partner	25	5	1	4	0				
May 11	9.	PP6/VEN Giardino Botanico Porto Caleri	216	35	20	15	0				

May 12	10.	PP9/ABR The Bolza mountain	136	7	1	6	0	0
May 12	11.	Work in progress for the realization of the open-air museum „Murter views“	43	10	3	7	0	0
May 13	12.	PP10/MOLISE A painting depicting Santa Barbara	112	2	0	2	0	0
May 13	13.	TAKE IT SLOW Study trip to Denmark	235	29	19	10	0	0
May 16	14.	PP3/ZAD Healthy homemade food	124	8	5	3	0	0
May 17	15.	PP9/ABR High-quality handicrafts	101	9	4	5	0	0
May 17	16.	Meeting with workers of the tourist department in the Municipality of Fasano	102	7	2	5	0	0
May 18	17.	PP3/ZAD Brandy (rakija) distillati	134	7	3	4	0	0
May 19	18.	PP9/ABR The tombolo or pillow	134	19	14	5	0	0
May 20	19.	PP7/ER Casteldelci	139	9	1	8	0	0
May 23	20.	PP3/ZAD Franciscan monastery of the Blessed Virgin Mary	135	8	4	4	0	0
May 24	21.	PP6/VEN Venetian waterways	156	23	16	7	0	0
May 25	22.	PP7/ER Marecchia Valley	120	3	0	3	0	0
May 26	23.	PP10/MOLISE Santuario di Santa Giusta	103	8	3	5	0	0
May 31	24.	PP9/ABR Civitella del Tronto	132	12	5	7	0	0
May 31	25.	PI RERA SD organized an educational study trip	5	6	2	4	0	0

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0kaHhu5Z1sMiiGsh8Siaon27Potw8KPjt mPGzi8RtXBTsh3GdBnBiX59nFAw12kiHl> (May 2, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0qTub3QbiqtDFC5BtxW1N8G4SXRcT2X kB2VoSGEBBt5RF4bX5rsmNhxbJEScFPrqol> (May 3, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Qva43abk8dqfLBA2rrfStzDiG7xXCP6g TPY6Gaskg6wA6GGsne8stYC2WKnqoaFHI> (May 4, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02t87Q6MPLGkZ5eM2HBjgd3addfCue mFjo6Aaw6mb9KdeLkpPkSHoBnsuo7CH7vnUWI> (May 5, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02SVS7ySBLNqP7gNyyiCPW36mqDVXxF 9nsThDbwe7JcGqthagHni1pT6ZQkYbVtqRUI> (May 6, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0jBh5PWZLjM3bR6uSADyqZGgWdfDpE mnvSHwBwMUarr51HRLktH9dYRjQVMVaRGCCI> (May 9, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0vj9dys5odyVhgKDRnECXhBYWfKsxd9N dZbYadRw5UtiGZh6YAcyNSyWJwC15rBNWl> (May 10, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0VStrSr1fM1C5hQHx46JaAaa8ycFz5Lw8 tm6PTiemCEqFWjkWYS2xQwBhGZwVJaw6l> (May 10, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02A1A5NtDZNHmWv9jhsfXPEdLZ8DVHNE1GdrP2M1HQfvTga5wSTTC4kPhXBng3EtrI> (May 11, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0YW9Ejmwt6ADoQAW1Qr9PvihinsjAPMGyQfPep4RSzVeuQ83MAfMAgVkvApm1PuwWI> (May 12, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02wmKh15QMu5ZraEhtgQFhXKMaVnWCNweTnDXf9GmyRucij9zzFZrmepCwdDSqo1tI> (May 12, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0aPgRh3wqFCk28uYasNazPN7ihvAuvBF2t4qbanBVVGsNongQXDRHsQckLnggr3aPI> (May 13, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Wi4g2B9Q5kQf7s895isz8GMk1ojBWrI733FWA93tQhM4JwuEgEthUv37ScHh9REMI> (May 13, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02PV8m1yd2hPafbY4Zwu8r91U6Ue74i3Lc3LW2PDCzabMJ5KYQrNHj4t29mZziDshYI> (May 16, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0AZqy4hHUats4nNXDHTSZjDQKvi2pzBeYxaULgqWP3pSRnE8xWTUP1zAmnJVrAYbSI> (May 17, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid037NJ4jvC4RQ5AgxWuTvyLmU7KPN7gH91uwQrENwXdZJ8d5NqdJJN3rMj8RHK9N1VjI> (May 17, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0MGvV5GTnDrWY4C1xkgE9Fd5dkBGz4nEeWwwXQQCdmMaXJqWQAaWh79CiZ9ryddjil> (May 18, 2022)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid03iRs3BocFPKGGeUsQ8tJz1AmQtu79Y5KmSt4J3bw7uK47h9vtjryXUpDXuu22d1sl> (May 19, 2022)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0VRFs93L9G5xawb4KPXMuCwgqAFt9m17UML924HExpj5ZiyKP92iT5UaM98SdAGiFI> (May 20, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02JBGp4qDrpgGbxum229wL3CXk69V3p9TUqwoWScQMIDHBERuZVb2om4rXgZpbU59DI> (May 23, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid09Wue51yqbRpZk4fKUUmILBzc5u4LT7XwRgXg6FVP5yj2Gy3qPHVkJFoZVtsFSiHmxI> (May 24, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid03xXAUdHLj79gpEGPVVHzNAopW98rdgyiA6ibxh2Ang1NKN19oD5hsmLnzDC4NgT2I> (May 25, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0fwkAVqR7Zdn3MjCWiv54spsP6uaiYawhsay9RAWwLs8RjAuB3YFD5LbXnaByYZuCI> (May 26, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02jJFTTrDBGSCW2zsdymiyhhrdb9t58xCMxbJZ3CDghcZtwPfgbTAbAv6TbQsXwcUJCI> (May 31, 2022)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0ubXBspis7r9n83S3rw85G7HShPD4wCNvFGQMkoaKFyvp3EYQ9yejV1uouKdEVMZkl> (May 31, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **May 2022**:

Number of posts: **20**

Profile visits: **81**

New page followers: **13 (204)**

Total likes on posts: **262**

Account reach: **1332**

Impressions: **1539**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
May 2	1.	PP3/ZAD - Kaštel Benković	73	84	18	0	81	13
May 3	2.	PP5/FVG The Cormor ring	62	66	10	0		
May 4	3.	PP7/ER Valmarecchia	85	103	22	1		
May 5	4.	PP10/MOLISE Santa Maria La Nova	58	66	8	0		
May 6	5.	PP11/TPP Fasano	62	66	14	0		
May 9	6.	PP3/ZAD The medieval Great Road	62	68	12	0		
May 10	7.	PP11/TPP Albergabic	44	49	9	0		
May 11	8.	PP6/VEN Giardino Botanico Porto Caleri	131	157	23	1		
May 12	9.	PP9/ABR The Bolza mountain	44	52	8	0		
May 13	10.	PP10/MOLISE A painting depicting Santa Barbara	40	45	7	0		
May 16	11.	PP3/ZAD Healthy homemade food	52	60	11	0		
May 17	12.	PP9/ABR High-quality handicrafts	58	72	9	0		
May 18	13.	PP3/ZAD Brandy (rakija) distillati	66	72	8	0		
May 19	14.	PP9/ABR The tombolo or pillow	66	79	15	0		
May 20	15.	PP7/ER Casteldelci	88	107	16	0		

May 23	16.	PP3/ZAD Franciscan monastery of the Blessed Virgin Mary	48	53	10	0		
May 24	17.	PP6/VEN Venetian waterways	116	139	25	1		
May 25	18.	PP7/ER Marecchia Valley	81	97	15	0		
May 26	19.	PP10/MOLISE Santuario di Santa Giusta	57	65	13	0		
May 31	20.	PP9/ABR Civitella del Tronto	39	39	9	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CdDB3muD1GZ/> (May 2, 2022)

Post #2 : <https://www.instagram.com/p/CdFibAdjYYk/> (May 3, 2022)
<https://www.instagram.com/p/CYTQ5Xbjdfr/>

Post #3 : <https://www.instagram.com/p/CdH-LA3DEFP/> (May 4, 2022)

Post #4 : <https://www.instagram.com/p/CdKjOJSD0VD/> (May 5, 2022)

Post #5 : <https://www.instagram.com/p/CdNMRh-Dtc-/> (May 6, 2022)

Post #6 : <https://www.instagram.com/p/CdU-UcaDJqJ/> (May 9, 2022)

Post #7 : <https://www.instagram.com/p/CdXhh6sj7v7/> (May 10, 2022)

Post #8 : <https://www.instagram.com/p/CdaChvDDSSO/> (May 11, 2022)

Post #9 : <https://www.instagram.com/p/CdcsHRIjx57/> (May 12, 2022)

Post #10 : <https://www.instagram.com/p/CdfaUzoDSbU/> (May 13, 2022)

Post #11 : <https://www.instagram.com/p/CdnBcZBjyVy/> (May 16, 2022)

Post #12 : <https://www.instagram.com/p/CdplEPSj0DU/> (May 17, 2022)

Post #13 : <https://www.instagram.com/p/CdsFKP-DX4x/> (May 18, 2022)

Post #14 : <https://www.instagram.com/p/CduprZ7DuwG/> (May 19, 2022)

Post #15 : <https://www.instagram.com/p/CdxPLvWjPcP/> (May 20, 2022)

Post #16 : https://www.instagram.com/p/Cd4_sm0DwG9/ (May 23, 2022)

Post #17 : https://www.instagram.com/p/Cd7i-Y_jpLY/ (May 24, 2022)

Post #18 : <https://www.instagram.com/p/Cd-FycXjdcP/> (May 25, 2022)

Post #19 : <https://www.instagram.com/p/CeArsnTDogR/> (May 26, 2022)

Post #20 : <https://www.instagram.com/p/CeNlO2TjgTn/> (May 31, 2022)

Number of stories: **3**

Total story views: **107**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
May 11	PP6/VEN Giardino Botanico Porto Caleri repost @myth_euromed	19	0
May 17	PP11/TPP - Tourist Municipality of Fasano repost @pierpalmariggi	60	0
May 24	PP6/VEN Venetian waterways	28	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **May 2022**:

Number of tweets: **23**

Profile visits: **3654**

New followers: **2 (total 20)**

Total tweet impressions: **2734**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
May 2	1.	PP3/ZAD Kaštel Benković	49	4	3	0	0	3654	2
May 3	2.	PP5/FVG The Cormor ring	50	5	3	0	0		
May 4	3.	PP7/ER Valmarecchia	57	3	2	0	0		
May 5	4.	PP10/MOLISE Santa Maria La Nova	35	6	2	0	0		
May 6	5.	PP11/TPP Fasano	811	18	8	0	1		
May 9	6.	PP3/ZAD The medieval Great Road	34	4	3	0	0		
May 10	7.	PP11/TPP Albergabic	584	10	4	0	1		
May 11	8.	PP6/VEN Giardino Botanico Porto Caleri	35	4	2	0	0		
May 12	9.	PP9/ABR The Bolza mountain	264	5	3	0	1		
May 12	10.	Work in progress for the realization of the open-air museum „Murter views“	44	8	2	0	0		
May 13	11.	PP10/MOLISE A painting depicting Santa Barbara	29	3	2	0	0		
May 13	12.	TAKE IT SLOW Study trip to Denmark	40	7	2	2	0		
May 16	13.	PP3/ZAD Healthy homemade food	39	3	2	0	0		
May 17	14.	PP9/ABR High-quality handicrafts	80	6	2	0	1		
May 18	15.	PP3/ZAD Brandy (rakija) distillati	36	3	2	0	0		

May 19	16.	PP9/ABR The tombolo or pillow	314	13	4	0	3		
May 20	17.	PP7/ER Casteldelci	39	6	2	0	0		
May 23	18.	PP3/ZAD Franciscan monastery of the Blessed Virgin Mary	33	4	1	0	0		
May 24	19.	PP6/VEN Venetian waterways	31	5	3	0	0		
May 25	20.	PP7/ER Marecchia Valley	21	3	2	0	0		
May 26	21.	PP10/MOLISE Santuario di Santa Giusta	27	3	2	0	0		
May 31	22.	PP9/ABR Civitella del Tronto	59	4	2	0	1		
May 31	23.	PI RERA SD organized an educational study trip	23	4	1	2	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1521029686364712960> (May 2, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1521382827304095745> (May 3, 2022)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1521725546018844672> (May 4, 2022)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1522089029679955968> (May 5, 2022)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1522461758094557184> (May 6, 2022)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1523555444928565248> (May 9, 2022)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1523914129534291968> (May 10, 2022)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1524268521655570433> (May 11, 2022)

Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1524641158336598020> (May 12, 2022)

Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1524744137068531714> (May 12, 2022)

- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1525023951470075904> (May 13, 2022)
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1525131420875771905> (May 13, 2022)
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1526095211109175306> (May 16, 2022)
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1526455394037555200> (May 17, 2022)
- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1526807416188321795> (May 18, 2022)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1527169896265678850> (May 19, 2022)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1527533017551478784> (May 20, 2022)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1528625255169810432> (May 23, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1528984124693925889> (May 24, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1529341706050707457> (May 25, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1529706499307708423> (May 26, 2022)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1531522267481526274> (May 31, 2022)
- Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1531556400408760320> (May 31, 2022)

1.4. YOUTUBE

Total subscribers : 10

1 Project video was published on project YouTube page with total views:

Date of publishing : May 31, 2022

Video: **Slow tourism in Brač area**

PI RERA SD organized an educational study trip for the stakeholders to share experience and knowledge about 'slow tourism' in the Brač area. Click on video and immerse yourself into Dalmatian islander way of life.

The aim of the trip was to promote the Blaca Hermitage and the island of Brač by presenting opportunities for the development of slow tourism based on encouraging the local community to address the impact of the tourism industry, but also preserving natural and cultural heritage and lifestyle.

Click on video and immerse yourself into Dalmatian islander way of life : <https://bit.ly/3x3Orgl>

Total views: 7

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#17 JUNE 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **June 2022**:

Number of posts: **28**

Page likes: 9 new (**total 502**)

Page views: **88**

New page followers: 10 new (**total 532**)

Total reach of posts: **3145**

Total engagement on posts: **394**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
June 1	1.	PP8/SVIM The Sibillini National Park	106	5	0	5	0	0	9	153	10
June 1	2.	Event: 10.000 STEPS TOGETHER TO DISCOVER NATURE	138	1	0	0	0	0			
June 1	3.	Event: FOREST BATHING AND CONSCIOUS BREATHING IN 10.000 STEPS	82	1	0	0	0	0			
June 2	4.	PP6/VEN Rowing through history... Venice	138	10	2	8	0	0			
June 3	5.	PP3/ZAD Bokanjčko blato	143	18	10	8	0	0			
June 3	6.	Certification and labeling workshop of partner PI DA RERA	132	11	7	4	0	0			

June 3	7.	PI DA RERA trip to Blaca Hermitage	187	32	21	11	0	0		
June 7	8.	PP3/ZAD Lisičić	147	12	3	9	0	0		
June 8	9.	PP5/FVG Centro Sportivo di Base	125	3	0	3	0	0		
June 9	10.	PP8/SVIM The Great Ring of the Sibillini	111	6	0	6	0	0		
June 10	11.	PP2/SKC St. Michael's Fortres	86	6	0	6	0	0		
June 13	12.	PP3/ZAD The Marasca cherry	114	10	2	8	0	0		
June 13	13.	TERRE DI FASANO - THE PRESENTATION OF THE NEW BRAND LOGO	78	5	3	2	0	0		
June 13	14.	Event: TERRE DI FASANO - logo	83	1	0	0	0	0		
June 14	15.	PP9/ABR Golden wheatfield in Manoppello	82	1	0	1	0	0		
June 14	16.	Project news - Best practices repost @svem_marche	78	12	11	1	0	0		
June 15	17.	PP6/VEN Sacca di Scardovari	122	14	6	8	0	0		
June 15	18.	Project news - Best practices	156	162	151	10	1	0		
June 17	19.	"TERRE DI FASANO" - the presentation of the brand new logo.	150	11	6	5	0	0		
June 17	20.	PP4/IST Euphrasian Basili	92	5	0	5	0	0		
June 20	21.	PP8/SVIM Recanati is the typical "balcony city"	117	10	0	10	0	0		
June 21	22.	PP3/ZAD Donkey	110	8	0	8	0	0		
June 23	23.	PP9/ABR The Navelli Plain	107	11	4	7	0	0		
June 24	24.	PP3/ZAD Ravni kotari - sheep	118	10	2	8	0	0		
June 27	25.	PP3/ZAD The medieval Vrana fortress	101	4	0	4	0	0		
June 28	26.	PP7/ER Discovering the landscapes of Romagna	81	11	6	5	0	0		

June 29	27.	PP8/SVEM The Sibillini Mountains	89	8	2	6	0	0		
June 30	28.	PP10/MOLISE I Trabucco	72	6	2	4	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Cnq4Z3W2GHpa4HWa2PF3Jo2tGXZgb6J7qHJ39HiA8CgngDvZ1DPJoLmq15jHEF3Bl> (June 1, 2022)

Post #2 :

<https://www.facebook.com/events/1183615492401597/> (June 1, 2022)

Post #3 :

<https://www.facebook.com/events/696532031416975/> (June 1, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02kbc6rXDxgu9CMBfxaVPTfPsPQwJwPxjVdr1bEbuDEwJzD9bo9tmeJLyVBvCXP6wjl> (June 2, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0bbobL3UfFRcVCT8SrPKpb16ht1SGEdA xgtNRTVhgGNF94noJm4S2zoeGYGiPtvygl> (June 3, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02n5mvVqYkDEwGHmP49Kji724AqRxsuzMKVc6fhZXW3qLVBtmdEomJrNjzBmsgZzgl> (June 3, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02qRd6yaCi4hw45pJcmTaSFcTjR3uY5miFJQLDkm6S93pfiTcpi5i85ahcmCAeCRpFl> (June 3, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid08mtTwsQec9NaxpXFcETfR8cqDQ34CB RBv6LdAPby21ohkrR1XHJhAaHe6Q7gb9egl> (June 7, 2022)

Post #9 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0fw6c2rQH79WxCs8UM2v1h5bo2cKL6Q2RisafQKbCsJp9dDGB37ZZb5PrVbNxXmbGI> (June 8, 2022)

Post #10 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02MR8Cw4idmSQfufnvMbengBsPcdGAjH5z16AcLogTm1HVBqEEbABQA5Q3zQdGpyNXI> (June 9, 2022)

Post #11 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0dG8ShjiHRi2UDggDpojZdH3TtoNy49RQHNNXft4w5AjFDNtnV9Fv9aFrSf8CVival> (June 10, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02fJxCe8ipcnLySNdNiyhNH1kLAYz8Vs4bw7wbsGKiX5w5qC5CCipKevhgqga6pFyRI> (June 13, 2022)

Post #13 :

<https://www.facebook.com/events/563053498758601?ref=newsfeed> (June 13, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid06QWP2yGUdc2sxzL93HDXc6FSzTVA8v7iTphfkKpsed2sjFnz8HX4CvKsNtzshB2I> (June 13, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0b6KgdP1pWAI64oXrduaGsGLTXEmpyVYQmUcAsXYE36D3UjczvSZW9jzEfZWKRv4XI> (June 14, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0jZsrdb5R6Wn5kidemE1yvmKXZ5EzP5nWW6PD2Dhr7DtKsjyHX1EonmhvqnavMmnyI> (June 14, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02fTgxhajtjEK4TSu4fjyeYvvyn6pgu6BJk5izhqucLM7sA1XX7rkY7HWLgyCyWgaKI> (June 15, 2022)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0sRikTXLi7F1u7aN7g8N9DeqYt1veWA8xYFfwza9i6Yz8du8PzLu8CbdxeKDQcT5uI> (June 15, 2022)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid032buBPuGJczmcQaUv2xjcVKMsRC68eGBZR8JpKFxNrX83VPmFXkt3XPriyNXrqiHfl> (June 17, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02RWFjtDfTNGLkYU7a5qLJVguSw8QgafhHm3onfg1xpegZ9PcTBZiKyLnJHPSd27Url> (June 17, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02mppdkmwdpCFuym34mPN9fM4oNuLC67YgsLpgvBBgwykPJfue3WeNtxsRAYXkkJL5l> (June 20, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid03equ7cQNiHpZXkKuKhHtE75Lc7xeu81NtxZRGMd351KWCZfroQeyks5bcheRTzqgl> (June 21, 2022)

Post #23 :

<https://web.facebook.com/takeitslowproject/posts/pfbid04wmJL3zNcYPYBMGqSMEMT7fZXWFB9tsr3UGJcKNsRpHyxmRm5gYVubGskvcvJ2MYl> (June 23, 2022)

Post #24 :

<https://web.facebook.com/takeitslowproject/posts/pfbid023iEKgr6jG23FJ8iaTXgurCXCJrwiWpaWonce6o1A71W6zCxD6FttKzN3dq3bwX2Ml> (June 24, 2022)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0v3rffbvNm23zX5RQsy7Mt8ZF66SBYqa3exKWpN4Ziz7DSQgXu8MKuFyw5ATR3g3ul> (June 27, 2022)

Post #26 :

<https://www.facebook.com/takeitslowproject/posts/pfbid034SpigqkB63aA5DrtsFMJBjdhAJ9i1U5NNht8hDBzXuCjfpazrL3ML1ZkNMHLyW4l> (June 28, 2022)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ovUqdxYsvHNYTgZFi1xnbCEuxSz2gb2pwReFvtca9VR9TAry9e2uL6DQK1BHEybl> (June 29, 2022)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02xHVLTRAtz2K2NP4aJg2DgHrV1S7moUetLnBnSE4KTDG24DVntGFh3KHu2D5LdpH6l> (June 30, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **June 2022**:

Number of posts: **19**

Profile visits: **98**

New page followers: **11 (215)**

Total likes on posts: **240**

Account reach: **1327**

Impressions: **1524**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
June 1	1.	PP8/SVIM The Sibillini National Park	73	86	13	2	98	11
June 2	2.	PP6/VEN Rowing through history... Venice	94	118	19	1		
June 3	3.	PP3/ZAD Bokanjčko blato	59	66	8	0		
June 7	4.	PP3/ZAD Lisičić	100	117	17	1		
June 8	5.	PP5/FVG Centro Sportivo di Base	66	77	7	0		
June 9	6.	PP8/SVIM The Great Ring of the Sibillini	58	65	10	0		
June 10	7.	PP2/SKC St. Michael's Fortres	52	58	11	0		
June 13	8.	PP3/ZAD The Marasca cherry	70	79	18	0		
June 14	9.	PP9/ABR Golden wheatfield in Manoppello	61	70	17	0		
June 15	10.	PP6/VEN Sacca di Scardovari	90	106	17	1		
June 17	11.	PP4/IST Euphrasian Basili	88	98	10	0		

June 20	12.	PP8/SVIM Recanati is the typical "balcony city"	65	68	5	0		
June 21	13.	PP3/ZAD Donkey	59	65	11	0		
June 23	14.	PP9/ABR The Navelli Plain	80	97	15	0		
June 24	15.	PP3/ZAD Ravni kotari - sheep	68	82	18	0		
June 27	16.	PP3/ZAD The medieval Vrana fortress	69	75	11	0		
June 28	17.	PP7/ER Discovering the landscapes of Romagna	82	95	9	0		
June 29	18.	PP8/SVEM The Sibillini Mountains	56	62	14	0		
June 30	19.	PP10/MOLISE I Trabucco	37	40	10	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CeQIHDUD5CF/> (June 1, 2022)

Post #2 : <https://www.instagram.com/p/CeSs47wjhg9/> (June 2, 2022)
<https://www.instagram.com/p/CYTQ5Xbjdfr/>

Post #3 : <https://www.instagram.com/p/CeVT22ZDhok/> (June 3, 2022)

Post #4 : <https://www.instagram.com/p/Cefpcl4DAVo/> (June 7, 2022)

Post #5 : <https://www.instagram.com/p/CeiKExNj1SJ/> (June 8, 2022)

Post #6 : <https://www.instagram.com/p/Cekva08jrLV/> (June 9, 2022)

Post #7 : <https://www.instagram.com/p/CenbPRGj4SK/> (June 10, 2022)

Post #8 : <https://www.instagram.com/p/CevCvv iTtJ/> (June 13, 2022)

Post #9 : <https://www.instagram.com/p/CexnCtljWvS/> (June 14, 2022)

Post #10 : <https://www.instagram.com/p/Ce0MgOyjCiS/> (June 15, 2022)

Post #11 : <https://www.instagram.com/p/Ce5by5lDtMr/> (June 17, 2022)

Post #12 : <https://www.instagram.com/p/CfBJT6dj0CP/> (June 20, 2022)

Post #13 : <https://www.instagram.com/p/CfDu9sljL5o/> (June 21, 2022)

Post #14 : <https://www.instagram.com/p/Cfl87zdjE4K/> (June 23, 2022)

Post #15 : <https://www.instagram.com/p/CfLcFScD2Mj/> (June 24, 2022)

Post #16 : <https://www.instagram.com/p/CfTJeP0Dc8H/> (June 27, 2022)

Post #17 : <https://www.instagram.com/p/CfVppNHDhEc/> (June 28, 2022)

Post #18 : <https://www.instagram.com/p/CfYQSbOjZad/> (June 29, 2022)

Post #19 : <https://www.instagram.com/p/Cfa2m00jx-W/> (June 30, 2022)

Number of stories: **16**

Total story views: **612**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
June 1	PP8/SVIM The Sibillini National Park repost @p.a.renoir	49	0
June 2	PP6/VEN Rowing through history... Venice repost @myth_euromed	28	0
June 9	PP7/ER icons repost @kaledion_comunicazione	42	0
June 9	PP7/ER icons repost @kaledion_comunicazione	31	0
June 13	PP11/TPP event Terra di Fasano	35	0
June 14	PP11/TPP event Terra di Fasano repost @pierpalmariggi	42	0
June 14	PP11/TPP event Terra di Fasano repost @valeriopalasciano	39	0
June 14	PP1/RERA agroturizam Kaštil Gospodnetić	44	0
June 14	PP1/RERA agroturizam Kaštil Gospodnetić	35	0
June 14	PP1/RERA agroturizam Kaštil Gospodnetić	35	0
June 15	PP11/TPP event Terra di Fasano repost @valeriopalasciano	37	0
June 15	PP6/VEN Sacca di Scardovari	23	0
June 16	PP11/TPP event Terra di Fasano repost @pierpalmariggi	61	0
June 16	PP11/TPP event Terra di Fasano repost @progettipp	50	0
June 17	PP11/TPP event Terra di Fasano repost @teresa.cecere24	38	0
June 28	PP6/VEN video Venice is a fish repost @myth_euromed	23	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **June 2022**:

Number of tweets: **25**

Profile visits: **4162**

New followers: **0 (total 20)**

Total tweet impressions: **1755**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
June 1	1.	PP8/SVIM The Sibillini National Park	42	5	2	0	0	4162	0
June 1	2.	Event: 10.000 STEPS TOGETHER TO DISCOVER NATURE	28	3	0	0	0		
June 1	3.	Event: FOREST BATHING AND CONSCIOUS BREATHING IN 10.000 STEPS	31	5	0	0	0		
June 2	4.	PP6/VEN Rowing through history... Venice	42	7	3	0	0		

June 3	5.	PP3/ZAD Bokanjčko blato	30	3	2	0	0		
June 3	6.	Certification and labeling workshop of partner PI DA RERA	30	4	2	0	0		
June 3	7.	PI DA RERA trip to Blaca Hermitage	40	4	2	0	0		
June 7	8.	PP3/ZAD Lisičić	43	3	2	0	0		
June 8	9.	PP5/FVG Centro Sportivo di Base	30	3	2	0	0		
June 9	10.	PP8/SVIM The Great Ring of the Sibillini	23	2	1	0	0		
June 10	11.	PP2/SKC St. Michael's Fortres	229	13	9	0	1		
June 13	12.	PP3/ZAD The Marasca cherry	57	3	2	0	0		
June 13	13.	TERRE DI FASANO - logo	613	18	3	0	1		
June 14	14.	PP9/ABR Golden wheatfield in Manoppello	37	4	2	0	0		
June 15	15.	Project news - best practices	33	8	3	1	0		
June 15	16.	PP6/VEN Sacca di Scardovari	43	5	2	0	0		
June 17	17.	PP4/IST Euphrasian Basili	29	3	2	0	0		
June 20	18.	PP8/SVIM Recanati is the typical "balcony city"	74	4	2	0	0		
June 21	19.	PP3/ZAD Donkey	25	3	2	0	0		
June 23	20.	PP9/ABR The Navelli Plain	183	9	4	0	2		
June 24	21.	PP3/ZAD Ravni kotari - sheep	15	4	2	0	0		
June 27	22.	PP3/ZAD The medieval Vrana fortress	35	5	3	0	1		
June 28	23.	PP7/ER Discovering the landscapes of Romagna	23	3	2	0	0		
June 29	24.	PP8/SVEM The Sibillini Mountains	7	1	0	0	0		

June 30	25.	PP10/MOLISE I Trabucco	13	2	1	0	0		
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Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

- Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1531880247221788674> (June 1, 2022)
- Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1532008292716892160> (June 1, 2022)
- Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1532010623890083844> (June 1, 2022)
- Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1532242581358362625> (June 2, 2022)
- Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1532609601773912065> (June 3, 2022)
- Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1532720243776290816> (June 3, 2022)
- Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1532730919248855045> (June 3, 2022)
- Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1534067502371811328> (June 7, 2022)
- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1534417934264696833> (June 8, 2022)
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1534782424726609920> (June 9, 2022)
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1535160476711239682> (June 10, 2022)
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1536231352474943488> (June 13, 2022)
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1536334257026736128> (June 13, 2022)
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1536592858635026433> (June 14, 2022)

- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1536956663839739904> (June 15, 2022)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1537074685732847617> (June 15, 2022)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1537694893094711297> (June 17, 2022)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1538780697753788418> (June 20, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1539143344626049025> (June 21, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1539878202729971712> (June 23, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1540227818717601792> (June 24, 2022)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1541312610687148032> (June 27, 2022)
- Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1541665038783627264> (June 28, 2022)
- Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1542031525046255617> (June 29, 2022)
- Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1542397153099776002> (June 30, 2022)

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#18 JULY 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **July 2022**:

Number of posts: **33**

Page likes: 4 new (**total 508**)

Page views: **136**

New page followers: 45 new (**total 577**)

Total reach of posts: **3397**

Total engagement on posts: **763**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
July 1	1.	PP9/ABR The Museo Casa Natale di Gabriele D'Annunzio	86	3	0	3	0	0	4	136	45
July 4	2.	PP1/RERA Brač, Dalmatian village Dol	104	5	1	4	0	0			
July 4	3.	OVER 200 INSTALLATIONS OF NEW SIGNS FOR MORE THAN 40 VENETO VILLAS	90	9	5	4	0	1			
July 4	4.	Venice is a fish! - short film	56	5	2	3	0	0			
July 5	5.	PP3/ZAD Asseria	136	15	5	10	0	0			
July 6	6.	PP8/SVEM Loreto in the	105	7	1	6	0	0			

		province of Ancona									
July 7	7.	PP4/IST Chapel of St. Rocco	107	9	2	7	0	0			
July 8	8.	PP9/ABR The Scala Santa in Campli	107	6	1	5	0	0			
July 8	9.	House of Castles in Momjan	106	7	4	3	0	0			
July 12	10.	PP1/RERA Home of Gospodnetić – Martinović	132	4	0	4	0	0			
July 13	11.	PP3/ZAD Grapevine	109	8	2	6	0	0			
July 14	12.	PP4/IST The Church of St. Foška	105	7	0	7	0	0			
July 14	13.	EVENT 5th Steering Committee Meeting	67	5	0	0	0	0			
July 15	14.	PP7/ER The hills of Romagna	106	8	1	7	0	0			
July 15	15.	Eco certificates for local family farmers from Ravni kotari	101	159	136	19	0	1			
July 15	16.	EVENT - HOUSE OF CASTLES IN MOMJAN-OPENING	86	5	0	0	0	0			
July 18	17.	PP3/ZAD Pridraga	87	3	1	2	0	0			
July 19	18.	PP8/SVEM The seafaring tradition of Porto Recanati	105	5	0	5	0	0			
July 19	19.	EVENT 5th Steering Committee Meeting	10	6	3	3	0	0			
July 20	20.	PP9/ABR A view of a trabucco or trabocco	109	9	1	8	0	0			
July 20	21.	The 1st day of the 5th Steering Committee meeting	194	218	181	29	2	5			
July 21	22.	PP9/ABR The Abbazia di San Pietro ad Oratorium	104	9	1	8	0	0			

July 21	23.	The 2-day event	48	110	85	22	0	1		
July 22	24.	PP4/IST St. Rocco Church	82	4	1	3	0	0		
July 25	25.	PP3/ZAD Figs	114	6	0	6	0	0		
July 26	26.	PP5/FVG Moruzzo, Martignacco and Fagagn	90	6	0	6	0	0		
July 27	27.	PP8/SVEM Chiesa Santa Maria di Portonovo	89	8	2	6	0	0		
July 27	28.	LP/DNC Pelješac Bridge	127	16	8	8	0	0		
July 27	29.	Grand opening of the House of Castles in Momjan	9	7	3	4	0	0		
July 27	30.	Grand opening - photos	94	22	13	9	0	0		
July 27	31.	5th STEERING COMMITTEE MEETING IN VASTO, ABRUZZO	331	53	40	12	0	1		
July 28	32.	PP10/MOLISE The Cathedral of San Pardo	92	10	3	7	0	0		
July 29	33.	PP9/ABR The Warrior of Capetrano	109	9	5	4	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Cs7LEhvGStnEM6xifr4LxqzhgFVjSq2BVjXY3qQUHPYmBviTkGLNxxv57PGGzMyAul> (July 1, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0357P4Lum8PyF92A1etbTuXSJJe8Esqc5o6ecnwiarvAtm2TLi5oPK4bt3A48d7nnil> (July 4, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Z8sBWdPuGw3xbgNZ9UKTgmehH7ud5KtHQwRCpk3szHXG4i6oDL23wxHzyK5WGFYal> (July 4, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0bhPg8FqPrfPwy8XbAgeQuwvQAttgCZCmwo0JhnAACiU1uvjumRLU2TBPzxmeDeggl> (July 4, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Aww9ydEoCtdXuWkguUXU7JJxVXVfRjhva6Aa1SFgejrB2Y3PCkmzdMnY4Uwjo2X7l> (July 5, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0yDLsNqABDUrdz9wQvNrPdYiWk6gp2CrPnoRrS8yHY4bryus8bcGfpqFyHGP6Er6l> (July 6, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid037svHdbajGCTUZeHABiJgB3QGJDo3jm16ZoscjwfoxX2ZvaULsSnZh2so7rQaRGF8l> (July 7, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02YXUsSybrtWS1SzAybMtwcyfmdmydWDGB1BY8AYWxyJnvQciT5vF1bfh6nNP1ppu5l> (July 8, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02dnPvEppctwbjvm19vudu3CnPoop7rtztDTfFneL1gLCNCBNKjdYG4c5Rxc98fkuSl> (July 8, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JAKywyQQ4PSb58zDnSMcYuypHVbxGHD3S7DznNGqRuLLDhTBYGfe9hnf5sQC5nEwl> (July 12, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid04LHMfXyLZQ3vy6gc9TeC6Mcq8SPZnmNjwHFBxyBRKwnjftQmFjnBv2hrNrPT4s5dl> (July 13, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid05G87PT4EFecjYaueBaxv8bE2qhLv4wplbxWrELTkmrdCDj9gCdsLERmgC9Y128fwl> (July 14, 2022)

