

ECOLOGICAL OBSERVING SYSTEM IN THE ADRIATIC SEA: OCEANOGRAPHIC OBSERVATIONS FOR BIODIVERSITY

PRIORITY AXIS 3: ENVIRONMENT AND CULTURAL HERITAGE

SPECIFIC OBJECTIVE 3.2: CONTRIBUTE TO PROTECT AND RESTORE BIODIVERSITY

## D2.3.1 Annual report on the effectiveness of social communication

WP2 – Work package title

A2.3 – Website & Social Media

Blue World Institute / Andrea Borić, Grgur Pleslić

Other involved partners:

Version 1.0

Confidential

31<sup>st</sup> January 2020

## Summary

This report reviews quantitative effects of project ECOSSECOSS communication towards general public via social network profiles and project website. It covers the period from 19<sup>th</sup> February 2019, when social network profiles for ECOSSECOSS were created, until 31<sup>st</sup> December 2019. The target group aimed at with the communication via social networks and project website is General Public, as defined by the project's Application Form and further elaborated in project's Communication Strategy (D2.2.3). The target value for this target group is 10 000. This report is focusing on quantitative indicators in relation to target value as primary means of assessing the success of social communication. Furthermore, conclusions and recommendations are given to improve the social communication for the remaining duration of the project.

## 1. Quantitative analysis

### 1.1 Facebook

The quantitative indicators used for the purpose of this report are taken from the “Insights” section of the Facebook page and their definitions are as follows:

**Follow** – number of people who opted to follow a page

**Reach** – number of people who have seen a post

**Impression** – number of times a post was displayed to Facebook users

**Post click** – number of times Facebook users have clicked on a post to see its contents

**Like** – number of times people clicked “Like” button

**Reactions** – number of times people engage with the post by hitting “Like”, expressing feelings through emoji, writing a comment or sharing the post

**Hides** – number of times people have hidden a post or all posts, or disliked a post

**Engagement** – proportion of people who clicked or reacted to post in number of people who have seen a post ( (Reactions + Post click) / Reach)

For further details, visit Facebook Help Section: [LINK](#)

### Facebook Page

A Page for ECOS project was created on Facebook platform on 19<sup>th</sup> February 2019. The page address is: [www.facebook.com/ECOSproject](http://www.facebook.com/ECOSproject). Until 31<sup>st</sup> December 2019 there were 191 Page Views, 70 Page Followers and 68 Page Likes. The sources (from where people liked the Page) of the 68 Page Likes are as follows: 2.7% from search engine, 10.8% from News feed, 16.2% from Page suggestions, 32.43% from Page itself, and 37.8% from Other sources. Of the 70 Page Followers, the sources are: 2.56% from Search engine, 2.56% from Page suggestions, 28.2% from Page itself, and 66.6% from Uncategorized desktop.



Figure 1 – Screenshot of Facebook page of ECOS project

### Facebook Posts

During 2019 total of 15 posts were made on Facebook by ECOS. All posts were made with no restrictions regarding to target groups, e.g., they were visible to general public visiting Facebook. Following is the overview of quantitative indicators for effectiveness of posts on Facebook, cumulative for year 2019.

<b>Indicator</b>	<b>Value</b>
Reach	4474
Impressions	6874
Post clicks	481
Reactions	256
Likes + Emoji	212
Comments	2
Shares	42
Hides	0
Engagements (average)	12 %

## 1.2 Twitter

The quantitative indicators used for the purpose of this report are taken from the “Analytics” section of the Twitter page and their definitions are as follows:

**Impressions** – number of times users saw a Tweet on Twitter

**Engagements** – number of times a user has interacted with a Tweet by clicking on the Tweet, retweeting, replying, following or liking

**Engagement rate** – the number of Engagements divided by number of Impressions

### Twitter profile

A profile of ECOSSE project was created in Twitter platform on 19<sup>th</sup> February 2019. The name of the profile is “ECOSSE” and the hashtag is #ECOSSE18. The address of the ECOSSE Twitter profile is: [www.twitter.com/user/ECOSSE18](https://www.twitter.com/user/ECOSSE18). The Twitter profile of ECOSSE project had 19 followers by the end of 2019.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## Tweets

A total of 13 Tweets were posted on Twitter page throughout 2019. Following is the overview of quantitative indicators for effectiveness of Tweets, cumulative for year 2019.

<b>Indicator</b>	<b>Value</b>
Impressions	13320
Engagements	166
Engagement rate (average)	1,3 %
Likes	44
Retweets	35
Clicks	5

### 1.3 ECOSSE website

A website template for ECOSSE project was provided by the Interreg Italy-Croatia Programme. General information about the project, visual elements (background images and image gallery), one news, one event and two project deliverables (poster and banner) were added to the website. However, some technical problems with the website persist and further contents will be uploaded once the technical support eliminates the problems. Furthermore, not quantitative analytics for the website are available at the moment.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## 2. Conclusions and recommendations

Considering the main quantitative indicator, e.g., total number of people reached via Facebook (4474) and Twitter (13320), the target value of 10 000 for target group General Public was exceeded during 2019. However, to improve the effectiveness of social communication, the rate of engagements shall be targeted as this rate leads to more people reached on both Facebook and Twitter. For this, improvements in three areas shall be made:

a) Frequency of Facebook posts and Tweets

As the project evolves, more activities or results of interest to general public can be expected. These shall be regularly announced via social networks to increase total number of posts per year. Furthermore, posts announcing news or events external to ECOSSE, but thematically relevant to project goals can be made. However, care must be taken not to make irrelevant posts just to achieve the numbers.

b) Visual appearance of Facebook posts and Tweets

Due to users' habit of quick browsing through Facebook and Twitter feed pages, the posts shall always feature an appealing photo related to the content. Project partners are therefore encouraged to provide attractive photos when preparing materials for posting on Facebook and Twitter, as per template provided by WP2.

c) Direct invitation to Like or Follow Facebook and Twitter profiles

The WP2 team will more proactively seek project partners to like and follow the ECOSSE Facebook and Twitter pages, and to forward the request to colleagues in their organizations. This will increase the base of people who will be reached and create a spill-over effect to more Facebook and Twitter users



ECOLOGICAL observing System in the Adriatic Sea: oceanographic observations for biodiversity

Priority Axis 3: Environment and cultural heritage

Specific Objective 3.2: Contribute to protect and restore biodiversity

## D2.3.1 Annual report on the effectiveness of social communication

WP2 – Project Communication and Capitalization activities

A2.3 – Website & Social Media

Blue World Institute / Andrea Borić, Grgur Pleslić, Jeroen Hofs

Other involved partners:

Version 2.0

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9<sup>th</sup> January 2021

## Summary

This report reviews quantitative effects of project ECOSSE communication towards general public via social network profiles and project website. It covers the period from 1<sup>st</sup> January 2020 until 31<sup>st</sup> December 2020. The target group aimed at with the communication via social networks and project website is General Public, as defined by the project's Application Form and further elaborated in project's Communication Strategy (D2.2.3). The target value for this target group is 10 000. This report is focusing on quantitative indicators in relation to target value as primary means of assessing the success of social communication. Furthermore, a comparison of main quantitative indicators is made between the first and the second year of the project, and conclusions and recommendations are given to improve the social communication for the remaining duration of the project.

## 1. Quantitative analysis

### 1.1 Facebook

The quantitative indicators used for the purpose of this report are taken from the “Insights” section of the Facebook page and their definitions are as follows:

**Follow** – number of people who opted to follow a page

**Reach** – number of people who have seen a post

**Impression** – number of times a post was displayed to Facebook users

**Post click** – number of times Facebook users have clicked on a post to see its contents

**Like** – number of times people clicked “Like” button

**Reactions** – number of times people engage with the post by hitting “Like”, expressing feelings through emoji, writing a comment or sharing the post

**Hides** – number of times people have hidden a post or all posts, or disliked a post

**Engagement** – proportion of people who clicked or reacted to post in number of people who have seen a post ((Reactions + Post click) / Reach)

For further details, visit Facebook Help Section: [LINK](#)

### Facebook Page

The page address is: [www.facebook.com/ECOSSproject](http://www.facebook.com/ECOSSproject). From the 1<sup>st</sup> January 2020 until the 31<sup>st</sup> December 2020 there were 1007 Page Views, 218 new Page Followers and 205 Page Likes. The sources (from where people liked the Page) of the 205 Page Likes are as follows: 1.9% from search engine, 2.38% from News feed, 7.62% from Page suggestions, 31.43% from Page itself, and 56.67% from Other sources. Of the 218 Page Followers, the sources are: 1.87% from Search engine, 4.21% from Page suggestions, 5.61% from APIs, 24.3%% from Page itself, and 64.02% from Uncategorized desktop.



Figure 1 – Screenshot of Facebook page of ECOS project

### Facebook Posts

During 2020 total of 17 posts were made on Facebook by ECOS. All posts were made with no restrictions regarding to target groups, e.g., they were visible to general public visiting Facebook. Following is the overview of quantitative indicators for effectiveness of posts on Facebook, cumulative for year 2020.

<b>Indicator</b>	<b>Value</b>
Reach	8563
Impressions	13244
Post clicks	545
Reactions	1100
Hides	0
Engagement	19%

## 1.2 Twitter

The quantitative indicators used for the purpose of this report are taken from the “Analytics” section of the Twitter page and their definitions are as follows:

**Impressions** – number of times users saw a Tweet on Twitter

**Engagements** – number of times a user has interacted with a Tweet by clicking on the Tweet, retweeting, replying, following or liking

**Engagement rate** – the number of Engagements divided by number of Impressions

### Twitter profile

The name of the profile is “ECOSS” and the hashtag is #ECOSS18. The address of the ECOSSE Twitter profile is: [www.twitter.com/user/ECOSS18](https://www.twitter.com/user/ECOSS18). The Twitter profile of ECOSSE project had 24 new followers between the 1<sup>st</sup> January 2020 and the 31<sup>st</sup> December 2020.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## Tweets

A total of 12 Tweets were posted on Twitter page throughout 2020. Following is the overview of quantitative indicators for effectiveness of Tweets, cumulative for year 2020.

Indicator	Value
Impressions	8882
Engagements	229
Followers	24
Likes	78
Retweets	39
Clicks	9

## 1.3 ECOSSE website

A website template for ECOSSE project was provided by the Interreg Italy-Croatia Programme. Project events were added to News and Events sections of the website. All finished project deliverables were added to the Documents section of the website. Quantitative analytics for the website are not available at the moment.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## 2. Conclusions and recommendations

Most of the quantitative indicators have shown a notable increase in the effectiveness of social communication during the 2020 compared to 2019. The comparison of indicators is given in Table 1.

Table 1. Comparison of indicators for Facebook and Twitter

	Facebook				Twitter		
	2019	2020	Change		2019	2020	Change
Reach	4474	8563	91.4%	Impressions	13320	8882	-33.3%
Impressions	6874	13244	92.7%	Engagements	166	229	38.0%
Post clicks	481	545	13.3%	Followers	19	24	26.3%
Reactions	256	1100	329.7%	Likes	44	78	77.3%
Hides	0	0	0%	Retweets	35	39	11.4%
Engagement	12%	19%	58.3%	Clicks	5	9	80.0%

Considering the main quantitative indicator, e.g., their notable increase compared to the previous year, the social communication of the project ECOSSE was improved in the year 2020. Altogether, the main goal of reaching the target value of 10000 for target group general public is exceeded. However, to improve the effectiveness of social communication, the rate of engagements shall be targeted as this rate leads to more people reached on both Facebook and Twitter. For this, improvements in three areas shall be made:

### a) Frequency of Facebook posts and Tweets

As the project evolves, particularly in the final six months of the project when many final results are expected, these shall be regularly announced via social networks to increase total number of posts per year. Furthermore, posts announcing news or events external to ECOSSE, but thematically relevant to project goals can be made. However, care must be taken not to make irrelevant posts just to achieve the numbers.

b) Visual appearance of Facebook posts and Tweets

Due to users' habit of quick browsing through Facebook and Twitter feed pages, the posts shall always feature an appealing photo related to the content. Project partners are therefore encouraged to provide attractive photos when preparing materials for posting on Facebook and Twitter, as per template provided by WP2.

c) Direct invitation to Like or Follow Facebook and Twitter profiles

The WP2 team will more proactively seek project partners to like and follow the ECOS Facebook and Twitter pages, and to forward the request to colleagues in their organizations. This will increase the base of people who will be reached and create a spill-over effect to more Facebook and Twitter users



ECOLOGICAL observing System in the Adriatic Sea: oceanographic observations for biodiversity

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## D2.3.1 Annual report on the effectiveness of social communication

WP2 – Project Communication and Capitalization activities

A2.3 – Website & Social Media

Blue World Institute / Andrea Borić, Grgur Pleslić, Jeroen Hofs, Korina Ujčić, Gorjan Agačević

Version 1.0

Confidential

9<sup>th</sup> July 2021

## Summary

This report reviews quantitative effects of project ECOSSE communication towards general public via social network profiles and project website. It covers the period from 1<sup>st</sup> January 2021 until 30<sup>th</sup> June 2021. The target group aimed at with the communication via social networks and project website is General Public, as defined by the project's Application Form and further elaborated in project's Communication Strategy (D2.2.3). The target value for this target group is 10 000. This report is focusing on quantitative indicators in relation to target value as primary means of assessing the success of social communication. Furthermore, a comparison of main quantitative indicators is made between the second year of the project and the last 6 months of the project, and conclusions are given.

