

D.2.3.1. - Documentation on UnderwaterMuse Facebook, Twitter Profiles set and operated

30.6.2022.

Content

1. Introduction	3
2. Implementation	3
3. Insights	4
4. Photographic contest on the theme of “Underwater man-made landscapes”	9

Author: Marjan Dumanić PI RERA SD

1. Introduction

According to the Activity 2.3.1. “Digital activities” the UnderwaterMuse Project’s Facebook and Twitter profile was set up, and to operate in order to enhance the involvement of different target groups.

The Project Partners had to focus on posting “sneak-peek” photos, videos, and storytelling while presenting the Project to intrigue the targeted audience and interest them about the Project. Also, a social media campaign was created, in order to promote the photographic contest on the theme “Underwater man-made landscapes”. The exhibition resulted in a prize-winning ceremony which was launched through social media channels. The main aim of the social media campaign was to raise the awareness of the Project among youngsters and their peers, alongside professional underwater photographers.

2. Implementation

The official UnderwaterMuse Facebook and Twitter profiles were set on the 20th November of 2019. The posts on the official social media channels have been parallelly posted from the beginning of the Project implementation to its very end. The focus of the created social media posts was on promoting the Project’s main goals, activity implementation and achievements. The social media channels main goals were to offer the viewers a “sneak-peak” of each event and Project activity implementation. Moreover, the social media content was mainly focused on pictures and videos, depending on the activity implementation process. Finally, the posts on social media had been posted accordingly to the posts on official website of the Project.

Link at Facebook project is following:

<https://www.facebook.com/profile.php?id=100063607623367>

3. Insights

According to the insights of the published posts on social media accounts the Project has reached 543,133 users of social media in the period of 24th November 2019 to 14th of June 2022. The pages were visited by 4,301 users and there were 501 likes on posts on social media.

The age and gender that the posts reached on social media contained of 52.8% male audience and 47.2% female audience of which the largest age group reached were men in the age of 35 to 44 in percentage of 15.8% and women in the same age in the percentage of 12.9%. In the age of 18 to 24 the pages reached 2.1% female audience and 1.3% male audience. The age of 25 to 34 years old audience consists of 13.6% female audience and 12.4% male audience. The audience in the age of 45 to 54 consists of 9.1% female audience and 11.8% of male audience. Finally, the users who interacted with the posts in age of 55 to 64 years old consists of 6.4% female audience and 7.4% of male audience, which concludes that the most female users who interacted with the content posted on social media were women in the age of 25 to 34 years old and men in the age of 35 to 44 years old.

According to page insights most of the users come from Italy (68.4%) and Croatia (13.1%) while there are also visitors from other countries, such as: Spain (2.3%), Greece (2%), United Kingdom (0.9%), USA (0.9%), Egypt (0.8%), Mexico (0.8%), India (0.6%) and Colombia (0.5%). Most of the page visitors were from Italian towns like Lecce (6.6%), Venice (5.4%), Trieste (4.8%), Carovigno (4%), Rome (2.7%), Ravenna (2.4%), Bari (1.8%) and Brindisi (1.7%) while visitors from Croatian towns were Split (4%) and Kaštela (1.7%).

In the following images the insights of the posted articles in the last 90 days of the Project are presented:

Content Export

Posts and stories | Media type | Filter | Clear | Search by ID or caption | Columns

		Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
<input type="radio"/>	Te... Boost post	13 May 15:10	189 People reached	9 Reactions	0 Comments	0 Shares
<input type="radio"/>	ili... Boost post	6 May 16:49	307 People reached	20 Reactions	0 Comments	3 Shares
<input type="radio"/>	Boost Unavailable	1 May 18:28	198 People reached	3 Reactions	0 Comments	1 Shares
<input type="radio"/>	Boost Unavailable	27 April 17:36	171 People reached	2 Reactions	0 Comments	0 Shares
<input type="radio"/>	Boost Unavailable	25 April 10:29	202 People reached	10 Reactions	0 Comments	0 Shares

Figure 1: insights from 25th April to 13th May

Content Export

Posts and stories Media type Filter Clear Search by ID or caption Columns

		Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
			People reached	Reactions	Comments	Shares
o...	Boost post	23 May 14:50	288	13	0	0
l...	Boost post	23 May 14:38	228	8	0	0
rk...	Boost post	23 May 11:13	374	16	0	0
in...	Boost post	21 May 20:17	744	29	0	4
Boost Unavailable		20 May 20:22	145	4	0	0

Figure 2: Insights from 20th May to 23rd May

Content

Export

Posts and stories Media type Filter Clear Search by ID or caption Columns

		Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
<input type="radio"/>	Boost Unavailable	3 June 15:33	111 People reached	9 Reactions	0 Comments	0 Shares
<input type="radio"/>	Boost Unavailable	1 June 22:25	307 People reached	12 Reactions	0 Comments	0 Shares
<input type="radio"/>	nd... Boost post	23 May 15:32	3.3K People reached	40 Reactions	0 Comments	16 Shares
<input type="radio"/>	o... Boost post	23 May 14:50	288 People reached	13 Reactions	0 Comments	0 Shares
<input type="radio"/>	l s... Boost post	23 May 14:38	228 People reached	8 Reactions	0 Comments	0 Shares

Figure 3: Insights from 23rd May to 3rd June

Content

Export

Posts and stories | Media type | Filter | Clear | Search by ID or caption | Columns

	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
<input type="radio"/> Boost Unavailable	8 June 15:45	167 People reached	6 Reactions	0 Comments	1 Shares
<input type="radio"/> Boost Unavailable	5 June 00:43	403 People reached	17 Reactions	0 Comments	1 Shares
<input type="radio"/> Boost Unavailable	4 June 00:35	521 People reached	25 Reactions	1 Comments	1 Shares
<input type="radio"/> Boost Unavailable	4 June 00:35	206 People reached	6 Reactions	0 Comments	0 Shares
<input type="radio"/> Boost Unavailable	3 June 15:33	111 People reached	9 Reactions	0 Comments	0 Shares

Figure 4: Insights from 3rd June to 8th June

Content

Export

Posts and stories		Media type	Filter	Clear	Search by ID or caption	Columns
	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓	
<input type="radio"/> m...	Boost post	14 June 14:29	221 People reached	7 Reactions	0 Comments	0 Shares
<input type="radio"/>	Boost Unavailable	9 June 17:15	331 People reached	12 Reactions	0 Comments	0 Shares
<input type="radio"/> Fi...	Boost post	8 June 15:58	355 People reached	19 Reactions	0 Comments	0 Shares
<input type="radio"/>	Boost Unavailable	8 June 15:46	272 People reached	11 Reactions	0 Comments	1 Shares
<input type="radio"/>	Boost Unavailable	8 June 15:45	167 People reached	6 Reactions	0 Comments	1 Shares

Figure 5: Insights from 8th June to 14th June

4. Photographic contest on the theme of “Underwater man-made landscapes”

The online photographic contest on the topic “Underwater man-made landscapes in the area of the Adriatic Sea” developed and implemented within the project with main goal to raise awareness about the project among youngsters and their peers (school friends, families), as well as professional underwater photographers, and thus contribute to an overall increase in potential visitors of the Project’s underwater pilot locations.

The online photographic contest started in July 2021 and ended in February 2022.

The contest was announced and promoted through the social media (Facebook), Project and Project Partners web pages. Project partners made additional effort and contacted local photography and diving

groups, photographic and archaeological associations in order to participate and promote the online contest.

The contest was divided into two categories:

- Photo enthusiastic amateurs and professionals over 35 years
- Photo enthusiastic amateurs and professionals up to 35 years old

During the voting period March 1-10 the contest reached around 550.000 people via Facebook announcement while around 2.000 people reacted with comments, shares or likes on the posts. Finally, the winners of the photo contest were announced on March 16 2022, respectively:

Božidar Vukičević (category over 35 years) – Divers (without oxygen bottles) around an 8 meter statue of Jesus Christ whose pedestal is located at a depth of 10 meters. The statue is a part of the underwater museum Via Crucis in the bay Jelinak near Trogir, where at a depth of 4-5 meters is currently the world's only Way of the Cross under the sea with a total of 52 statues.

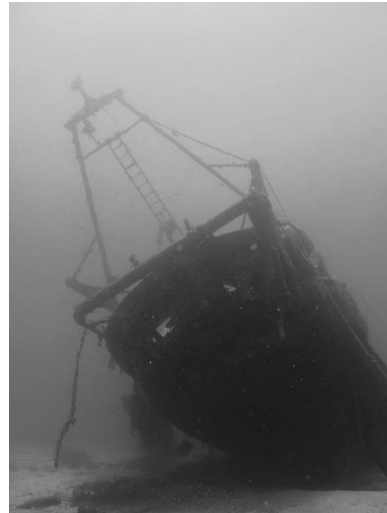
Loriana Marović (category under 35 years - The winning photo shows the gloomy atmosphere of the stranded ship. Its final port became a man-made museum in nature.

The photos from the contest were firstly presented during the Kaštela museum exhibition, *“Submerged Siculi”* March 27 2022., in Vuturri castle, Kaštel Lukić.

Second set of the photo exhibition *“Underwater man-made landscapes”* was set during the final exhibition of the project Lecce, Museo Castromediano, June 3, 2022 with participation of the winners of the contest.



*Figure 6: Božidar Vukićević
winner photo*



*Figure 7: Loriana Marović winner
photo*



Figure 8: Photo exhibition set in Kaštela

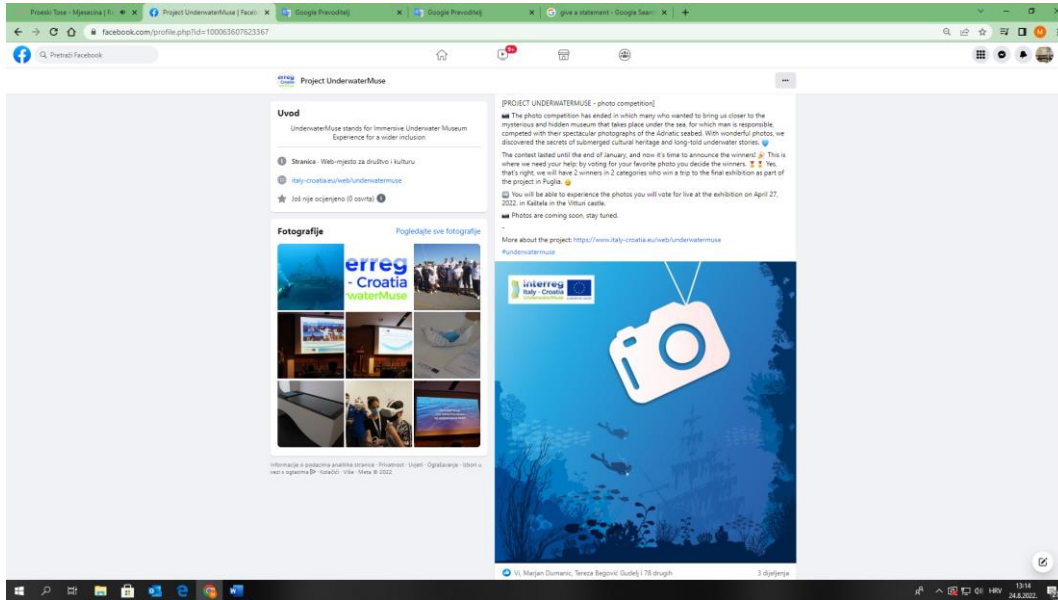


Figure 9: A social media campaign to promote a photographic contest, announcement of the voting system

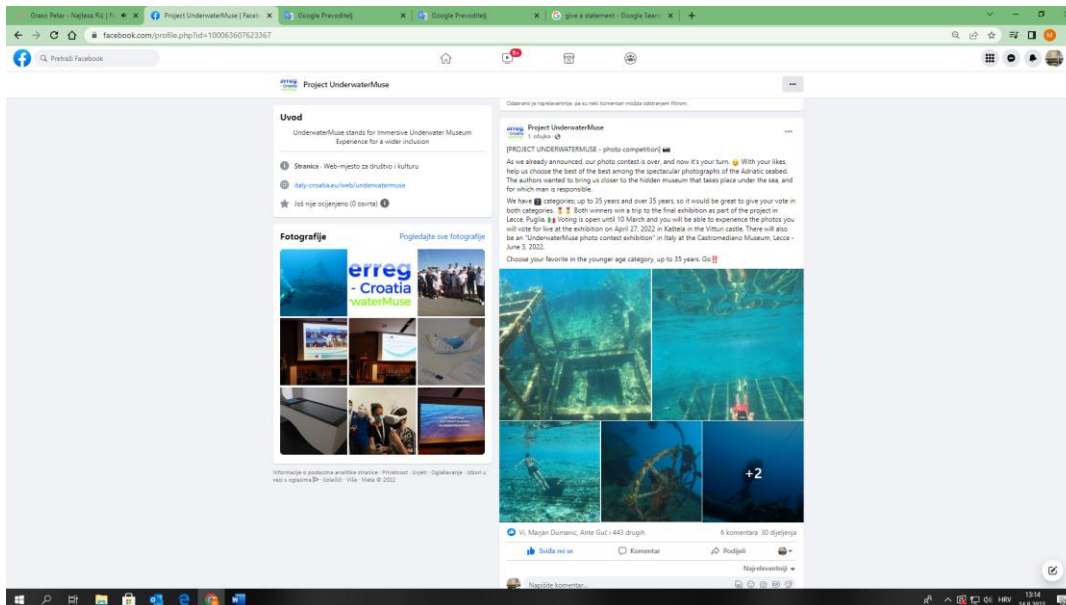


Figure 10: A social media campaign to promote a photographic contest, category up to 35

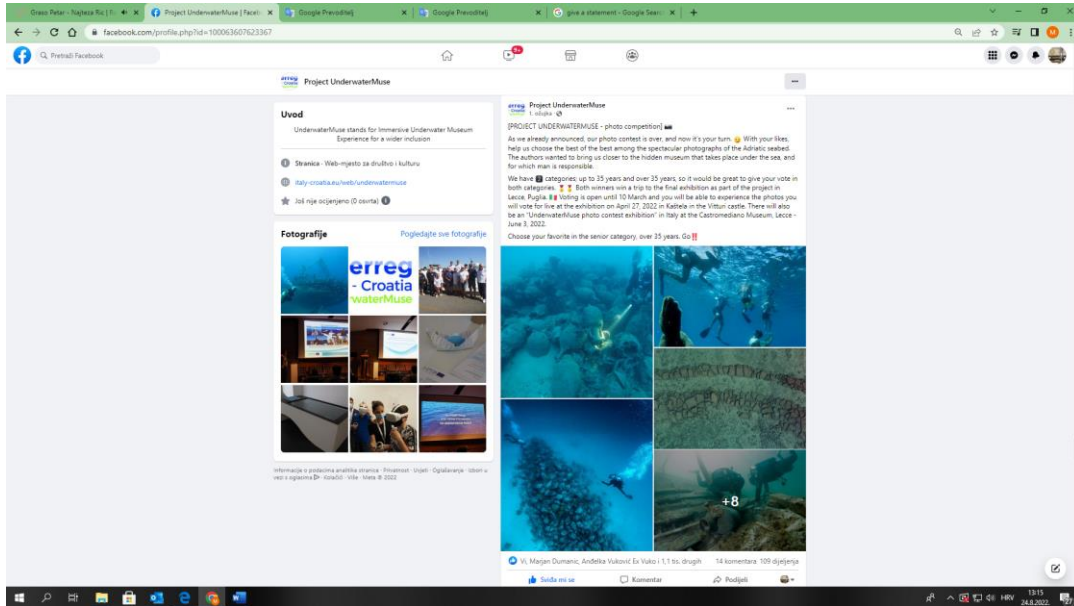


Figure 11: A social media campaign to promote a photographic contest, category over 35

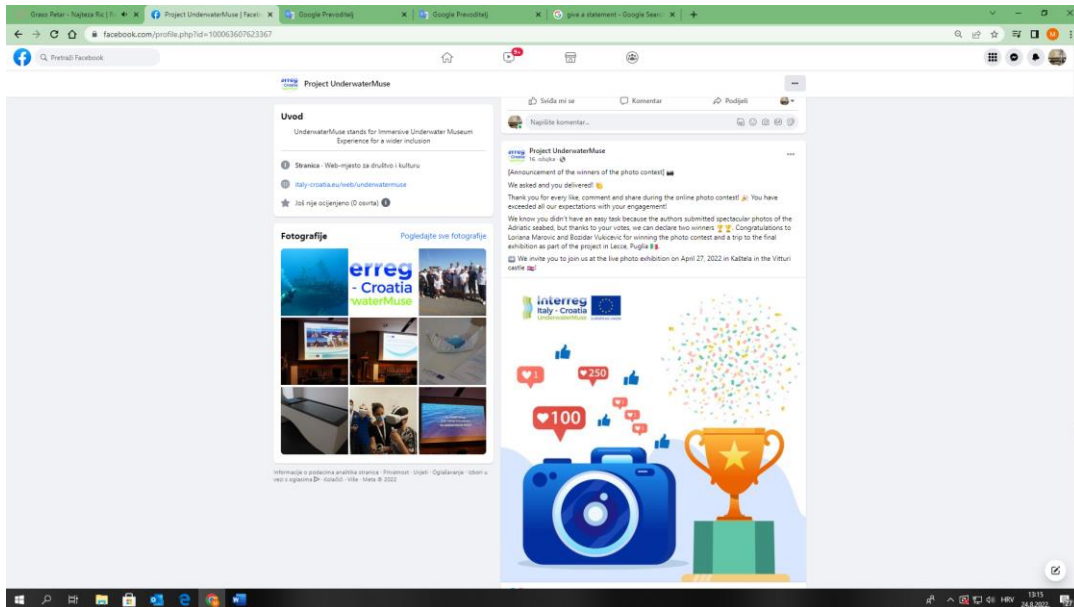


Figure 12: A social media campaign to promote a photographic contest, announcement of the winners