# 3 social media profiles opened and regularly updated with the organization of targeted campaigns

## Final Version of 30/June/2022

Deliverable Number D.2.3.1

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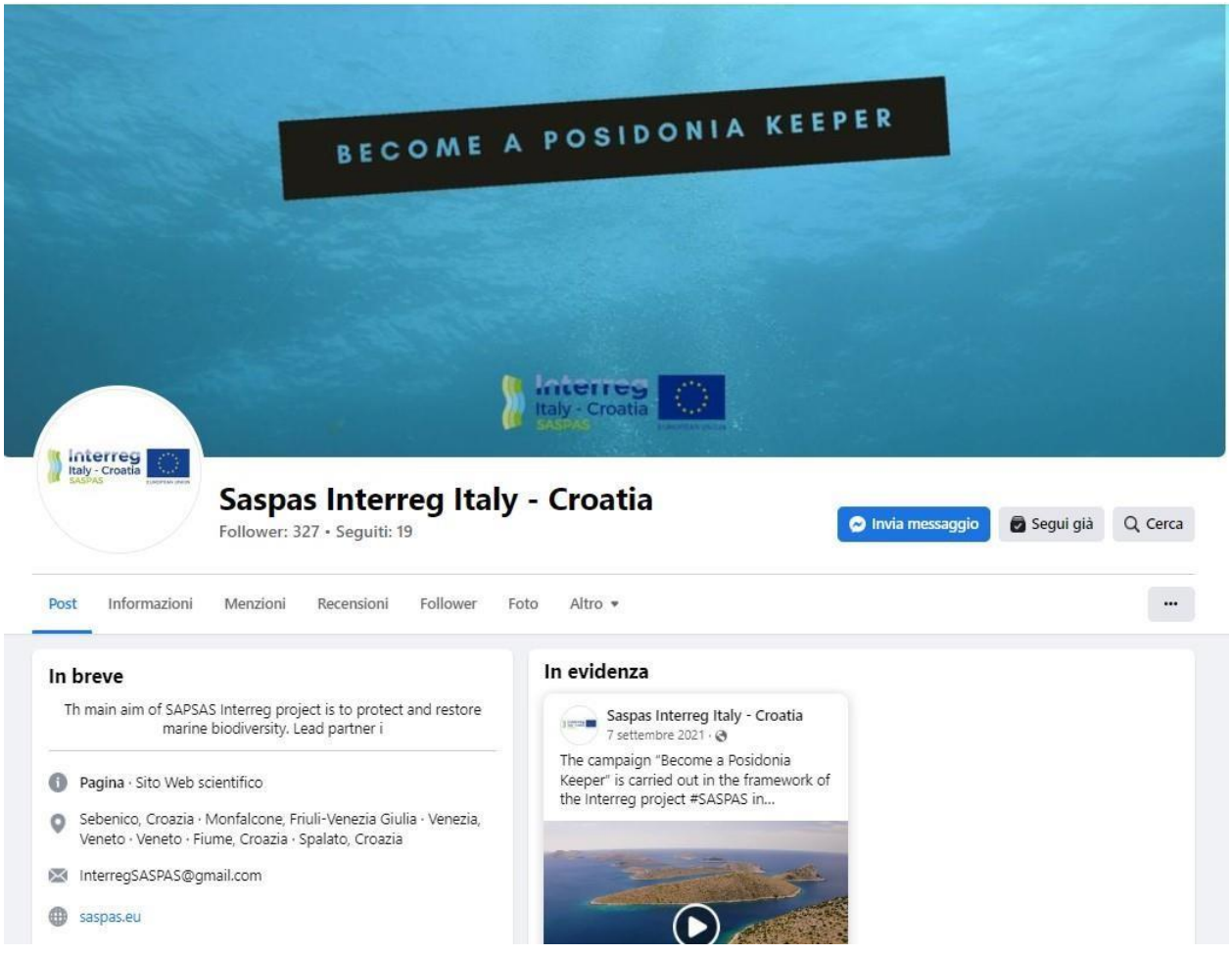
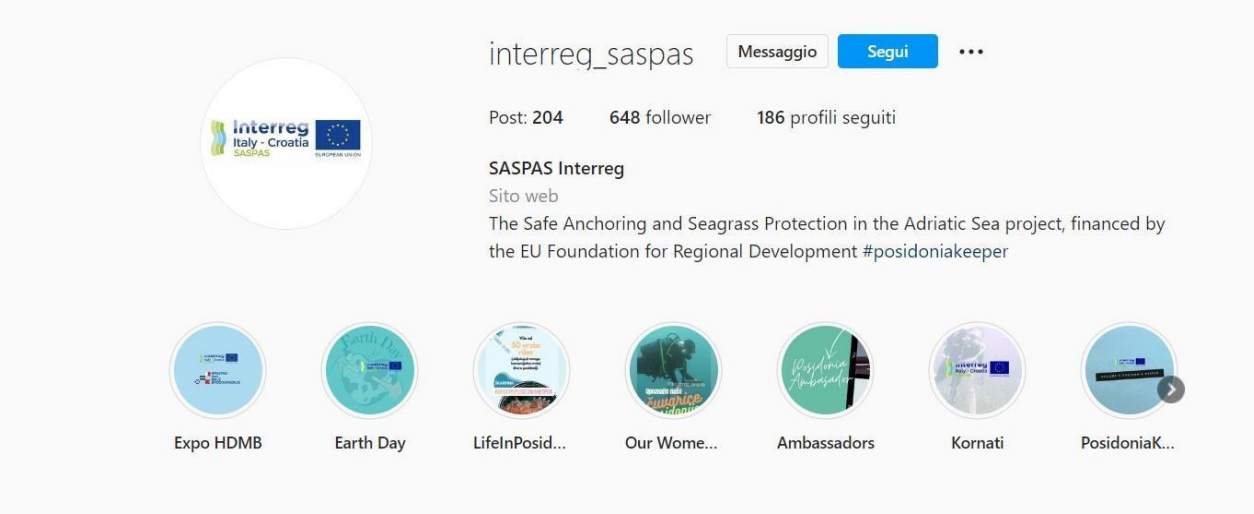
|---|---|
| Project Acronym | SASPAS |
| Project ID Number | 10048261 |
| Project Title | SAFE ANCHORING AND SEAGRASS PROTECTION IN THE ADRIATIC AREA |
| Priority Axis | 3 - Major change Environment and cultural heritage |
| Specific objective | 3.2 - Contribute to protect and restore biodiversity |
| Work Package Number | 2 |
| Work Package Title | Communication activities |
| Activity Number | 2.3 |
| Activity Title | Digital activities |
| Partner in Charge | PP6 |
| Partners involved | ALL |
| Status | Final |
| Distribution | Public |