## 1. Quantitative analysis

### 1.1 Facebook

The quantitative indicators used for the purpose of this report are taken from the “Insights” section of the Facebook page and their definitions are as follows:

**Follow** – number of people who opted to follow a page

**Reach** – number of people who have seen a post

**Impression** – number of times a post was displayed to Facebook users

**Post click** – number of times Facebook users have clicked on a post to see its contents

**Like** – number of times people clicked “Like” button

**Reactions** – number of times people engage with the post by hitting “Like”, expressing feelings through emoji, writing a comment or sharing the post

**Hides** – number of times people have hidden a post or all posts, or disliked a post

**Engagement** – proportion of people who clicked or reacted to post in number of people who have seen a post ((Reactions + Post click) / Reach)

For further details, visit Facebook Help Section: [LINK](#)

### Facebook Page

The page address is: [www.facebook.com/ECOSSproject](http://www.facebook.com/ECOSSproject). From the 1<sup>st</sup> January 2021 until the 30<sup>th</sup> June 2021 there were 515 Page Views, 48 new Page Followers and 44 Page Likes. The sources (from where people liked the Page) of the 515 Page Likes are as follows: 2.3% from search engine, 2.22% from News feed, 8.31% from Page suggestions, 36.12% from Page itself, and 51.05% from Other sources. Of the 44 Page Followers, the sources are: 2.2% from Search engine, 3.98% from Page suggestions, 5.44% from APIs, 25.3%% from Page itself, and 63.08% from Uncategorized desktop.



Figure 1 – Screenshot of Facebook page of ECOS project

### Facebook Posts

From the 1<sup>st</sup> January 2021 to 30<sup>th</sup> June 2021 total of 23 posts were made on Facebook by ECOS. All posts were made with no restrictions regarding to target groups, e.g., they were visible to general public visiting Facebook. Following is the overview of quantitative indicators for effectiveness of posts on Facebook, cumulative for the period from 1<sup>st</sup> January 2021 to 30<sup>th</sup> June 2021.

<b>Indicator</b>	<b>Value</b>
Reach	4460
Impressions	7075
Post clicks	505
Reactions	41
Hides	0
Engagement	12%

## 1.2 Twitter

The quantitative indicators used for the purpose of this report are taken from the “Analytics” section of the Twitter page and their definitions are as follows:

**Impressions** – number of times users saw a Tweet on Twitter

**Engagements** – number of times a user has interacted with a Tweet by clicking on the Tweet, retweeting, replying, following or liking

**Engagement rate** – the number of Engagements divided by number of Impressions

### Twitter profile

The name of the profile is “ECOSS” and the hashtag is #ECOSS18. The address of the ECOSSE Twitter profile is: [www.twitter.com/user/ECOSS18](https://www.twitter.com/user/ECOSS18). The Twitter profile of ECOSSE project had 24 new followers between the 1<sup>st</sup> January 2020 and the 31<sup>st</sup> December 2020.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## Tweets

A total of 12 Tweets were posted on Twitter page from the 1<sup>st</sup> January 2021 to 30<sup>th</sup> June 2021. Following is the overview of quantitative indicators for effectiveness of Tweets, cumulative for the above mentioned period.

Indicator	Value
Impressions	10575
Engagements	281
Followers	14
Likes	73
Retweets	34
Clicks	12

### 1.3 ECOSSE website

A website template for ECOSSE project was provided by the Interreg Italy-Croatia Programme. Project events were added to News and Events sections of the website. All finished project deliverables were added to the Documents section of the website. The Documents section is divided into three categories, depending on the type of deliverables. These are “Project presentation materials”, “Tools” and “Project deliverables”. All the outputs produced and uploaded to Documents section are public and available for download.



Figure 2 – Screenshot of Twitter page of ECOSSE project

## 2. Conclusions

As this report presented the effectiveness of social communication for the last six months of the project, a summary of main indicators are given for the whole duration of the project in the following tables.

### Facebook

<b>Indicator</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>TOTAL</b>
Reach	4474	8563	4460	17497
Impressions	6874	13244	7075	27193
Post clicks	481	545	505	1531
Reactions	256	1100	41	1397
Hides	0	0	0	0
Engagement	12%	19%	12%	14%

### Twitter

<b>Indicator</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>TOTAL</b>
Impressions	13320	8882	10575	32777
Engagements	166	229	281	676
Followers	19	24	14	57
Likes	44	78	73	195
Retweets	35	39	34	108
Clicks	5	9	12	26

Considering that the number of people reached exceeds the target value of 10000 for the target group “General public”, the effectiveness of social communication of project ECOSSE can be deemed as satisfactory and this communication goal as reached.