Post #13 :

<https://www.facebook.com/events/2973076572992641?ref=newsfeed> (July 14, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02FdsScAPMyNBuJe5LqmWSjss2VJA7eR9JP6Am64SpVRRFrBbVZoxSuEhZQPnpw27RI> (July 15, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02G4DwY841AAjZxAQAxCHjXTkpWmVHINyEMnoalV1sVFWnu8nv9RHp4X5CSj6xGcMI> (July 15, 2022)

Post #16 :

<https://www.facebook.com/events/758970941896694> (July 15, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid096ogyLSQ55vGGPNA8c4NRi7DFMDvjW1s9NLdcRPUMGHCBdHPznva3gYgvG2LME4wl> (July 18, 2022)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02bJ2X8fJB2Wf3F4MdQ4GdFf4BViDQsiDdHSuEKkXz3Pox8jGxh9eUBxMWWb2y1DJXI> (July 19, 2022)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JFEqFhBmABvwPvBWYf7vcVwhoska3QAHCLBAGziXn9tm4yJv3kgZ45phZy3CAC3al> (July 19, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02wS8ycPwasF8ygRdeZfnKCoAqTGQT3trjds1gTQ8zq4XW5Y3xR9fDi2cn78Bc89X2I> (July 20, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02TQYcZgiG62nizFBBVMWggQHkmHPwthTjpXDxRyFttK8LiFwGfJzDzRUqegWz85A7I> (July 20, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ykU2TgGNmFixirAqiAVerg4QUWoJQhupkpGVxZ4qkYeYC2pBa4S889QiMMVLPzLsl> (July 21, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0UVtW4TMhyNUzb12J1MDWawfnpGN3UxMp2RjJRE9EwbVhNNbez2SNNSUidjUHBszUI> (July 21, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0mpQM6bQj7iZvsC7v69ZRFnCN1VkNC9uC8MaJSp6YrRMRS164px2B8hUVnyueYMNI> (July 22, 2022)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0zUQayNThZckG4fbzL6rYqZUjuMJ7ttBQGdTMnKXMexivTCnKEeDnhaAkYDb7FUkrl> (July 25, 2022)

Post #26 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02PTEjPjDfG6b2dHxgeEhwJ4f9Gasfku3682YT32wsi5V2W7FiAnPcgZpP3G2NpRRkl> (July 26, 2022)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02FMVfH48aUBp5nC9UJK37mHWoPog2qwRotCqLon57rtr8QVbCA1iFoao36WwHWwknl> (July 27, 2022)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0YPxcZGcbT6GGLxK9h5pbJicD4eBtVqbcGa7xBDnrDJfBTZm49mdrYQog8snWCA7tl> (July 27, 2022)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0uGmiH1inSgmEZLJQaEM8yi5VDHdAe4FLMaC7Htfwrrg9UMUopigD1R7TP7HFkN7NI> (July 27, 2022)

Post #30 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Ps8LAXNVjoViu7SBFu4MG3hubmFDBkVDJHAhnLU9WrifPFLN4nBEPd5UxmWn9vzLI> (July 27, 2022)

Post #31 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02pphyEtPBH1S9NqW4GYPzkeNJMpCrU5HhCyZ58PRekExAEk3CMEkWTBrcviCAuLPml> (July 27, 2022)

Post #32 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02BJFyKvGdoGdwwN2sT6EG498pa6s71DADyRE3urfbYmCUY1Ks8875jYsEmUjHgbPKI> (July 28, 2022)

Post #33 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0U6XLENoM46xnzqnLS9jCv8sHpEQGtTd9BWJLLWGGzFi9a6u8nCNgd9JExG7maWheI> (July 29, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **July 2022**:

Number of posts: **21**

Profile visits: **53**

New page followers: **11 (226)**

Total likes on posts: **230**

Account reach: **1428**

Impressions: **1618**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
July 1	1.	PP9/ABR The Museo Casa Natale di Gabriele D'Annunzio	57	64	7	0	53	11
July 4	2.	PP1/RERA Brač, Dalmatian village Dol	83	94	17	0		
July 5	3.	PP3/ZAD Asseria	51	53	13	0		
July 6	4.	PP8/SVEM Loreto in the province of Ancona	47	54	6	0		
July 7	5.	PP4/IST Chapel of St. Rocco	98	116	13	0		
July 8	6.	PP9/ABR The Scala Santa in Campli	50	55	10	0		
July 12	7.	PP1/RERA Home of Gospodnetić – Martinović	102	116	14	0		

July 13	8.	PP3/ZAD Grapevine	50	55	11	0		
July 14	9.	PP4/IST The Church of St. Foška	93	104	11	0		
July 15	10.	PP7/ER The hills of Romagna	78	98	12	0		
July 18	11.	PP3/ZAD Pridraga	82	90	11	0		
July 19	12.	PP8/SVEM The seafaring tradition of Porto Recanati	68	73	14	0		
July 20	13.	PP9/ABR A view of a trabucco or trabocco	50	58	13	0		
July 21	14.	PP9/ABR The Abbazia di San Pietro ad Oratorium	46	53	8	0		
July 22	15.	PP4/IST St. Rocco Church	106	129	9	0		
July 25	16.	PP3/ZAD Figs	63	67	9	0		
July 26	17.	PP5/FVG Moruzzo, Martignacco and Fagagn	49	58	10	0		
July 27	18.	PP8/SVEM Chiesa Santa Maria di Portonovo	49	52	9	2		
July 27	19.	LP/DNC Pelješac Bridge	112	131	18	0		
July 28	20.	PP10/MOLISE The Cathedral of San Pardo	38	40	6	0		
July 29	21.	PP9/ABR The Warrior of Capestrano	56	58	9	1		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CfdcMBqjO93/> (July 1, 2022)

Post #2 : <https://www.instagram.com/p/CflUoanigYy/> (July 4, 2022)

Post #3 : <https://www.instagram.com/p/CfnqeUfIZPX/> (July 5, 2022)

Post #4 : <https://www.instagram.com/p/CfqPRG-Khmc/> (July 6, 2022)

Post #5 : https://www.instagram.com/p/Cfs0D_vgUUo/ (July 7, 2022)

Post #6 : <https://www.instagram.com/p/CfvY2fpKy79/> (July 8, 2022)

- Post #7 : <https://www.instagram.com/p/Cf5zoC4DwN8/> (July 12, 2022)
- Post #8 : <https://www.instagram.com/p/Cf8RokRDVmp/> (July 13, 2022)
- Post #9 : <https://www.instagram.com/p/Cf-9HHHDtp2/> (July 14, 2022)
- Post #10 : <https://www.instagram.com/p/CgBclzUDgcV/> (July 15, 2022)
- Post #11 : <https://www.instagram.com/p/CgJLAPijQ6t/> (July 18, 2022)
- Post #12 : <https://www.instagram.com/p/CgLvdF7DHUx/> (July 19, 2022)
- Post #13 : <https://www.instagram.com/p/CgOSebkjO8t/> (July 20, 2022)
- Post #14 : <https://www.instagram.com/p/CgQ5VMgDvbl/> (July 21, 2022)
- Post #15 : <https://www.instagram.com/p/CgTxkphDZ6G/> (July 22, 2022)
- Post #16 : <https://www.instagram.com/p/CgbNzK0qHx7/> (July 25, 2022)
- Post #17 : <https://www.instagram.com/p/CgdvKgVKsRC/> (July 26, 2022)
- Post #18 : <https://www.instagram.com/p/CggT9KSKr8A/> (July 27, 2022)
- Post #19 : <https://www.instagram.com/p/CggqofDDibs/> (July 27, 2022)
- Post #20 : <https://www.instagram.com/p/Cgi4wXmqURj/> (July 28, 2022)
- Post #21 : <https://www.instagram.com/p/CgldikuKpXT/> (July 29, 2022)

Number of stories: **7**
 Total story views: **355**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
July 1	PP6/VEN Pilot area signs repost @myth_euomed	29	0

July 7	PP6/VEN Vila Molin repost @villamolin	34	0
July 8	PP6/VEN Vila Molin repost @myth_euromed	29	0
July 20	PP9/ABR 5th SC Meeting repost @ilnuovoonline	67	0
July 20	PP9/ABR 5th SC Meeting repost @myth_euromed	48	0
July 21	PP9/ABR 5th SC Meeting repost @berto_cotrona	77	0
July 25	PP9/ABR 5th SC Meeting repost @razvojnaagencijaskz	71	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **July 2022**:

Number of tweets: **30**

Profile visits: **4403**

New followers: **0 (total 20)**

Total tweet impressions: **2183**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
July 1	1.	PP9/ABR The Museo Casa Natale di Gabriele D'Annunzio	249	6	4	0	1	4403	0

July 4	2.	PP1/RERA Brač, Dalmatian village Dol	46	6	2	0	0		
July 4	3.	OVER 200 INSTALLATIONS OF NEW SIGNS FOR MORE THAN 40 VENETO VILLAS	24	6	2	0	0		
July 5	4.	PP3/ZAD Asseria	56	5	2	0	0		
July 6	5.	PP8/SVEM Loreto in the province of Ancona	62	6	2	0	0		
July 7	6.	PP4/IST Chapel of St. Rocco	18	3	1	0	0		
July 8	7.	PP9/ABR The Scala Santa in Campli	253	7	3	0	1		
July 8	8.	House of Castles in Momjan	24	8	2	0	0		
July 12	9.	PP1/RERA Home of Gospodnetić – Martinović	34	7	2	0	0		
July 13	10.	PP3/ZAD Grapevine	41	3	2	0	0		
July 14	11.	PP4/IST The Church of St. Foška	18	3	1	0	0		
July 15	12.	PP7/ER The hills of Romagna	38	3	2	0	0		
July 15	13.	Eco certificates for local family farmers from Ravni kotari	45	10	2	0	0		
July 15	14.	EVENT - HOUSE OF CASTLES IN MOMJAN- OPENING	13	7	2	0	0		
July 18	15.	PP3/ZAD Pridraga	38	3	2	0	0		
July 19	16.	PP8/SVEM The seafaring tradition of Porto Recanati	34	5	2	0	0		
July 19	17.	EVENT 5th Steering Committee Meeting	17	6	3	0	0		
July 20	18.	PP9/ABR A view of a trabucco or trabocco	120	7	1	0	1		
July 20	19.	The 1st day of the 5th Steering Committee meeting	493	12	2	0	2		
July 21	20.	PP9/ABR The Abbazia di San Pietro ad Oratorium	74	5	1	0	1		
July 21	21.	The 2-day event	146	11	2	0	1		
July 22	22.	PP4/IST St. Rocco Church	41	1	0	0	0		
July 25	23.	PP3/ZAD Figs	19	2	1	0	0		
July 26	24.	PP5/FVG Moruzzo, Martignacco and Fagagn	18	4	1	0	1		
July 27	25.	PP8/SVEM Chiesa Santa Maria di Portonovo	13	2	0	0	0		
July 27	26.	LP/DNC Pelješac Bridge	115	7	2	0	0		

July 27	27.	Grand opening of the House of Castles in Momjan	21	10	1	0	0		
July 28	28.	PP10/MOLISE The Cathedral of San Pardo	23	2	1	0	0		
July 29	29.	PP9/ABR The Warrior of Capestrano	90	4	1	0	1		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1542761570387779585> (July 1, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1543870676003610626> (July 4, 2022)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1543884203103854592> (July 4, 2022)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1544199398468599810> (July 5, 2022)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1544561785151307778> (July 6, 2022)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1544924175940259840> (July 7, 2022)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1545286564405809155> (July 8, 2022)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1545480473257852934> (July 8, 2022)

Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1546753654975250433> (July 12, 2022)

Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1547100530056601601> (July 13, 2022)

Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1547477796737490945> (July 14, 2022)

Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1547828835667718145> (July 15, 2022)

Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1547842238616506369> (July 15, 2022)

- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1548030098091102209> (July 15, 2022)
- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1548916052004077568> (July 18, 2022)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1549277748807467008> (July 19, 2022)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1549401071025537024> (July 19, 2022)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1549636201392623616> (July 20, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1549735225726574593> (July 20, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1550002809772310528> (July 21, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1550112381992218624> (July 21, 2022)
- Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1550408575012536321> (July 22, 2022)
- Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1551454703094988801> (July 25, 2022)
- Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1551809546099630080> (July 26, 2022)
- Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1552171932585525251> (July 27, 2022)
- Post #26 : <https://twitter.com/TAKEITSLOWAdria/status/1552222540063457281> (July 27, 2022)
- Post #27 : <https://twitter.com/TAKEITSLOWAdria/status/1552228513230512130> (July 27, 2022)
- Post #28 : <https://twitter.com/TAKEITSLOWAdria/status/1552534320870436864> (July 28, 2022)
- Post #29 : <https://twitter.com/TAKEITSLOWAdria/status/1552896707813416960> (July 29, 2022)

1.4. YOUTUBE

Total subscribers : 10

2 Project video were published on project YouTube page with **total views of 27**:

VIDEO 1 :

Date of publishing : July 8th 2022

Video: TAKE IT SLOW - House of Castles in Momjan

Region of Istria, in cooperation with the Historical and Maritime Museum of Istria and the Archaeological Museum of Istria, within TAKE IT SLOW project, presented upcoming activities related to castles and forts.

One of the main activities within TAKE IT SLOW project is equipping, and increasing the virtual accessibility and visibility of the House of Castles in Momjan, as a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage.

The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Buje while the equipping will be done within TAKE IT SLOW project. The castle house was designed as an innovative architectural marker that reinterprets the tower and palace of the castle, an artist-in-residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

The opening of the House of Castles in Momjan is planned for the July 22th 2022 : https://www.youtube.com/watch?v=3waRtoGHM2M&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views: 8

VIDEO 2 :

Date of publishing : July 27th 2022

Video: TAKE IT SLOW - Visitors center House of Castles in Momjan

Region of Istria, Administrative Department for Culture and Heritage has opened the Virtual Museum and Creative Center House of Castles as part of the activity of the Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites.

The castle house is designed as an innovative architectural place that reinterprets the tower and palace of the castle, an artist-in-residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

House of Castles will be a central place for the promotion of all Istrian castles and the promotion of the common northern Adriatic cultural heritage. The investment in construction works, as a prerequisite for the implementation of the project, was financed by the Region of Istria and the City of Buje while the equipping was done within the TAKE IT SLOW project : https://www.youtube.com/watch?v=0qQJh0Vj63Q&ab_channel=TAKEITSLOWProjectInterregItalyCroatia

Total views: 19

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#19 AUGUST 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **August 2022**:

Number of posts: **23**

Page likes: 9 new (**total 517**)

Page views: **57**

New page followers: 16 new (**total 593**)

Total reach of posts: **7901**

Total engagement on posts: **720**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
August 1	1.	PP3/ZAD Cereals	106	6	2	4	0	0	9	57	16
August 2	2.	PP6/VEN Venice Lagoon	2347	220	149	59	3	7			
August 3	3.	PP7/ER Orchids, crocuses and buttercups	1953	163	118	45	3	5			
August 4	4.	PP8/SVEM The Sanctuary of the Holy House	95	6	0	6	0	0			
August 5	5.	PP2/SKC Kninska tvrđava	117	14	5	8	0	0			
August 8	6.	PP3/ZAD Garlic	100	6	1	5	0	0			
August 9	7.	PP4/IST Bale	104	9	5	4	0	0			
August 10	8.	PP10/MOLISE Larino	98	6	1	5	0	0			
August 11	9.	PP9/ABR Hot-air balloons	95	5	0	5	0	0			

August 12	10.	PP8/SVEM Spiaggia delle Due Sorelle	103	8	4	4	0	0		
August 16	11.	PP4/IST St. Rocco sanctuary	100	4	0	4	0	0		
August 17	12.	PP6/VEN The town of Cavallino- Treporti	1470	165	99	42	7	12		
August 18	13.	PP8/SVEM The sunset on Lake Fiastra	86	7	1	6	0	0		
August 19	14.	PP3/ZAD Zadar and sunsets	95	6	0	6	0	0		
August 22	15.	PP9/ABR The Costa dei Trabocchi	124	10	4	6	0	0		
August 23	16.	PP8/SVEM Bicycle touring route	96	6	0	6	0	0		
August 24	17.	PP5/FVG Farra d'Isonzo	86	8	1	5	2	0		
August 25	18.	PP7/ER Antica Stamperia March	143	13	6	6	0	0		
August 25	19.	PP1/RERA Hrapoćuša night	143	9	2	7	0	0		
August 26	20.	PP8/SVEM Porto Recanati	88	9	2	7	0	0		
August 29	21.	PP3/ZAD Fig	131	14	4	10	0	0		
August 30	22.	PP6/VEN Pellestrina island	85	7	0	7	0	0		
August 31	23.	PP10/MOLISE "HRVATSKA ULICA" or "Via Croatia"	136	19	7	12	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0dJnPpwijCPFxEZUo1hLZeXzjo6LK9xAiGBjPUD66xTHmr57wAmCLGuKsmYqacZbl> (August 1, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02TLd9noFgyU242AfUF9sd6gg4zFz4nrQDbwAmk5XngSkr2RGpAssFWJbAFT3bTowjl> (August 2, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0296VFEPGRqhWTaCH2okfkRh6Yty1erCLusRZPycYL5gYQsMksFKv9av5SBryLsuDhl> (August 3, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02N638anwMbNzZat7VADKXew34c7uxCfkT2PifUB5fTzMaM71ksQsdfSmKoMdcbyBYl> (August 4, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0eX7cMTmb4f9jRCL7Z6pwKhYVUnJ8wfiLk4VvwgkGy5AaFYbLQjhA58xXaUjt7X8l> (August 5, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid025e5zMFgtSfaK6JzuGUj6hYJ9pjkW6U4ssdoLBv8zpryVDy3ytz96BaATUEY4pw74l> (August 8, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0zJNMtfTYnXzWjDQLfWtqmDnPTKHp4NwgGTshaeRN1EZHQzajmtW21zi5FfQTy4hCl> (August 9, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid033SCintC96ASND7pr4vUnVsDwxhfiZDHmNmXQ5fQ64dSVGxpsFwekrMfM6p3r7DMEl> (August 10, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Rr2KsUr5QfmRbGGvZLQfuXek7h6L9Chbyi5KX9GAqzB9Tzx3Q7ypb5F7sTpH7DBtl> (August 11, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02S76PEE6p6JYMD4bdZhr2t7iGdnhbjerShtif1oQLn7c4G5gLfDxRcoSPTkZzaHJl> (August 12, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0BGxWuQuWszJEppxouXuhGGaTm9Wwv5ffcYEPzCzwXrDBjyLfhVfwinWptCuinpwnl> (August 16, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02cpq5afHUB9CankdJ12ogUjrDm6AfENyEdrTnnu3eDZPjdQMSAexitj27fXZAATbQl> (August 17, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0xtMzt78WTW7Htgkp5Qqo2G6qUZyWwScvYLg2iZbm5hbG99vGAWR3m7hyRewoHQQsl> (August 18, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0nqWFn9N6M3dDnaU2A5FbmVgAvMEuAaUyoVDRcAj7SbUPnpwKuTkDvo22j8ThaAYvl> (August 19, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0eigaxGveVx7YQaURfjQmN4cvzTBHAX2AGzp1QLuqZjeZGHwGk2D6GxN8mAH9GCeYl> (August 22, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid025mdbLjhKB8qcVdhcBGY26xjtmovmF5Xiy6K5cMXmuCM84fk79btHKytcEo4ZtHv7l> (August 23, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0zWVrMFKuUAK5eSzNj4cCHEnb6CmSUxJnUHQrrCFHNwQsoU9ZoxpeKq8mN6xQtZZbl> (August 24, 2022)

Post #18 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0MxWenJ3woPshuuPTwtn8NRycvtiAMkQb6w3BRJkD5W28VhpqoXVr9k6Fw8BVbjeBl> (August 25, 2022)

Post #19 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0vDPd3S4BYEpGdZTRtsAPhJFnVakgBE2TazJWudxVkr9mVFCUpqKHgYzEjaivMjXl> (August 25, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid04nWu3CWSucwLqECexiueEz6z9Cn1gGHBHxi2gJSRxm9wojzXsilBFBXuB29LDPrpl> (August 26, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02CqpvL8gKKwhHNvpaWbVUyUEQTKai85e1JVWW1iTkWDn1DTj3AwwPRNzTgsSybgorl> (August 29, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid027c1Hg1vc8B3R3ohyCvzDZs5QmGY5yLWUvNoTsizcNVJLTtSmF9Nm7tMoZfXDuf6Xl> (August 30, 2022)

Posr #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0k7otVNeLVmVFKaMoELy3uP1c1yMRLNs6GszGD9qFZGBixcD7edyXarGA676353Zfl> (August 31, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **August 2022**:

Number of posts: **23**

Profile visits: **31**

New page followers: **6 (232)**

Total likes on posts: **269**

Account reach: **1645**

Impressions: **1951**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
August 1	1.	PP3/ZAD Cereals	54	63	10	0	31	6
August 2	2.	PP6/VEN Venice Lagoon	69	74	8	1		
August 3	3.	PP7/ER Orchids, crocuses and buttercups	83	106	14	0		
August 4	4.	PP8/SVEM The Sanctuary of the Holy House	56	61	10	0		
August 5	5.	PP2/SKC Kninska tvrđava	86	92	15	0		

August 8	6.	PP3/ZAD Garlic	47	51	7	0		
August 9	7.	PP4/IST Bale	73	82	11	0		
August 10	8.	PP10/MOLISE Larino	53	56	9	1		
August 11	9.	PP9/ABR Hot-air balloons	59	63	14	0		
August 12	10.	PP8/SVEM Spiaggia delle Due Sorelle	90	99	14	1		
August 16	11.	PP4/IST St. Rocco sanctuary	73	87	10	0		
August 17	12.	PP6/VEN The town of Cavallino-Treporti	121	130	13	1		
August 18	13.	PP8/SVEM The sunset on Lake Fiastra	73	76	9	2		
August 19	14.	PP3/ZAD Zadar and sunsets	55	58	12	0		
August 22	15.	PP9/ABR The Costa dei Trabocchi	74	78	13	0		
August 23	16.	PP8/SVEM Bicycle touring route	60	61	13	1		
August 24	17.	PP5/FVG Farra d'Isonzo	55	57	13	1		
August 25	18.	PP7/ER Antica Stamperia March	58	80	11	0		
August 25	19.	PP1/RERA Hrapoćuša night	65	96	10	0		
August 26	20.	PP8/SVEM Porto Recanati	58	119	10	0		
August 29	21.	PP3/ZAD Fig	63	134	11	0		
August 30	22.	PP6/VEN Pellestrina island	169	174	17	1		
August 31	23.	PP10/MOLISE "HRVATSKA ULICA" or "Via Croatia"	51	54	15	1		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CgtMPOcKr3M/> (August 1, 2022)

Post #2 : <https://www.instagram.com/p/CgvwuitggL1/> (August 2, 2022)

Post #3 : <https://www.instagram.com/p/CgyVh7aKt76/> (August 3, 2022)

Post #4 : <https://www.instagram.com/p/Cg06T6TK7uT/> (August 4, 2022)

- Post #5 : <https://www.instagram.com/p/Cg3fG-1KXCX/> (August 5, 2022)
- Post #6 : https://www.instagram.com/p/Cg_NfqUqRgY/ (August 8, 2022)
- Post #7 : <https://www.instagram.com/p/ChByTPcqOTy/> (August 9, 2022)
- Post #8 : <https://www.instagram.com/p/ChEXYsGqWoh/> (August 10, 2022)
- Post #9 : <https://www.instagram.com/p/ChG75c5qCmM/> (August 11, 2022)
- Post #10 : <https://www.instagram.com/p/ChJgrfxqrlf/> (August 12, 2022)
- Post #11 : <https://www.instagram.com/p/ChTz3UPKQn-/> (August 16, 2022)
- Post #12 : <https://www.instagram.com/p/ChWZmRaijXX/> (August 17, 2022)
- Post #13 : <https://www.instagram.com/p/ChY9chxKcYQ/> (August 18, 2022)
- Post #14 : <https://www.instagram.com/p/ChbiPdLqbjE/> (August 19, 2022)
- Post #15 : <https://www.instagram.com/p/ChjQoh7K-fE/> (August 22, 2022)
- Post #16 : <https://www.instagram.com/p/Chl1r9UqTZ-/> (August 23, 2022)
- Post #17 : <https://www.instagram.com/p/ChoaNznqTlO/> (August 24, 2022)
- Post #18 : https://www.instagram.com/p/Chq_CMHKbe5/ (August 25, 2022)
- Post #19 : <https://www.instagram.com/p/ChrahHaqGQj/> (August 25, 2022)
- Post #20 : <https://www.instagram.com/p/Chtj0CUKcAQ/> (August 26, 2022)
- Post #21 : <https://www.instagram.com/p/Ch1SMkcqsad/> (August 29, 2022)
- Post #22 : <https://www.instagram.com/p/Ch32-8vK0hK/> (August 30, 2022)
- Post #23 : <https://www.instagram.com/p/Ch6byI9qhEq/> (August 31, 2022)

Number of stories: **7**
 Total story views: **214**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
August 2	PP6/VEN Venice Lagoon repost @myth_euromed	23	0
August 17	PP6/VEN The town of Cavallino-Treporti repost @myth_euromed	59	0
August 23	PP5/FVG Photo challenge repost @fvglive	30	0
August 23	PP5/FVG Photo challenge repost @fvglive	24	0
August 23	PP5/FVG Photo challenge repost @fvglive	20	0
August 23	PP5/FVG Photo challenge repost @fvglive	20	0
August 30	PP6/VEN Pellestrina island	38	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :
<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **August 2022**:

Number of tweets: **23**
 Profile visits: **2581**
 New followers: **0 (total 20)**
 Total tweet impressions: **859**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
August 1	1.	PP3/ZAD Cereals	30	3	2	0	0	2581	0
August 2	2.	PP6/VEN Venice Lagoon	14	3	2	0	0		
August 3	3.	PP7/ER Orchids, crocuses and buttercups	17	3	2	0	0		
August 4	4.	PP8/SVEM The Sanctuary of the Holy House	12	4	2	0	0		
August 5	5.	PP2/SKC Kninska tvrđava	33	4	2	0	0		
August 8	6.	PP3/ZAD Garlic	11	3	2	0	0		
August 9	7.	PP4/IST Bale	15	3	2	0	0		
August 10	8.	PP10/MOLISE Larino	17	3	2	0	0		
August 11	9.	PP9/ABR Hot-air balloons	21	3	2	0	0		
August 12	10.	PP8/SVEM Spiaggia delle Due Sorelle	25	2	1	0	0		
August 16	11.	PP4/IST St. Rocco sanctuary	33	3	1	0	0		
August 17	12.	PP6/VEN The town of Cavallino-Treporti	36	2	1	0	0		
August 18	13.	PP8/SVEM The sunset on Lake Fiastra	12	2	1	0	0		
August 19	14.	PP3/ZAD Zadar and sunsets	205	2	1	0	0		
August 22	15.	PP9/ABR The Costa dei Trabocchi	127	5	1	1	1		
August 23	16.	PP8/SVEM Bicycle touring route	51	3	1	0	0		
August 24	17.	PP5/FVG Farra d'Isonzo	37	3	1	1	0		
August 25	18.	PP7/ER Antica Stamperia March	39	2	1	1	0		
August 25	19.	PP1/RERA Hrapoćuša night	13	2	1	0	0		
August 26	20.	PP8/SVEM Porto Recanati	30	2	1	0	0		
August 29	21.	PP3/ZAD Fig	15	2	1	0	0		

August 30	22.	PP6/VEN Pellestrina island	26	3	2	0	0		
August 31	23.	PP10/MOLISE "HRVATSKA ULICA" or "Via Croatia"	40	3	2	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

- Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1553983869560446981> (August 1, 2022)
- Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1554346258927652865> (August 2, 2022)
- Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1554708647552421890> (August 3, 2022)
- Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1555071035497537536> (August 4, 2022)
- Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1555433421882531840> (August 5, 2022)
- Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1556520585055784960> (August 8, 2022)
- Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1556882972942356480> (August 9, 2022)
- Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1557245361424580610> (August 10, 2022)
- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1557607748824576000> (August 11, 2022)
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1557970133619974145> (August 12, 2022)
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1559419686076293120> (August 16, 2022)

Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1559784696111943681> (August 17, 2022)

Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1560144467306225664> (August 18, 2022)

Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1560506848645730304> (August 19, 2022)

Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1561594016042553346> (August 22, 2022)

Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1561956402377154560> (August 23, 2022)

Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1562318788745482241> (August 24, 2022)

Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1562681176598360065> (August 25, 2022)

Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1562741581907537922> (August 25, 2022)

Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1563043566678446081> (August 26, 2022)

Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1564130732435439616> (August 29, 2022)

Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1564493116584910849> (August 30, 2022)

Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1564855504177975298> (August 31, 2022)

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#20 SEPTEMBER 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **September 2022**:

Number of posts: **30**

Page likes: 12 new (**total 529**)

Page views: **179**

New page followers: 7 new (**total 600**)

Total reach of posts: **5845**

Total engagement on posts: **387**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
September 1	1.	PP4/IST The first St. Vincent Church	92	3	1	2	0	0	12	179	7
September 2	2.	PP8/SVEM Grottammare, the pearl of the Adriatic	84	7	2	5	0	0			
September 5	3.	PP1/RERA Hrapočuša cake	95	6	3	3	0	0			
September 5	4.	EVENT SMART TOURISM CONFERENCE IN ANCONA	28	17	9	8	0	0			
September 5	5.	EVENT: SMART TOURISM CONFERENCE	133	3	0	0	0	0			
September 6	6.	PP3/ZAD The "Garlic & Games" fair	122	9	2	7	0	0			
September 6	7.	Friuli Venezia Giulia Turismo is inviting you to join their photo challenge	30	10	0	5	0	0			

September 7	8.	PP7/ER The Villanovan-Etruscan community	98	7	2	5	0	0		
September 8	9.	PP8/SVEM Conero Regional Natural Park	98	9	3	6	0	0		
September 9	10.	PP4/IST Euphrasian Basilica	118	11	2	9	0	0		
September 12	11.	PP3/ZAD The Janković Castle	93	9	2	7	0	0		
September 13	12.	PP5/FVG The villages of Villa Santina and Comeglians	92	4	0	4	0	0		
September 14	13.	PP6/VEN Murano	63	3	0	3	0	0		
September 15	14.	PP9/ABR Lago di Scanno	86	3	0	3	0	0		
September 16	15.	PP8/SVEM Foro degli Occhialoni	105	5	0	5	0	0		
September 19	16.	PP10/MOLISE San Felice del Molise	104	5	1	4	0	0		
September 20	17.	PP5/FVG The "Magredi in Cammino" route	101	6	1	5	0	0		
September 21	18.	PP3/ZAD Smokvenjak (fig cake)	118	9	1	8	0	0		
September 22	19.	PP4/SVEM Santa Vittoria in Matenano	103	6	2	4	0	0		
September 23	20.	PP4/IST The parish church of St. Nicholas in Pazin	125	7	2	5	0	0		
September 23	21.	SMART TOURISM CONFERENCE in Ancona	60	33	19	14	0	1		
September 24	22.	EVENT: OPENING OF THE OPEN-AIR MUSEUM "MURTER VIEWS"	54	1	0	0	0	0		
September 26	23.	PP3/ZAD Fruit cultivation	86	6	1	5	0	0		
September 27	24.	PP6/VEN Parco Regionale dei Colli Euganei	3274	118	91	27	0	3		
September 28	25.	PP7/ER The craft beer of Marco and Michele	114	18	9	9	0	0		
September 28	26.	PP9/ABR Teramo	97	16	1	15	6	0		
September 28	27.	The Smart Tourism Conference in Ancona	47	22	13	9	0	0		
September 28	28.	The open-air museum "Murter's Views"	51	17	5	12	0	0		
September 29	29.	PP2/SKC Šibenik	93	8	2	6	0	0		

September 30	30.	PP8/SVEM Cupra Marittima	81	9	2	7	0	0		
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Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02AWXHS2SGMPpy7YndBPV6gj3FAt5dfUetMumGKSEQ7kST88E56gyZNbdb46nZi4XLl> (September 1, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0FB9S4DvrSeXNpp6vywgxbvN2zZ4QDQ8WwfWx67CNWeKyxLKgxRH3NwJ1Xnhhjvq3l> (September 2, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0FEy8TKLxwL1GR6rUXUhiYw2QkhJiimQXqn85ZiPvfKGbaXB91wQxBzZNY1rmj3pil> (September 5, 2022)

Post #4 :

<https://www.facebook.com/events/1028361421186812?ref=newsfeed> (September 5, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0NNL3oef2ewUA49zCjJUyCnB633FzmGJFTtHDbUAjqibtEAGVnp6zRbJVL4GiPi6EI> (September 5, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Nf9THdzABzDGKLcbkDddM1Nhdvi6f6ThzgFqyjEu9J39Smy3xdR4YJNxie8Vb2Xwl> (September 6, 2022)

Post #7 : <https://www.facebook.com/takeitslowproject/videos/1259169631507675/> (September 6, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0GmD9m5As4HZGnLfTHBk8mrZZp4LZEDGyNh1vztkvtvptwX6Ky3uAUUS1u7WhSnU4l> (September 7, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0Hb3Ys5PFXJ1Wmun6efcqNXMNuNDHsxj5eEYfc5vDEUoXkYFZcZef4YN4utHU5qDQI> (September 8, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02s5Ly94ojJdndJgPctQGMNiC3Q71SgBvt3cg6vHx2URoTAwaXjzREZC53s1rXz4mpl> (September 9, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0nutVKUwbs9xmegXn5FmRgoAPoa93QgmjMPJqN1n6u7vyZtnJDVkiQxHWLMfx15HI> (September 12, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0dpx3HcM2V1Uwu9TjrbNos7aVSmVXhk5kBCA1R2tDgXngGEeJ78LejnaLDZvwQuil> (September 13, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid035mKNWuHFW1gu95kiphZrvCh1NXs7eTy8Q8tJGvFaH8ojDPqgXqYtz7iBNuS7VFSCI> (September 14, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02EZYmtDwa7qHDohvjN7uvKvEuRzBqwMUotNLzATV3xsgJEeduzQxQ8X256Zbqz1f9I> (September 15, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0PdcatTm1fYytZvuavC4frUJRDPdH5VYsp4WUMHZFCyqBdCtZNQDTF5ja81HbfHYI> (September 16, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0hykvNVY5Y4zcg8LBb98zbyFbSTLAj2t52oDmZP4NwnwnJuG1abemX1DFoV9fm5aMI> (September 19, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0292uaXxQAas5ud2bxG8tuePs7GXFFsRHkWpDkgUZWfbp6QeSHDksu6g7U1AfQEivfl> (September 20, 2022)

Post #18 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02Z5QxBESyyKCsQLGCTC9hjmRkpdGr3Zw15Dgc7RiBYCcx1Np53XxLYZBbo2PHYJnl> (September 21, 2022)

Post #19 :

<https://web.facebook.com/takeitslowproject/posts/pfbid031AJQjZ9nqRpMg4gj3psXSoCNCkrwg5PT36q7gAXyUYZeQgyHDNSZdNGbZENRGRyKl> (September 22, 2022)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0uS5siG9YAeQUTfoRH46nQuh9eq1GmLSyFh98NNRAiV3E2K2xoDefWwcQp5WCd2hql> (September 23, 2022)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0Yc7TwnfVK3Gb5KnvytnFLdqDBzMvRbodQUGUQyBNKxHrJVpfNYfLBXm4moYr3uFnI> (September 23, 2022)

Post #22 :

<https://www.facebook.com/events/625068169153438> (September 24, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02gUPjaFc7y2axxQkzJ4bLyBT8EhA3w7gdyzbHoUzizyBHeYpfesU4hCj1DD9hdfHBul> (September 26, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0a4KDpz88SjjeYcbJFi61irjEotGpmMAWVbZHthRRYEMdsrMQsXUQMtuCqaZhTtkMI> (September 27, 2022)

Post #25 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02iKrd89YZAHC8WEKsL6bsGhmgX3W28amz5nWo85tXoTmrsCXuuVWF9fCDaNsBqxVpl> (September 28, 2022)

Post #26 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02gMd1qgp6QarMcijS2mvahithGrF8J5ZYGJ2yYmj456xNpyGW6JvRNQQCsE7uiNxlwI> (September 28, 2022)

Post #27 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02EHiguN6m6f8mKEUgP7VD7bnjCnDhvG8qq5vo7T4kcEcyjk9FnJPytKoNals7MjmfI> (September 28, 2022)

Post #28 :

<https://web.facebook.com/takeitslowproject/posts/pfbid027DdpUM534yJ73p4ZkqTcLooxQaWygDQ7Q13QN1VnicUAQuDRKBC2S7iq55SS2rVDI> (September 28, 2022)

Post #29 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0sDf9KWcge47kDb7kZZQtt3aJSNAWh2KTHRT137ojuncxoSsWzY9LKFJotMWUDky3l> (September 29, 2022)

Post #30 :

<https://web.facebook.com/takeitslowproject/posts/pfbid034fKxb8t2kWFQGIbugXyLg2J8ztSxqa6VgpCCMzS1ozpToLkBRek2Lowvrqxg5rcZl> (September 30, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **September 2022**:

Number of posts: **23**

Profile visits: **62**

New page followers: **8 (240)**

Total likes on posts: **252**

Account reach: **2006**

Impressions: **2072**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
September 1	1.	PP4/IST The first St. Vincent Church	119	135	15	0	62	8
September 2	2.	PP8/SVEM Grottammare, the pearl of the Adriatic	59	63	8	0		
September 5	3.	PP1/RERA Hrapoćuša cake	120	19	18	2		
September 6	4.	PP3/ZAD The "Garlic & Games" fair	97	102	12	0		
September 7	5.	PP7/ER The Villanovan-Etruscan community	106	120	10	0		
September 8	6.	PP8/SVEM Conero Regional Natural Park	61	65	8	1		

September 9	7.	PP4/IST Euphrasian Basilica	131	144	16	0		
September 12	8.	PP3/ZAD The Janković Castle	86	90	15	2		
September 13	9.	PP5/FVG The villages of Villa Santina and Comeglians	69	89	10	1		
September 14	10.	PP6/VEN Murano	63	68	10	0		
September 15	11.	PP9/ABR Lago di Scanno	218	227	13	2		
September 16	12.	PP8/SVEM Foro degli Occhialoni	52	57	7	0		
September 19	13.	PP10/MOLISE San Felice del Molise	61	62	10	1		
September 20	14.	PP5/FVG The "Magredi in Cammino" route	70	86	12	0		
September 21	15.	PP3/ZAD Smokvenjak (fig cake)	63	65	6	0		
September 22	16.	PP4/SVEM Santa Vittoria in Matenano	68	71	12	0		
September 23	17.	PP4/IST The parish church of St. Nicholas in Pazin	105	118	12	0		
September 26	18.	PP3/ZAD Fruit cultivation	64	66	9	0		
September 27	19.	PP6/VEN Parco Regionale dei Colli Euganei	121	128	15	1		
September 28	20.	PP7/ER The craft beer of Marco and Michele	69	84	6	1		
September 28	21.	PP9/ABR Teramo	92	97	13	3		
September 29	22.	PP2/SKC Šibenik	67	69	9	0		
September 30	23.	PP8/SVEM Cupra Marittima	45	47	6	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/Ch9AIWlqiZo/> (September 1, 2022)

Post #2 : https://www.instagram.com/p/Ch_IYX6quen/ (September 2, 2022)

Post #3 : <https://www.instagram.com/p/CiHTwPxqN1U/> (September 5, 2022)

Post #4 : <https://www.instagram.com/p/CiJ4ixsqQ1T/> (September 6, 2022)

Post #5 : <https://www.instagram.com/p/CiMdZBNqLwD/> (September 7, 2022)

Post #6 : <https://www.instagram.com/p/CiPCI3jKnMo/> (September 8, 2022)

- Post #7 : <https://www.instagram.com/p/CiRm8nNgsVv/> (September 9, 2022)
- Post #8 : <https://www.instagram.com/p/CiZVUDUvVoi/> (September 12, 2022)
- Post #9 : <https://www.instagram.com/p/Cib6HsXqjSD/> (September 13, 2022)
- Post #10 : <https://www.instagram.com/p/Ciee-1ElfP7/> (September 14, 2022)
- Post #11 : <https://www.instagram.com/p/CihDtDWK8FB/> (September 15, 2022)
- Post #12 : <https://www.instagram.com/p/CijogM6Ktv0/> (September 16, 2022)
- Post #13 : <https://www.instagram.com/p/CiraUdOooRH/> (September 19, 2022)
- Post #14 : https://www.instagram.com/p/Cit_HObq-7N/ (September 20, 2022)
- Post #15 : <https://www.instagram.com/p/Ciwj6ETPg7-/> (September 21, 2022)
- Post #16 : <https://www.instagram.com/p/Cizlst8I9kl/> (September 22, 2022)
- Post #17 : <https://www.instagram.com/p/Ci1tf7zsUbf/> (September 23, 2022)
- Post #18 : <https://www.instagram.com/p/Ci9b4EWKzaD/> (September 26, 2022)
- Post #19 : <https://www.instagram.com/p/CjAArXYPwn2/> (September 27, 2022)
- Post #20 : <https://www.instagram.com/p/CjCleVJPWSj/> (September 28, 2022)
- Post #21 : https://www.instagram.com/p/CjDEW_5sHEN/ (September 28, 2022)
- Post #22 : <https://www.instagram.com/p/CjFKRIkPTSU/> (September 29, 2022)
- Post #23 : <https://www.instagram.com/p/CjHvD6eqy3V/> (September 30, 2022)

Number of stories: **12**

Total story views: **670**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
September 5	PP5/FVG Photo challenge repost @fvglive	31	0
September 5	PP5/FVG Photo challenge repost @fvglive	26	0
September 5	PP5/FVG Photo challenge repost @fvglive	26	0
September 5	PP5/FVG Photo challenge repost @fvglive	24	0
September 14	PP6/VEN Murano repost @myth_euromed	72	0
September 20	PP3/ZAD Ravni kotari event @repost @pp_vransko_jezero	34	0
September 23	Smart tourism conference event	50	0
September 27	PP6/VEN Parco Regionale dei Colli Euganei repost @myth_euromed	82	0
September 29	Smart tourism conference event	69	0
September 29	Smart tourism conference event live	58	0
September 29	PP6/VEN AAC guides repost @myth_euromed	68	0
September 32	Smart tourism conference event	69	0
September 33	Smart tourism conference event live	61	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **September 2022**:

Number of tweets: **29**

Profile visits: **3271**

New followers: **2 (total 22)**

Total tweet impressions: **1543**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
September 1	1.	PP4/IST The first St. Vincent Church	25	5	2	1	0	3271	2
September 2	2.	PP8/SVEM Grottammare, the pearl of the Adriatic	21	3	2	1	0		
September 5	3.	PP1/RERA Hrapoćuša cake	46	4	2	0	0		
September 5	4.	EVENT SMART TOURISM CONFERENCE IN ANCONA	387	15	4	0	1		
September 6	5.	PP3/ZAD The "Garlic & Games" fair	32	5	2	0	0		
September 6	6.	Friuli Venezia Giulia Turismo is inviting you to join their photo challenge	16	8	0	0	1		
September 7	7.	PP7/ER The Villanovan-Etruscan community	31	5	2	1	0		
September 8	8.	PP8/SVEM Conero Regional Natural Park	31	3	2	0	0		
September 9	9.	PP4/IST Euphrasian Basilica	16	8	2	1	0		
September 12	10.	PP3/ZAD The Janković Castle	28	3	1	0	0		
September 13	11.	PP5/FVG The villages of Villa Santina and Comeglians	35	2	1	1	0		
September 14	12.	PP6/VEN Murano	16	2	1	0	0		

September 15	13.	PP9/ABR Lago di Scanno	17	4	2	1	0		
September 16	14.	PP8/SVEM Foro degli Occhialoni	13	1	1	0	0		
September 19	15.	PP10/MOLISE San Felice del Molise	21	2	1	0	0		
September 20	16.	PP5/FVG The "Magredi in Cammino" route	24	1	1	0	0		
September 21	17.	PP3/ZAD Smokvenjak (fig cake)	12	2	1	0	0		
September 22	18.	PP4/SVEM Santa Vittoria in Matenano	15	4	1	1	0		
September 23	19.	PP4/IST The parish church of St. Nicholas in Pazin	37	3	1	0	0		
September 23	20.	SMART TOURISM CONFERENCE in Ancona	65	6	2	1	0		
September 24	21.	EVENT: OPENING OF THE OPEN-AIR MUSEUM "MURTER VIEWS"	27	2	1	0	0		
September 26	22.	PP3/ZAD Fruit cultivation	45	1	0	0	0		
September 27	23.	PP6/VEN Parco Regionale dei Colli Euganei	8	3	1	1	0		
September 28	24.	PP7/ER The craft beer of Marco and Michele	10	3	1	1	0		
September 28	25.	PP9/ABR Teramo	96	9	5	1	1		
September 28	26.	The Smart Tourism Conference in Ancona	398	5	2	1	1		
September 28	27.	The open-air museum "Murter's Views"	24	3	1	1	0		
September 29	28.	PP2/SKC Šibenik	28	2	0	0	0		
September 30	29.	PP8/SVEM Cupra Marittima	19	3	1	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1565217898297077761> (September 1, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1565580283000377345> (September 2, 2022)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1566667445695180805> (September 5, 2022)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1566798360371159042> (September 5, 2022)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1567029833279889410> (September 6, 2022)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1567092804135837700> (September 6, 2022)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1567392349713580033> (September 7, 2022)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1567754611074760704> (September 8, 2022)

Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1568117001691734016> (September 9, 2022)

Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1569204157394952193> (September 12, 2022)

Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1569566549987426304> (September 13, 2022)

Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1569928938704584704> (September 14, 2022)

Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1570291324158214144> (September 15, 2022)

Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1570653713357836288> (September 16, 2022)

Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1571748422272417792> (September 19, 2022)

Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1572110810083741697> (September 20, 2022)

Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1572473199345950720> (September 21, 2022)

Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1572835586045403136> (September 22, 2022)

Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1573197975265759232> (September 23, 2022)

Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1573232858906370048> (September 23, 2022)

Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1573787240039424003> (September 24, 2022)

Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1574285139911196672> (September 26, 2022)

Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1574647527068016640> (September 27, 2022)

Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1575009913150898178> (September 28, 2022)

Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1575077868492574720> (September 28, 2022)

Post #26 : <https://twitter.com/TAKEITSLOWAdria/status/1575148795834376199> (September 28, 2022)

Post #27 : <https://twitter.com/TAKEITSLOWAdria/status/1575141314483691521> (September 28, 2022)

Post #28 : <https://twitter.com/TAKEITSLOWAdria/status/1575372301675151361> (September 29, 2022)

Post #29 : <https://twitter.com/TAKEITSLOWAdria/status/1575734689247203330> (September 30, 2022)

1.4. YOUTUBE

Total subscribers : 10

1 Project video was published on project YouTube page with total views of 23:

VIDEO 1 :

Date of publishing : September 6th 2022

Video: JOIN THE FLOW, TAKE IT SLOW!

PROMOTURISMOFVG is inviting you to join their photo challenge within TAKE IT SLOW project. Take a photo along a route of “FVG in movimento 10.000 passi di salute” in Friuli Venezia Giulia. Share the photo on your Instagram profile by tagging the @fvglive page using the hashtag #JOINTHEFLOWFVG. Every month, until October 31th, the 5 photos with the most likes will be shared in the live stories of the official Instagram account of PROMOTURISMOFVG: @FVGLIVE. Take the part in this initiative and promote sustainable tourism!

<https://www.youtube.com/shorts/EiggpiGF1cE>



Total views: 23

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#21 OCTOBER 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **October 2022**:

Number of posts: **37**

Page likes: 14 new (**total 543**)

Page views: **163**

New page followers: 15 new (**total 615**)

Total reach of posts: **3627**

Total engagement on posts: **497**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
October 3	1.	PP3/ZAD The cultivation of grapevine	94	9	2	7	0	0	14	163	15
October 3	2.	Project news STC	36	33	24	9	0	1			
October 3	3.	"SMART TOURISM CONFERENCE" album	217	52	44	6	0	1			
October 3	4.	GRAND OPENING OF OPEN-AIR MUSEUM IN MURTER (album)	186	18	11	6	0	0			
October 4	5.	PP6/VEN The Euganean Hills	86	7	1	6	0	0			
October 4	6.	PP6/VEN New guides in AAC	70	30	18	9	0	2			
October 4	7.	SMART TOURISM CONFERENCE IN	187	49	39	10	0	0			

		ANCONA (album) update							
October 5	8.	PP7/ER The Marecchia river	118	9	4	5	0	0	
October 6	9.	PP4/IST The Church of St. Helen	125	12	2	10	0	0	
October 7	10.	PP8/SVEM Torre delle Palme	98	8	0	8	0	0	
October 10	11.	PP3/ZAD The Benkovac Fair	131	7	1	5	0	0	
October 10	12.	PP7/ER Valmarecchia	23	8	4	4	0	0	
October 11	13.	PP11/TPP The history of Egnazia	136	20	8	12	0	0	
October 11	14.	PP8/SVEM Monastero Fonte Avellana	18	6	1	5	0	0	
October 11	15.	PP7/ER news meeting tour operators	34	12	7	5	0	0	
October 11	16.	FOREST BATHING AND CONSCIOUS BREATHING IN 10.000 STEPS event	125	93	0	1	0	0	
October 11	17.	PP3/ZAD News Student course	35	18	11	7	0	0	
October 12	18.	PP10/MOLISE The beauty of Resilience	94	7	1	6	0	0	
October 12	19.	PP1/RERA World championship in olive picking!	107	19	10	7	2	0	
October 13	20.	PP9/ABR "Downtown Pretoro"	94	6	1	5	0	0	
October 14	21.	PP8/SVEM Madonna dell'Ambro	229	48	16	22	4	2	
October 16	22.	ROUND TABLE: SMART HERITAGE PROMOTION	125	9	0	9	0	0	
October 17	23.	PP3/ZAD Crijenak	107	8	2	6	0	0	
October 18	24.	PP6/VEN Parco Regionale dei Colli Euganei	80	9	3	6	0	0	
October 19	25.	PP7/ER Lake Casteldelci, inside the new Eco Park	102	8	3	5	0	0	
October 19	26.	PP11/TPP Progetti TPP LCP Meeting	27	8	4	4	0	0	

October 20	27.	PP9/ABR The Costa dei Trabocchi in Abruzzo	132	9	3	6	0	0		
October 21	28.	PP8/SVEM Cattedrale di Santa Maria Assunta	105	8	0	7	0	0		
October 21	29.	PP6/VEN Venicemarathon	23	12	5	7	0	0		
October 21	30.	PP6/VEN Venicemarathon	73	13	8	4	0	0		
October 24	31.	PP3/ZAD Smiličić	102	5	0	5	0	0		
October 25	32.	PP4/IST The Church of St. Mary on Škriljinah	94	3	0	3	0	0		
October 26	33.	PP8/SVEM Visso	92	9	6	3	0	0		
October 27	34.	PP11/TPP The dolmen of Montalbano	102	7	1	5	0	0		
October 28	35.	PP10/MOLISE San Felice del Molise	83	5	0	5	0	0		
October 31	36.	PP3/ZAD Chapel in the Benkovac city cemetery	111	6	1	5	0	0		
October 31	37.	PP6/VEN Villa Loredan's guide in AAC	26	9	2	7	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid024dCUipaYHbA1SnZHYXHNngnTh4zFE3HXXTWz5PZcub96a8ncK3S5EDCkj4Pmw2MI> (October 3, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02qk9iLRSCNRSg6R38wqY6Tr1DokJ2w3QrqD7RNSFmT7Dk4UTosz2AfYcb7dNgp6Rwl> (October 3, 2022)

Post #3 :

<https://bit.ly/3FZnXDo> (October 3, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02HWFmxLs2pw1XTaKDyWzSEjFmnsf mnM1pBxwH31AohcZPXf7MBFZHSTT53Saj7pl> (October 3, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0tfknjd5TQF4LKyi4KfDQKoXfkG421zeW G1kfNgxhzfzNpAu2YvCSGzsNqUWUeLHTI> (October 4, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid023tmwffFeDHW648mhpoXLpyxrpSvA LAZGgMDj1KCSrbJCb2aFNoCGVxe5G92VQ8gl> (October 4, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0WNpLH18YbQ21yGNkpDXQxznsbyG8s VBJmDR5sgc1kSmPXHkKsWJ8s3b8LsHvmXB5I> (October 4, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0RmMwDuRarYW7x83Fu1qNuoDoTEeg pzKLx Czftz8DSG8CVXMCCTMko4PaA3cTAYl> (October 5, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0zhZARXrV8RmwjPy4Rtq7YSreGjKaiUrP uGaeNMUhrpY1SiMnhGoybwgf98jBAGQql> (October 6, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02hTJKHJycbe41yxzQc7rMYCinsxywBrs gYKA6VUZydFkhbrWfGw2JRGrZ3TbX6gA8I> (October 7, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02y1V1CKCi25oZHpiVmgK4ocG7JdALSY bhMSEJ61Djumqi2XgVz6egXZy5GhrdgM8I> (October 10, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid01MnBsgumVMhJcsCdZpacDq4YikCUtx HVbNDCmgc4uuYfnXzTzk3aGB9YjXYmAHKgl> (October 10, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0243J1X4kg4CHvqoGGPos4d4TAJ6Besp atwFyqgeRHuMN1iMvvmi8g5mVHJqDPQfPEI> (October 11, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0hEQwacpNUyWjumdocjKNrJSNhSSf1QeG9UygcRCg21uHoF3DvAVS1qMJp8DVMYcMI> (October 11, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02TwPXWZVLM5zN5CceusGwJbCkjqXQnZmgYe5X1RxJ2ogukDx1ujqh6vGd1Jh8pbvPI> (October 11, 2022)

Post #16 :

<https://www.facebook.com/events/1099056704303956> (October 11, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0iNbs8CYhEbGcRBLzHpDWiYnBoPhYbtfiKeTFuLqZMQV8ExDADUn9JuoCNGpRCeV1I> (October 11, 2022)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ZX6Fd9e9Ac2YirFu6GXJKDLq96baqVMHHHG37MPg3sSy6J6Bc6436SpNhg8QfH39I> (October 12, 2022)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0eSEsbY9ra8J7dkCtLF9D9zrmT1DFEUjPMNEwaBXGRj5c9E6v9oUaLwnjunJYR1R2I> (October 12, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0346gZGUeXoPKS84b2d4U5kV9zMm2pKQfQkQeEheYUqpoU35Uwjh2Gw8f1uLusYhKzI> (October 13, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02yV1U1jnvN6c8fmMNjh9Dvz4YPzYpz7WpFvo6uXgsYYCGy5Xta15SHqXRsvwmnzwCI> (October 14, 2022)

Post #22 :

<https://www.facebook.com/events/505768607830596> (October 16, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02m2UVNtTzGnAQfrZ7p4Zr9jSg6ahWvi5LytwyAzBmTgwmBsLZNwHiFhfhCp5JxPXXI> (October 17, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid022iQxwWBF3EYEJuBBtVzykpQCwyGtJkDWSPzPaq14mfalN7rWY9KqF1Aga6JZuRpil> (October 18, 2022)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02br5QWb3yzKj6Xbz5NikBLfSpNMer4wjUP62ZUAPGC7kyq7fBY7ZahiTFMowwXZGXl> (October 19, 2022)

Post #26 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0tkZnoMxkKd95YFaDUFMkQNV7rgb3PBftiin6Ss4cQLiqtEJ2KBS3mZZbbTLq5qUCl> (October 19, 2022)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid01EU9KQJH3KCwTDWn5rQqGJJ6iQkZH MziRGNKXswrn36grZG94XJCr6MQCVfYRfkAl> (October 20, 2022)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02uoishdiNn5jwCv89iqaHJ3PSa21AmUFjRgAnEHZKXtXxQo4vmp7mVMNdZZ3DzAepl> (October 21, 2022)

Post #29 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0HEkrlFk7P75iYBxLM2HhgkrVDqEWcrrg uvnovzJ2KG4cFAUjX1fk2x3ZZko683Vfl> (October 21, 2022)

Post #30 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0ePx8LsLhJxgmnEj4Ty9dWBGrF4XWq2sa J5JCGkPHHa3GY1XpyED8rpBMcUdjCSfTl> (October 21, 2022)

Post #31 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02Bm4fihxfASpHu9mV2QvaF2ggq9RodTi 7w5rm99ci4cX4MMY7QZZi8mBXK8fmW2KQl> (October 24, 2022)

Post #32 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02yEpFAWS8EUeKRrAtxv5pBKSP6RnHL3 LRei6jme834jN5nKm4i4Nf246uBpxnN8a8l> (October 25, 2022)

Post #33 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02gusvfm3wuJWB9Jz43nTwPXbv6Ziqrq kZozAxZoZQt5GqQptDMX2ABDYUs1i95al> (October 26, 2022)

Post #34 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02yr6TbZFSLExUay9XMCYi9FwjguhLorn82JQAxedaQJa2C5HBoGZxQyYCQ5c9E34I> (October 27, 2022)

Post #35 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0382iqGMKy2Vc2Dmt3wa7memi3QNjF4cQ4gZrkM6eqByKSZ4mzi3fumN2Kg1VepckYI> (October 28, 2022)

Post #36 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02k42BjaRRFn83JRue17ZEXHhp9wojEQNk2vG7Ax9si6viUSmjBqE3WhhLwUrcEfZil> (October 31, 2022)

Post #37 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02PVLy8ExiXx2Q9ezC4ZQsGZDAYg5LpHg9A5HpuuA8v6Fbpu9XecaHfs4LvHpMkrPkI> (October 31, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **October 2022**:

Number of posts: **22**

Profile visits: **81**

New page followers: **11 (251)**

Total likes on posts: **247**

Account reach: **1688**

Impressions: **1814**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
October 3	1.	PP3/ZAD The cultivation of grapevine	73	78	11	0	81	11
October 4	2.	PP6/VEN The Euganean Hills	95	103	13	0		
October 5	3.	PP7/ER The Marecchia river	84	101	13	0		
October 6	4.	PP4/IST The Church of St. Helen	117	142	16	0		
October 7	5.	PP8/SVEM Torre delle Palme	58	60	11	0		
October 10	6.	PP3/ZAD The Benkovac Fair	90	101	13	0		
October 11	7.	PP11/TPP The history of Egnazia	90	113	13	0		
October 12	8.	PP10/MOLISE The beauty of Resilience	53	54	8	1		
October 12	9.	PP1/RERA World championship in olive picking!	166	197	23	0		
October 13	10.	PP9/ABR "Downtown Pretoro"	89	95	8	0		
October 14	11.	PP8/SVEM Madonna dell'Ambro	50	60	10	2		
October 17	12.	PP3/ZAD Crljenak	64	67	8	0		
October 18	13.	PP6/VEN Parco Regionale dei Colli Euganei	72	13	13	0		
October 19	14.	PP7/ER Lake Casteldelci, inside the new Eco Park	56	79	7	0		
October 20	15.	PP9/ABR The Costa dei Trabocchi in Abruzzo	67	82	15	1		
October 21	16.	PP8/SVEM Cattedrale di Santa Maria Assunta	60	63	9	0		
October 24	17.	PP3/ZAD Smiličić	76	80	9	0		
October 25	18.	PP4/IST The Church of St. Mary on Škriljinah	88	104	11	0		
October 26	19.	PP8/SVEM Visso	56	61	10	1		
October 27	20.	PP11/TPP The dolmen of Montalbano	92	96	11	1		
October 28	21.	PP10/MOLISE San Felice del Molise	41	8	6	2		
October 31	22.	PP3/ZAD Chapel in the Benkovac city cemetery	51	57	5	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

- Post #1 : <https://www.instagram.com/p/CjPdcR6q1hv/> (October 3, 2022)
- Post #2 : <https://www.instagram.com/p/CjSCO -qPvD/> (October 4, 2022)
- Post #3 : <https://www.instagram.com/p/CjUnCoDIs62/> (October 5, 2022)
- Post #4 : <https://www.instagram.com/p/CjXL1NUoH0I/> (October 6, 2022)
- Post #5 : <https://www.instagram.com/p/CjZwoHKIH0j/> (October 7, 2022)
- Post #6 : <https://www.instagram.com/p/CjhfAUrvSPJ/> (October 10, 2022)
- Post #7 : <https://www.instagram.com/p/CjkDztaq5ph/> (October 11, 2022)
- Post #8 : <https://www.instagram.com/p/CjmomFGKfQe/> (October 12, 2022)
- Post #9 : <https://www.instagram.com/p/CjnAn3Sq801/> (October 12, 2022)
- Post #10 : <https://www.instagram.com/p/CjpNYxjqQHq/> (October 13, 2022)
- Post #11 : <https://www.instagram.com/p/CjryLoTq354/> (October 14, 2022)
- Post #12 : https://www.instagram.com/p/CjzgzU-Pm_w/ (October 17, 2022)
- Post #13 : <https://www.instagram.com/p/Cj2FXSGqCZw/> (October 18, 2022)
- Post #14 : <https://www.instagram.com/p/Cj4qKc-KXqE/> (October 19, 2022)
- Post #15 : <https://www.instagram.com/p/Cj7O-JOKGNm/> (October 20, 2022)
- Post #16 : <https://www.instagram.com/p/Cj9zv4TKP0y/> (October 21, 2022)
- Post #17 : <https://www.instagram.com/p/CkFiln6qWnJ/> (October 24, 2022)
- Post #18 : <https://www.instagram.com/p/CkIG7sGqx7n/> (October 25, 2022)
- Post #19 : <https://www.instagram.com/p/CkKruJNKVrQ/> (October 26, 2022)

Post #20 : <https://www.instagram.com/p/CkNQhBpKvpQ/> (October 27, 2022)

Post #21 : <https://www.instagram.com/p/CkP1UTyKlZj/> (October 28, 2022)

Post #22 : <https://www.instagram.com/p/CkXqkAQqrwW/> (October 31, 2022)

Number of stories: **12**

Total story views: **513**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
October 4	PP6/VEN The Euganean Hills repost @myth_euromed	57	0
October 4	Smart tourism conference event repost @razvojnaagencijaskz	39	0
October 12	PP3/ZAD News Student course repost @otikz_unizd	36	0
October 19	PP6/VEN Parco Regionale dei Colli Euganei repost @myth_euromed	36	0
October 21	PP6/VEN Venicemarathon repost @venicemarathon_official	51	0
October 21	PP6/VEN Venicemarathon repost @venicemarathon_official	49	0
October 23	PP6/VEN Venicemarathon repost @berto_cotrana	67	0
October 23	PP6/VEN Venicemarathon repost @venicemarathon_official	54	0
October 26	PP5/FVG Photo challenge repost @fvglive	29	0
October 27	PP5/FVG FOREST BATHING event	21	0
October 28	PP6/VEN Villa Loredan's guide in AAC repost @comunestra	50	0
October 30	PP5/FVG FOREST BATHING event	24	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **October 2022**:

Number of tweets: **32**

Profile visits: **2464**

New followers: **3 (total 25)**

Total tweet impressions: **2795**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
October 3	1.	PP3/ZAD The cultivation of grapevine	33	5	4	0	0	2464	3
October 3	2.	"SMART TOURISM CONFERENCE" news	483	18	4	2	1		
October 4	3.	PP6/VEN The Euganean Hills	38	4	3	0	0		
October 4	4.	PP6/VEN New guides in AAC	33	10	2	0	0		
October 5	5.	PP7/ER The Marecchia river	44	5	2	0	0		
October 6	6.	PP4/IST The Church of St. Helen	39	3	2	0	0		
October 7	7.	PP8/SVEM Torre delle Palme	69	3	2	0	0		
October 10	8.	PP3/ZAD The Benkovac Fair	407	19	3	1	1		
October 10	9.	PP7/ER Valmarecchia	23	5	2	0	0		
October 11	10.	PP11/TPP The history of Egnazia	286	8	4	1	0		
October 11	11.	PP8/SVEM Monastero Fonte Avellana	27	7	2	0	0		
October 11	12.	PP7/ER Tour operators visit	33	4	2	1	0		
October 11	13.	PP5/FVG FOREST BATHING AND CONSCIOUS BREATHING IN 10.000 STEPS event	28	4	2	1	0		
October 11	14.	PP3/ZAD Student course	38	5	2	1	0		
October 12	15.	PP10/MOLISE The beauty of Resilience	45	4	2	0	0		
October 12	16.	PP1/RERA World championship in olive picking!	36	4	2	0	0		
October 13	17.	PP9/ABR "Downtown Pretoro"	131	7	4	1	1		
October 14	18.	PP8/SVEM Madonna dell'Ambro	69	8	2	0	1		
October 16	19.	PP4/IST ROUND TABLE: SMART HERITAGE PROMOTION	17	3	1	1	0		
October 17	20.	PP3/ZAD Crljenak	53	3	1	0	0		
October 18	21.	PP6/VEN Parco Regionale dei Colli Euganei	17	3	1	1	0		

October 19	22.	PP7/ER Lake Casteldelci, inside the new Eco Park	37	6	1	1	0		
October 19	23.	PP11/TPP LCP Meeting	233	5	2	0	1		
October 20	24.	PP9/ABR The Costa dei Trabocchi in Abruzzo	23	4	1	1	0		
October 21	25.	PP8/SVEM Cattedrale di Santa Maria Assunta	27	2	1	0	0		
October 21	26.	PP6/VEN Venice marathon	22	7	1	1	0		
October 24	27.	PP3/ZAD Smiličić	26	4	1	0	0		
October 25	28.	PP4/IST The Church of St. Mary on Škriljinah	22	3	1	1	0		
October 26	29.	PP8/SVEM Visso	34	3	1	1	0		
October 27	30.	PP11/TPP The dolmen of Montalbano	376	14	5	1	2		
October 28	31.	PP10/MOLISE San Felice del Molise	22	2	1	0	0		
October 31	32.	PP3/ZAD Chapel in the Benkovac city cemetery	25	3	1	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 : <https://twitter.com/TAKEITSLOWAdria/status/1576821852319588353> (October 3, 2022)

Post #2 : <https://twitter.com/TAKEITSLOWAdria/status/1577009159371128834> (October 3, 2022)

Post #3 : <https://twitter.com/TAKEITSLOWAdria/status/1577184240197935107> (October 4, 2022)

Post #4 : <https://twitter.com/TAKEITSLOWAdria/status/1577189079757688832> (October 4, 2022)

Post #5 : <https://twitter.com/TAKEITSLOWAdria/status/1577546629351194634> (October 5, 2022)

Post #6 : <https://twitter.com/TAKEITSLOWAdria/status/1577909017497800704> (October 6, 2022)

Post #7 : <https://twitter.com/TAKEITSLOWAdria/status/1578271406063771650> (October 7, 2022)

Post #8 : <https://twitter.com/TAKEITSLOWAdria/status/1579358567685144584> (October 10, 2022)

- Post #9 : <https://twitter.com/TAKEITSLOWAdria/status/1579424986787614725> (October 10, 2022)
- Post #10 : <https://twitter.com/TAKEITSLOWAdria/status/1579720955689156609> (October 11, 2022)
- Post #11 : <https://twitter.com/TAKEITSLOWAdria/status/1579777085094391810> (October 11, 2022)
- Post #12 : <https://twitter.com/TAKEITSLOWAdria/status/1579803620031483905> (October 11, 2022)
- Post #13 : <https://twitter.com/TAKEITSLOWAdria/status/1579824814403260417> (October 11, 2022)
- Post #14 : <https://twitter.com/TAKEITSLOWAdria/status/1579933452010663936> (October 11, 2022)
- Post #15 : <https://twitter.com/TAKEITSLOWAdria/status/1580083344154542083> (October 12, 2022)
- Post #16 : <https://twitter.com/TAKEITSLOWAdria/status/1580136198793740292> (October 12, 2022)
- Post #17 : <https://twitter.com/TAKEITSLOWAdria/status/1580445731026083840> (October 13, 2022)
- Post #18 : <https://twitter.com/TAKEITSLOWAdria/status/1580808119353057281> (October 14, 2022)
- Post #19 : <https://twitter.com/TAKEITSLOWAdria/status/1581710175773216768> (October 16, 2022)
- Post #20 : <https://twitter.com/TAKEITSLOWAdria/status/1581895282492461056> (October 17, 2022)
- Post #21 : <https://twitter.com/TAKEITSLOWAdria/status/1582257671968694272> (October 18, 2022)

Post #22 : <https://twitter.com/TAKEITSLOWAdria/status/1582620059171786752> (October 19, 2022)

Post #23 : <https://twitter.com/TAKEITSLOWAdria/status/1582675467437416448> (October 19, 2022)

Post #24 : <https://twitter.com/TAKEITSLOWAdria/status/1582982447989510145> (October 20, 2022)

Post #25 : <https://twitter.com/TAKEITSLOWAdria/status/1583344835410292736> (October 21, 2022)

Post #26 : <https://twitter.com/TAKEITSLOWAdria/status/1583464547423174656> (October 21, 2022)

Post #27 : <https://twitter.com/TAKEITSLOWAdria/status/1584431998537535488> (October 24, 2022)

Post #28 : <https://twitter.com/TAKEITSLOWAdria/status/1584794387237593088> (October 25, 2022)

Post #29 : <https://twitter.com/TAKEITSLOWAdria/status/1585156774843207680> (October 26, 2022)

Post #30 : <https://twitter.com/TAKEITSLOWAdria/status/1585519162629103616> (October 27, 2022)

Post #31 : <https://twitter.com/TAKEITSLOWAdria/status/1585881551207890944> (October 28, 2022)

Post #32 : <https://twitter.com/TAKEITSLOWAdria/status/1586983812797501441> (October 31, 2022)

1.4. YOUTUBE

Total subscribers : 10

2 Project video was published on project YouTube page with total views of 16 for video 1, and 7 for video 2:

VIDEO 1 :

Date of publishing : October 10th 2022

Video: TAKE IT SLOW - Valmarecchia

Watch the video promoting the Valmarecchia, the pilot site of Region Emilia-Romagna that is realized within the TAKE IT SLOW Project Interreg Italy Croatia.

Find out interesting facts about this area characterized by landscapes crossed by waterways and surrounded by villages that offer unique and refined typical products. A varied territory that ranges from the high mountains to the hills where you can admire monuments, castles, city walls, and museums, but where you can also appreciate what the industriousness of the local population produces. Territories that have been able to strengthen their tourist relevance thanks to the numerous cultural and artistic events, but also the events for the enhancement of typical local products, to the point of connoting the uniqueness and refinement of local food and wine.

Valmarecchia is one of the sites, TAKE IT SLOW Project Interreg Italy Croatia pilot areas, whose accessibility within the project will be improved by a walking/cycling interactive guide to accompany tourists along their slow visit.

<https://www.youtube.com/watch?v=l1YpiQKRweE&t=418s>



Total views: 16

Video 2

Date of publishing : October 11th 2022

Video: TAKE IT SLOW - The Monastery of Fonte Avellana

Watch the video promoting the Monastery of Fonte Avellana, the pilot area of SVEM - Sviluppo Europa Marche Srl that is realized within the TAKE IT SLOW Project Interreg Italy Croatia.

Find out interesting facts about this area, which represents a historical paradigm of a balanced relationship between man and nature, a concrete model of sustainable development in the Apennine area, selected by SVEM - Sviluppo Europa Marche Srl, for its representation of the concept of sustainability of all humanity; a tangible example of multifunctional, flexible and sustainable management of environmental resources, and socio-economic development for many local communities located in the Italian Apennines and beyond.

The Monastery of Fonte Avellana is one of the TAKE IT SLOW Project Interreg Italy Croatia pilot areas, in which the accessibility of the Forest Codex of Camaldoli within the project will be improved.

https://www.youtube.com/watch?v=7x92L_nTMOU&t=65s



Total views: 7

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#22 NOVEMBER 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **November 2022**:

Number of posts: **30**

Page likes: 7 new (**total 550**)

Page views: **153**

New page followers: 18 new (**total 633**)

Total reach of posts: **4791**

Total engagement on posts: **812**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
November 2	1.	PP5/FVG The Lupanica route	112	5	1	4	0	0	7	153	18
November 3	2.	PP6/VEN Villa Widmann	124	15	12	2	0	1			
November 4	3.	PP7/ER The ancient bell towers	117	12	5	7	0	0			
November 6	4.	PP11/TPP The centuries-old olive grove	204	27	14	12	0	1			
November 7	5.	PP3/ZAD Olive	109	11	3	7	0	0			
November 7	6.	Album TAKE IT SLOW Study trip to Basque Culinary Center	1446	461	408	45	1	2			
November 7	7.	Study trip to Basque	208	40	24	10	0	1			

		Culinary Center								
November 8	8.	PP2/SKC The Kornati Islands National Park	88	4	0	4	0	0		
November 9	9.	PP6/VEN Este	139	9	1	8	0	0		
November 10	10.	PP8/SVEM Frontignano	110	10	5	5	0	0		
November 11	11.	PP9/ABR The Ponte del Mare in Pescara	99	4	0	4	0	0		
November 14	12.	PP3/ZAD Bread under the bell (peka)	675	30	17	12	0	1		
November 15	13.	PP6/VEN The Venice Marathon	126	11	5	6	0	0		
November 16	14.	PP7/ER The castles of Valmarecchia	113	11	2	9	0	0		
November 17	15.	PP8/SVEM Tolentino	91	6	1	5	0	0		
November 18	16.	PP9/ABR Evocative view of Ripacorbaria at sunset	100	7	2	5	0	0		
November 20	17.	Orto botanico di Padova	24	11	5	5	0	1		
November 21	18.	PP11/TPP Ancient buildings	144	16	6	8	0	0		
November 21	19.	The Historical Trajectory of Istrian Medieval Castles	72	16	7	8	0	0		
November 21	20.	Rich Traces of the Past in Istrian Gastronomy	65	12	7	5	0	0		
November 22	21.	PP10/MOLISE Tavenna lace at the 31st international bobbin lace exhibition	88	7	2	5	0	0		
November 23	22.	PP3/ZAD The goat	53	11	5	6	0	0		
November 24	23.	PP8/SVEM Apiro	77	6	0	6	0	0		
November 25	24.	PP6/VEN The San Pelagio Castle	93	7	2	5	0	0		

November 28	25.	PP11/TPP The Parco Rupestre Lama D'Antico	113	16	7	9	0	0		
November 29	26.	PP9/ABR Punta Aderci	49	10	6	4	0	0		
November 30	27.	PP8/SVEM The statue of the Christ of the snows	37	3	0	3	0	0		
November 30	28.	Olive oil museum on Brač Island	9	7	4	3	0	0		
November 30	29.	Album COOKING CLASSES - RAVNI KOTARI	95	21	12	9	0	1		
November 30	30.	Cooking classes on the topic of the traditional gastronomy of Ravni kotari	11	6	2	1	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Xj2qX7tFXoc9WqvYBrCXHkfAdwHP58t3qGZE8bb58sbWqR6YSMXqMopsr8Ytb6y1l> (November 2, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0pZhXQoNuNXaZS4EyWhYj1zSVXB4AcyxAVS1QWMFaYXyKRiXYSLHT9Ae4H3eA6a36l> (November 3, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0roLCoNFPM2aBM98LCL1MEknhP3Cu2Mz3WWJpAQ843NQBphXVnhDMcGc1kafL1vUul> (November 4, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0iUWmRNZm2PJVzD9XzBAefBc48jndHn6i8Lu64WTmVWco7867BSd7M5ZjHH7MMTXHI> (November 6, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02SrwdjdQPYvoubuKsQDd7xB1V3zcHPqVnA6L6MB1kBLdprkuREfEHLRXXKHQEbT3val> (November 7, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0351femQvMUvQYUM4f9su2MMuKZTP32fsfXDZ1kbursYF2XjAZ7eNuaNKZSxfvF6xSl> (November 7, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0E97vydKAvBsczmCXBeDZKMDPqZmx89Ww3i48RLdDowi4zJFXBKikAvTGUXd2MN6bl> (November 7, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0bmcjFfxK6tHgDzWw4y1aKWKgqLijR6BxeY2ccjhbrRyF6dXzo2dFPZ1Zi9MnWG7Al> (November 8, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02tBGmYVpFUyvpdrx6DwwWqnTdQhCuYq71AFhezWaRsf4DuEMgAuWsjSqdTMCfcbZUI> (November 9, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02jHoQhuU1aTpsgDgsXW5kPvD9GwYGePgZB9aLCehzjpWmoA5dSfzUNgR2sJfvYnu3l> (November 10, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02DEhTm89BsKRANaM8kekeCs35NGWkY3u6G3ULgYsrsLa1b8Z7LAPzW95BShsk5Rakl> (November 11, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02xJ1JMXfau2VXkqWt2ghsyXVrN888SUSx35cQcdS6L6ctWbAxiPwK7ARpTm9sM1Byl> (November 14, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid09XZB76DLQtxdMNG4WS9s8dQtL29n8dDSo5KmsiuR3ag9DEL3bP7XCLFknDQWUruil> (November 15, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0gmgKyxXirJkCeJ7ur8xXBGDVSNe7iiq9Apk8XLvJqBchXowffXFY94Cyn6afiiGSI> (November 16, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02GDFUblD6h7Zfe2yfcBvY6K486cxc3DTTyaTcsUHF4P7C1KJb5Nn2BQhRq7fWSD6Jl> (November 17, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Lx2HjFY4USAKmZZWgRDrJptV4iDhntRQLXCcHc3bvWrZcdJLW9MU9aBb4ui9Nt9sl> (November 18, 2022)

Post #17 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0jmsUjPXkoELYSq4vBoyTLnuNZvbv38yUjCch4LvFoR7GkaYkYG1Jg7EMW7sWsW3tl> (November 20, 2022)

Post #18 :

<https://web.facebook.com/takeitslowproject/posts/pfbid09253VJzb7UuAF3NwEKhBq1wKBSQEjamoyhUo7soC1Y2n6xHvzmNWUND1fa42uwcPl> (November 21, 2022)

Post #19 :

<https://web.facebook.com/takeitslowproject/posts/pfbid037DZ8e9Z3e2PaiYhPK5pnwZQYyoLWnNUoojo499ifWUSGhq2CHpwcBwAMty7XCWQxl> (November 21, 2022)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0tQpPf2VyEHpo9AWThwDanxbUCpZL3LUtYGQfDv5ZYPbdzy53bt2E1pFHEdmtY3sfl> (November 21, 2022)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid09ySUa4eKo1nZvWNU2yLVxiagxkbUAGdoQZzWUyhweB7XeQhcKog3gwZFUu3uBquSI> (November 22, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid023ir5FDeya2mS4e6SQ1e1yeci4YcwoSi97gnC1VxWeHJQ2hnb1SJAcggLZjUAroeuI> (November 23, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02cvnPgyLMLKtpMraEyNJmG7NiHXPgnW5ziy7NAkfZcKMYKPtj53aP4ThFzR3AqDNI> (November 24, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0yLBhEJYNaLr7ECXVxEV3x4ufTivMVfpBqfPpKnGo64pYehwpA9LMxQw1bFi4UkKI> (November 25, 2022)

Post #25 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02VZt8cSzdrawFBxHykJgpBzXuBkCnfucc hFjLZSxP6XRPYLdpuc8ypw4SKGN2Cg6yI> (November 28, 2022)

Post #26 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0AZgzWFnLdKHYemoFBmgjYzqZgEq2gm DFefGbFWHR4WwzkhziddHTZahQahFCZncbl> (November 29, 2022)

Post #27 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02Y7KLGXAaqMjHCfiqYnzmKBtd94oyZHL rMPFae2eMi4NfrxbYGv3brbxUJx21NNZkl> (November 30, 2022)

Post #28 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02qj61Dv76VuCEywaVAn1fW9m2pn1Czz f6LS9waw7uBigxJZuhbUDFHLcnXzK39zc2I> (November 30, 2022)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02oUUKPXSeAisPStvFToNuS45s8B5wU GE4GP525sQXKT95pebwJVvdgGZ6hVQydRS4I> (November 30, 2022)

Post #30 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02UyvGs8C2edmFq2PZvY7QujakiAzKgJE RifqJUPHV9jVmFVyMFu1hnJZdzug56C8al> (November 30, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **November 2022**:

Number of posts: **22**

Profile visits: **101**

New page followers: **6 (257)**

Total likes on posts: **288**

Account reach: **1459**

Impressions: **1673**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
November 2	1.	PP5/FVG The Lupanica route	52	62	9	1	101	6
November 3	2.	PP6/VEN Villa Widmann	75	95	20	0		
November 4	3.	PP7/ER The ancient bell towers	76	93	18	0		
November 6	4.	PP11/TPP The centuries-old olive grove	129	155	25	2		
November 7	5.	PP3/ZAD Olive	60	69	12	1		
November 8	6.	PP2/SKC The Kornati Islands National Park	141	155	8	1		
November 9	7.	PP6/VEN Este	65	67	17	0		
November 10	8.	PP8/SVEM Frontignano	62	66	14	1		
November 11	9.	PP9/ABR The Ponte del Mare in Pescara	74	78	11	1		
November 14	10.	PP3/ZAD Bread under the bell (peka)	55	59	8	1		
November 15	11.	PP6/VEN The Venice Marathon	92	107	16	1		
November 16	12.	PP7/ER The castles of Valmarecchia	51	64	14	0		
November 17	13.	PP8/SVEM Tolentino	47	52	12	0		
November 18	14.	PP9/ABR Evocative view of Ripacorbaria at sunset	49	55	11	0		
November 21	15.	PP11/TPP Ancient buildings	71	89	17	1		
November 22	16.	PP10/MOLISE Tavenna lace at the 31st international bobbin lace exhibition	46	51	7	0		
November 23	17.	PP3/ZAD The goat	36	39	7	0		
November 24	18.	PP8/SVEM Apiro	47	48	10	1		
November 25	19.	PP6/VEN The San Pelagio Castle	65	83	15	1		
November 28	20.	PP11/TPP The Parco Rupestre Lama D'Antico	84	98	19	2		
November 29	21.	PP9/ABR Punta Aderci	59	65	12	0		
November 30	22.	PP8/SVEM The statue of the Christ of the snows	23	23	6	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CkdJOmbjBun/> (November 2, 2022)

Post #2 : <https://www.instagram.com/p/CkfWNSRi8jL/> (November 3, 2022)

Post #3 : <https://www.instagram.com/p/CkiC6z2jN0R/> (November 4, 2022)

Post #4 : <https://www.instagram.com/p/CknVU6Kjklp/> (November 6, 2022)

Post #5 : <https://www.instagram.com/p/CkpsInSNF2R/> (November 7, 2022)

Post #6 : <https://www.instagram.com/p/CksQ7L8IW50/> (November 8, 2022)

Post #7 : <https://www.instagram.com/p/Cku1t89ohlM/> (November 9, 2022)

Post #8 : <https://www.instagram.com/p/Ckxagg9qlO1/> (November 10, 2022)

Post #9 : https://www.instagram.com/p/Ckz_Tnuvaih/ (November 11, 2022)

Post #10 : <https://www.instagram.com/p/Ck7tsX2KBxy/> (November 14, 2022)

Post #11 : <https://www.instagram.com/p/Ck-SfhiI3qD/> (November 15, 2022)

Post #12 : <https://www.instagram.com/p/CIBBld1PXbY/> (November 16, 2022)

Post #13 : <https://www.instagram.com/p/CIDmYNLk8Ow/> (November 17, 2022)

Post #14 : <https://www.instagram.com/p/CIGLLO4oCXr/> (November 18, 2022)

Post #15 : <https://www.instagram.com/p/CINrOrUKtap/> (November 21, 2022)

Post #16 : <https://www.instagram.com/p/CIQqNE6KdTn/> (November 22, 2022)

Post #17 : <https://www.instagram.com/p/CIS1aLlKg5f/> (November 23, 2022)

Post #18 : <https://www.instagram.com/p/CIVaM0lqo6D/> (November 24, 2022)

Post #19 : https://www.instagram.com/p/CIX_BY6thC3/ (November 25, 2022)

Post #20 : <https://www.instagram.com/p/CiftYs4q32L/> (November 28, 2022)

Post #21 : <https://www.instagram.com/p/CliSLfGKN6y/> (November 29, 2022)

Post #22 : <https://www.instagram.com/p/Clk2-L6KOXm/> (November 30, 2022)

Number of stories: **15**

Total story views: **656**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
November 3	PP6/VEN Villa Widmann repost @myth_euromed	43	0
November 3	BCC visit live	57	0
November 4	BCC visit live	54	0
November 4	BCC visit live	48	0
November 7	BCC visit article	61	0
November 9	PP6/VEN Este	30	0
November 15	PP6/VEN The Venice Marathon repost @myth_euromed	30	0
November 15	PP6/VEN The Venice Marathon repost @venicemarathon_official	31	0
November 20	PP6/VEN AAC Guide repost @ortoboticopd	45	0
November 21	PP4/IST Istrian Medieval Castles brochure	30	0
November 21	PP4/IST Istrian Gastronomy brochure	27	0
November 26	PP6/VEN The San Pelagio Castle repost @myth_euromed	50	0
November 26	PP6/VEN Veneto repost @berto_cotrana	43	0
November 30	PP1/RERA Brac olive museum	53	0
November 30	PP3/ZAD Zadar cooking class	54	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **November 2022**:

Number of tweets: **27**

Profile visits: **2277**

New followers: **3 (total 28)**

Total tweet impressions: **3078**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
November 2	1.	PP5/FVG The Lupanica route	28	5	2	1	0	2277	3
November 3	2.	PP6/VEN Villa Widmann	34	4	2	1	0		
November 4	3.	PP7/ER The ancient bell towers	34	11	2	0	0		
November 6	4.	PP11/TPP The centuries-old olive grove	884	51	9	2	0		
November 7	5.	PP3/ZAD Olive	21	2	1	0	0		
November 7	6.	TAKE IT SLOW Study trip to Basque Culinary Center	327	13	2	1	1		
November 8	7.	PP2/SKC The Kornati Islands National Park	76	3	1	0	0		
November 9	8.	PP6/VEN Este	26	3	1	0	0		
November 10	9.	PP8/SVEM Frontignano	36	3	1	1	0		
November 11	10.	PP9/ABR The Ponte del Mare in Pescara	197	7	4	1	1		
November 14	11.	PP3/ZAD Bread under the bell (peka)	31	2	1	0	0		

November 15	12.	PP6/VEN The Venice Marathon	22	3	1	1	0		
November 16	13.	PP7/ER The castles of Valmarecchia	31	4	1	1	0		
November 17	14.	PP8/SVEM Tolentino	16	2	1	0	0		
November 18	15.	PP9/ABR Evocative view of Ripacorbaria at sunset	41	4	1	1	0		
November 21	16.	PP11/TPP Ancient buildings	546	31	5	1	2		
November 21	17.	The Historical Trajectory of Istrian Medieval Castles	26	7	1	4	0		
November 21	18.	Rich Traces of the Past in Istrian Gastronomy	25	6	3	1	1		
November 22	19.	PP10/MOLISE Tavenna lace at the 31st international bobbin lace exhibition	48	5	2	1	0		
November 23	20.	PP3/ZAD The goat	35	3	1	0	0		
November 24	21.	PP8/SVEM Apiro	20	2	1	0	0		
November 25	22.	PP6/VEN The San Pelagio Castle	31	5	2	0	0		
November 28	23.	PP11/TPP The Parco Rupestre Lama D'Antico	399	13	3	1	1		
November 29	24.	PP9/ABR Punta Aderci	106	11	3	1	1		
November 30	25.	PP8/SVEM The statue of the Christ of the snows	11	2	1	0	0		
November 30	26.	Olive oil museum on Brač Island	17	10	2	1	0		
November 30	27.	Cooking classes on the topic of the traditional gastronomy of Ravni kotari	10	7	1	1	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1587708587866046464> (November 2, 2022)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1588065439245926400> (November 3, 2022)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1588433364284940291> (November 4, 2022)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1589189974939009024> (November 6, 2022)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1589520528611545089> (November 7, 2022)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1589642385948315648> (November 7, 2022)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1589882915126738944> (November 8, 2022)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1590245303927578624> (November 9, 2022)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1590607692183339009> (November 10, 2022)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1590970079973343238> (November 11, 2022)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1592057242580303873> (November 14, 2022)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1592419630722654208> (November 15, 2022)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1592804671357218816> (November 16, 2022)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1593167068937048065> (November 17, 2022)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1593529448225157120> (November 18, 2022)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1594586414716309504> (November 21, 2022)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1594623990278103040> (November 21, 2022)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1594646514319736832> (November 21, 2022)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1594948797460893696> (November 22, 2022)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1595311187423535104> (November 23, 2022)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1595673572063776771> (November 24, 2022)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1596035964324962304> (November 25, 2022)

Post #23 :

<https://twitter.com/TAKEITSLOWAdria/status/1597123124515987457> (November 28, 2022)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1597485516336889857> (November 29, 2022)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1597847903023742976> (November 30, 2022)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1597872236085792769> (November 30, 2022)

Post #27 :

<https://twitter.com/TAKEITSLOWAdria/status/1597957315931824128> (November 30, 2022)

1.4. YOUTUBE

Total subscribers : 11

38 Project videos were published on project YouTube page :

Date of publishing : November 10th 2022

1. ONLINE INTERVIEWS WITH KEY STAKEHOLDERS (AND VIDEOS) – 12 videos :

All PPs have realized their **online interviews with the key stakeholders** in the form of videos which are saved on the project official **YouTube** channel :

1. LP/DUBROVNIK NERETVA COUNTY: <http://bit.ly/3OcP9AJ> (views 22)



2. PP1/ RERA SD : <http://bit.ly/3UQD1qP> (views 6)



3. PP2/PI DA SKC : <http://bit.ly/3DXHt0s> (views 13)



4. PP3/UNIVERSITY OF ZADAR: <http://bit.ly/3UPx1Pa> (views 19)



5. PP4/REGION OF ISTRIA : <http://bit.ly/3hyeNDw> (views 21)



6. PP5/PROMOTURISMOFVG : <http://bit.ly/3A45v8U> (views 5)



7. PP6/VENETO REGION : <http://bit.ly/3E0NjNt> (views 14)



8. PP7/EMILIA ROMAGNA REGION : <http://bit.ly/3A9r7R7> (views 8)



9. PP8/ SVEM - Sviluppo Europa Marche Srl : <http://bit.ly/3fRj1WB> (views 5)



10. PP9/ABRUZZO REGION : <http://bit.ly/3TtXvVe> (views 12)



11. PP10/MOLISE REGION : <http://bit.ly/3EIlx0y> (views 5)



12. PP11_PP12/ APULIAN PUBLIC THEATRE/APULIA REGION : <http://bit.ly/3Tnwrat> (views 4)



Date of publishing : November 10th 2022

2. SET OF DIGITAL STORY-TELLING CONTENT BASED ON INTERVIEWS DISSEMINATED THROUGH 20 SEC VIRAL VIDEOS – 12 videos :

PP5/PROMOTURISMOFVG, as a partner in charge, has realized set of digital story-telling content based on interviews, in the form of videos, which are saved on the project official **YouTube** channel:

1. LP/DUBROVNIK NERETVA COUNTY: <http://bit.ly/3E1vgb2> (views 16)
2. PP1/ RERA SD : <http://bit.ly/3WSyuWK> (views 4)
3. PP2/PI DA SKC : <http://bit.ly/3EqpAZE> (views 4)
4. PP3/UNIVERSITY OF ZADAR: <http://bit.ly/3GbONIn> (views 22)
5. PP4/REGION OF ISTRIA : <http://bit.ly/3DYcUrd> (views 16)
6. PP5/PROMOTURISMOFVG : <http://bit.ly/3G7ufkc> (views 5)
7. PP6/VENETO REGION : <http://bit.ly/3Us4BLB> (views 5)
8. PP7/EMILIA ROMAGNA REGION : <http://bit.ly/3TBPjCM> (views 2)
9. PP8/ SVEM - Sviluppo Europa Marche Srl : <http://bit.ly/3WWNS4H> (views 6)
10. PP9/ABRUZZO REGION : <http://bit.ly/3toG5Pi> (views 2)
11. PP10/MOLISE REGION : <http://bit.ly/3DWOWN3> (views 10)
12. PP11_PP12/ APULIAN PUBLIC THEATRE/APULIA REGION : <http://bit.ly/3EqNfJr> (views 7)

Date of publishing : November 10th 2022

3. SHORT VIDEO PILLS ANIMATED INFOGRAPHICS – 12 videos

PP5/PROMOTURISMOFVG, as a partner in charge, has realized 12 short video pills animated infographics, in the form of videos, which are saved on the project official **YouTube** channel:

1. LP/DUBROVNIK NERETVA COUNTY: <http://bit.ly/3tF9lfH> (views 9)
2. PP1/ RERA SD : <http://bit.ly/3EnOHfl> (views 7)
3. PP2/PI DA SKC : <http://bit.ly/3hx9sML> (views 10)
4. PP3/UNIVERSITY OF ZADAR: <http://bit.ly/3Ep3qH9> (views 43)
5. PP4/REGION OF ISTRIA : <http://bit.ly/3tjV3Gm> (views 18)
6. PP5/PROMOTURISMOFVG : <http://bit.ly/3G2NU4W> (views 8)
7. PP6/VENETO REGION : <http://bit.ly/3GgMC6e> (views 15)
8. PP7/EMILIA ROMAGNA REGION : <http://bit.ly/3WSFpiM> (views 8)
9. PP8/ SVEM - Sviluppo Europa Marche Srl : <http://bit.ly/3O1HOuf> (views 4)
10. PP9/ABRUZZO REGION : <http://bit.ly/3E0SEVT> (views 3)
11. PP10/MOLISE REGION : <http://bit.ly/3DWVATD> (views 4)
12. PP11_PP12/ APULIAN PUBLIC THEATRE/APULIA REGION : <http://bit.ly/3htVafT> (views 7)

Video #37 – TAKE IT SLOW THE KEY STAKEHOLDERS

TAKE IT SLOW is designed to establish, manage & promote Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorised & promoted tangible & intangible joint natural & cultural heritage of its islands, coastal, inland & rural Adriatic. The key stakeholders of the project are persons involved in the tourism value chain of micro (local) destinations.



Total views : 17

Link :

https://www.youtube.com/watch?v=O597YU6p_Es&t=2s (November 11th 2022)

Video #38 – OLIVE OIL MUSEUM ON BRAC ISLAND

For the Brač Island inhabitants, olive growing is not only agricultural activity, it is a way of living. Look at this short video documentary to see how locals turn this love into a business and tourism offer creating a unique experience.



Total views : 16

Link : <https://www.youtube.com/watch?v=5WdoikoA2js&t=9s> (November 29th 2022)

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#23 DECEMBER 2022

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **December 2022**:

Number of posts: **30**

Page likes: 5 new (**total 555**)

Page views: **96**

New page followers: 5 new (**total 638**)

Total reach of posts: **3237**

Total engagement on posts: **466**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
December 1	1.	PP5/FVG The Pecolat Route	88	6	2	4	0	0	5	96	5
December 2	2.	PP1/RERA Brač	132	19	10	9	0	0			
December 5	3.	PP3/ZAD Prsnac	90	6	0	6	0	0			
December 6	4.	PP4/IST The Church of St. Nicholas	97	4	0	4	0	0			
December 7	5.	PP6/VEN Montagnana	178	33	13	18	0	1			
December 7	6.	The Euganean Hills awarded in Brussels with the European Charter of Sustainable Tourism	85	107	59	32	8	3			
December 8	7.	PP7/ER The Uso River	85	2	0	2	0	0			

December 8	8.	Virtual Museum and Creative Centre House of Castles was the host of the promotion of the 12xII Calendar	38	10	5	5	0	0		
December 9	9.	PP1/RERA Čelinjok	137	17	11	6	0	0		
December 9	10.	Second certification and labeling workshop of partner PI DA RERA about eco-labeling in agricultural	54	23	16	6	0	0		
December 9	11.	Awarding ceremony in Brussels for the Euganean Hills with the European Charter of Sustainable Tourism	57	36	17	13	1	2		
December 9	12.	Album EUROPEAN CHARTER OF SUSTAINABLE TOURISM FOR THE EUGANEAN HILLS	73	10	5	4	0	0		
December 12	13.	PP2/SKC Skradinski buk	214	26	12	13	0	1		
December 13	14.	PP8/SVEM Sassoferrato	79	3	2	1	0	0		
December 14	15.	PP9/ABR Pretoro	89	5	0	5	0	0		
December 15	16.	PP11/TPP The village of Pezze di Greco	113	9	3	6	0	0		
December 16	17.	PP3/ZAD Pršut (prosciutto)	95	4	0	4	0	0		
December 19	18.	PP3/ZAD Stone	112	9	4	5	0	0		
December 20	19.	PP6/VEN Villa Loredan	107	11	4	7	0	0		
December 21	20.	PP11/TPP Savelletri, Regione Puglia	166	13	5	7	0	1		

December 22	21.	PP4/SVEM Friuli Venezia Giulia	121	11	7	4	0	0		
December 23	22.	PP11/TPP Christmas 2022 in Fasano	179	19	11	5	1	1		
December 23	23.	Wishing You Marry Christmas and a Happy 2023!	107	23	13	6	0	0		
December 25	24.	PP9/ABR Crocheted Christmas trees, Abruzzo	107	11	5	6	0	0		
December 25	25.	PP8/SVEM Christmas in Marche region	102	10	7	3	0	0		
December 26	26.	PP10/MOLISE The illuminations of Larino	112	6	3	3	0	0		
December 27	27.	PP7/ER The medieval village of Santarcangelo di Romagna	114	4	1	3	0	0		
December 28	28.	PP3/ZAD Cycling	129	16	6	10	0	0		
December 29	29.	PP9/ABR Scanno	88	6	1	5	0	0		
December 30	30.	PP4/IST The single-nave Church of St. James	89	7	2	5	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JBArpEYKSZ8hmRwvD85v3hjBASiphXVTou7m5THFWBrpGHoxj8ugNwdc5cdSJXzkl> (December 1, 2022)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02J5Gn7JXRiVDzcXRzFY4uYrmqaf8FKdATdc4j1r3bNm373aFiUR6zjZWkrrK5U8zyl> (December 2, 2022)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02u6UJtiqiTmvghXZ3RZ6YKWawyC2JyEuyfa9pJw3x9vP5vfBDfeTvYHRC9kaYbjl> (December 5, 2022)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0P7X6XdTPdKiPYmHUu5uRgXRcmAG6fH8ZTDxCKsFzXwo7KWC5oum6BFszpHXSqCN6l> (December 6, 2022)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02DgbRySqtvdFsUAI9urDZXZQmJyazCEk9guUHQojAA64KmqWumWHPVgDV1rfTtoiqI> (December 7, 2022)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02cHmhMuqAmHizpn1KsJne8ZqoKHZX7Sa6iPYVF3NnBXGrhJA95uW2BfHtRhewp9WGl> (December 7, 2022)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0ow22iEfrJo7zFH7WDnSH4dyThokNHsjtQdqXAhz4LFT3LGxMU1iBsipr9d7HVQ6Cl> (December 8, 2022)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0KK8i2eQCBJhD7k4zuQ4siawv6UhN1wXKyivQKfJ3bqYfp1oUxvkARsPFgS5vzbxzI> (December 8, 2022)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid028mzZpXeKRqfVxh59XYmxwVXCGtnbHfPeDjbNtRSUt5yS4myUSYZKw9zklN3zcZepl> (December 9, 2022)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid03qD2cJyD87KoFL4Ne1z7DKdyCA3U6pYBzKdQW54xDJSSebgGVXgMk6U77K7gfct3l> (December 9, 2022)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid033mPEi1Psc9kGkX9HSoN4WNXZwfft3HmwaCxsAgGsxN4ct5eJzKw5AX2T9fGm1WvTI> (December 9, 2022)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid05eGYJWfW44gobpfxnMaZFHvvJUxfZVj4gPcgvNJFgMRreKzG4te9mB41Y32zZb6bl> (December 9, 2022)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0GV6nVURocA2cZNdKEGbJimrdAdhJ9idy3hwHKfXSGCT8tUsseed4jHo1Sg34EyT9I> (December 12, 2022)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0zfQZKEVT5m6ZutfSejVQ7o4pYizdhrKdhb9dAPfHKm5q9SiW2kRTWjgFN8bGjGAI> (December 13, 2022)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid04otwYxq9tyFLGPGWapZeEj6EG1eSeMUgSda3awyzYjtu2wKdnCaPT12hgTztgyFWI> (December 14, 2022)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid09BUvRZKqa8Ysbh1TPGTCUmT6N48o9GHLZ4F2dAdnuFB23sVEHKAPeWocGwYDzTD9I> (December 15, 2022)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02a9pqi7inBKGrXa7tdahnM5JHNd376tWXPkp7uwPQF9FfyqfX46WhTyPPk8xpRDxWI> (December 16, 2022)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid027Px44CwL3aeUbst4UipXTaJWaqXLAZe5SeP3RpoAWfLpwadopZCJ9wzzoBSRUUoPI> (December 19, 2022)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0perUA5qLz47ESfgRq4NMyweqXLpmxh2UW5mgtCybLvnsaMVgTGapBNLiC6c41PLI> (December 20, 2022)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0268n89BdECTA8HfDDmpwchMwqaXhM7oxfvyuHxnBx1h2YnoWNMeaFBVCK5A7mVCatI> (December 21, 2022)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0YVipJzTGeMXsxRr4zP4zgJaeiS1ZUckw4EzVEP7DVRzrH3WNwrtJfy8PMY6PePHkl> (December 22, 2022)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0FQCjpyDRyiKqL5NqMtnvNX3CQTXksg2RvBPzVYHmsuEt61yVH9D5o3cpiRuFzo97I> (December 23, 2022)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0MH3jZVk3RKEAfNPVmHXofuYNsdKJtGsNFx8jv1fhs8KCwuCeCmuriUjLK4KJLEWGI> (December 23, 2022)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0N34QgAuDZ1cPskAfSJ6YEteokTfA164e4jipCPHDNCHrmxstrTh8Uavr78nwWLH1l> (December 25, 2022)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02UmbQGgw7yCj5CshkjeEAZPvbwATuy3Rzh219Tp9AvUHHYCW2zRzusg6P7Cui5YgWI> (December 25, 2022)

Post #26 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0aX84prnzeETcifisVGzLp5uxbb7iNxK5BQ4u8cVcFEwB3QrAN1jVvrBpJvbxscjkl> (December 26, 2022)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02erCJRa2hXijgm4PeYL2UeRobLqDEvgVJGDke4P3uNYswKCvkMmx7QAURNVbLpBaMI> (December 27, 2022)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02dWDjyLRpMXpHonZ5DdJRqp6NtPpCaGn7kJs6X4K8awQukaLbtZ3FPibW8jEa8DA7I> (December 28, 2022)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid025cRLu21PJrc4c1u1u3rK1nH3kzgamB9q6dJaVKDicoDk3DhowrtqQUcUAC61ojtI> (December 29, 2022)

Post #30 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02BqoAbeRdHMydqmf9X5DfbuYjMD6JzVs38ijFLbHm2vMoyuyFJF4LVJhD9thXZ1WCI> (December 30, 2022)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **December 2022**:

Number of posts: **24**

Profile visits: **63**

New page followers: **4 (261)**

Total likes on posts: **241**

Account reach: **1682**

Impressions: **1960**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
December 1	1.	PP5/FVG The Pecolat Route	49	67	6	0	63	4
December 2	2.	PP1/RERA Brač	62	77	7	0		
December 5	3.	PP3/ZAD Prsnac	96	111	12	0		
December 6	4.	PP4/IST The Church of St. Nicholas	136	152	12	0		
December 7	5.	PP6/VEN Montagnana	67	80	15	4		
December 8	6.	PP7/ER The Uso River	50	58	11	0		
December 9	7.	PP1/RERA Čelinjok	94	108	12	0		
December 12	8.	PP2/SKC Skradinski buk	85	100	11	0		
December 13	9.	PP8/SVEM Sassoferrato	49	51	5	0		
December 14	10.	PP9/ABR Pretoro	73	75	9	1		
December 15	11.	PP11/TPP The village of Pezze di Greco	63	76	15	0		
December 16	12.	PP3/ZAD Pršut (prosciutto)	53	59	6	0		
December 19	13.	PP3/ZAD Stone	68	74	7	1		
December 20	14.	PP6/VEN Villa Loredan	52	67	7	1		
December 21	15.	PP11/TPP Savalletri, Regione Puglia	64	82	12	2		
December 22	16.	PP4/SVEM Friuli Venezia Giulia	52	64	6	0		

December 23	17.	PP11/TPP Christmas 2022 in Fasano	61	80	13	0		
December 25	18.	PP9/ABR Crocheted Christmas trees, Abruzzo	65	74	9	1		
December 25	19.	PP8/SVEM Christmas in Marche region	61	81	12	1		
December 26	20.	PP10/MOLISE The illuminations of Larino	67	83	9	0		
December 27	21.	PP7/ER The medieval village of Santarcangelo di Romagna	54	62	10	0		
December 28	22.	PP3/ZAD Cycling	83	90	15	0		
December 29	23.	PP9/ABR Scanno	72	75	13	1		
December 30	24.	PP4/IST The single-nave Church of St. James	106	114	7	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/Clnbx2TKAe7/> (December 1, 2022)

Post #2 : <https://www.instagram.com/p/ClqOTx1PoMn/> (December 2, 2022)

Post #3 : <https://www.instagram.com/p/Clxu9ELKu5I/> (December 5, 2022)

Post #4 : <https://www.instagram.com/p/ClOTwLcglYS/> (December 6, 2022)

Post #5 : <https://www.instagram.com/p/Cl24iTmqjFV/> (December 7, 2022)

Post #6 : <https://www.instagram.com/p/Cl5dWAWqh7D/> (December 8, 2022)

Post #7 : <https://www.instagram.com/p/Cl8CJJKoVeP/> (December 9, 2022)

Post #8 : <https://www.instagram.com/p/CmDwg0ElySW/> (December 12, 2022)

Post #9 : <https://www.instagram.com/p/CmGVUBZqx8/> (December 13, 2022)

Post #10 : <https://www.instagram.com/p/CmI6G5aqcXm/> (December 14, 2022)

Post #11 : <https://www.instagram.com/p/CmLe6VHqzxb/> (December 15, 2022)

- Post #12 : <https://www.instagram.com/p/CmODsfEKp0z/> (December 16, 2022)
- Post #13 : <https://www.instagram.com/p/CmVyFcPqf3d/> (December 19, 2022)
- Post #14 : <https://www.instagram.com/p/CmYW4WZK25n/> (December 20, 2022)
- Post #15 : <https://www.instagram.com/p/Cma7rXOKZI/> (December 21, 2022)
- Post #16 : <https://www.instagram.com/p/CmdgeZFqoWK/> (December 22, 2022)
- Post #17 : <https://www.instagram.com/p/CmgFRVhvl1p/> (December 23, 2022)
- Post #18 : <https://www.instagram.com/p/CmlVtw4ofeO/> (December 25, 2022)
- Post #19 : <https://www.instagram.com/p/CmmFyWvq48E/> (December 25, 2022)
- Post #20 : https://www.instagram.com/p/Cmnzpr_K7GH/ (December 26, 2022)
- Post #21 : <https://www.instagram.com/p/CmqYcroqDUY/> (December 27, 2022)
- Post #22 : <https://www.instagram.com/p/Cms9PRKNM8W/> (December 28, 2022)
- Post #23 : <https://www.instagram.com/p/CmviCI4KXDU/> (December 29, 2022)
- Post #24 : <https://www.instagram.com/p/CmyG1YAq9aq/> (December 30, 2022)

Number of stories: **6**

Total story views: **283**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
December 7	PP6/VEN The Euganean Hills award repost @federicocaner	40	0
December 8	PP4/IST House of Castles promotion of the 12xII Calendar	46	0
December 9	PI DA RERA workshop about eco-labeling in agricultural	53	0
December 9_2	PP6/VEN The Euganean Hills award	43	0
December 13	PP6/VEN The Euganean Hills award repost @myth_euomed	62	0
December 25	Merry Christmas	39	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **December 2022**:

Number of tweets: **30**

Profile visits: **2446**

New followers: **2 (total 30)**

Total tweet impressions: **1952**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
December 1	1.	PP5/FVG The Pocolat Route	26	7	2	1	0	2446	2
December 1	2.	FVGlive	11	2	2	0	0		
December 2	3.	PP1/RERA Brač	78	6	3	0	0		
December 5	4.	PP3/ZAD Prisnac	20	4	2	0	0		
December 6	5.	PP4/IST The Church of St. Nicholas	14	2	1	0	0		
December 7	6.	PP6/VEN Montagnana	19	4	2	1	0		
December 7		Regione Veneto retweet	6	2	2	0	0		
December 7	7.	The Euganean Hills awarded in Brussels with the European Charter of	7	3	2	1	0		

		Sustainable Tourism						
December 8	8.	PP7/ER The Uso River	15	2	1	0	0	
December 8	9.	Virtual Museum and Creative Centre House of Castles was the host of the promotion of the 12xII Calendar	24	7	2	2	0	
December 9	10.	PP1/RERA Čelinjok	45	6	3	0	1	
December 9	11.	Second certification and labeling workshop of partner PI DA RERA about eco-labeling in agricultural	23	7	2	1	0	
December 9	12.	Awarding ceremony in Brussels for the Euganean Hills with the European Charter of Sustainable Tourism	26	7	2	1	0	
December 12	13.	PP2/SKC Skradinski buk	83	8	1	1	0	
December 13	14.	PP8/SVEM Sassoferrato	28	4	2	1	0	
December 14	15.	PP9/ABR Pretoro	173	7	3	1	1	
December 15	16.	PP11/TPP The village of Pezze di Greco	338	16	3	1	1	
December 16	17.	PP3/ZAD Pršut (prosciutto)	24	3	2	0	0	
December 19	18.	PP3/ZAD Stone	18	4	2	0	0	
December 20	19.	PP6/VEN Villa Loredan	37	5	3	1	0	
December 21	20.	PP11/TPP Savalletri, Regione Puglia	288	10	4	1	1	
December 22	21.	PP4/SVEM Friuli Venezia Giulia	23	5	1	1	0	
December 23	22.	PP11/TPP Christmas 2022 in Fasano	384	12	3	1	1	
December 23	23.	Wishing You Marry	30	4	2	1	0	

		Christmas and a Happy 2023!							
December 25	24.	PP9/ABR Crocheted Christmas trees, Abruzzo	34	5	3	1	0		
December 25	25.	PP8/SVEM Christmas in Marche region	40	8	2	1	0		
December 26	26.	PP10/MOLISE The illuminations of Larino	34	2	1	0	0		
December 27	27.	PP7/ER The medieval village of Santarcangelo di Romagna	41	4	1	1	0		
December 28	28.	PP3/ZAD Cycling	20	2	1	0	0		
December 29	29.	PP9/ABR Scanno	26	3	1	1	0		
December 30	30.	PP4/IST The single-nave Church of St. James	17	2	1	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1598210291690602497> (December 1, 2022)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1598572679199567872> (December 2, 2022)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1599659840552386560> (December 5, 2022)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1600022232062984192> (December 6, 2022)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1600384613666340864> (December 7, 2022)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1600416943101681665> (December 7, 2022)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1600747009140576258> (December 8, 2022)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1600830588138983425> (December 8, 2022)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1601109393713397760> (December 9, 2022)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1601236823551811591> (December 9, 2022)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1601250356842811392> (December 9, 2022)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1602196555716517889> (December 12, 2022)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1602558941858242562> (December 13, 2022)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1602921329895690241> (December 14, 2022)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1603283718390489088> (December 15, 2022)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1603646108936286208> (December 16, 2022)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1604733275855020040> (December 19, 2022)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1605095660151361536> (December 20, 2022)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1605458046829953024> (December 21, 2022)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1605820436423397376> (December 22, 2022)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1606182820937814017> (December 23, 2022)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1606228124127137796> (December 23, 2022)

Post #23 :

<https://twitter.com/TAKEITSLOWAdria/status/1606922694682894336> (December 25, 2022)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1607028406339739649> (December 25, 2022)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1607269985675612160> (December 26, 2022)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1607632499361865728> (December 27, 2022)

Post #27 :

<https://twitter.com/TAKEITSLOWAdria/status/1607994885465903105> (December 28, 2022)

Post #28 :

<https://twitter.com/TAKEITSLOWAdria/status/1608357152107761664> (December 29, 2022)

Post #29 :

<https://twitter.com/TAKEITSLOWAdria/status/1608719537448296448> (December 30, 2022)

1.4. YOUTUBE



Total subscribers : 11

0 Project videos were published on project YouTube page :

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#24 JANUARY 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **January 2023**:

Number of posts: **18**

Page likes: 6 new (**total 561**)

Page views: **85**

New page followers: 9 new (**total 647**)

Total reach of posts: **1824**

Total engagement on posts: **186**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
January 2	1.	PP4/SVEM Ascoli Piceno	120	7	1	5	0	0	6	85	9
January 4	2.	PP3/ZAD St. Peter's Church in Morpolača	121	10	3	7	0	0			
January 4	3.	HIDDEN SECRETS OF DALMATIAN GARDENS	29	9	3	6	0	0			
January 6	4.	PP6/VEN The national Museum of Villa Pisan	162	21	8	13	0	0			
January 9	5.	PP3/ZAD River Bijela and its canyon	120	8	0	8	0	0			
January 10	6.	The video promoting Regione Abruzzo territory	28	6	1	5	0	0			

January 10	7.	Hidden Secrets of Dalmatian Gardens	75	17	9	8	0	0		
January 11	8.	PP6/VEN Complesso Monumentale Rocca di Monselice	126	14	10	4	0	0		
January 13	9.	PP9/ABR Santo Stefano di Sessanio	110	9	2	7	0	0		
January 16	10.	PP4/SVEM Lake Cingoli	142	15	7	8	0	0		
January 18	11.	PP4/IST The Church of St. Agatha	130	12	3	9	0	0		
January 20	12.	PP9/ABR S. Bartolomeo in Legio	105	7	0	7	0	0		
January 20	13.	WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	25	16	8	8	0	0		
January 23	14.	PP3/ZAD The Orthodox Church of St. John in Benkovac	96	2	0	2	0	0		
January 23	15.	The webinar "THE TOURISM ENTERPRISE AND THE BRAND IDENTITY"	135	12	7	5	0	0		
January 25	16.	PP4/SVEM The Sibillini Mountains National Park	92	6	2	4	0	0		
January 27	17.	PP4/IST The Church of St. Barnabas	114	9	5	4	0	0		
January 30	18.	PP3/ZAD Leonardo da Vinci cannon	94	6	1	5	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0Nfye1G39aMugWDu8XwY9EGPJAcQUgx5dZQ6rWLn1iTo5KQYLLCBxrYGdv67LJA2Kl> (January 2, 2023)

Post #2 :

<https://web.facebook.com/takeitslowproject/posts/pfbid026GDAq2GDEujYG8PzAGGdLPKRdXrNAtBb61ZCRThm7v2rEgSpebrQpKd6Vo9k7Gz2l> (January 4, 2023)

Post #3 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0SHDxtokSAxFjqA7RHrdjEttZXihAkh9pEEuwz8uyiJkU3AqyBhmo2Mby8HPgGaMVI> (January 4, 2023)

Post #4 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0tmhnBYxGSRabvrwHKhAcsgPg7w6X3jipuYxmsEj6msFEop5ETHEGnjbHq3EqEFrl> (January 6, 2023)

Post #5 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0mAAfWAZT3Q5xRg9ur1vd7s7WH9AtPyVvoxnyBxeoiE4nFBGLjdYgPanoY7e4yEUTI> (January 9, 2023)

Post #6 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02tQgtbcu9gz8PiF5Ti338bVA83aiJomhWvLULYdRfzGPjrof4Lfr1REnRsg3s8MbAl> (January 10, 2023)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0qjSYwred6212gAEQdreAQpA5MsspqkxRtwG97QQdaem1dd5TqYXHxVBP7tMYtz9Ml> (January 10, 2023)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0271nnMUSPyugSgSpb5wriGVxcFkt5TjGbC5Va5LsQD6SqEvrQRVtHxuvfWukXU1Ql> (January 11, 2023)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02N7DfnXg1PM9LvfDhsQuyHWPfu9rWdufrm8z6HiQcUNtfZXXcm2H9zZSKvKq7PJyQl> (January 13, 2023)

Post #10 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02whdz9GTXnezNDgzM58xqtr4Q41eWvSzhmK9D1TT7UTM32jzotQGEreoQ4Pf6rAR4l> (January 16, 2023)

Post #11 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02ia7jHJLA6zL6EGPWFxqCQEidHM5qW8wxfNpkz4kCtvbM1iLSKEkRbTm3btVeeHJ8I> (January 18, 2023)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0D3hoFAGNP1ebQgXYxZ5vFK4Qk6Kge71AUMgDgDvnHKau4Eorc6WM6TXQuLYFHtfCI> (January 20, 2023)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0XAk2nsUUrEM7SNULqu1dLReXfqMsmYPBiqysnGF7LfgFHR3ziNNzwNtXSQGx54mFI> (January 20, 2023)

Post #14 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02zrtzqhJMzELAA9vHuPCkXSgjTkLUEcwyiwCqpTzZiCKg4DwSgWciyYmBDckuP24DI> (January 23, 2023)

Post #15 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0Rd813RcoqUYVBXSz9rkckKZERi1LA55aPmZ48k1gG8dzvCkzcCW8nR7mcAZMdzwBI> (January 23, 2023)

Post #16 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02ugZz8Mn8yHMFuUddg2p9pcgcrSeobMubazbHRhu5aD7wZKNiT3oukXSu9TLaLPQI> (January 25, 2023)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0QPUrEBRxMA1BcdwknDa8A28TgppLCN7XMALErpsabXfbUDEAa7BiXHx71mXtPdFCI> (January 27, 2023)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02hTueb8RPVjhGXtS94ZXd4jsY6ETH41vm7hceGVkmzns7tD4xygixYftG1mbSWrXCI> (January 30, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **January 2023**:

Number of posts: **13**

Profile visits: **44**

New page followers: **3 (264)**

Total likes on posts: **155**

Account reach: **893**

Impressions: **962**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
January 2	1.	PP4/SVEM Ascoli Piceno	68	74	8	0	44	3
January 4	2.	PP3/ZAD St. Peter's Church in Morpolača	80	87	15	0		
January 6	3.	PP6/VEN The national Museum of Villa Pisan	88	105	12	1		
January 9	4.	PP3/ZAD River Bijela and its canyon	62	68	13	0		
January 11	5.	Complesso Monumentale Rocca di Monselice	66	89	13	1		
January 13	6.	PP9/ABR Santo Stefano di Sessanio	76	83	13	1		
January 16	7.	PP4/SVEM Lake Cingoli	58	63	9	0		
January 18	8.	PP4/IST The Church of St. Agatha	83	99	12	1		
January 20	9.	PP9/ABR S. Bartolomeo in Legio	44	50	7	2		
January 23	10.	PP3/ZAD The Orthodox Church of St. John in Benkovac	86	88	10	2		
January 25	11.	PP4/SVEM The Sibillini Mountains National Park	43	5	5	0		
January 27	12.	PP4/IST The Church of St. Barnabas	88	97	12	0		
January 30	13.	PP3/ZAD Leonardo da Vinci cannon	51	54	6	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : https://www.instagram.com/p/Cm51NbPqd_p/ (January 2, 2023)

Post #2 : <https://www.instagram.com/p/Cm--zP0lITw/> (January 4, 2023)

Post #3 : <https://www.instagram.com/p/CnEIZTLqUxg/> (January 6, 2023)

Post #4 : <https://www.instagram.com/p/CnL2xrYKTyd/> (January 9, 2023)

Post #5 : <https://www.instagram.com/p/CnRAXmyqxOD/> (January 11, 2023)

Post #6 : <https://www.instagram.com/p/CnWJ9JJoyDU/> (January 13, 2023)

Post #7 : <https://www.instagram.com/p/Cnd4VkxoCgG/> (January 16, 2023)

Post #8 : <https://www.instagram.com/p/CnjB7oUppiZ/> (January 18, 2023)

Post #9 : <https://www.instagram.com/p/CnoLhP8Ktsq/> (January 20, 2023)

Post #10 : <https://www.instagram.com/p/Cnv5523vxbg/> (January 23, 2023)

Post #11 : <https://www.instagram.com/p/Cn1Dfg-IFJ3/> (January 25, 2023)

Post #12 : <https://www.instagram.com/p/Cn6NFn3P3NW/> (January 27, 2023)

Post #13 : <https://www.instagram.com/p/CoB7eBwKIYL/> (January 30, 2023)

Number of stories: **8**

Total story views: **486**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
January 4	PP2/SKC Event workshop Secrets of Dalmatian Gardens	65	0
January 6	PP6/VEN The national Museum of Villa Pisan repost @myth_euomed	47	0
January 10	PP9/ABR The video promoting Regione Abruzzo territory	71	0

January 10	PP2/SKC Event workshop Secrets of Dalmatian Gardens	61	0
January 11	PP6/VEN Complesso Monumentale Rocca di Monselice	60	0
January 20	PP2/SKC Event workshop Eco certificates	60	0
January 23	PP7/RER Event webinar Brand identity	56	0
January 30	PP7/RER Event webinar Brand identity	66	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **January 2023**:

Number of tweets: **18**

Profile visits: **1059**

New followers: **2 (total 32)**

Total tweet impressions: **538**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
January 2	1.	PP4/SVEM Ascoli Piceno	39	5	2	1	0	1059	2
January 4	2.	PP3/ZAD St. Peter's Church in Morpolača	20	4	3	0	0		
January 4	3.	HIDDEN SECRETS OF DALMATIAN GARDENS	33	5	2	1	0		
January 6	4.	PP6/VEN The national Museum of Villa Pisan	15	3	2	0	0		
January 9	5.	PP3/ZAD River Bijela and its canyon	22	3	2	0	0		
January 10	6.	The video promoting Regione Abruzzo territory	37	9	2	1	0		
January 10	7.	Hidden Secrets of Dalmatian Gardens	19	6	2	2	0		
January 11	8.	Complesso Monumentale Rocca di Monselice,	27	4	1	1	0		
January 13	9.	PP9/ABR Santo Stefano di Sessanio	53	3	1	0	0		
January 16	10.	PP4/SVEM Lake Cingoli	18	3	1	1	0		
January 18	11.	PP4/IST The Church of St. Agatha	22	3	1	1	0		
January 20	12.	PP9/ABR S. Bartolomeo in Legio	49	3	1	1	0		
January 20	13.	WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	30	6	2	1	0		
January 23	14.	PP3/ZAD The Orthodox Church of St. John in Benkovac	38	3	1	0	0		
January 23	15.	The webinar "THE TOURISM ENTERPRISE AND THE BRAND IDENTITY"	27	3	1	1	0		
January 25	16.	PP4/SVEM The Sibillini Mountains National Park	20	2	1	0	0		
January 27	17.	PP4/IST The Church of St. Barnabas	39	3	2	0	0		
January 30	18.	PP3/ZAD Leonardo da Vinci cannon	30	3	2	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1609806701011533825> (January 2, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1610531475681574912> (January 4, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1610655904646455299> (January 4, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1611256379171377158> (January 6, 2023)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1612343413453594627> (January 9, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1612710153911934976> (January 10, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1612742032346210306> (January 10, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1613068315412365319> (January 11, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1613793095878852608> (January 13, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1614880132287586304> (January 16, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1615604906282328067> (January 18, 2023)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1616329810338369541> (January 20, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1616380132666769408> (January 20, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1617416845253906432> (January 23, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1617263042504409089> (January 23, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1618141618732781568> (January 25, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1618866399451004928> (January 27, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1619953560124260352> (January 30, 2023)

1.4. YOUTUBE

Total subscribers : 11

4 Project videos were published on project YouTube page with total 145 views

Video 1 : TAKE IT SLOW - COSTA DEI TRABOCCHI

The video promoting Region Abruzzo territory, with specific reference to the Costa dei Trabocchi, the pilot area that is realized within the TAKE IT SLOW project. The Costa dei Trabocchi in Abruzzo stretches along 70 km long coastline across the province of Chieti, from Ortona to San Salvo. The coastline is characterized by coves and reefs extending below the hills, all the way down to the Adriatic seashore. The area is acknowledged historical heritage; the local people living in the towns and villages on the coast are very keen on their cultural identity and traditions. An 88 km long cycle path winds along the abandoned railroad – this is the best slow tourism solution across the territory.



Link: <https://www.youtube.com/watch?v=9GtFh36nsAU>

Views: 24

Video 2 : UNIVERSITY OF ZADAR: INTERVIEW WITH KEY STAKEHOLDERS – UPDATE VERSION 2

Watch the interviews with the key stakeholders of the UNIVERSITY OF ZADAR within the TAKE IT SLOW project.



Link: <https://www.youtube.com/watch?v=beCsNkKdfJ4>

Views : 13

Video 3 : UNIVERSITY OF ZADAR: INFOGRAPHIC OF RAVNI KOTARI – UPDATE VERSION 2

Watch the short video pills animated infographic of Ravni kotari, the pilot area of the UNIVERSITY OF ZADAR as a part of the TAKE IT SLOW project.

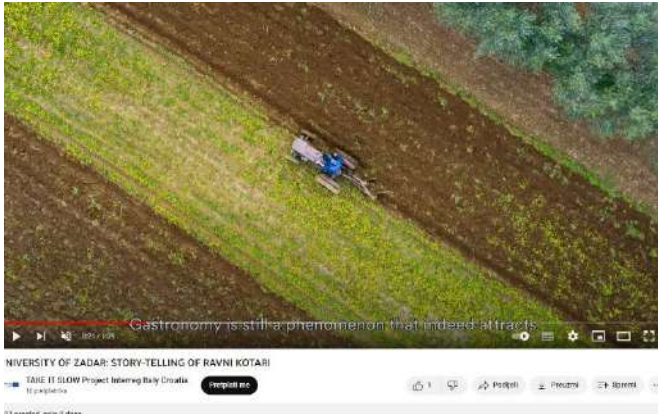


Link: https://www.youtube.com/watch?v=WUR3rpn_jgo

Views : 77

Video 4 : UNIVERSITY OF ZADAR: STORY-TELLING OF RAVNI KOTARI – UPDATE VERSION 2

Watch the short digital story-telling of Ravni kotari with the key stakeholders of the UNIVERSITY OF ZADAR within the TAKE IT SLOW project.



Link: <https://www.youtube.com/watch?v=PPM-Q7d9NPs>

Views : 31

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#25 FEBRUARY 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **February 2023**:

Number of posts: **36**

Page likes: 2 new (**total 563**)

Page views: **198**

New page followers: 7 new (**total 654**)

Total reach of posts: **7080**

Total engagement on posts: **1604**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
February 1	1.	PP2/SKC Murter	128	10	5	5	0	0	2	198	7
February 1	2.	The first in a series of workshops "Quality certificates in ecological agriculture"	142	28	17	11	0	0			
February 2	3.	PP4/IST The church in Božje Polje	120		0	5	0	0			
February 2	4.	"FRAMESPORT" and "TAKE IT SLOW": state of the art on SVEM's Italy-Croatia strategic projects	40	13	8	5	0	0			
February 3	5.	PP3/ZAD The municipality of Zemunik Donji	4324	1156	1004	129	7	5			
February 6	6.	PP4/SVEM The trail for everyone	115	7	0	7	0	0			

		of Forca di Presta									
February 6	7.	TAKE IT SLOW Project Interreg Italy Croatia Calendar	54	27	12	12	0	1			
February 7	8.	PP6/VEN The Botanical Garden of Padova	115		0	3	0	0			
February 7	9.	PP7/RER Event "ORGANIZATION AND PROMOTION OF TOURISM IN EMILIA-ROMAGNA"	36	5	1	4	0	0			
February 7	10.	Event - Webinar									
February 8	11.	PP11/TPP The old town of Fasano	155	15	6	9	0	0			
February 9	12.	PP9/ABR The Presentosa	124	3	0	3	0	0			
February 10	13.	PP4/SVEM Bolognola	130	8	2	6	0	0			
February 13	14.	PP3/ZAD Vegetables in the area of Ravni kotari	84	5	0	5	0	0			
February 14	15.	PP6/VEN Villa Pisani Bolognesi Scalabrin	106	7	2	5	0	0			
February 14	16.	Open Air Museum: Murter Views	31	32	12	19	0	1			
February 15	17.	PP9/ABR The Basilica of San Bernardino	83	4	0	4	0	0			
February 15	18.	SECOND WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE!!!!	19	7	4	3	0	0			
February 16	19.	PP11/TPP Piazza Ignazio Ciaia	164	15	7	4	1	1			
February 17	20.	PP8/SVEM The Sassotetto - La Maddalena area	79	8	3	5	0	0			
February 17	21.	The slow trail "Il Cammino delle 7 Chiese"	79	42	23	16	0	3			
February 20	22.	PP8/SVEM The Fiastrone Valley, the Ambro Valley	79	4	0	4	0	0			
February 20	23.	Event "VIEWS FROM THE SEA – NEW SYNERGIES IN THE PARK"	58	6	3	2	0	0			

February 21	24.	Regione Molise has presented the brand identity of the slow trail "Il Cammino delle 7 Chiese"	19	15	9	6	0	0		
February 21	25.	Puglia the world capital of the desire to travel	32	12	6	6	0	0		
February 22	26.	PP8/SVEM The Monti Sibillini National Park	92	5	1	4	0	0		
February 23	27.	The 1st day of the 6th Steering Committee meeting between the partners of the TIS	252	85	69	14	0	1		
February 24	28.	PP8/SVEM The view towards Monte Vettore	83	4	0	4	0	0		
February 24	29.	A training day for Environmental Hiking Guides	25	5	1	4	0	0		
February 26	30.	The 6th Steering Committee Meeting	133	53	42	9	0	2		
February 27	31.	PP3/ZAD Poličnik	68	2	0	2	0	0		
February 27	32.	WORKSHOP: "SMALL SCHOOL OF OLIVE GROWING - PRUNING AND VACCINATION"	12	6	0	6	0	0		
February 27	33.	EVENT - SECOND WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	23	2	2	0	0	0		
February 27	34.	EVENT - SECOND WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	10	1	0	1	0	0		
February 27	35.	Teatro Pubblico Pugliese and Regione Puglia are organizing the guided tour and press trip	15	11	7	4	0	0		
February 28	36.	PP6/VEN Palazzo della Regione	51	1	0	1	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0mXG43kFaSY4WfJxGXJJhabXgyLizuErXPfY9RpugHaGVtSo8Sr9mpzsZMz94bMBLl> (February 1, 2023)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02rPtqgny3nqYjYDaQNK1yPXVRXVqPVGpXfePLuNSnYJQzD95c5QV4aUaZuAoCZWrl> (February 1, 2023)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02BQ9qxYQXFnX4SbiUS2pfXcmXXHRmXF7SZKkCCb23CT4UigEtgAY713XpVm96bxnTI> (February 2, 2023)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ANXQP7xgCynfXRJc6VL6jB5U5QGvHzvRdSGt5JbuR6K7Bk8u6Z4bv2RM77NdmNagl> (February 2, 2023)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0rLqa2aNd4qeqDWhqKyURPnJ5NcUUoYUJ4X4JFXPhuzx5BL1vn1MpAArTBqJaQeEEI> (February 3, 2023)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0YJ4Pr1EpeTD2ZJAd32RJDQshWTvPqQJQqrMz1hZHsmgMfaZz5ms2WVS87GRgJpSI> (February 6, 2023)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid022iuuzeb3L2YuayPNo56yLLvZpBcfv4pKwyWP9fRnBTWYfe6MLqbaKPafJj63Wktbl> (February 6, 2023)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid07eHKucoone7GoCh7Yue17rZauAnKYn92SPRryKTEy7dpRuej8LJTbAkU7X2LgRHtl> (February 7, 2023)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0KTU1dA1pNtvsAYsbCWA7Hh8hoEXhGRbrDEWLZsRZx83hv1bEzvyAdbXHF4kv6jtrI> (February 7, 2023)

Post #10 :

<https://www.facebook.com/events/519009303553401> (February 7, 2023) event

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0UzHgpJ85dJLSFwbEqyGjFkGrU3iXMbjME9uMb515kQTJZVwu5DDXZa38t8usKLrxI> (February 8, 2023)

Post #12 :

https://www.facebook.com/takeitslowproject/posts/pfbid025ooSCo3PCKxzQm4WC4aNhWhTmul_aTG8g2KSKdoGBSmLFDbb7HuTxmz7nrnZ3zhaal (February 9, 2023)

Post #13 :

https://www.facebook.com/takeitslowproject/posts/pfbid02SiUQus6YgsryX1bBUej1jxCXAvyfSGVd_qX44BGQe8DwqKuAG4k7wqca9uAnZNF4Gf (February 10, 2023)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0aqH9enf8KZBkF7STNNuUoYUPjLNBAprXmVKkc6mqhGt3xFjWrvVZtfFTRreQKBAcl> (February 13, 2023)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02kWqUZgc6ZrDemmUyJUjhNFxNVJp23yD8mzvWTm852qyegztFJci4FMLiFtjdsDyPl> (February 14, 2023)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0BbWw2RqMUQdRpGT23vEUCNSLassUXvtCaxT7aEdwEZLVCnCEMJ2D42WL4hBGbB17f> (February 14, 2023)

Post #17 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02yVWmABA8Qaw5FpGhEuw2KPsj8dkSQWqSkfF9HEfk3KjdQkqV5u5k5pMfA4JC1T4Cl> (February 15, 2023)

Post #18 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02LQBdHpdkTUuYieb9rF7oeQh6kCsRLUMT1s7GQJorrJZfFrSHmoKCaonpEGoJAnMf> (February 15, 2023)

Post #19 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02h3TJyfnzAtyrCAWDeA7baF2g5yAcy6T9DAPJ3M2e4JLoi6KC9Dij2sE5nkuMDuwol> (February 16, 2023)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02wZFDdqHp3TaK5kCN41BSWiSmqNvytnahLJsvfeUGMbDv3pMu5DSPA2qXWQj9AjFol> (February 17, 2023)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0KTaffR5uDnFiRL45NsDzeEHydUuotifTQsvEuu3X268xnhy3mDcaMDquaZLDkQtCl> (February 17, 2023)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02PtmpBMhnpR2aJ3KocuvvyF4fNsTVa3CB63awKLhjPw36A4xbb1ypX6aWpuunJcPfl> (February 20, 2023)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0gvab7iBTMMMy33T95EpySExijzmQUz8jDZfwxYuKojrBNCqADobL5AJiGjsGaMkRl> (February 20, 2023)

Post #24 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ionjtPf28RM3BSURr4wra91nQvt8qnS2VyYQ7k3VWPgac4NMctkVkkHyJboKrprxl> (February 21, 2023)

Post #25 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0U3N5y4HTSuork2qJ1RJgRkSAyRb8GsTxvkK5BfuTyBEwpAZDRf5Jh1nxFmT7tqgdI> (February 21, 2023)

Post #26 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02aYTyKeV5gEexr41PUVboAy1WkBH9NU6fo27PQKgWK4EYLt47W5gsRaKK2KtvGM5tl> (February 22, 2023)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid031JFX47z6x1zoVTZzBHMowjiXds4rJVvXKy3gg1qkJQJwwzDxbCiRwqFN4BfsUzWJl> (February 23, 2023)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0qTJTD08WseFhT7Bi8zEWZCLgZnDwePvANrqniHBPgJhHAhRdwTSUm7RTiDyuRRpl> (February 24, 2023)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0gCCvb5Lu9Gde73UF6crSnJX3nz9ZMrNs6NsTnHGd8v9ZN7jPDAjDn4TBstodCp2xl> (February 24, 2023)

Post #30 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ciPPSGFdSfNmRA89njvLWqzPVPjhgBiLmwvNz3NSuX2Eppq8dytUVFzhuEXtYyiwI> (February 26, 2023)

Post #31 :

<https://www.facebook.com/takeitslowproject/posts/pfbid035rkzWgsYytgQH2is6b9pAv72HwgRg3pwJNeBpg8CGnNYUfix4oocYoesxHwVxtWrI> (February 27, 2023)

Post #32 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02HSjKpAJ6WXDxMdyGUExXJroaZFpeN8WYy2RscF5db1vr2Vm5YgrxQGCTSm8wQ6HWI> (February 27, 2023)

Post #33 :

<https://www.facebook.com/events/214825974381557> (February 27, 2023)

Post #34 :

<https://www.facebook.com/takeitslowproject/posts/pfbid082gTG3X86SNKNNMwvFMpM18xeeYeKCwAWECAeM1rrBVPXVQkFyS817ZKcPNhi15UI> (February 27, 2023)

Post #35 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02d5ntTzBTQKrTGUKm2tP75yW2MvarAj8watDjP4bUeCp71tM88z691wN7g1F5BEaCl> (February 27, 2023)

Post #36 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JrK2EmyuS6FsMVjdgkqPfy6m53ZTUPGQF55bSophZ5ZQsP56RDQj8ABT1D2jDEvFI> (February 28, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **February 2023**:

Number of posts: **19**

Profile visits: **368**

New page followers: **40 (304)**

Total likes on posts: **168**

Account reach: **1279**

Impressions: **1398**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
February 1	1.	PP2/SKC Murter	201	233	20	0	368	40
February 2	2.	PP4/IST The church in Božje Polje	92	103	12	0		
February 3	3.	PP3/ZAD The municipality of Zemunik Donji	84	93	9	0		
February 6	4.	PP4/SVEM Forca di Presta	58	63	6	2		
February 7	5.	PP6/VEN The Botanical Garden of Padova	62	67	10	1		
February 8	6.	PP11/TPP The old town of Fasano	63	70	9	1		
February 9	7.	PP9/ABR The Presentosa	49	53	6	1		
February 10	8.	PP4/SVEM Bolognola	52	58	4	1		
February 13	9.	PP3/ZAD Vegetables in the area of Ravni kotari	54	59	7	0		
February 14	10.	PP6/VEN Villa Pisani Bolognesi Scalabrin	41	43	6	0		
February 15	12.	PP9/ABR The Basilica of San Bernardino	51	56	6	1		
February 16	13.	PP11/TPP Piazza Ignazio Ciaia	77	80	11	1		

February 17	14.	PP8/SVEM The Sassotetto - La Maddalena area	66	70	8	1		
February 20	15.	PP8/SVEM The Fiastrone Valley	77	80	14	3		
February 22	16.	PP8/SVEM The Monti Sibillini National Park	61	66	11	2		
February 24	17.	PP8/SVEM The view towards Monte Vettore	62	66	9	2		
February 27	18.	PP3/ZAD Poličnik	63	70	8	0		
February 28	19.	PP6/VEN Palazzo della Regione	66	68	12	3		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CoHFEJUo-Yt/> (February 1, 2023)

Post #2 : <https://www.instagram.com/p/CoJp250lfEg/> (February 2, 2023)

Post #3 : <https://www.instagram.com/p/CoMOpcCqU0q/> (February 3, 2023)

Post #4 : <https://www.instagram.com/p/CoT9CGqqPue/> (February 6, 2023)

Post #5 : <https://www.instagram.com/p/CoWh1B-KMdQ/> (February 7, 2023)

Post #6 : <https://www.instagram.com/p/CoZGn3olaVH/> (February 8, 2023)

Post #7 : <https://www.instagram.com/p/CobrayupVOT/> (February 9, 2023)

Post #8 : <https://www.instagram.com/p/CoeQNpxqEZU/> (February 10, 2023)

Post #9 : <https://www.instagram.com/p/ComFdrEI4II/> (February 13, 2023)

Post #10 : <https://www.instagram.com/p/CooqQqhqXBQ/> (February 14, 2023)

Post #11 : <https://www.instagram.com/p/CorPDhYqrrq/> (February 15, 2023)

Post #12 : <https://www.instagram.com/p/Cotz2V5IYBz/> (February 16, 2023)

Post #13 : <https://www.instagram.com/p/CowYpO4K4Or/> (February 17, 2023)

Post #14 : <https://www.instagram.com/p/Co4HByzK3x9/> (February 20, 2023)

Post #15 : <https://www.instagram.com/p/Co9Qnr0IQqv/> (February 22, 2023)

Post #16 : <https://www.instagram.com/p/CpCaNZmKCh0/> (February 24, 2023)

Post #17 : <https://www.instagram.com/p/CpKlI9eKbFn/> (February 27, 2023)

Post #18 : <https://www.instagram.com/p/CpMtY7LKnfs/> (February 28, 2023)

Number of stories: **62**

Total story views: **2953**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
February 1	PP2/SKC Report workshop	54	0
February 6	PP4/SVEM Forca di Presta repost	45	0
February 6	TIS Calendar	39	0
February 6	PP6/VEN map museo repost	39	0
February 6	PP6/VEN map museo repost	39	0
February 7	PP6/VEN Garden of Padova repost	41	0
February 7	PP7/RER Webinar	38	0
February 8	PP11/TPP Fasano repost	40	0
February 14	PP6/VEN Villa Pisani	44	0
February 14	PP2/SKC Murter	41	0
February 15	PP2/SKC Event Drnis	60	0
February 17	PP10/MOLISE Event Il camino	45	0
February 20	PP11/TPP Terre di Fasano	96	0
February 20	PP11/TPP Terre di Fasano	88	0
February 20	PP11/TPP Terre di Fasano	56	0
February 20	PP11/TPP Terre di Fasano	48	0
February 20	PP7/RER Event	41	0
February 21	PP10/MOLISE Event Il camino	49	0
February 21	PP11/TPP Terre di Fasano	37	0
February 22	6th SC Meeting x3	210	0

February 23	6th SC Meeting	59	0
February 24	PP7/RER Event	53	0
February 25	6th SC Meeting	45	0
February 26	6th SC Meeting	63	0
February 27	PP2/SKC Event Vodice	39	0
February 27	PP2/SKC Event Drniš	34	0
February 27	PP2/SKC Event Sibenik	34	0
February 27	PP2/SKC Event Fasano	33	0
February 27	PP2/SKC Event Fasano	48	0
February 28	PP2/SKC Event Terre di Fasano x31	1395	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **February 2023**:

Number of tweets: **34**

Profile visits: **2912**

New followers: **5 (total 37)**

Total tweet impressions: **3330**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
February 1	1.	PP2/SKC Murter	48	4	1	0	0	2912	5
February 1	2.	PP2/SKC Workshop Knin	33	5	2	1	0		

February 2	3.	PP4/IST The church in Božje Polje	36	7	3	2	1		
February 3	4.	PP3/ZAD The municipality of Zemunik Donji	21	6	3	0	0		
February 6	5.	PP4/SVEM The trail for everyone of Forca di Presta	26	3	2	0	0		
February 6	6.	TAKE IT SLOW Calendar	293	22	4	2	1		
February 7	7.	PP6/VEN The Botanical Garden of Padova	17	5	2	0	0		
February 7	8.	RER webinar ORGANIZATION AND PROMOTION OF TOURISM IN EMILIA-ROMAGN	22	4	2	0	0		
February 8	9.	PP11/TPP The old town of Fasano	101	8	4	0	0		
February 9	10.	PP9/ABR The Presentosa	159	8	3	1	1		
February 10	11.	PP4/SVEM Bolognola	22	3	2	0	0		
February 13	12.	PP3/ZAD Vegetables in the area of Ravni kotari	22	3	1	0	0		
February 14	13.	PP6/VEN Villa Pisani Bolognesi Scalabrin	48	5	3	1	0		
February 14	14.	Open Air Museum: Murter Views	29	4	2	1	0		
February 15	15.	PP9/ABR The Basilica of San Bernardino	231	15	7	1	2		
February 15	16.	SECOND WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	55	7	3	1	0		
February 16	17.	PP11/TPP Piazza Ignazio Ciaia	584	23	10	3	1		
February 17	18.	PP8/SVEM The Sassotetto - La Maddalena area	40	4	2	1	0		
February 17	19.	The slow trail "Il Cammino delle 7 Chiese"	30	4	1	1	0		
February 20	20.	PP8/SVEM The Fiastrone Valley	36	5	3	1	0		
February 20	21.	Event "VIEWS FROM THE SEA – NEW SYNERGIES IN THE PARK"	54	6	3	1	0		
February 21	22.	Regione Molise "Il Cammino delle 7 Chiese"	51	8	4	1	0		

February 21	23.	Puglia the world capital of the desire to travel	355	20	4	1	1		
February 21	24.	The promo video of Regione Molise presenting slow trail "Il Cammino delle 7 Chiese"	23	5	2	0	0		
February 22	25.	PP8/SVEM The Monti Sibillini National Park	25	4	2	0	0		
February 23	26.	The 1st day of the 6th Steering Committee meeting between the partners of the TIS	348	14	5	1	1		
February 24	27.	PP8/SVEM The view towards Monte Vettore	38	4	2	0	0		
February 26	28.	The 6th Steering Committee Meeting	95	5	1	1	0		
February 27	29.	PP3/ZAD Poličnik	25	4	2	0	0		
February 27	30.	WORKSHOP: "SMALL SCHOOL OF OLIVE GROWING - PRUNING AND VACCINATION"	19	3	2	0	0		
February 27	31.	UPDATE!!! NEW DATE!!! Drnis	16	3	1	0	0		
February 27	32.	SECOND WORKSHOP: QUALITY CERTIFICATES IN ECOLOGICAL AGRICULTURE	24	2	1	0	0		
February 27	33.	Terre di Fasano Evenet	371	16	3	2	1		
February 28	34.	PP6/VEN Palazzo della Regione	33	2	0	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1620678337168347136> (February 1, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1620784282389331968> (February 1, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1621040722987126784> (February 2, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1621403111712772096> (February 3, 2023)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1622490276123279360> (February 6, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1622531993522110464> (February 6, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1622852660855721984> (February 7, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1622886711909908481> (February 7, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1623215053494181889> (February 8, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1623577440026066945> (February 9, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1623939827174440961> (February 10, 2023)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1625042094430756865> (February 13, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1625404483202326529> (February 14, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1625512271282667521> (February 14, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1625766873009885185> (February 15, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1625859791653306369> (February 15, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1626129253837283331> (February 16, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1626491640629063680> (February 17, 2023)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1626688668667727880> (February 17, 2023)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1627578804720881664> (February 20, 2023)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1627785437161873408> (February 20, 2023)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1627955344428134400> (February 21, 2023)

Post #23 :

<https://twitter.com/TAKEITSLOWAdria/status/1627971779351158784> (February 21, 2023)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1627985318484877312> (February 21, 2023)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1628303586810810368> (February 22, 2023)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1628700515130376194> (February 23, 2023)

Post #27 :

<https://twitter.com/TAKEITSLOWAdria/status/1629028365016367109> (February 24, 2023)

Post #28 :

<https://twitter.com/TAKEITSLOWAdria/status/1629896512326062081> (February 26, 2023)

Post #29 :

<https://twitter.com/TAKEITSLOWAdria/status/1630115519520198656> (February 27, 2023)

Post #30 :

<https://twitter.com/TAKEITSLOWAdria/status/1630217800848375811> (February 27, 2023)

Post #31 :

<https://twitter.com/TAKEITSLOWAdria/status/1630227767232180224> (February 27, 2023)

Post #32 :

<https://twitter.com/TAKEITSLOWAdria/status/1630237195901579264> (February 27, 2023)

Post #33 :

<https://twitter.com/TAKEITSLOWAdria/status/1630246666161778689> (February 27, 2023)

Post #34 :

<https://twitter.com/TAKEITSLOWAdria/status/1630477906294996996> (February 28, 2023)

1.4. YOUTUBE

Total subscribers : 11

1 Project videos were published on project YouTube page

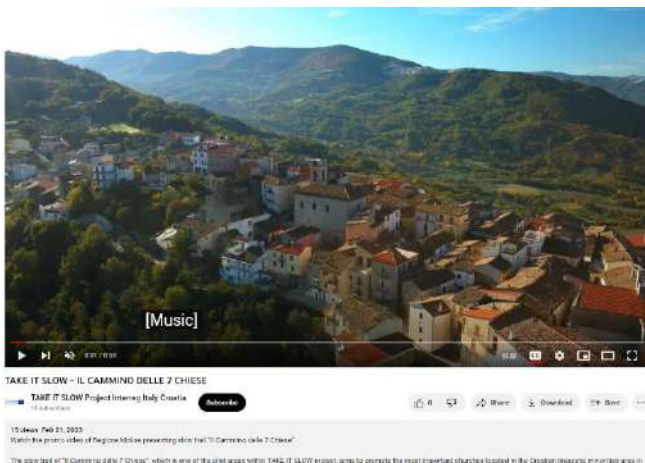
Video 1 : TAKE IT SLOW - IL CAMMINO DELLE 7 CHIESE

Published : February 21, 2023

Watch the promo video of Regione Molise presenting slow trail “Il Cammino delle 7 Chiese”.

The slow trail of “Il Cammino delle 7 Chiese”, which is one of the pilot areas within TAKE IT SLOW project, aims to promote the most important churches located in the Croatian linguistic minorities area in the 5 small towns in the southeast of Molise.

The idea is to set up a new touristic micro-destination that is sustainable, authentic, and slow.



Link :

<https://www.youtube.com/watch?v=W3iuig1F-8E>

Views: 15

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#26 MARCH 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

TABLE OF CONTENTS

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1.3. TWITTER	13
1.4. YOUTUBE	20

PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **March 2023**:

Number of posts: **48**

Page likes: 13 new (**total 576**)

Page views: **316**

New page followers: 29 new (**total 683**)

Total reach of posts: **4288**

Total engagement on posts: **708**

DATE		PT MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLO WERS IN THE LAST MONTH
March 1	1.	PP5/FVG The historic center of Gemona del Friuli	115	5	1	4	0	0	13	316	29
March 2	2.	PP8/SVEM Elcito	135	10	4	6	0	0			
March 3	3.	PP11/TPP The sandy coast of Torre Canne	111	13	5	8	0	0			
March 3	4.	Successful start of the first educational and field workshop dedicated to olive pruning	91	33	24	9	0	0			
March 3	5.	It's an Interreg Italy-Croatia project promoting smart and slow tourism in the Adriatic region	130	19	10	8	0	0			
March 6	6.	PP8/SVEM A path between Marche and Umbri	103	6	3	3	0	0			
March 6	7.	Album CULTURAL ROUTE IN THE LANDS OF FASANO	393	89	67	18	1	1			
March 6	8.	Tour operators and international journalists discover "Terre di Fasano" during the 4-day event	41	39	28	11	0	0			
March 7	9.	PP2/ZAD Nadin	160	17	10	7	0	0			
March 8	10.	PP8/SVEM The municipality of Bolognola	91	3	0	3	0	0			

March 8	11.	Successful continuation of workshops dedicated to the quality certificates in ecological agriculture	140	50	38	11	0	1		
March 9	12.	PP9/ABR The Gran Sasso and Monti della Laga National Park	83	3	0	3	0	0		
March 10	13.	PP8/SVEM Rifugio Belvedere	97	4	0	4	0	0		
March 10	14.	An educational event on the topic „Cruising tourism in Zadar and Zadar County“	88	23	14	8	0	1		
March 11	15.	Rai 3	29							
March 13	16.	Learn about the flavors of Mediterranean cuisine of Southern Italy	118	11	5	4	1	1		
March 13	17.	“RENEWABLE ENERGY COMMUNITIES - CONDITIONS AND INSTRUMENTS FOR THEIR REAL FOUNDATION”	22	6	2	4	0	0		
March 14	18.	PP3/ZAD Budak	130	24	15	9	0	0		
March 14	19.	Conference dedicated to female entrepreneurs in tourism	80	28	19	9	0	0		
March 15	20.	PP5/FVG The municipal park of Colle di Medea	89	5	0	5	0	0		
March 15	21.	The Workshop for the creation, planning, and testing of sustainable, accessible, and innovative integrated tourist itineraries is underway in Ancona	31	15	7	8	0	0		
March 15	22.	The Regione del Veneto Tourism Directorate and Venice Night Trail invite you to answer these short questions	28	6	1	4	0	1		
March 16	23.	PP11/TPP The lighthouse of Torre Canne	86	8	1	7	0	0		
March 16	24.	Successful continuation of workshops "Quality certificates in ecological agriculture"	130	36	25	10	0	1		
March 16	25.	Watch the highlights from yesterday's Workshop on Accessible, Sustainable, and Innovative Tourism in Ancona	32	13	5	8	0	0		
March 17	26.	PP8/SVEM Confaito e San Vicino	88	7	1	6	0	0		
March 20	27.	PP2/SKC Ključica	160	14	6	8	0	0		
March 21	28.	PP3/ZAD Asseria	99	15	8	7	0	0		
March 21	29.	Cultural Route in the lands of Fasano within TAKE IT SLOW Project Interreg Italy Croatia	31	22	10	11	0	1		
March 21	30.	The second educational workshop dedicated to olive pruning within TAKE IT SLOW Project Interreg Italy Croatia was held in Vodice	74	15	6	9	0	0		
March 22	31.	PP4/IST The House of Frescoes	85	8	0	8	0	0		
March 22	32.	Cultural Route in the lands of Fasano	25	13	5	8	0	0		
March 22	33.	After the Pandemic, the behavior of Italians is dictated by an even greater influence of sustainability	25	9	2	6	0	1		
March 22	34.	A workshop dedicated to the topic of eco measures and eco schemes in agriculture	33	6	3	3	0	0		
March 23	35.	PP8/SVEM Urbino	71	6	0	6	0	0		
March 24	36.	PP9/ABR The Campotosto lake	94	8	0	8	0	0		
March 24	37.	Watch the video dedicated to "Cultural route in the lands of Fasano"	70							

March 25	38.	Tomorrow come and discover one of the landscapes that inspired Piero della Francesca	78	4	0	4	0	0		
March 27	39.	PP2/SKC Krka National Park	88	8	0	8	0	0		
March 27	40.	The Regione Abruzzo is launching a photographic competition	20	4	1	3	0	0		
March 28	41.	PP3/ZAD The Church of the Holy Spirit	96	10	3	7	0	0		
March 28	42.	Fasano, o luxo da simplicidade e a terra das masserias na Puglia	136	13	4	9	0	0		
March 28	43.	IL GASTRONOMO - Fasano, la Puglia degli ulivi e della storia - PT 36 - GRP TELEVISIONE	76	7	3	4	0	0		
March 29	44.	PP8/SVEM Fano	76	9	3	6	0	0		
March 29	45.	Slow Guide to Fasano	99	9	4	5	0	0		
March 30	46.	PP9/ABR Corvara	57	4	1	3	0	0		
March 30	47.	One more successful workshop dedicated to eco measures and schemes was held in Sibenik	79	42	29	13	0	0		
March 31	48.	PP11/TPP Selva di Fasano	75	9	7	2	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02tai3bwR5yBhwwK7SRvNnxP8wmqvbbQi6XjcfjWU6mg5dizwKo9Qk9csucKPPXDqI> (March 1, 2023)

Post #2 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0xT8rjeJ7CTjy5ZnqJGnAx6Rb9ndw6VEqVjT8HgkxnaEqhc3FZoxyW24z9RNv5Qhsl> (March 2, 2023)

Post #3 :

<https://www.facebook.com/takeitslowproject/posts/pfbid022FCDenSt2QLAPDWYY1UjBPC6p8LM2CSczAg7GKExvDh5mADkVUzpxYGS5jBFW2Nel> (March 3, 2023)

Post #4 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0puy7NN6GwDKXdDFmNTTsT5Uiof2HtG3v4G9eCZAv6kBrUpAmsRSXg4owi9z2hT8A1> (March 3, 2023)

Post #5 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02xR4Sza4E8NLB7Ea957GP7TrjEkna7bNUeLpnJNoNm8tNLcvLnPXDUoy1Y2jVvKBkl> (March 3, 2023)

Post #6 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0KL4Nk3hLPIAFWAHm2bsMpXXsXSKCBqBAWfiBdz3unZ6QVQAj5ASELLYToGJQL5Xjl> (March 6, 2023)

Post #7 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02brA8cq5yYpiKiQSaBfhq6YkmrY2LoSSavCUvcij8EEEAdzVgg5ofix3KR3KDySPrl> (March 6, 2023)

Post #8 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02jwyoShxRPiPXhcZyKuexTdqghvkQigAaHbMMnDoiHgbS2RQmcT1DZjSF6LsiEQZul> (March 6, 2023)

Post #9 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JNucRhZ9ZszT5UjtZ2ofgJPM7DhABBWnGj47KGMp6PqjXNygjBA6w3AjfYobNqMI> (March 7, 2023)

Post #10 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02WqfCMjvU5yPChF3rHta9Rns8CW1RueRo2vtD9YuDhKyjvJmrJew5m9tMDnfJctwDI> (March 8, 2023)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0QgeoSSANgEfRqbZ4gNQ7iCQctRocE8T2UE2uAzHvTrMQVJgopHRuMVC8NN8BxVykl> (March 8, 2023)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02JPztnWCjRFmVc5o5h4tLdHxHiHu52huYFzV3ZGs4tQXQ6U2hhgVWyHZe685kxrcTI> (March 9, 2023)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02LBRNJRwJayB12WBDpuC9BCK8L3GaTkrvuMtVLFKs33viCmo7FY3M9hMcBZGdBPN8I> (March 10, 2023)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02CkNJwGMkUFr4H4iyiKnYyfJwYgxqFCBPRMMyoPr63iq7GNN9HddcPVjWvs7QbjZil> (March 10, 2023)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0sHMWwKYkpbPgrbdL5ZjGLHXaYz8ZicjuLxVBwM9iEiN81L44yE3oeCscxKrJCzRI> (March 11, 2023)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02EAGx3GQikQu4qTgYFeGZHo9EhcEbVLzG3mA2GtxWPXSEfQwoAnwMtfjxy9TknS2I> (March 13, 2023)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0LENT78DP5h1RJyT94vz9ennbKxRnJKowd8VLJyiUzz87pGGsox7YsJipizKC2GyPI> (March 13, 2023)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0b5VWXAJKGwEd1ATzZciurxpgsNb38CMsFhC8TTckvDhLUaSxzUDZXhusdnGHUpl> (March 14, 2023)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0cK8je7QUHgKtchkrnFfxQx18PxxqbxPAhYcckNWSCjfcZomRvKeEYH3cjGHUuEBI> (March 14, 2023)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0xM8UgVnW988mreNPw9jKj2MyZuLaU2cxNDHTYm4q4Uz4KN1hCmU3czMw11PotqqrI> (March 15, 2023)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0zGxi7GGpdV5TchWhPTtVy9Jm35P25oawrz6mnvDKyaYnvefM5QuWj4R1vwS3xzRpl> (March 15, 2023)

Post #22 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0SiASCyY5HK8kFo5Y979f6VCodbrkm2wof5WM6rz49wJNN9BHxjSnhdrSY3RwxPmI> (March 15, 2023)

Post #23 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0CDTsNqazh9HHY8BKignubQev5tSghB3fqMPEq8LoxdsKwq1kHApGjg3RNwuTTfHvl> (March 16, 2023)

Post #24 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0WhuaX35gHNzsy5P3tsU5si5EWhEmKp1rWo9hWoSggv1Amn8f65djrlTnGH2dQz2RI> (March 16, 2023)

Post #25 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0Wahczbq7NHYAxFueJtzbx8D1KguQUZ76m3ZiLZDTxHv6LGUBaNK6gLPBHRmRcQ9l> (March 16, 2023)

Post #26 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02iw1VLgEi7WL9QxWFe2jAyShKNxEJr3RKHReQCBDKt28wA43FiZSmQKMkEu3y55X6l> (March 17, 2023)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0hqfo64JucJp8Xrb4uL4rzYs4W9xsrHkDVJLbc63mR7zZAWrC2SVAUSBgBYhKXiUqI> (March 20, 2023)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02q4VN7JTYK55N7e3Dsxm2b9gQwdNAew8b7CtkJajbCVmc5o4HwJzG96U3wd7nXfwMI> (March 21, 2023)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02bQwA78VweosdEoKKhgYA3k7FgwpCp3HqCvJi6AQcdjdfqVLadVdn48JasPDYL2y3I> (March 21, 2023)

Post #30 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0BL8yWELdEZ63bRa7Yi33oETqvwpxprjwfgCHem1mgHJndCaQmqFTauCQx6uth7fAI> (March 21, 2023)

Post #31 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02TApAVZBvmQDD1pnGPfj5WyDSqSRkXppQL5CEJz9PqRzcrpPLPgTsaAXugaDrgfrsI> (March 22, 2023)

Post #32 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02MDATv7TEUaAukBQR6ZGvGvHFq4kWPm6goPjkZy4hSya84oM74cfWYfLGhHoAyddiI> (March 22, 2023)

Post #33 :

<https://www.facebook.com/takeitslowproject/posts/pfbid028NzxX62j1mQLPVKE8GX4VenZRB6pBA4dhvLMVbd499U55ifefeCiMMJZRH7Xg1T9I> (March 22, 2023)

Post #34 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Z5x9q6vhs7L9Eib7J1QhhqJ7EfhrxKpr65L9giPviCymd6jxvLtiCp5FLVy4Zym7I> (March 22, 2023)

Post #35 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02D2eRdX8UiJPEcDqyv28dJTtYTrmG5mMd5FtwwaetX5y9Pbjdtg8vyGFRAR6jQaRrI> (March 23, 2023)

Post #36 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02oEtMYjU5crffS7RqWsSctM5Dyq2wbaUX1Uw55UntSWLYwUkWshXgmSt9E8ovtXb7I> (March 24, 2023)

Post #37 :

<https://www.facebook.com/takeitslowproject/posts/pfbid029nv2tqfCMwqcYmxYMjiT7tzQg5ArV2cXTdoV6cT4LMVKPnt39QXJp8Zx1gULgajI> (March 24, 2023)

Post #38 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0GoPwAPgXBri2at7Tqggs9pypr1ynXkkMiCzGkbToYQz4QUAv9WbgQaw27JJPF7sI> (March 25, 2023)

Post #39 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0vhuY9EowZ32QX54npwEHTtetYWghoNkSwR9U5T8ybtYogqZCfTXPGuxAt2x2DUeZl> (March 27, 2023)

Post #40 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0nJwNnJon7d6R521iC3iZdWXp7YhqAcbDVBERnAu62Xtvq5Zn5yxUAN8BJfdU84wAl> (March 27, 2023)

Post #41 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0211T9rLNxsvLevWTX51gsr3bnJ3mWV6PTv7KyRjScmdFDiLd8aR7W2QUV2dSCAukNI> (March 28, 2023)

Post #42 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Xv2VCvbh8va5W7D6UbfjG2Fu3qe3uWs1fsrUddqNHDXKhai94uuD8onqMgtpsuotI> (March 28, 2023)

Post #43 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0bND8nsZr7B2BZwG34DQ7VsSsXEJZYNyvVU1uTTgiRxRH9z4PPppNqCm8SYxBUxBpl> (March 28, 2023)

Post #44 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02bh6tYiEhHVGR18ekxmgmLZCiiCpC59Jw56uUNLoe8hz3UwczJyqhKpAAk1kuKqKZl> (March 29, 2023)

Post #45 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02fiGMOAxRWszJwXe9A3YWQZivb4mQ7z98jD4nJAG45usCJLpDFFAvYfHJLCaH3u7cl> (March 29, 2023)

Post #46 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0kVYxgSQZkjhAtF9hACfiNrQP7fNRFv2sKWBfZ1dmpFzAQD9hRfytz98xBrx51nHI> (March 30, 2023)

Post #47 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0jJrjTj3DyDXLSo2cJ8QZKzNRpaMwipviYcPwM9aTfBhdHRofwYiHZkxQXWLRBMJ4I> (March 30, 2023)

Post #48 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0d7zfsTu6sNCTDBxNQdLtE9GxKMbKpM7yzUpjBpgaPrNiupvrk1iMzs3kovyCVH2nI> (March 31, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **March 2023**:

Number of posts: **22**

Profile visits: **287**

New page followers: **30 (334)**

Total likes on posts: **344**

Account reach: **1800**

Impressions: **1895**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
March 1	1.	PP5/FVG The historic center of Gemona del Friuli	100	110	15	1	287	30
March 2	2.	PP8/SVEM Elcito	87	99	17	1		
March 3	3.	PP11/TPP The sandy coast of Torre Canne	105	122	15	5		
March 6	4.	PP8/SVEM A path between Marche and Umbri	88	20	12	2		
March 7	5.	PP2/ZAD Nadin	76	84	12	0		
March 8	6.	PP8/SVEM The municipality of Bolognola	62	67	14	1		
March 9	7.	PP9/ABR The Gran Sasso and Monti della Laga National Park	71	77	19	1		
March 10	8.	PP8/SVEM Rifugio Belvedere	78	87	16	1		
March 14	9.	PP3/ZAD Budak	95	104	21	0		
March 15	10.	PP5/FVG The municipal park of Colle di Medea	82	89	16	0		
March 16	11.	PP11/TPP The lighthouse of Torre Canne	85	96	22	0		
March 17	12.	PP8/SVEM Confaito e San Vicino	79	84	13	0		
March 20	13.	PP2/SKC Klučica	101	125	21	0		
March 21	14.	PP3/ZAD Asseria	89	92	17	0		
March 22	15.	PP4/IST The House of Frescoes	68	75	10	0		
March 23	16.	PP8/SVEM Urbino	82	89	17	3		
March 24	17.	PP9/ABR The Campotosto lake	64	68	10	1		
March 27	18.	PP2/SKC Krka National Park	93	98	17	0		
March 28	19.	PP3/ZAD The Church of the Holy Spirit	85	89	16	0		
March 29	20.	PP8/SVEM Fano	65	69	13	2		
March 30	21.	PP9/ABR Corvara	79	81	14	0		
March 31	22.	PP11/TPP Selva di Fasano	66	70	17	1		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen
Link to the posts:

Post #1 : <https://www.instagram.com/p/CpPLUNoI6BE/> (March 1, 2023)

Post #2 : <https://www.instagram.com/p/CpRwHMCoTg0/> (March 2, 2023)

- Post #3 : <https://www.instagram.com/p/CpUU6BMoRWv/> (March 3, 2023)
- Post #4 : <https://www.instagram.com/p/CpcGwafKHmW/> (March 6, 2023)
- Post #5 : <https://www.instagram.com/p/CpeoFjlliLt/> (March 7, 2023)
- Post #6 : https://www.instagram.com/p/CphM3zgl_QP/ (March 8, 2023)
- Post #7 : <https://www.instagram.com/p/CpjxqytoAus/> (March 9, 2023)
- Post #8 : <https://www.instagram.com/p/CpmWd3so3RB/> (March 10, 2023)
- Post #9 : <https://www.instagram.com/p/CpwppiBKSXZ/> (March 14, 2023)
- Post #10 : <https://www.instagram.com/p/CpzOcaFKxLz/> (March 15, 2023)
- Post #11 : <https://www.instagram.com/p/Cp1zPWlIL3F/> (March 16, 2023)
- Post #12 : <https://www.instagram.com/p/Cp4YCeclzUV/> (March 17, 2023)
- Post #13 : <https://www.instagram.com/p/CqAGbqwo2ID/> (March 20, 2023)
- Post #14 : <https://www.instagram.com/p/CqCrN4ionLZ/> (March 21, 2023)
- Post #15 : <https://www.instagram.com/p/CqFQA2BIzjA/> (March 22, 2023)
- Post #16 : <https://www.instagram.com/p/CqH0zdvlInbG/> (March 23, 2023)
- Post #17 : <https://www.instagram.com/p/CqKZmn6o8eF/> (March 24, 2023)
- Post #18 : <https://www.instagram.com/p/CqSBHYKo-9/> (March 27, 2023)
- Post #19 : <https://www.instagram.com/p/CqUl6iCIWIY/> (March 28, 2023)
- Post #20 : <https://www.instagram.com/p/CqXKtpgIJhP/> (March 29, 2023)
- Post #21 : <https://www.instagram.com/p/CqZvgPgKm6Z/> (March 30, 2023)
- Post #22 : <https://www.instagram.com/p/CqcUS1oI3g0/> (March 31, 2023)

Number of stories: **197**

Total story views: **9878**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
March 1_31	PP11/TPP Event Terre di Fasano x181 reposts	9050	0
March 4	PP2/SKC Workshop Olive growing	50	0
March 8	PP2/SKC Eco workshop Sibenik	54	0
March 10	PP3/ZAD Event Zadar	70	0
March 14	PP2/SKC Conference Sibenik	58	0
March 15	PP6/VEN Questionnaire x 4 reposts	120	0
March 16	PP2/SKC Eco workshop Drnis	33	0
March 22	PP6/VEN Promo about project	63	0
March 22	PP2/SKC Eco schemes Sibenik event	51	0
March 27	PP9/ABR Photo competition	59	0
March 30	PP2/SKC Eco schemes Sibenik	60	0
March 31	PP3/ZAD Event Zadar x3 reposts	210	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **March 2023**:

Number of tweets:**43**

Profile visits: **3348**

New followers: **1 (total 38)**

Total tweet impressions: **4171**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
March 1	1.	PP5/FVG The historic center of Gemona del Friuli	49	5	3	1	0	3348	1
March 2	2.	PP8/SVEM Elcito	44	4	2	1	0		
March 3	3.	PP11/TPP The sandy coast of Torre Canne	167	5	3	1	0		
March 3	4.	Successful start of the first educational and field workshop dedicated to olive pruning	30	5	2	1	0		
March 3	5.	It's an Interreg Italy-Croatia project promoting smart and slow tourism in the Adriatic region.	17	3	2	1	0		
March 6	6.	PP8/SVEM A path between Marche and Umbri	47	5	3	0	0		
March 6	7.	Tour operators and international journalists discover "Terre di Fasano" during the 4-day event	45	6	2	1	0		
March 7	8.	PP2/ZAD Nadin	47	4	3	0	0		
March 8	9.	PP8/SVEM The municipality of Bolognola	32	4	3	0	0		
March 8	10.	Successful continuation of workshops dedicated to the quality certificates in ecological agriculture	25	6	3	0	0		
March 9	11.	PP9/ABR The Gran Sasso and Monti della Laga National Park	153	12	6	1	3		
March 10	12.	PP8/SVEM Rifugio Belvedere	44	3	2	0	0		
March 10	13.	An educational event on the topic „Cruising tourism in Zadar and Zadar County“	60	5	2	1	0		
March 11	14.	Rai 3 Terre di Fasano	17	5	2	1	0		
March 13	15.	Learn about the flavors of Mediterranean cuisine of Southern Italy	340	22	4	1	1		
March 13	16.	“RENEWABLE ENERGY COMMUNITIES - CONDITIONS AND INSTRUMENTS FOR THEIR REAL FOUNDATION”	30	6	2	1	0		
March 14	17.	PP3/ZAD Budak	29	3	2	0	0		
March 14	18.	Conference dedicated to female entrepreneurs in tourism	37	4	2	1	0		
March 15	19.	PP5/FVG The municipal park of Colle di Medea	69	2	1	0	0		

March 16	20.	PP11/TPP The lighthouse of Torre Canne	316	12	5	0	1		
March 16	21.	The @RegioneVeneto and @Venicemarathon invite you to answer these short questions	31	6	2	1	0		
March 16	22.	Successful continuation of workshops "Quality certificates in ecological agriculture"	37	4	2	1	0		
March 17	23.	PP8/SVEM Confaito e San Vicino	52	6	3	0	0		
March 20	24.	PP2/SKC Ključica	41	6	3	1	0		
March 21	25.	PP3/ZAD Asseria	34	6	5	0	0		
March 21	26.	The second educational workshop dedicated to olive pruning within TAKE IT SLOW Project Interreg Italy Croatia was held in Vodice	26	5	2	0	0		
March 22	27.	PP4/IST The House of Frescoes	46	3	1	0	0		
March 22	28.	After the Pandemic, the behavior of Italians is dictated by an even greater influence of sustainability	47	5	2	0	0		
March 22	29.	A workshop dedicated to the topic of eco measures and eco schemes in agriculture	31	5	2	0	0		
March 22	30.	Cultural Route in the lands of Fasano	236	6	3	0	1		
March 23	31.	PP8/SVEM Urbino	40	2	1	0	0		
March 24	32.	PP9/ABR The Campotosto lake	107	5	2	1	1		
March 24	33.	Watch the video dedicated to "Cultural route in the lands of Fasano"	446	13	2	1	1		
March 27	34.	PP2/SKC Krka National Park	26	4	1	1	0		
March 27	35.	The Regione Abruzzo is launching a photographic competition	95	15	1	1	1		
March 28	36.	PP3/ZAD The Church of the Holy Spirit	62	2	1	0	0		
March 28	37.	Fasano, o luxo da simplicidade e a terra das masserias na Puglia	252	9	2	1	0		
March 28	38.	IL GASTRONOMO - Fasano, la Puglia degli ulivi e della storia - PT 36 - GRP TELEVISIONE	276	13	3	0	1		
March 29	39.	PP8/SVEM Fano	48	2	1	0	0		
March 29	40.	Slow Guide to Fasano	328	13	3	0	1		
March 30	41.	PP9/ABR Corvara	42	4	2	1	0		

March 30	42.	One more successful workshop dedicated to eco measures and schemes was held in Sibenik	27	2	1	0	0		
March 31	43.	PP11/TPP Selva di Fasano	243	4	2	0	1		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1630825194066706435> (March 1, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1631187585304514561> (March 2, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1631549973065252869> (March 3, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1631696508612386817> (March 3, 2023)

Post #5 :

<https://twitter.com/ItalyCroatia/status/1631583935128911875> (March 3, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1632646792968847366> (March 6, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1632797016831975424> (March 6, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1632999527975120897> (March 7, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1633361911726108674> (March 8, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1633403365798420482> (March 8, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1633724299646492673> (March 9, 2023)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1634086693128241154> (March 10, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1634251279797985291> (March 10, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1635246838193487873> (March 11, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1635248233651015683> (March 13, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1635368848429051907> (March 13, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1635536239632986114> (March 14, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1635661684357439492> (March 14, 2023)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1635898628811128833> (March 15, 2023)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1636261018715430912> (March 16, 2023)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1636282586665299968> (March 16, 2023)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1636300374083620864> (March 16, 2023)

Post #23 :

<https://twitter.com/TAKEITSLOWAdria/status/1636623404806569984> (March 17, 2023)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1637710567338135552> (March 20, 2023)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1638072951701372928> (March 21, 2023)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1638197614742056960> (March 21, 2023)

Post #27 :

<https://twitter.com/TAKEITSLOWAdria/status/1638435340020076546> (March 22, 2023)

Post #28 :

<https://twitter.com/TAKEITSLOWAdria/status/1638508559724838912> (March 22, 2023)

Post #29 :

<https://twitter.com/TAKEITSLOWAdria/status/1638553952710000640> (March 22, 2023)

Post #30 :

<https://twitter.com/TAKEITSLOWAdria/status/1638558721361035265> (March 22, 2023)

Post #31 :

<https://twitter.com/TAKEITSLOWAdria/status/1638797731761389569> (March 23, 2023)

Post #32 :

<https://twitter.com/TAKEITSLOWAdria/status/1639160116556488704> (March 24, 2023)

Post #33 :

<https://twitter.com/TAKEITSLOWAdria/status/1639249216798171136> (March 24, 2023)

Post #34 :

<https://twitter.com/TAKEITSLOWAdria/status/1640232179006337024> (March 27, 2023)

Post #35 :

<https://twitter.com/TAKEITSLOWAdria/status/1640344455294210049> (March 27, 2023)

Post #36 :

<https://twitter.com/TAKEITSLOWAdria/status/1640594568776151042> (March 28, 2023)

Post #37 :

<https://twitter.com/TAKEITSLOWAdria/status/1640690384186531844> (March 28, 2023)

Post #38 :

<https://twitter.com/TAKEITSLOWAdria/status/1640690609164894209> (March 28, 2023)

Post #39 :

<https://twitter.com/TAKEITSLOWAdria/status/1640956960458637314> (March 29, 2023)

Post #40 :

<https://twitter.com/TAKEITSLOWAdria/status/1641190881024962561> (March 29, 2023)

Post #41 :

<https://twitter.com/TAKEITSLOWAdria/status/1641319349792174082> (March 30, 2023)

Post #42 :

<https://twitter.com/TAKEITSLOWAdria/status/1641455845593731072> (March 30, 2023)

Post #43 :

<https://twitter.com/TAKEITSLOWAdria/status/1641681736865136642> (March 31, 2023)

1.4. YOUTUBE

Total subscribers : 16

1 Project video was published on project YouTube page : total views 11

VIDEO 1 :

« Cultural route in the lands of Fasano »

Watch the video dedicated to "Cultural route in the lands of Fasano" the initiative that took place from February 28 to March 3 together with Tour Operators, Bloggers, and national and international journalists.

Travel in the beauty of slowness and sustainable tourism...



Link : <https://www.youtube.com/watch?v=vHqWIkIOJJ>

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#27 APRIL 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **April 2023**:

Number of posts: **33**

Page likes: 10 new (**total 586**)

Page views: **244**

New page followers: 10 new (**total 693**)

Total reach of posts: **3478**

Total engagement on posts: **556**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
April 3	1.	PP7/ER The Marecchia Valley	133	8	2	6	0	0	10	244	10
April 4	2.	PP3/ZAD Almond	100	6	0	6	0	0			
April 4	3.	Album - Gastronomy, culture, nature...	202	66	53	10	0	1			
April 4	4.	Post: Gastronomy, culture, nature...	48	23	17	5	0	0			
April 4	5.	The media coverage about the educational tour organized by the Sveučilište u Zadru									

April 5	6.	PP9/ABR Loreto Aprutino	91	7	3	4	0	0		
April 5	7.	"Terre di Fasano: slow tourism between the sea and the hills" in the April issue of Camper Magazine	129	9	5	3	0	1		
April 6	8.	PP11/TPP Savelletri	91	7	2	5	0	0		
April 7	9.	Venice Night Trail	49	7	5	2	0	0		
April 7	10.	Happy Easter!	122	14	2	12	0	0		
April 11	11.	PP3/ZAD The Romanesque Church of St. George	112	5	0	5	0	0		
April 11	12.	Eco certificates for local producers from Peljesac	275	37	26	9	0	1		
April 12	13.	PP9/ABR The Costa dei Trabocchi in Abruzzo	97	3	0	3	0	0		
April 13	14.	PP5/FVG Isonzo's coast way	121	9	3	6	0	0		
April 14	15.	PP11/TPP The coast of Savelletri	83	9	2	7	0	0		
April 17	16.	PP3/ZAD The large cave in the canyon of the river Kličevica	97	8	1	7	0	0		
April 17	17.	PP9/ABR Abruzzo Photo Contest	169	74	68	16	2	1		
April 17	18.	WORKSHOP: "SMALL SCHOOL OF OLIVE GROWING - OLIVE GRAFTING AND SPRING PROTECTION"	327	71	56	13	0	2		
April 18	19.	PP9/ABR The Costa dei Trabocchi in Abruzzo	104	9	2	7	0	0		

April 18	20.	New Way of Presenting Tourism: Take it slow Croatian Lifestyle.	38	21	12	9	0	0		
April 18	21.	Cultural Route in the lands of Fasano	64	12	5	7	0	0		
April 18	22.	Ston	26	17	11	6	0	0		
April 19	23.	PP5/FVG Isonzo's coast way	89	9	2	7	0	0		
April 20	24.	PP7/RER Marecchia river	97	10	2	8	0	0		
April 20	25.	The Regione Abruzzo held the first of two online meetings with its Local Community of Practice (LCP)	31	18	9	9	0	0		
April 21	26.	PP2/SKC Krka	110	15	4	11	0	0		
April 24	27.	PP3/ZAD Ravnı Kotari	98	12	0	12	0	0		
April 24	28.	Another successful educational and field workshop dedicated to olive grafting and spring protection	65	17	9	8	0	0		
April 25	29.	PP2/SKC Burnum	105	17	9	8	0	0		
April 25	30.	TAKE IT SLOW Photo contest!	116	7	4	3	0	0		
April 26	31.	PP5/FVG Lignano Sabbiadoro	109	9	3	6	0	0		
April 27	32.	PP3/ZAD Prkos	87	9	2	7	0	0		
April 28	33.	PP2/SKC Kornati	93	11	4	7	0	0		

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

https://web.facebook.com/takeitslowproject/posts/pfbid0xkBop29GjMwdMEaNRMajWJaNKjZCuhgR5HZ6RqYRz3VyofRfYB5L8K56L7rnDYfxl?_rdc=1&_rdr (April 3, 2023)

Post #2 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0373hCZbWYKb8ZMkJLvcXWhPaAA2S71jGdPqcvcfAYGYJUzc4ggFNhhNvsVxMHGyjWI> (April 4, 2023)

Post #3 :

<https://web.facebook.com/takeitslowproject/posts/pfbid029gG7owmrgfbFNE4zMmjo9eFz7gKCqnG9mmvFrd3GhHFepx3mxYRvHB9jmUVWmrp6l> (April 4, 2023)

Post #4 :

<https://web.facebook.com/takeitslowproject/posts/pfbid04YtBuJXiAf5bsEscAoB7PFzygYNQW6RJz2CVcaYqnUMYWJyUCfPu45aDLf7fioqnl> (April 4, 2023)

Post #5 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0e6a2WoFNAEkHste1hKLrcZgQZabaBT7Rbel3UyY6FwnrSp6CByyfwQYNBki4f6eZl> (April 4, 2023)

Post #6 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02icM1dNSz2hnQZPwJV7ndcyR9gp39NfgtNC4spuVseXznbjLFWPasiRiYjAqxzFpUl> (April 5, 2023)

Post #7 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0TU5YajmbWb17vgRZVBCd3m4Ggik8DkmMPVCRVQcXVDvtRdhGCuyqe7Zk3ckzskuZl> (April 5, 2023)

Post #8 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02xaFLWMZcpRHJ1NzAEp1toK8haet8HuHBRXXQS7x8wEoS6EUirEcrTQgPEndinwjl> (April 6, 2023)

Post #9 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0gkzZoNSgshs9F6U22XwmfHWH77tpSYvBriaKtfxxbS3J6WRLQDmyVBJULj71KGkil> (April 7, 2023)

Post #10 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0uPgd34xfJcYCwmmhrkLjBzxmMT1UfL5575qzkwLRczFEAU2mhfUYM1LLE6WbFgqwl> (April 7, 2023)

Post #11 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02MN28NAwPpm2fn1MYsqJmAoYmf9xKwLGwkR2js4umm5PhLc9dKD9XKGDm9xrY2cNRI> (April 11, 2023)

Post #12 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02vMVRvMHjdVTmpJotSpGWWG4uVF2A4R8jUkPqH8auRwxPeJAXdYehYntQTgzuvNHFI> (April 11, 2023)

Post #13 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02W1d7tjMZLyYLSMVMFrXGTXMZ3CLNECAHatkeJUbEMnxHiggLSRfRD2RPEMxCS8TxI> (April 12, 2023)

Post #14 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02PieGZR2kjWCGxaJKzFhtGdWVdzmsHyDUcuSs3opTAF4khY3E5jdwMSXTiQ7jGXQal> (April 13, 2023)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02rCMczZkfJr93caLqB4yUw75cJVHFGMEPMqqqTsjFBHnXPgViJSS9XsN4nwxFCx1I> (April 14, 2023)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02dUCvSRFycGCYnQewkMrGvmY8FvgY3mxfcdfKXQ6uFcePqHq5MWKkRvUjPE7x9SoI> (April 17, 2023)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0sZkjW4uP2EU4pMgUFWEQRKThiKTLBZHP9x9D8tAAJEsyjsDyNce3nke9fRgMVtkKI> (April 17, 2023)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02rZmFCTszTz84QxoEvmkZs9PA5F6VBDKwe5h5Zoh9wJzU5Z96pjpAriupSe3U4tQrI> (April 17, 2023)

Post #19 :

<https://web.facebook.com/takeitslowproject/posts/pfbid038Fp7rEeMvhLdBU3raDY42182EvkdM1hhACgw7iG86ipJCTkyviPhnTVLvN4jK3wtI> (April 18, 2023)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0oUZ1E3pPoJu45He8cnBEcfHvAfXg9reew5YdKuANg9rF7LZEf4pSeDM75WYyYD36I> (April 18, 2023)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0EhRVN1Pgk2Ueumr5TB7eVjUdA689J76HMvw5KtEUcWd5BXxoK9GtXwbBDYweKhotl> (April 18, 2023)

Post #22 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0rL1JB6ExHDLTQJtfUqwUQ1TRQ1wLCGpm4Jwih7fVayziCE4dRDrBeC71i3x8qdZQl> (April 18, 2023)

Post #23 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0bwrokMDTERzTE8N6oo19wSKFhgM86gBQsTJnbFCo7sA2eFtk7UPqdpXRT8JNtnuLl> (April 19, 2023)

Post #24 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0344GtCHawfKBzYwQrtbzUxC7oLHwpUCftMQxzH9DPbJfh6po8H67qeER5eXFJdya7l> (April 20, 2023)

Post #25 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0Qwk8avfCvw6w63Ty2dMx3FBwcrZPRzkSXsQYd3nBZMKwGungRLAqmmv9cEbzUkHNI> (April 20, 2023)

Post #26 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02PvzHAFij33qrXTWA2agDknsXAe9wtG7MLrb3pxLXQKxrJ3Ghciz72Q6k3GPRkv1Al> (April 21, 2023)

Post #27 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0RNYud9qkRQdwH1eCY7yU6csYNJr8r9r8BEhWk7S32Wju9o2V19ff4P1cRVyArqp6l> (April 24, 2023)

Post #28 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02Zd6V5DAuPgzkHZ4gGEys2kjbSuBq9znTLJJ16Wyt5KUBNiVEPo69QNJDJQ6VS2Bxl> (April 24, 2023)

Post #29 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02bNswr6ardZVMNzHnKdAferkNnychD8W5yNwz2Ny7jctzSHZ6k1X46AukTGHbQvQYl> (April 25, 2023)

Post #30 :

<https://web.facebook.com/takeitslowproject/posts/pfbid034K8ZAxCUGv5KkMR61mTHVoVMHeVvTZM9SAwTwNsspekVPfPSFUV97wHZzbyVnWUl> (April 25, 2023)

Post #31 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02MPZMJBaTHxUfnJmG8KtLUtfwZAf8Lh1dRtrhSL5L3Up29D8M5yCtUG5PMvWF9KEXI> (April 26, 2023)

Post #32 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0dyUvWWBXodiNNmv6r1D6Y9d9vNqXfG7MRiSubmSi67xtwaZZEGdgKdF4ak1g4YnTI> (April 27, 2023)

Post #33 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0JYDboyeSD7h19PwDBSpVrVV2d2iTXCtTy9FfYCsndbLPKBEUq5zKj5bqoe2FG4B1I> (April 28, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **April 2023**:

Number of posts: **19**

Profile visits: **129**

New page followers: **16 (350)**

Total likes on posts: **244**

Account reach: **1536**

Impressions: **1666**

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
April 3	1.	PP7/ER The Marecchia Valley	78	94	11	2	129	16

April 4	2.	PP3/ZAD Almond	86	94	16	0		
April 5	3.	PP9/ABR Loreto Aprutino	71	77	13	0		
April 6	4.	PP11/TPP Savelletri	70	79	8	2		
April 11	5.	PP3/ZAD The Romanesque Church of St. George	76	81	13	0		
April 12	6.	PP9/ABR The Costa dei Trabocchi in Abruzzo	65	69	7	1		
April 13	7.	PP5/FVG Isonzo's coast way	79	102	13	1		
April 14	8.	PP11/TPP The coast of Savelletri	74	82	10	0		
April 17	9.	PP3/ZAD The large cave in the canyon of the river Kličevica	93	16	16	0		
April 18	10.	PP9/ABR The Costa dei Trabocchi in Abruzzo	70	85	16	1		
April 19	11.	PP5/FVG Isonzo's coast way	78	99	15	1		
April 20	12.	PP7/RER Marecchia river	62	72	12	0		
April 21	13.	PP2/SKC Krka	98	114	15	1		
April 24	14.	PP3/ZAD Ravni Kotari	74	77	12	0		
April 25	15.	PP2/SKC Burnum	94	98	13	0		
April 25	16.	TAKE IT SLOW Photo contest!	116	126	15	2		
April 26	17.	PP5/FVG Lignano Sabbiadoro	65	87	13	0		
April 27	18.	PP3/ZAD Prkos	65	74	11	0		
April 28	19.	PP2/SKC Kornati	122	140	15	0		

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen
Link to the posts:

Post #1 : <https://www.instagram.com/p/CqkCsXrquux/> (April 3, 2023)

Post #2 : <https://www.instagram.com/p/CqmnehDo5xF/> (April 4, 2023)

Post #3 : <https://www.instagram.com/p/CqpMRMAopz6/> (April 5, 2023)

Post #4 : <https://www.instagram.com/p/CqrxEVPI749/> (April 6, 2023)

Post #5 : <https://www.instagram.com/p/Cq4zcXfKSj/> (April 11, 2023)

Post #6 : <https://www.instagram.com/p/Cq7N1nTo0zz/> (April 12, 2023)

- Post #7 : <https://www.instagram.com/p/Cq9vojBoQkz/> (April 13, 2023)
- Post #8 : <https://www.instagram.com/p/CrAXbtGokHA/> (April 14, 2023)
- Post #9 : <https://www.instagram.com/p/CrIF0CAIOT6/> (April 17, 2023)
- Post #10 : <https://www.instagram.com/p/CrKqnNGlpAd/> (April 18, 2023)
- Post #11 : <https://www.instagram.com/p/CrNPZ5LIbOM/> (April 19, 2023)
- Post #12 : <https://www.instagram.com/p/CrP0NPbob3g/> (April 20, 2023)
- Post #13 : <https://www.instagram.com/p/CrSY UKpRP/> (April 21, 2023)
- Post #14 : <https://www.instagram.com/p/CraHYHboxCM/> (April 24, 2023)
- Post #15 : <https://www.instagram.com/p/CrcsK96oyRR/> (April 25, 2023)
- Post #16 : <https://www.instagram.com/p/Crfu2q3KzZX/> (April 25, 2023)
- Post #17 : <https://www.instagram.com/p/CrfQ-G7ITJP/> (April 26, 2023)
- Post #18 : <https://www.instagram.com/p/Crh1wsOoXyH/> (April 27, 2023)
- Post #19 : https://www.instagram.com/p/Crkaj4Div_A/ (April 28, 2023)

Number of stories: **21**

Total story views: **1167**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
April 4	PP3/ZAD Event	60	0
April 4	PP3/ZAD Event	60	0
April 7	PP6/VEN Marathon	72	0
April 9	Happy Easter	73	0
April 10	PP11/TPP Terre di Fasano article	57	0
April 10	PP11/TPP Terre di Fasano article	57	0

April 10	PP11/TPP Terre di Fasano article	57	0
April 10	PP11/TPP Terre di Fasano article	57	0
April 10	PP11/TPP Terre di Fasano article	57	0
April 11	LP/DNC Eco certificates Pelješac	57	0
April 17	PP9/ABR Photo Contest	67	0
April 17	PP2/SKC Workshop Olive growing	57	0
April 18	LP/DNC Advertisement	49	0
April 18	PP11/TPP Terre di Fasano article	47	0
April 18	LP/DNC Ston	40	0
April 20	PP9/ABR LCP Meeting	48	0
April 24	PP2/SKC Workshop Olive growing	60	0
April 25	TAKE IT SLOE Photo contest	42	0
April 27	TAKE IT SLOE Photo contest	70	0
April 29	PP11/TPP Terre di Fasano	41	0
April 29	PP11/TPP Terre di Fasano	39	0

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **April 2023**:

Number of tweets: **31**

Profile visits: **2993**

New followers: **1 (total 39)**

Total tweet impressions: **3973**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
April 3	1.	PP7/ER The Marecchia Valley	45	3	2	0	0	2993	1
April 4	2.	PP3/ZAD Almond	33	3	2	0	0		
April 4	3.	Gastronomy, culture, nature...	64	10	4	1	0		
April 4	4.	The media coverage about the educational tour organized by the Sveučilište u Zadru	24	5	2	0	0		
April 5	5.	PP9/ABR Loreto Aprutino	199	12	4	1	1		
April 5	6.	"Terre di Fasano: slow tourism between the sea and the hills" in the April issue of Camper Magazine	33	2	1	0	0		
April 6	7.	PP11/TPP Savelletri	340	8	3	1	1		
April 7	8.	Happy Easter!	533	18	4	2	0		
April 11	9.	PP3/ZAD The Romanesque Church of St. George	30	4	3	0	0		
April 11	10.	Eco certificates for local producers from Peljesac	54	8	4	0	2		
April 12	11.	PP9/ABR The Costa dei Trabocchi in Abruzzo	663	26	4	2	1		
April 13	12.	PP5/FVG Isonzo's coast way	51	8	3	1	0		
April 14	13.	PP11/TPP The coast of Savelletri	288	11	6	1	1		
April 17	14.	PP3/ZAD The large cave in the canyon of the river Kličevica	52	4	2	0	0		
April 17	15.	The Abruzzo region has concluded the photo competition within the TAKE IT SLOW Project Interreg Italy Croatia	56	10	3	1	0		

April 17	16.	WORKSHOP: "SMALL SCHOOL OF OLIVE GROWING - OLIVE GRAFTING AND SPRING PROTECTION"	25	3	2	0	0		
April 18	17.	PP9/ABR The Costa dei Trabocchi in Abruzzo	460	15	4	2	1		
April 18	18.	New Way of Presenting Tourism: Take it slow Croatian Lifestyle.	33	5	2	0	0		
April 18	19.	Cultural Route in the lands of Fasano	105	7	3	1	0		
April 18	20.	LP/DNC Ston	25	5	2	0	1		
April 19	21.	PP5/FVG Isonzo's coast way	47	4	1	1	0		
April 20	22.	PP7/RER Marecchia river	27	2	1	0	0		
April 20	23.	The Regione Abruzzo held the first of two online meetings with its Local Community of Practice (LCP)	206	6	1	1	1		
April 21	24.	PP2/SKC Krka	76	10	3	1	1		
April 23	25.	Another successful educational and field workshop dedicated to olive grafting and spring protection	29	6	3	1	0		
April 24	26.	PP3/ZAD Ravni Kotari	33	4	2	0	0		
April 25	27.	PP2/SKC Burnum	202	9	6	0	2		
April 25	28.	TAKE IT SLOW Photo contest!	139	8	2	0	1		
April 26	29.	PP5/FVG Lignano Sabbadoro	36	4	2	0	0		
April 27	30.	PP3/ZAD Prkos	28	2	1	0	0		
April 28	31.	PP2/SKC Kornati	37	6	2	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1642768895114362880> (April 3, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1643131284976435201> (April 4, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1643207396213374976> (April 4, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1643213295237619713> (April 4, 2023)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1643493675366858752> (April 5, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1643603535081230337> (April 5, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1643856058165886983> (April 6, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1644245985185484800> (April 7, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1645690646240583680> (April 11, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1645801935734464519> (April 11, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1646030390048755713> (April 12, 2023)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1646392777104662529> (April 13, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1646755167189229568> (April 14, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1647842328957325313> (April 17, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1647990481580589057> (April 17, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1647999555848249348> (April 17, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1648204720035729409> (April 18, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1648241456883154944> (April 18, 2023)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1648292228803043328> (April 18, 2023)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1648301357185613826> (April 18, 2023)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1648567102331293697> (April 19, 2023)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1648929489261404163> (April 20, 2023)

Post #23 :

<https://twitter.com/TAKEITSLOWAdria/status/1648955764906635264> (April 20, 2023)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1649291878888611842> (April 21, 2023)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1650251135402352641> (April 23, 2023)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1650379039717359617> (April 24, 2023)

Post #27 :

<https://twitter.com/TAKEITSLOWAdria/status/1650741431835959296> (April 25, 2023)

Post #28 :

<https://twitter.com/TAKEITSLOWAdria/status/1650846041334329344> (April 25, 2023)

Post #29 :

<https://twitter.com/TAKEITSLOWAdria/status/1651103818506018817> (April 26, 2023)

Post #30 :

<https://twitter.com/TAKEITSLOWAdria/status/1651466204614361088> (April 27, 2023)

Post #31 :

<https://twitter.com/TAKEITSLOWAdria/status/1651828593058811905> (April 28, 2023)

1.4. YOUTUBE

Total subscribers : 16

0 Project video was published on project YouTube page : total views 11

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#28 MAY 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **May 2023**:

Number of posts: **23**

Page likes: 129 new (**total 715**)

Page views: **2511**

New page followers: 182 new (**total 875**)

Total reach of posts: **29951**

Total engagement on posts: **9042**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
May 2	1.	TAKE IT SLOW Photo contest	357	22	13	2	0	1	129	2511	182
May 2	2.	The innovative study visit in the Euganean Hills	254	19	12	2	0	0			
May 3	3.	PP3/ZAD Korlat	342	11	10	1	0	0			
May 5	4.	PP3/ZAD Wild poppy	389	13	8	5	0	0			
May 5	5.	Photo contes TAKE IT SLOW	400	34	14	20	0	0			
May 10	6.	Album TAKE IT SLOW Photo contest	1194	1686	87	1112	1	1			
May 10	7.	TAKE IT SLOW CROSS BORDER PHOTO CONTEST - LIKE THE BEST PHOTO!	24144	6709	488	6108	61	47			

May 15	8.	LP/DNC Pelješac	365	70	17	63	0	0			
May 16	9.	PP1/RERA Brač	317	49	15	33	0	1			
May 16	10.	RULES AND REGULATIONS of the TAKE IT SLOW photo contest	320	125	8	75	0	2			
May 17	11.	PP2/SKC Murter	202	24	12	12	0	0			
May 18	12.	PP3/ZAD Ravni Kotari	203	29	16	13	0	0			
May 19	13.	PP4/IST Momjan	196	29	10	14	0	0			
May 22	14.	PP5/FVG Friuli Venezia Giulia	204	24	10	9	1	0			
May 22	15.	"Terra Magica Motovun" captured through the lenses of Mladen Smolica	61	50	16	15	0	0			
May 23	16.	PP6/VEN Veneto Region	182	22	10	3	0	0			
May 23	17.	Cammino delle 7 chiese	11	13	8	1	0	0			
May 24	18.	PP7/RER Valmarrechia	130	21	10	11	0	0			
May 25	19.	PP8/SVEM The Monastery of Fonte Avellana	148	12	9	3	0	0			
May 25	20.	10,000 steps in beautiful Friuli Venezia Giulia	30	17	9	8	1	0			
May 26	21.	PP9/ABR E Costa dei Trabocchi	145	15	8	7	0	0			
May 29	22.	PP10/MOLISE Molise	183	26	10	16	0	0			
May 30	23.	PP11/TPP Puglia	174	22	12	10	0	0			

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagment is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02X58UjMccA42JmAXkQmsQ9dvwUkQMhrV9SuSnHGqNffiDnT4Y7tbfLwFMQdHjpMXfl> (May 2, 2023)

Post #2 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0YwMjzf6XScKt8SEAFQa1eDFeaKGJyufDDCdnY62TRtXRdxowyqDT7oyr7yqmdMibl> (May 2, 2023)

Post #3 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02rxwA4YPYNwNNwt9Kbna13HD6vewd38tqBdiiZ2J5Bd1Qynzpxsbep2pqpPwFmfzl> (May 3, 2023)

Post #4 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0msdbrz8DLhTUZuTBm5bGDitExSGehnQh4uLUP5V2qwmeyuksYRKv4oYRKW52wvzCl> (May 5, 2023)

Post #5 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0yvMj3evH3suuwawrNDZn5qBTnAWG4MbETC6V91R3HeUMVJVJDJMeRaDas1PQhR6Fl> (May 5, 2023)

Post #6 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02QNT8mJ9ovhtbdUnoyPkuUmGNyPjwfVKvDqQY2rx76qx3SF8YKzuC5s1heQ5Szca5l> (May 10, 2023)

Post #7 :

<https://web.facebook.com/takeitslowproject/posts/pfbid035gecLoGFMeYBg2FctvWeZheezN8KodSHyx5Md8qDGk54waHEmH9tQRB7B6Accr88l> (May 10, 2023)

Post #8 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0ksRUpxrLX8vJom1JjGQJdix2JyVBBtZxxvqeYFJEnpXcvLDXWVDMwb6dsvUfmCqpl> (May 15, 2023)

Post #9 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02cjrQQd1LPUh2rjUNGbCLWGZe7uYbLUSxbH9yxFWeWipZvRwoPGb51CEXfppBXLnal> (May 16, 2023)

Post #10 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0hxoULouDH4vQu5NKvfcH28sTwKNQrx5NfgiHqBuebDgHmkmsWwRc7h8GPJ8j1zibl> (May 16, 2023)

Post #11 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0YC7NyAafyAnzkUE4fvMM5vG45WXboCt8PwX2rQuNGSJD1KiW8QN2QFdUEY45EJhjl> (May 17, 2023)

Post #12 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0ksCp4ZLnfXB29HW2SjpQW7k4CCcVw1vB1Kns4ywxyoXcNQiiDax1SGnt5LW3SJcVl> (May 18, 2023)

Post #13 :

<https://web.facebook.com/takeitslowproject/posts/pfbid034CowTW3PfbzQRTpYXEmhTjPTP3eFn6Ms3B4LsziqKitUN48fJcPap2RC4zuPXyKEI> (May 19, 2023)

Post #14 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02A66byeXNUjus2MVdBFF36LSkSD4PKL5Xj11Jdh3DM3xGxyBaTiKUG1TcHc5nKfejl> (May 22, 2023)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0tsTgiT7jZQhWFRmrmnjggVLHfyoNymCfn5mzVW5yvvxpxcoLKP69N2fxUTV1QJxBI> (May 22, 2023)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02k8PztEyyhsrbMR85fECuyZ95RJUeixy19nsffpQBU3dENZhY3oWWDUmy8UqAfuu8l> (May 23, 2023)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02mtgTxLvaWskKq1NnarHXn5j2BoAQbNyiC17WvjU9nob3ersrwBGq9G7etNa7A7oql> (May 23, 2023)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0UoyTEm7YrS6uGN3hx5jCeucp2WPH1j3ecq9zhEeqsEy6HfRCbjkhGQgi2zTUM5hl> (May 24, 2023)

Post #19 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0TmoLkKtqA8WXQSpRRMi3hh7Y8stUbCgcVirqEaR1oUsP8f1z41duqTZvUJCsRbl> (May 25, 2023)

Post #20 :

<https://www.facebook.com/takeitslowproject/posts/pfbid055i38jwhYEU5C47yJxijBQxzT8WFWgdhvgHFvbQonxfEVDm3np3s52FWBvo29VZzl> (May 25, 2023)

Post #21 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02dAyWoazWJxyCzCw8PTBE5sTppGgprEiAtEdRShCen8YnrB7UJrffQHcNZaLgvGyfl> (May 26, 2023)

Post #22 :

<https://www.facebook.com/takeitslowproject/posts/pfbid026pgS9Bvqn5X1c44ortWGCwNSQHgGFfeauYDzq7MzqSwUVaSjuag83nppeSsnhst4l> (May 29, 2023)

Post #23 :

<https://www.facebook.com/takeitslowproject/posts/pfbid026BAU7WRQ1uBmrfLbvyfPbSqtU7zyePSmVcDvE65tc36kh7iiJa4Xu2B6cuzzmQZl> (May 30, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **May 2023**:

Number of posts: **14**

Profile visits: **122**

New page followers: **7 (357)**

Total likes on posts: **192**

Account reach: **1030**

Impressions: **1290**

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
May 3	1.	PP3/ZAD Korlat	91	98	15	0	122	7
May 5	2.	PP3/ZAD Wild poppy	75	86	11	0		
May 15	3.	LP/DNC Pelješac	126	149	14	0		
May 16	4.	PP1/RERA Brač	82	99	22	0		
May 17	5.	PP2/SKC Murter	113	128	14	0		
May 18	6.	PP3/ZAD Ravni Kotari	57	74	11	0		
May 19	7.	PP4/IST Momjan	63	86	9	0		
May 22	8.	PP5/FVG Friuli Venezia Giulia	56	73	11	0		
May 23	9.	PP6/VEN Veneto Region	67	87	14	1		
May 24	10.	PP7/RER Valmarrechia	48	70	9	0		
May 25	11.	PP8/SVEM The Monastery of Fonte Avellana	49	71	12	1		
May 26	12.	PP9/ABR E Costa dei Trabocchi	56	76	11	0		
May 29	13.	PP10/MOLISE Molise	74	98	19	0		
May 30	14.	PP11/TPP Puglia	73	95	20	0		

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CrxDJ-qgBjD/> (May 3, 2023)

Post #2 : <https://www.instagram.com/p/Cr2cHwUogKx/> (May 5, 2023)

Post #3 : <https://www.instagram.com/p/CsQZzwaoEsS/> (May 15, 2023)

Post #4 : <https://www.instagram.com/p/CsS-m4TqS2W/> (May 16, 2023)

Post #5 : <https://www.instagram.com/p/CsVjZ4hKUX7/> (May 17, 2023)

Post #6 : <https://www.instagram.com/p/CsYIMaMoXU-/> (May 18, 2023)

Post #7 : <https://www.instagram.com/p/Csa9uixqX7S/> (May 19, 2023)

Post #8 : <https://www.instagram.com/p/CsibXvmohgc/> (May 22, 2023)

Post #9 : <https://www.instagram.com/p/CsIAK2boWM8/> (May 23, 2023)

Post #10 : <https://www.instagram.com/p/Csnk9cGofyi/> (May 24, 2023)

Post #11 : <https://www.instagram.com/p/CsqJwealqB/> (May 25, 2023)

Post #12 : <https://www.instagram.com/p/Cssy2hmqmE0/> (May 26, 2023)

Post #13 : <https://www.instagram.com/p/Cs0c8BSI36K/> (May 29, 2023)

Post #14 : <https://www.instagram.com/p/Cs3Bu2UI52I/> (May 30, 2023)

Number of stories: **63**

Total story views: **2611**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
May 1-5	Euaganean Hills Study visit x32	1280	1
May 5	TAKE IT SLOW photo contest	40	1
May 8	TAKE IT SLOW photo contest	42	1
May 10	TAKE IT SLOW photo contest	50	1
May 15	TAKE IT SLOW photo contest X2	85	1
May 15	LP Pilot area	51	1
May 16	PP1 Pilot area	50	1
May 17	PP2 Pilot area	49	1
May 19	PP4 Pilot area	48	1
May 20	TAKE IT SLOW Photo contest winner	56	1
May 24	PP6 Pilot area	44	1
May 24	PP7 Pilot area	43	1
May 25	PP8 Pilot area	41	1
May 25	PP5 FVG Study visit	50	1
May 26	PP9 Pilot area	42	1
May 26	PP10 Study visit x16	640	1

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **May 2023**:

Number of tweets: **22**

Profile visits: **638**

New followers: **0 (total 39)**

Total tweet impressions: **1309**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
May 2	1.	TAKE IT SLOW Photo contest	397	16	3	3	2	638	0
May 2	2.	The innovative study visit in the Euganean Hills	22	4	1	1	0		
May 3	3.	PP3/ZAD Korlat	38	3	1	0	0		
May 5	4.	PP3/ZAD Wild poppy	26	2	1	0	0		
May 5	5.	Photo contest: Send a photo that best represents the idea of slow and sustainable tourism	125	11	2	0	1		
May 8	6.	FVGlive is organizing press trip for media representatives from Italy and Croatia	64	5	1	0	0		
May 10	7.	Album TAKE IT SLOW Photo contest	87	13	3	0	0		
May 15	8.	LP/DNC Pelješac	40	4	1	0	0		
May 16	9.	PP1/RERA Brač	33	2	1	0	0		
May 16	10.	RULES AND REGULATIONS of the TAKE IT SLOW photo contest	22	2	1	0	0		

May 17	11.	PP2/SKC Murter	49	2	1	0	0		
May 18	12.	PP3/ZAD Ravni Kotari	30	3	1	0	0		
May 19	13.	PP4/IST Momjan	27	2	1	0	0		
May 22	14.	PP5/FVG Friuli Venezia Giulia	33	11	3	1	0		
May 22	15.	"Terra Magica Motovun" captured through the lenses of Mladen Smolica	130	8	5	1	0		
May 23	16.	PP6/VEN Veneto Region	21	2	1	0	0		
May 24	17.	PP7/RER Valmarrechia	22	9	2	1	1		
May 25	18.	PP8/SVEM The Monastery of Fonte Avellana	16	4	2	0	0		
May 25	19.	10,000 steps in beautiful Friuli Venezia Giulia	28	3	1	1	0		
May 26	20.	PP9/ABR E Costa dei Trabocchi	29	6	1	1	0		
May 29	21.	PP10/MOLISE Molise	29	9	1	0	0		
May 30	22.	PP11/TPP Puglia	41	3	1	0	0		

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.

*Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1653313824198459393> (May 2, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1653346642953662467> (May 2, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1653664321035988992> (May 3, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1654365310378471425> (May 5, 2023)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1654443625453961219> (May 5, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1655665381795569675> (May 8, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1656243571828170752> (May 10, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1658019387692011521> (May 15, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1658381776266604544> (May 16, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1658532446877499395> (May 16, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1658744160470577153> (May 17, 2023)

Post #12 :

<https://twitter.com/TAKEITSLOWAdria/status/1659106555323727873> (May 18, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1659468939049734146> (May 19, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1660556104063959040> (May 22, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1660619018997309443> (May 22, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1660918487303311368> (May 23, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1661280877740019712> (May 24, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1661643264871780352> (May 25, 2023)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1661745959746043904> (May 25, 2023)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1662005656566497280> (May 26, 2023)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1663092822302416900> (May 29, 2023)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1663455204941914113> (May 30, 2023)

1.4. YOUTUBE

Total subscribers : 16

No Project video was published on project YouTube page : total views 11

MONTHLY REPORT ON SOCIAL MEDIA COMMUNICATION OF/FOR PROJECT AND ACTIVE PARTICIPATION IN PROGRAMME SOCIAL MEDIA COMMUNICATION

#29 JUNE 2023

Deliverable D2.5.8

WP2 – PROJECT COMMUNICATION

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: PROJECT COMMUNICATION
Activity Number: 5
Activity Title: Digital and web activities
Partner in Charge: PP2
Partners involved: PP2
Status: Final

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PROJECT SOCIAL MEDIA ACCOUNTS

1.1. FACEBOOK

Project Facebook page: <https://www.facebook.com/takeitslowproject> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- media coverage;
- project activities.

The following is an overview of Facebook posts insight in **June 2023**:

Number of posts: **35**

Page likes: 686 new (**total 1401**)

Page views: **8588**

New page followers: 724 new (**total 1601**)

Total reach of posts: **26392**

Total engagement on posts: **1841**

DATE		POST MESSAGE	POST REACH	ENGAGEMENT ON POST	POST CLIKS	LIKES ON POST	COMMENTS ON POST	SHARES ON POST	PAGE LIKES IN THE LAST MONTH	PAGE VIEWS IN THE LAST MONTH	NEW PAGE FOLLOWERS IN THE LAST MONTH
June 3	1.	Eco certificates for local olive producers from Brač Island	226	37	21	15	1	0	686	8588	724
June 6	2.	TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA	143	13	9	4	0	0			
June 7	3.	Album CAMMINO DELLE 7 CHIESE – STUDY VISIT TO MOLISE REGION	415	75	50	24	0	1			
June 7	4.	CAMMINO DELLE 7 CHIESE – STUDY VISIT TO MOLISE REGION	143	24	16	8	0	0			
June 8	5.	Valmarecchia_Glances from the sea	168	8	6	2	0	0			
June 8	6.	Opening of the Cultural Heritage Interpretation Center of Fonte Avellana	144	18	10	8	0	0			
June 9	7.	PP3/ZAD Kula Atlagić	281	8	2	6	0	0			
June 10	8.	PP3/ ZAD The parish church of Our Lady	272	8	0	8	0	0			

June 11	9.	PP3/ZAD Blessed Virgin Mary in Stankovci	107	0	0	21	0	0			
June 12	10.	PP5/FVG Percorso delle Sorgenti	367	13	5	8	0	0			
June 12	11.	Album TAKE IT SLOW - EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE	18201	921	852	68	1	0			
June 13	12.	PP3/ZAD Suhovare	378	13	3	10	0	0			
June 14	13.	PP3/ZAD Church of St. Michael	449	15	5	10	0	0			
June 14	14.	TAKE IT SLOW - FVG in Movimento 10.000 passi di salute - final event	1	6	0	6	0	0			
June 14	15.	ABRUZZO REGION: CYCLOTOURISM ENHANCES THE BEAUTY OF PLACES	302	22	13	8	0	1			
June 15	16.	PP3/ZAD Zagrad	444	23	7	16	0	0			
June 15	17.	Eco certificates for local producers from Skradin and Tribunj	408	211	180	30	0	1			
June 16	18.	PP5/FVG Percorso al Natisone	426	20	9	11	0	0			
June 18	19.	TAKE IT SLOW FINAL CONFERENCE	70	13	0	7	0	0			
June 18	20.	Riviera del Brenta	183	25	15	10	0	0			
June 19	21.	PP3/ZAD Rašević	327	14	4	10	0	0			
June 19	22.	Opening Center of Fonte Avellana	308	18	10	7	0	1			
June 20	23.	PP3/ZAD Polača	267	11	5	6	0	0			
June 20	24.	Album ACCESSIBLE RIVIERA BY VENETO REGION	371	61	39	20	0	2			
June 20	25.	From Stra to Dolo, a round trip	256	26	14	11	0	1			
June 21	26.	Strategic projects results	168	7	3	4	0	0			
June 22	27.	Eco certificates for Fasano tourism companies	201	29	20	9	0	0			
June 26	28.	WORKSHOP: FEASIBILITY STUDIES AND COST-BENEFIT ANALYSIS WITH SUSTAINABLE TOURISM PROJECTS	6	2	0	2	0	0			
June 26	29.	WORKSHOP: DIGITAL MARKETING IN THE SERVICE OF PROMOTING SUSTAINABLE PROJECTS	2	10	0	9	0	0			

June 26	30.	The new tourist itineraries for citizens and travellers	187	12	4	8	0	0			
June 27	31.	The European project TAKE IT SLOW Project Interreg Italy Croatia is over _Interreg	154	17	11	5	0	1			
June 28	32.	Another successful story within the TAKE IT SLOW Project Interreg Italy Croatia	56	9	5	3	0	1			
June 28	33.	ALBUM The beautiful monastery of Fonte Avellana	302	29	21	7	0	1			
June 30	34.	GRAND OPENING: CENTER FOR INTERPRETATION OF THE INTANGIBLE CULTURE	313	33	24	9	0	0			
June 30	35.	Album TAKE IT SLOW FINAL CONFERENCE IN DUBROVNIK AND PELJEŠAC	346	90	76	13	0	1			

Source: Facebook Insights: <https://www.facebook.com/takeitslowproject>

*Post reach is the number of people who saw post at least once.

*Engagement is the number of times people have engaged with posts through likes, comments, shares and more.

Link to the posts:

Post #1 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0GLgddCJD3v1bVNvnoxVZZU9Z7YhAxYk4XVVcZKFMT8toabmcZwxKaxZp46axFSEYI> (June 3, 2023)

Post #2 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0qiDSWK72PLGMosiJmMSVMtb5Wn7xiWrzma7vJVCqML2PZe1fiGxvf42hTdNfGmXgl> (June 6, 2023)

Post #3 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02BqnCdoLTk9kXpttSN5Nfs3Q1ctVc2PiioJL4XgRrLdXWoZsphuh193VZa38xrfgXI> (June 7, 2023)

Post #4 :

<https://web.facebook.com/takeitslowproject/posts/pfbid037k8xBa8IBVrzqC41wjZL7qU4SddJtJChTY9tnDiZVPd6Vizombv2qQitVen8sSPqI> (June 7, 2023)

Post #5 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02UT84MXrStp8Jxg1ppvrkSMbxKwiaJcE UJBX6mDSveoT6r1guTMkBobB2tSoGrhR6l> (June 8, 2023)

Post #6 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0mSXWJfNAqjBoTi3XU3oaSgiDTGppjVaZ 3H6tWKZ8WYtv1z9hFfoZ2znEX9LYPtJFI> (June 8, 2023)

Post #7 :

<https://web.facebook.com/takeitslowproject/posts/pfbid029sDe5CcstMjJmMVUj4D66SMNretMxb uNprmdGeVvDhQffHaMJWHu3exE69doDd4kl> (June 9, 2023)

Post #8 :

<https://web.facebook.com/takeitslowproject/posts/pfbid025KNFDZBNwc6BixZXwCSYoeWyaFjEDJ tZopWwyFZ7HQTttn9PWwf7BE6Yp9UdWwYdl> (June 10, 2023)

Post #9 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0XuJhwUpbsDppHgMP46KhLDTtBjifrJS47 KdLPqyfWdnR2YUS19n9Q8RKv7EhAzafI> (June 11, 2023)

Post #10 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0EKHP7KxV47FPio2ZcE6yKSCDowpXL86 wCtFgC2JtTaUbyLKmemR6mG6AFRW2zsYEI> (June 12, 2023)

Post #11 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0o9ubDrXypPvQsmLMrTFMHndQRekQe MeC2yPRJYTYCPF7uEE9oSXATuJEcSQiPHF6I> (June 12, 2023)

Post #12 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02TXcJnE2szMvV9ASsgN2w9bezUBi9ZYX XUAMP3LGSpyCtAUdCwicwRCLRpJQ2xTh3I> (June 13, 2023)

Post #13 :

<https://www.facebook.com/takeitslowproject/posts/pfbid022NnPtQ81sNVr4paiKEq1JLM7HmYvSj 3ygNnBKitakYDghuJ1PnFtrHsNxUyZsGXWI> (June 14, 2023)

Post #14 :

<https://www.facebook.com/events/570764765227303> (June 14, 2023)

Post #15 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02RG86VdAqGidPYS4HeAbeWL4GBgJaqw3M7hd5M75xPBGKmCTdUGfo8FhTN5zca9ayl> (June 14, 2023)

Post #16 :

<https://www.facebook.com/takeitslowproject/posts/pfbid0FLuyJAEw9FdTEqimGx6wTRwhZM28dNrbWKSyNBFqEa7Bw1UaaQVoPe55Vt3CFduAl> (June 15, 2023)

Post #17 :

<https://www.facebook.com/takeitslowproject/posts/pfbid035A5vpWxydutBSvbPFrKM4gsbUMRxPtRC8rJ1kh9RTdLq4t498ZkSQpZ5gD4Zr28il> (June 15, 2023)

Post #18 :

<https://www.facebook.com/takeitslowproject/posts/pfbid02ZkLGo3m5S776526breyJytoiNLbwvZ3bCa8HdGX3vfSe7S6TGYWeTCU2BNzCW1EUl> (June 16, 2023)

Post #19 :

<https://web.facebook.com/events/793354149042278> (June 18, 2023)

Post #20 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0La5vK7nJh1JYxLarRuNeBQdPGs3woPsiDktNULrp13di4FN6w9zqaihWmhVMA1MQl> (June 18, 2023)

Post #21 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02ra27goKW3XQzPrGZYxx9MTFRA8cav5Agof1eGxZeev7LNSeMah5XjvrjsR3Q2Mekl> (June 19, 2023)

Post #22 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0FZ3K91QvaxDRmvhCVkCsKepyg9jDKVE4L3XF19cZobWZWdCVwNdAR5uCWlkr7BuHl> (June 19, 2023)

Post #23 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02M5TjPBGR9nXckYHCD8knfdahTVWxr3xTbxhyjPMYcSfMJowuEHWYKmZXYU2ZevqUl> (June 20, 2023)

Post #24 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02FtG53TM6YbqdnQobv9bdLCEBZkb8eumaiHDY5PmkbiHphjxinKNFHvQnUCzExpEl> (June 20, 2023)

Post #25 :

<https://web.facebook.com/takeitslowproject/posts/pfbid077fptrSpZdqALTQs2YsaoxzPfepuWfm4WhiVDGT1BP3bk3XJSEtzQfd8VFnFwEI> (June 20, 2023)

Post #26 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02zzdEvJN5jGfWNO8mrd3sLbFAJpAyftKtvbidxH61EoZHiyewziW9Dg99ewt85RdJI> (June 21, 2023)

Post #27 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02csqtVmFK6n3kvmDZo24uu9jZCyCUcRcBRPFW33MuNhxmMdlN5EVDwG8oBBE2ytKI> (June 22, 2023)

Post #28 :

<https://web.facebook.com/events/1377323666382439> (June 26, 2023)

Post #29 :

<https://web.facebook.com/events/209229138738998> (June 26, 2023)

Post #30 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02KSLrSY1XFyPtHxfbY1hCVb6hPknWmXjkQPKWmHrQkG1pC2kRWKKkPx4BS6J5G1DI> (June 26, 2023)

Post #31 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02hXbaNhqeZwRA47NQowFriPYY6a9yofnmaNKFeV3qUcgMoqyaiT8EUsAijX7CsUTI> (June 27, 2023)

Post #32 :

<https://web.facebook.com/takeitslowproject/posts/pfbid02iGJDrRijJ21WcdDbJDtZgbxhohZw62R2GRoXxmAQvZWTzDo1RVAcU7mVseGgpol> (June 28, 2023)

Post #33 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0zPgcF29NUg8yr1Gj223HLhmDfuz9SZ3P AVWNwctKX36et2JwsFKHyxMC8Qfo99jRI> (June 28, 2023)

Post #34 :

<https://web.facebook.com/takeitslowproject/posts/pfbid0PWtowCwjDXTBxBzcsedzmanMS5kXUdRQhCYhc8zWa9NKM3LABgskSo345wXtAToWI> (June 30, 2023)

Post #35 :

<https://web.facebook.com/takeitslowproject/posts/pfbid04Riq4ZSZQRismanSnGyWT3R6oFXc9R1bJ4AQifRtVkQ6cF7pXskxgwNvN2zSctfjI> (June 30, 2023)

1.2. INSTAGRAM

Project Instagram page: <https://www.instagram.com/takeitslowproject/> is used for publishing posts and stories of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Instagram posts and story insight in **June 2023**:

Number of posts: **10**

Profile visits: **402**

New page followers: 34 (**391**)

Total likes on posts: **132**

Account reach: **987**

Impressions: **1107**

Source: Instagram Insight: <https://www.instagram.com/takeitslowproject/>

DATE		POST MESSAGE	ACCOUNT REACH	IMPRESSIONS	LIKES ON POST	COMMENTS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
June 9	1.	PP3/ZAD Kula Atlagić	94	99	12	0	402	34
June 10	2.	PP3/ ZAD The parish church of Our Lady	96	110	12	0		
June 11	3.	PP3/ZAD The parish church of the Assumption of the Blessed Virgin Mary in Stankovci	109	123	21	0		
June 12	4.	PP5/FVG Percorso delle Sorgenti	88	101	13	0		
June 13	5.	PP3/ZAD Suhovare	91	99	11	0		
June 14	6.	PP3/ZAD Church of St. Michael	91	101	12	0		
June 15	7.	PP3/ZAD Zagrad	108	117	15	0		
June 16	8.	PP5/FVG Percorso al Natisone	90	119	12	0		

June 19	9.	PP3/ZAD Rašević	111	119	12	0		
June 20	10.	PP3/ZAD Polača	109	119	12	0		

*Account Reach is the number of unique accounts (instagram accounts) that have seen post, stories at least once.

*Impressions - the number of times your posts, stories or videos were on screen

Link to the posts:

Post #1 : <https://www.instagram.com/p/CtQqzy3vt8H/> (June 9, 2023)

Post #2 : <https://www.instagram.com/p/CtTPmqUNuj3/> (June 10, 2023)

Post #3 : <https://www.instagram.com/p/CtV0Ziio1Di/> (June 11, 2023)

Post #4 : <https://www.instagram.com/p/CtYgENpIKmv/> (June 12, 2023)

Post #5 : <https://www.instagram.com/p/CtbE273IzHs/> (June 13, 2023)

Post #6 : <https://www.instagram.com/p/CtdpptkoABX/> (June 14, 2023)

Post #7 : <https://www.instagram.com/p/CtgOcqElhNk/> (June 15, 2023)

Post #8 : <https://www.instagram.com/p/CtizPumlFZW/> (June 16, 2023)

Post #9 : <https://www.instagram.com/p/CtqhoBil1Ru/> (June 19, 2023)

Post #10 : <https://www.instagram.com/p/CttGa7elkSN/> (June 20, 2023)

Number of stories: **117**

Total story views: **8430**

DATE	STORY MESSAGE	STORY VIEWS	REPLY TO STORY
June 1-30	TAKE IT SLOE news *12	840	12
June 23	Fasano trip *17	1190	17
June 27_28	Final conference TAKE IT SLOW *20	1400	20
June 30	Press trip SKC *68	5000	68

Source: Instagram Insight: <https://www.instagram.com/stories/highlights/18116420653300331/>

Link to the Instagram TAKE IT SLOW stories :

<https://www.instagram.com/stories/highlights/17965543165377631/>

1.3. TWITTER

Project Twitter page: <https://twitter.com/TAKEITSLOWAdria> is used for publishing posts of:

- images of natural and cultural heritage from the project areas with engaging captions giving context and interesting factual information as posted on other social media accounts;
- project news, media coverage.

The following is an overview of Twitter posts insight in **June 2023**:

Number of tweets: **30**

Profile visits: **1575**

New followers: **2 (total 41)**

Total tweet impressions: **714**

DATE		TWEET MESSAGE	TWEET IMPRESSIONS	ENGAGEMENT	LIKES ON TWEET	COMMENTS ON TWEET	RETWEETS ON POST	PROFILE VISITS IN THE LAST MONTH	NEW FOLLOWERS IN THE LAST MONTH
June 3	1.	Eco certificates for local olive producers	29	3	2	0	0	1575	2
June 5	2.	TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA	31	6	2	1	0		
June 7	3.	CAMMINO DELLE 7 CHIESE – STUDY VISIT TO MOLISE REGION	31	8	2	1	0		
June 8	4.	Valmarecchia_Glances from the sea	15	2	2	0	0		
June 8	5.	Opening of the Cultural Heritage Interpretation Center of Fonte Avellana	21	8	3	0	0		
June 9	6.	PP3/ZAD Kula Atlagić	29	5	3	0	0		
June 10	7.	PP3/ ZAD The parish church of Our Lady	23	3	2	0	0		
June 11	8.	PP3/ZAD The parish church of the	22	3	2	0	0		

		Assumption of the Blessed Virgin Mary in Stankovci						
June 12	9.	PP5/FVG Percorso delle Sorgenti	27	4	1	1	0	
June 13	10.	PP3/ZAD Suhovare	24	5	3	0	1	
June 14	11.	PP3/ZAD Church of St. Michael	26	4	1	1	0	
June 14	12.	ABRUZZO REGION: CYCLOTURISM ENHANCES THE BEAUTY OF PLACES	17	4	1	1	0	
June 14	13.	TAKE IT SLOW - FVG in Movimento 10.000 passi di salute - final event	29	0	0	0	0	
June 15	14.	PP3/ZAD Zagrad	23	3	1	1	0	
June 15	15.	Eco certificates for local producers from Skradin and Tribunj	30	3	0	1	0	
June 16	16.	PP5/FVG Percorso al Natisone	24	2	0	0	0	
June 18	17.	TAKE IT SLOW FINAL CONFERENCE	22	2	1	0	0	
June 19	18.	PP3/ZAD Rašević	28	7	4	0	1	
June 19	19.	The inauguration event of the Cultural Heritage Interpretation Center of Fonte Avellana	17	2	1	0	0	
June 20	20.	PP3/ZAD Polača	30	5	3	0	1	
June 20	21.	The final event of Veneto Region	20	3	1	0	0	
June 22	22.	Eco certificates for Fasano tourism companies	28	4	0	1	0	
June 26	24.	WORKSHOP: FEASIBILITY STUDIES AND COST-BENEFIT ANALYSIS WITH SUSTAINABLE TOURISM PROJECTS	10	2	1	0	0	
June 26	25.	WORKSHOP: DIGITAL MARKETING IN THE SERVICE OF PROMOTING SUSTAINABLE PROJECTS	9	2	1	0	0	
June 27	26.	The new tourist itineraries for citizens and travellers	22	4	1	0	0	
June 28	27.	Inaugurato stamane il Centro di Interpretazione del Patrimonio Culturale del Monastero di Fonte Avellana	20	2	1	0	0	

June 28	28.	MONASTERO DI FONTE AVELLANA: NASCE UN CENTRO PER RACCONTARE AL TURISTA UN PATRIMONIO MILLENARIO	21	2	1	0	0	
June 29	29.	Another successful story within the TAKEITSLOWAdria	16	4	1	1	0	
June 30	30.	TAKE IT SLOW Final conference in Dubrovnik and Pelješac	111	13	3	2	1	

Source: Twitter analytics: <https://twitter.com/TAKEITSLOWAdria>

*Impressions represent times people were served/saw a Tweet in their timeline or search results.
 *Engagements represents total number of times someone interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, hashtags, embedded media, username, profile photo, or Tweet expansion.

Links of Tweets:

Post #1 :

<https://twitter.com/TAKEITSLOWAdria/status/1664937068009586689> (June 3, 2023)

Post #2 :

<https://twitter.com/TAKEITSLOWAdria/status/1665823883121795073> (June 5, 2023)

Post #3 :

<https://twitter.com/TAKEITSLOWAdria/status/1666525617255337984> (June 7, 2023)

Post #4 :

<https://twitter.com/TAKEITSLOWAdria/status/1666701594488889345> (June 8, 2023)

Post #5 :

<https://twitter.com/TAKEITSLOWAdria/status/1666782341266649092> (June 8, 2023)

Post #6 :

<https://twitter.com/TAKEITSLOWAdria/status/1667063985542418434> (June 9, 2023)

Post #7 :

<https://twitter.com/TAKEITSLOWAdria/status/1667426374427250689> (June 10, 2023)

Post #8 :

<https://twitter.com/TAKEITSLOWAdria/status/1667788757989306371> (June 11, 2023)

Post #9 :

<https://twitter.com/TAKEITSLOWAdria/status/1668166250802065408> (June 12, 2023)

Post #10 :

<https://twitter.com/TAKEITSLOWAdria/status/1668528636457259008> (June 13, 2023)

Post #11 :

<https://twitter.com/TAKEITSLOWAdria/status/1668891020744957952> (June 14, 2023)

Post #12 :

<https://twitter.com/abruZZelles/status/1668969786766680068> (June 14, 2023)

Post #13 :

<https://twitter.com/TAKEITSLOWAdria/status/1668997063755833352> (June 14, 2023)

Post #14 :

<https://twitter.com/TAKEITSLOWAdria/status/1669253408904052741> (June 15, 2023)

Post #15 :

<https://twitter.com/TAKEITSLOWAdria/status/1669373653861924865> (June 15, 2023)

Post #16 :

<https://twitter.com/TAKEITSLOWAdria/status/1669615796153389056> (June 16, 2023)

Post #17 :

<https://twitter.com/TAKEITSLOWAdria/status/1670480490959187970> (June 18, 2023)

Post #18 :

<https://twitter.com/TAKEITSLOWAdria/status/1670702968193142788> (June 19, 2023)

Post #19 :

<https://twitter.com/TAKEITSLOWAdria/status/1670792529384464385> (June 19, 2023)

Post #20 :

<https://twitter.com/TAKEITSLOWAdria/status/1671065350278979585> (June 20, 2023)

Post #21 :

<https://twitter.com/TAKEITSLOWAdria/status/1671168803030581248> (June 20, 2023)

Post #22 :

<https://twitter.com/TAKEITSLOWAdria/status/1671918992783556626> (June 22, 2023)

Post #23 :

<https://twitter.com/abruZZelles/status/1672211281607098368> (June 23, 2023)

Post #24 :

<https://twitter.com/TAKEITSLOWAdria/status/1673440159998648321> (June 26, 2023)

Post #25 :

<https://twitter.com/TAKEITSLOWAdria/status/1673440824888119296> (June 26, 2023)

Post #26 :

<https://twitter.com/TAKEITSLOWAdria/status/1673571142311747587> (June 26, 2023)

Post #27 :

<https://twitter.com/eleonorantonell/status/1674068881839738882> (June 28, 2023)

Post #28 :

<https://twitter.com/igersmarche/status/1674096133390336015> (June 28, 2023)

Post #29 :

<https://twitter.com/TAKEITSLOWAdria/status/1674557642738376704> (June 30, 2023)

Post #30 :

<https://twitter.com/TAKEITSLOWAdria/status/1674558716975230980> (June 30, 2023)

1.4. YOUTUBE

Total subscribers : 17

9 Project videos were published on project YouTube page : total views 99

Video 1 (June 5, 2023) :



Views : 56

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the first module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The first module is dedicated to the role of tourism in the social-economic development of the territories.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=Ks1OqDfScKw>

Video 2 (June 5, 2023) :



Views : 8

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the second module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The second module is dedicated to a different cultural approach: the valorization of immaterial assets.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=tbERCFDLrQY>

Video 3 (June 5, 2023) :



Views : 8

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the third and last module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The third module is dedicated to the marketing strategic planning for the touristic promotion and development of a specific destination.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=j3IGHuYzOZI>

Video 4 (June 5, 2023) :



Views : 3

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the first module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The first module is dedicated to the role of tourism in the social-economic development of the territories.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=Mq4sgtATZBw>

Video 5 (June 5, 2023) :



Views : 3

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the second module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The second module is dedicated to a different cultural approach: the valorization of immaterial assets.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=oGtmfilMdfU>,

Video 6 (June 5, 2023) :



Views : 2

TRAINING INNOVATIVE SESSION FROM MONASTERY OF FONTE AVELLANA

Watch the third and last module of the training innovative session organized by SVEM - Sviluppo Europa Marche Srl from Monastery of Fonte Avellana and presented by Valerio Temperini professor at the Università Politecnica delle Marche.

The third module is dedicated to the marketing strategic planning for the touristic promotion and development of a specific destination.

The Monastery of Fonte Avellana is an integral part of the historical, artistic, natural, and cultural heritage of the local territory and through the TAKE IT SLOW project, the accessibility of the Forest Codex of Camaldoli, the intangible cultural heritage within the Monastery of Fonte Avellana is being interpreted.

Link : <https://www.youtube.com/watch?v=oAvfliiWpaw>

Video 7 (June 7, 2023) :



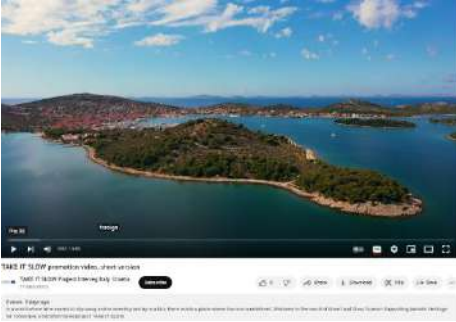
Views : 10

TAKE IT SLOW and EXPLORE Valmarecchia, from Santarcangelo di Romagna to Pennabilli, area that comprises excellences, natural and cultural beauties and lifestyles of ancient lands transversal to the Adriatic, of the plains, hills and mountains overlooking the sea.

Through the TAKE IT SLOW project, Emilia Romagna, a land of rich history and vibrant culture, welcomes visitors with a digital tour in the pilot area. Discover the hidden gems and local delights, ensuring an unforgettable experience.

Link : <https://www.youtube.com/watch?v=QAncfTwf70&t=7s>

Video 8 (June 26, 2023) :



Views : 2

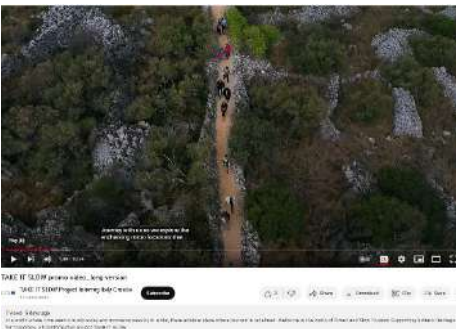
In a world where time seems to slip away and moments pass by in a blur, there exists a place where tourism is redefined. Welcome to the world of Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, a transformative project TAKE IT SLOW.

TAKE IT SLOW is a cross-border cooperation project, funded by the European Regional Development Fund through the Italy-Croatia Cross Border Cooperation Programme. It aims to promote and enhance sustainable tourism offerings, all while embracing the unique challenges and opportunities presented by the Adriatic region.

Journey with us as we explore the enchanting micro locations that have been carefully selected to be a part of this innovative project. Each location holds its own allure, capturing the essence of the Adriatic heritage and inviting visitors to embark on an enchanting slow experience.

Link : <https://www.youtube.com/watch?v=vcAFyjUn2Z4>

Video 9 (June 26, 2023) :



Views : 7

In a world where time seems to slip away and moments pass by in a blur, there exists a place where tourism is redefined. Welcome to the world of Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow, a transformative project TAKE IT SLOW.

TAKE IT SLOW is a cross-border cooperation project, funded by the European Regional Development Fund through the Italy-Croatia Cross Border Cooperation Programme. It aims to promote and enhance sustainable tourism offerings, all while embracing the unique challenges and opportunities presented by the Adriatic region.

Journey with us as we explore the enchanting micro locations that have been carefully selected to be a part of this innovative project. Each location holds its own allure, capturing the essence of the Adriatic heritage and inviting visitors to embark on an enchanting slow experience.

Link : <https://www.youtube.com/watch?v=1YJvzlcD7e0>