The University of Rijeka (UNIRI) was in charge of the communication activities of the SASPAS project.UNIRI PP created 3 social medial profiles for the project and regularly updated them: Facebook, Instagram, and Twitter accounts. The aim was to carry out a viral marketing campaign by targeting young,well-educated individuals through social media.



Interreg_SASPAS
298 Tweet
Interreg
Italy - Croatia
SASPAS
EUROPEAN UNION
Following
Interreg_SASPAS
@InterregSaspas
Interreg V-A Italy-Croatia SASPAS - Safe Anchoring and Seagrass Protection in the Adriatic Sea #posidoniaoceanica #posidoniakeeper #becomeposidoniakeeper
italy-croatia.eu/web/saspas
Iscrizione: maggio 2019
157 following
223 follower
Seguito da LIFE Recreation ReMEDIES, Grevislin e altri 4 che segui
Tweet
Tweet e risposte
Contenuti multimediali
Mi piace
Tweet fissato
Interreg_SASPAS @InterregSaspas · 7 set 2021
Become a Posidonia Keeper



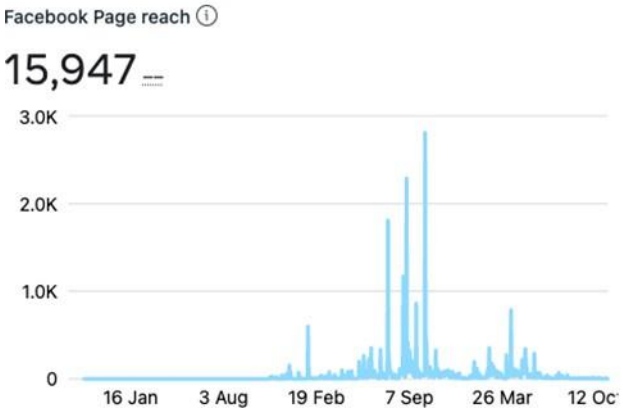

As part of the project, the Be a posidonia keeper campaign was launched, especially through social media. Given its great success, the campaign was also proposed in spring 2022 and then continued throughout the summer, even after the end of the project.

