

D.2.3.3 – A Facebook and a Twitter page will be created. ASTERIS social media tool management



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



COMUNE
DI FANO



INSTITUT ZA JADRANSKE KULTURE
I MELIORACIJU KRŠA SPLIT



Istarsko veleučilište
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Document Control Sheet

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1. INTRODUCTION

This activity is completely devoted to project promotion through electronic media and transfer of knowledge among involved partners, stakeholder and general public. The social media tools were constantly animated with project news, videos, pictures and general information.

This modality of communication ensures a more sustainable dissemination without production of paper materials and documents bringing higher impact in regards to people reached by the project activities and objectives

A Twitter and a Facebook ASTERIS project accounts have been created, as important, versatile and fast communication tools to relate with general audience. Both accounts are useful to provide:

- a) public access to general information of the project such as project objectives, scope and final outcomes;
- b) information to the community about project findings and resources created as well as about project meetings, workshops and public events;
- c) spread articles, tweets, publications or further news on key topics such as intermodality, maritime transports or high-level meetings concerning Italian and Croatian Ports Authorities.

2. Facebook account

Facebook has been the main social media for promoting activities related to the Asteris or relaunching useful information spread by further stakeholders directly or indirectly linked to the Programme IT-HR and the topics of the project

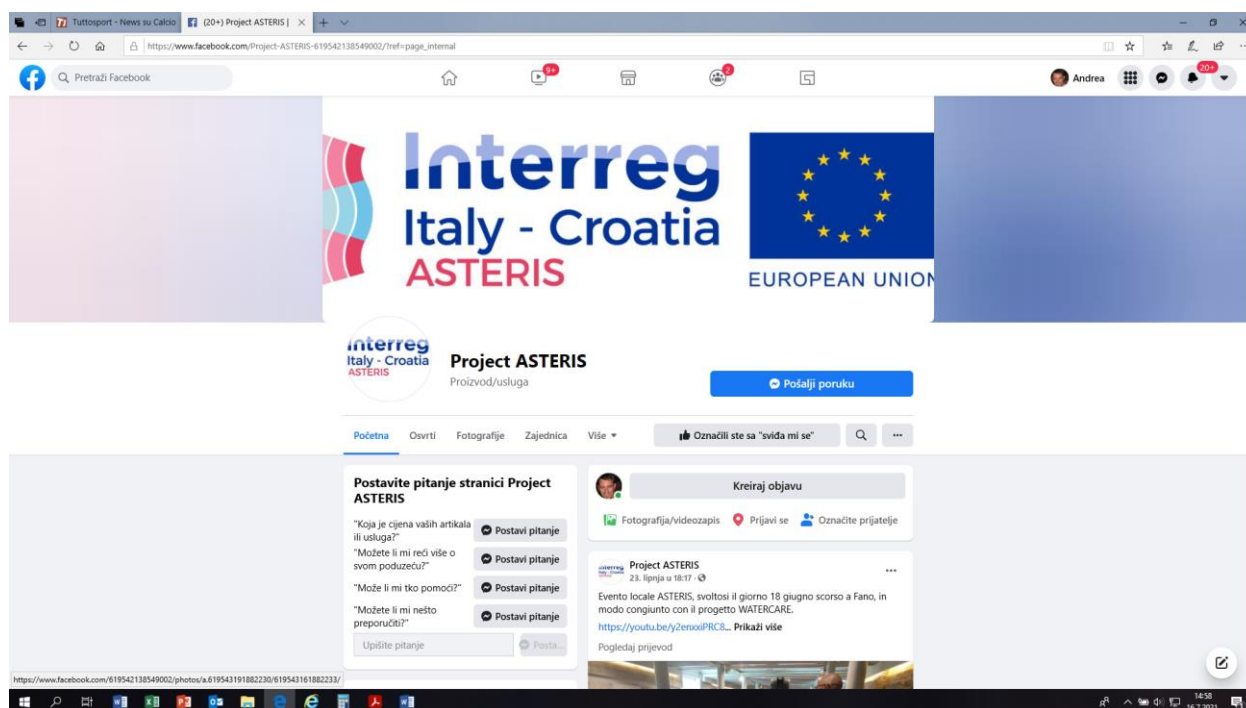
The social media tool will be constantly animated with project news, videos, pictures and general information.

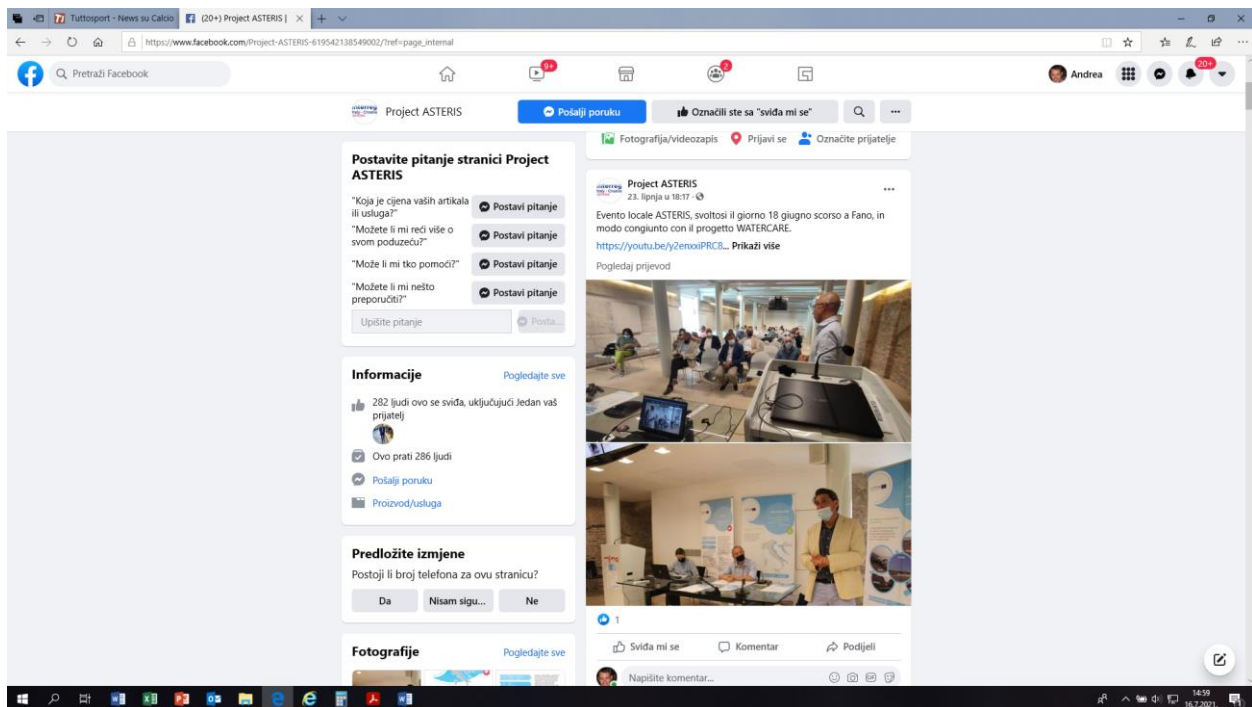
PP7 was gathering information electronically on project updates from designated PPs communication responsible and then uploading content on Facebook and Twitter accounts.

The final data collection has been made on 30.06.2021 . Here below the figures:

- 286 followers
- 282 following
- 30 publications

Facebook: <https://www.facebook.com/pages/category/Product-Service/Project-ASTERIS-619542138549002/>





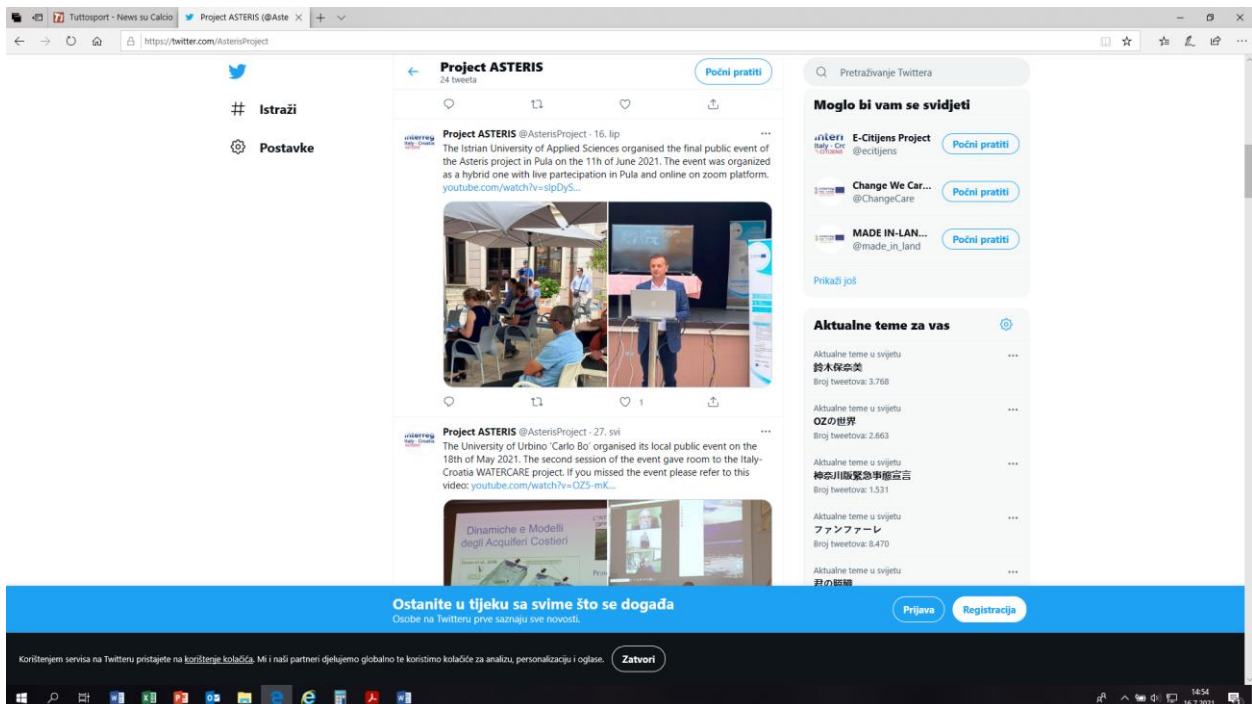
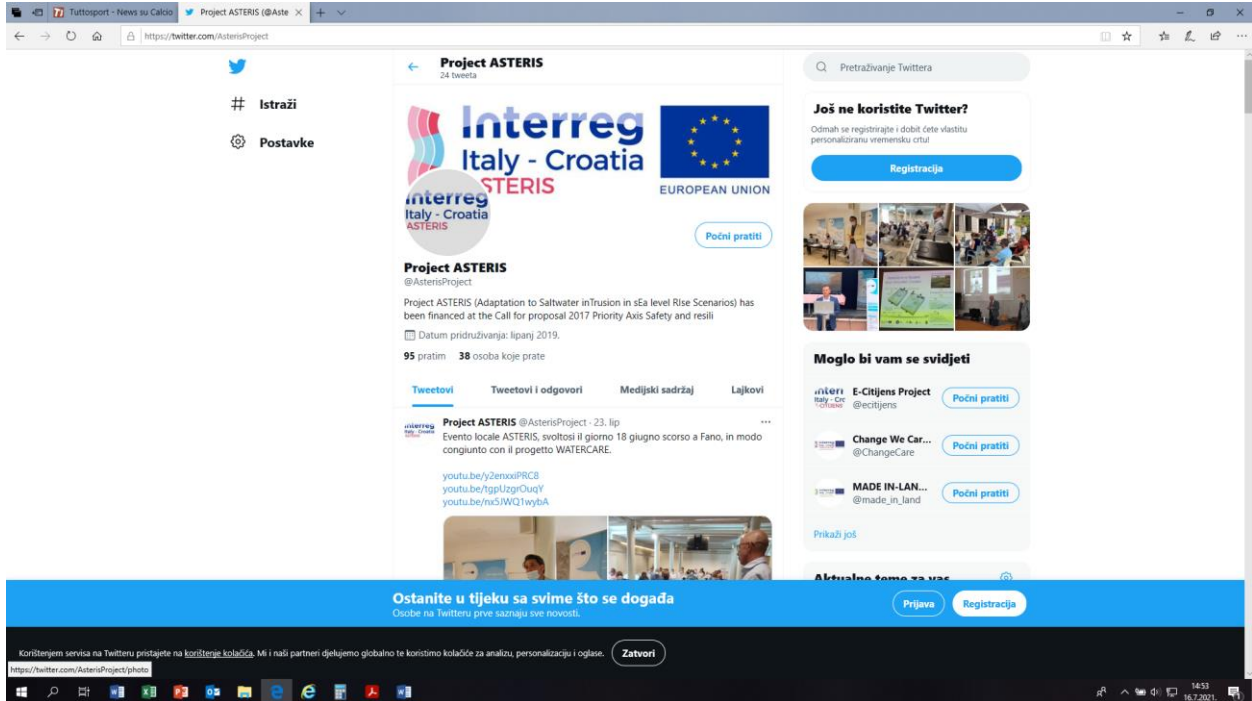
3. Twitter account

Twitter has been the second main social media for promoting activities related to the Asteris or relaunching useful information spread by further stakeholders directly or indirectly linked to the Programme IT-HR and the topics of the project .

The final data collection has been made on 30.06.2021 . Here below the figures:

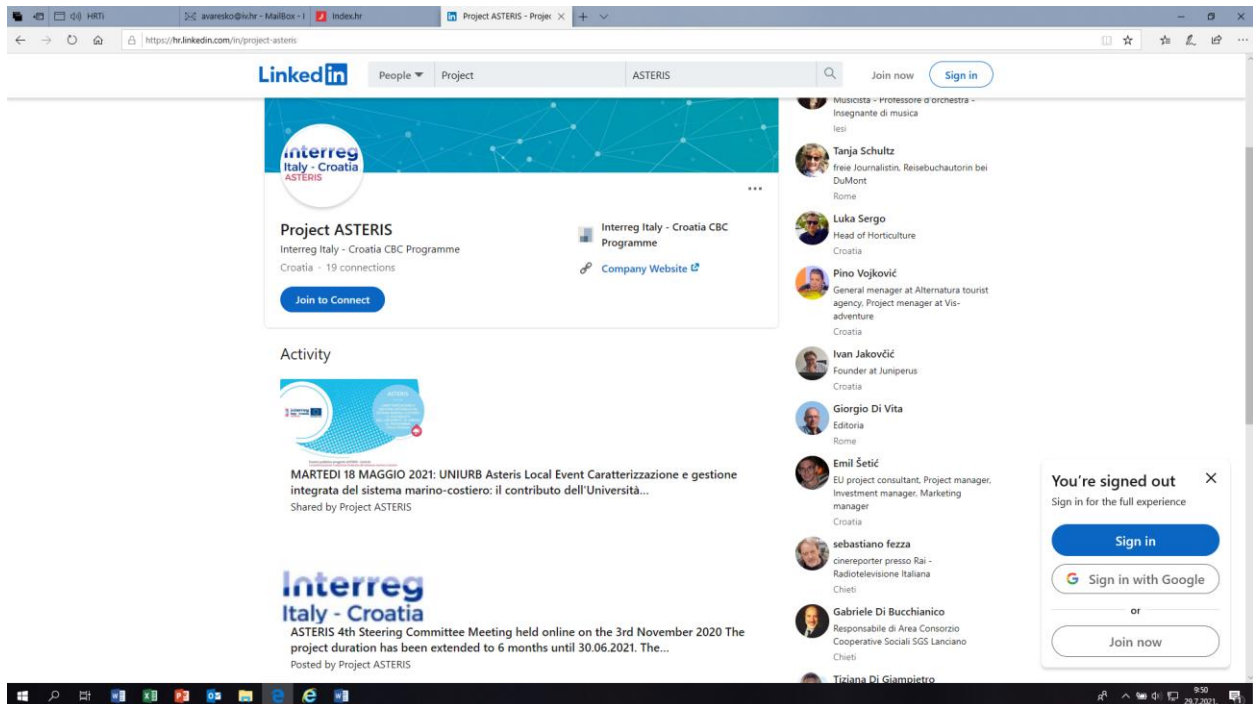
- 24 Tweets or re-tweets
- 96 Following
- 38 Followers
- 30 publication

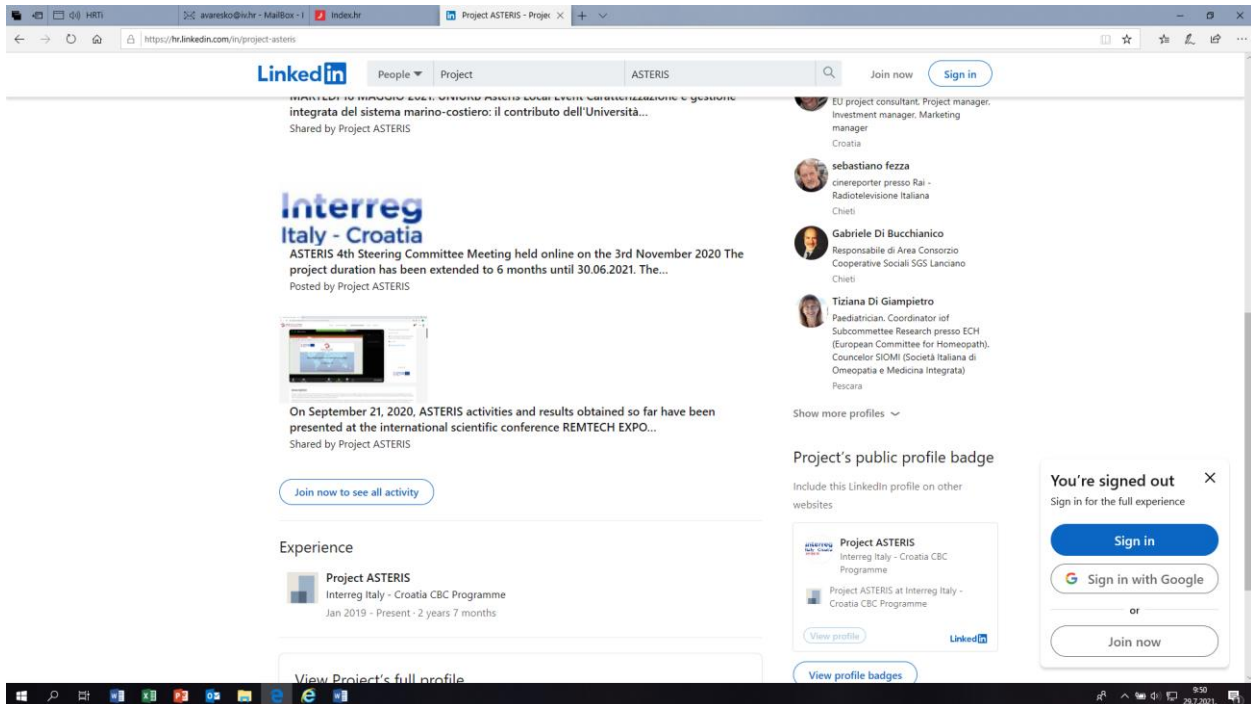
Twitter: <https://twitter.com/AsterisProject>



4. LinkedIn account

LinkedIn account was not required by the project AF. We wanted to add it to the project as a plus to reach even more visibility.





The screenshot shows a LinkedIn profile for 'Project ASTERIS'. The profile header includes the LinkedIn logo, navigation tabs for 'People' and 'Project', and a search bar containing 'ASTERIS'. There are 'Join now' and 'Sign in' buttons in the top right.

The main content area features a post from 'Interreg Italy - Croatia' with the text: 'ASTERIS 4th Steering Committee Meeting held online on the 3rd November 2020 The project duration has been extended to 6 months until 30.06.2021. The...'. Below the text is a video thumbnail and a caption: 'On September 21, 2020, ASTERIS activities and results obtained so far have been presented at the international scientific conference REMTECH EXPO...'. A 'Join now to see all activity' button is located below the post.

The 'Experience' section lists 'Project ASTERIS' as an 'Interreg Italy - Croatia CBC Programme' from 'Jan 2019 - Present - 2 years 7 months'. Below this is a 'View Project's full profile' link.

On the right side, there is a list of four people associated with the project: 'EU project consultant, Project manager, Investment manager, Marketing manager, Croatia'; 'sebastiano fezza', 'cinereporter presso Rai - Radiotelevisione Italiana, Chieti'; 'Gabriele Di Bucchianico', 'Responsabile di Area Consorzio Cooperative Sociali SGS Lanciano, Chieti'; and 'Tiziana Di Giampietro', 'Paediatrician, Coordinator of Subcommittee Research presso ECH (European Committee for Homeopath), Counselor SIOMI (Società Italiana di Omeopatia e Medicina Integrata), Pescara'. A 'Show more profiles' link is below this list.

Below the list is the 'Project's public profile badge' section, which includes the text 'Include this LinkedIn profile on other websites' and two badge options: 'Project ASTERIS Interreg Italy - Croatia CBC Programme' and 'Project ASTERIS at Interreg Italy - Croatia CBC Programme'. There are 'View profile' and 'LinkedIn' links for each badge, and a 'View profile badges' button at the bottom.

In the bottom right corner, there is a 'You're signed out' notification box with the text 'Sign in for the full experience' and buttons for 'Sign in', 'Sign in with Google', and 'Join now'.

The Windows taskbar at the bottom shows the time as 9:50 on 29.7.2021.