**Number of contacts made during the campaign and percentage of target audience:**

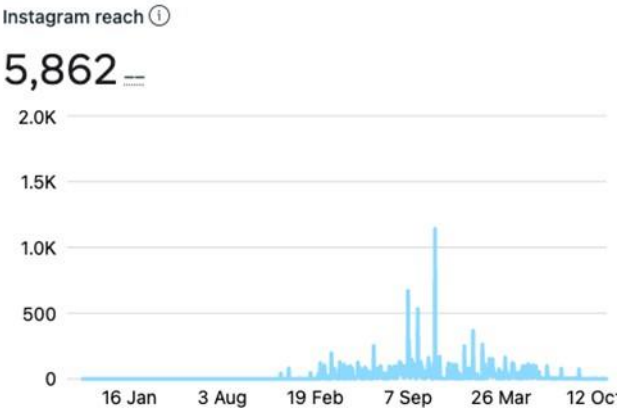
Facebook Page reach and Instagram profile reach from 08/October/2019 until 08/November/2022 Highlights were in September 2021, when the campaign was on the highest spot.

**Reach**

Facebook Page reach



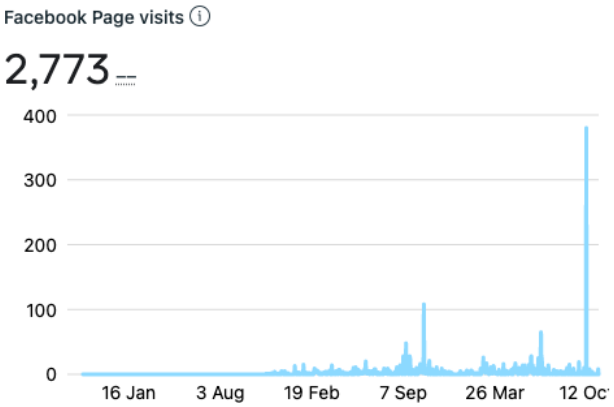

Instagram reach



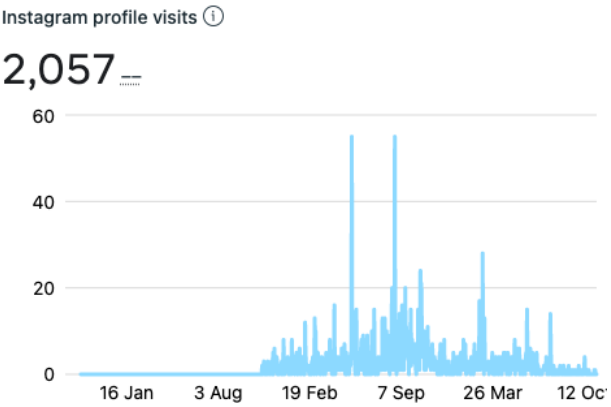

Facebook Page visits and Instagram profile visits from 08/October/2019 until 08/November/2022 Highlights were in October 2021, when the campaign was on the end.

**Page and profile visits**

Facebook Page visits




Instagram profile visits

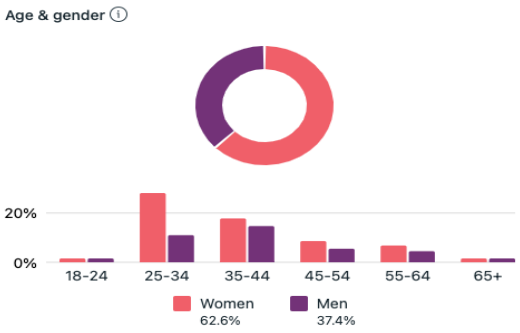


**Audience**

Current audience | Potential audience

Facebook Page followers

327




Top towns/cities

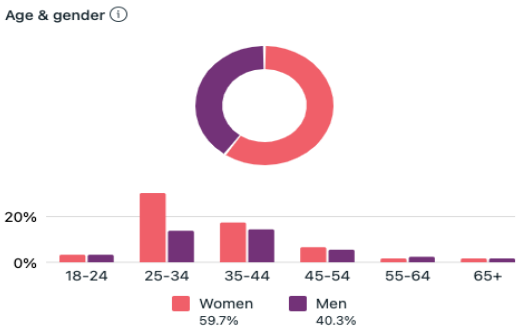
- Rijeka, Croatia 13.5%
- Split, Croatia 12.8%
- Zagreb, Croatia 8.3%
- Venice, Veneto, Italy 2.8%
- Zadar, Croatia 2.4%
- Rome, Lazio, Italy 1.8%
- Sibenik, Croatia 1.8%
- Trieste, Friuli-Venezia Giulia, Italy 1.8%
- Solin, Croatia 1.5%
- Vicenza, Veneto, Italy 1.2%

Top countries

- Croatia
- Italy
- Spain
- Slovenia
- Serbia
- Austria
- Czech Republic
- France
- Germany
- United States

Instagram followers

648

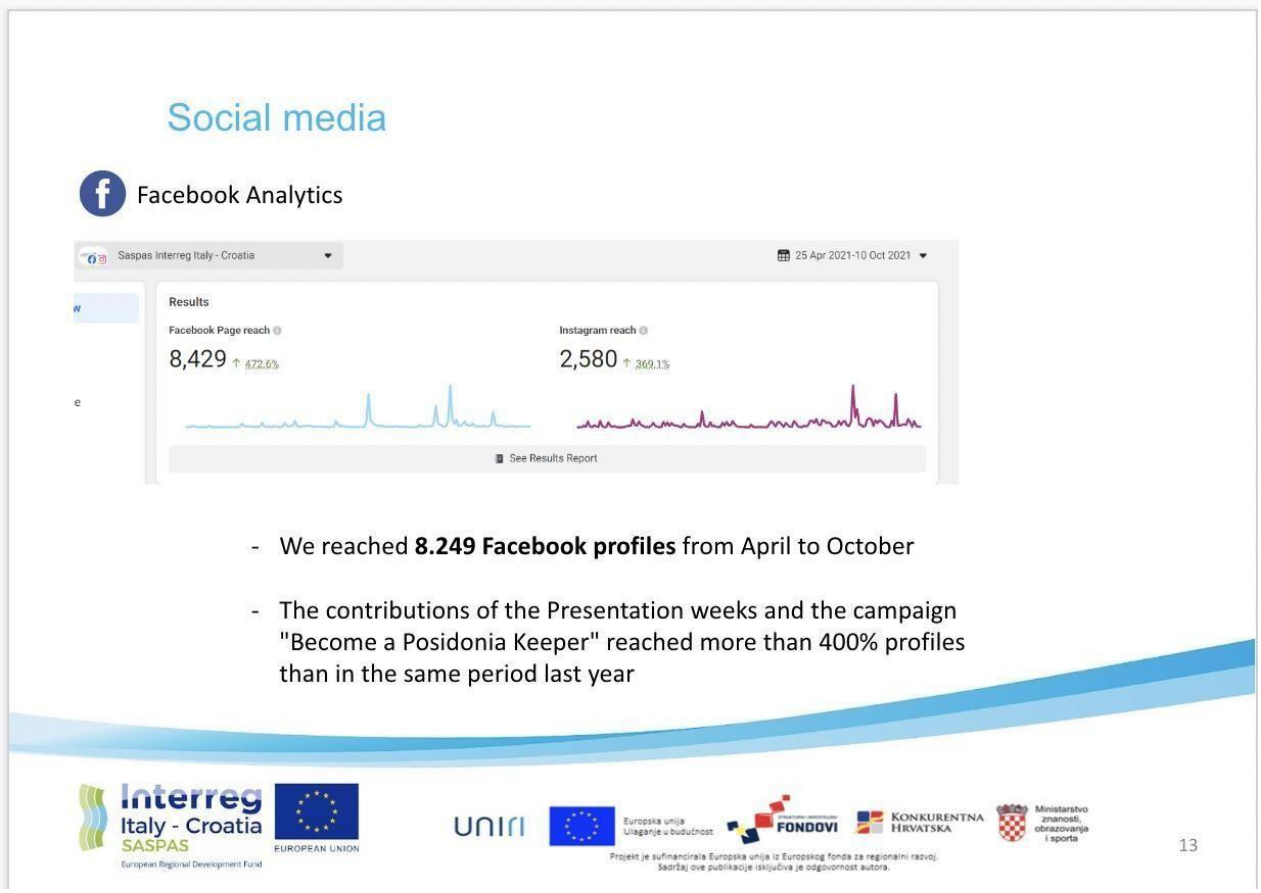



Top towns/cities

- Zagreb, Croatia 11.4%
- Rijeka, Croatia 3.2%
- Split, Croatia 3.1%
- Zadar, Croatia 2%
- Barcelona, Spain 1.4%

Top countries

- Croatia
- Italy
- Spain
- Greece
- Germany

**Audience on Facebook and Instagram from 08/October/2019 until today.**

In October 2021, the reached audience trough social media was the following: