

Report about Social Media accounts and profile set up and updating

Activity 2.3 - Digital activities and Social Media
WP2 - Communication activities
SUSHI DROP project (ID 10046731)

Final Version of 31/12/2021

Deliverable Number D.2.3.1



Project Acronym	SUSHIDROP
Project ID Number	10046731
Project Title	SUstainable fiSHeries with DROnes data Processing
Priority Axis	3
Specific objective	3.2
Work Package Number	2
Work Package Title	Communication Activities
Activity Number	2.3
Activity Title	Digital Activities and Social Media
Partner in Charge	PP2 – Marche Region, Fisheries Economy Department
Partners involved	PP5 – Split and Dalmatia County
Status	Final
Distribution	Public

Summary

Abstract.....	3
The SUSHIDROP Social Media	4
The SUSHIDROP Facebook Page	4
The SUSHIDROP Instagram Page.....	10
The SUSHIDROP LinkedIn Page	12
The SUSHIDROP Twitter Page	14
The SUSHIDROP YouTube channel.....	16

Abstract

SUSHI DROP Sustainable fiSHeries with DRONES data Processing is a project financed by European Union through the Interreg Italy-Croatia Programme. The project aims at enhancing knowledge on accurate and non-invasive methods for mapping the marine ecosystems of Adriatic Sea, in order to assess environmental status of habitats and fish stocks population as reliable and up-to-date information about the state of marine resources are essential to support sound management decisions.

The most important goal of SUSHI DROP is to better understand the sensitivity of the habitats to fishing pressures and to design and implement more effective marine management plans. SUSHI DROP evaluates the adoption of drones (UUVs - unmanned underwater vehicles) equipped with sensors to monitor physical, chemical and biological features. In particular, acoustical and optical technologies will be employed as a non-invasive mean to assess fish stocks population.

The findings of the opto-acoustic surveys will be compared with classical procedures based on fish sampling and to assess the accuracy in deriving single-species abundance indices (in numbers or weight) for direct input into stock assessments. The data gathered during the project will be collected in a Geographical Information System known as GIS.

It will serve as an open database for collecting, maintaining and sharing the scientific data acquired by the UUVs and as a useful resource in further research and preservation of the biodiversity of the Adriatic.

The partnership of the project has been able to pool all skills and competences of relevant institutions in order to achieve the set of project results, having the capacity to create strong links to target groups addressed by the project.

This document is the deliverable **D.2.3.1 Report about Social Media accounts, profile set up and updating** (Act 2.3 Digital Activities and Social Media) which gave evidence of the different social media tools used to promote the project and its achievements since the initial phase in 2019. Social media were set up and updated by WP2 leader Marche Region in strict cooperation with PP5 – Split Dalmatia County.

The SUSHIDROP Social Media

Social media platforms allow to reach a wide — but also targeted — audience, maximising the impact and successful exploitation of project results. Social media can be used for both communication and dissemination, can help to build networks among interested parties and gain feedback about the work implemented. SUSHIDROP Communication team set up and update the following social media: Facebook, Instagram, LinkedIn, and a you tube channel, the most common among EU funded projects.

The SUSHIDROP Facebook Page

FAIRSEA Facebook page was opened on the 27th of June 2019 and at the end of the project, the page had 473 followers. Link to the page

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



SUSHI DROP Project - Interreg Italy Croatia

@SushiDropItalyCroatia · ★ 5 (1 recensione) · Non è un'azienda

Modifica Invia messaggio



The following posts have been published on the page:

- 8 posts in 2019
- 45 posts in 2020
- 105 posts in 2021

Posts and messages have been published mainly in English, however since a relevant group of stakeholders is coming from Italy and Croatia, we also included messages in Italian and Croatan languages avoiding to replicated Facebook page in other languages, thus maximizing the communication effort.

Pictures below show an overview of post published constantly on the page

31 MAGGIO

 SUSHI DROP Project - Interreg Italy Croatia ha condiviso un link.



PROJEKT SUSHI DROP:
Uspješno testiran
podvodni dron Blucy
dalmatinskiportal.hr

About underwater testing of Blucy in the Split and Šolta aquatorium was also reported by Dalmatinski portal

28 MAGGIO

 SUSHI DROP Project - Interreg Italy Croatia ha condiviso un link.



Podvodni dron Blucy
uspješno testiran u
stvarnim uvjetima
splitskog i šoltanskog
akvatorija
more.slobodnadalmacija.hr

Underwater drone Blucy successfully tested in real conditions of the Split and Šolta aquatorium 😊

#sushidrop #interregitalycroatia #underwaterdrone
#newtechnologies #robotics #sensors
#universityofbologna #izor


20 MAGGIO

 SUSHI DROP Project - Interreg Italy Croatia ha condiviso un link.




HRT More - 09.05.2021.
youtube.com

9 GIUGNO


 SUSHI DROP Project - Interreg Italy Croatia ha aggiunto una nuova foto.
 9 giu 2021, 15:14




Questo pomeriggio alle ore 16.15 circa, #RadioLinea intervisterà il Prof. Corrado Piccinetti:
 - Responsabile del Laboratorio di Biologia Marina di Fano, Università di Bologna - Capofila del progetto #Sushidrop


 A breve riporteremo l'intervista sui canali social del progetto!

#environment #environmentallyfriendly #saveoceans
 #oceanbiodiversity #underwaterdrone
 #underwatervehicle #marineresearch
 #oceanconservation

8 GIUGNO


 SUSHI DROP Project - Interreg Italy Croatia ha aggiunto una nuova foto.



On Wednesday, the 9th of June (11.00 a.m. to 1.00 p.m.), #Sushidrop representatives will join a round table organized in the framework of the EU Green Week.

The round table will focus on "#Innovation and Open data: dialogues and synergies between European projects for #sustainability in the maritime sector".
 The event is conceived as an interactive and #networking session to foster dialogue and... Altro...



11 GIUGNO

 SUSHI DROP Project - Interreg Italy Croatia ha condiviso un link.
11 giu 2021, 15:04



Sushi Drop testing
youtube.com

One of the most important phase of the #SushiDrop project is the launch of #BLUCY. Find out all the steps that have been taken to test this new #technology.

Subtitles EN CRO  

 <https://youtu.be/l6e2MCBWANM>



10 GIUGNO

 SUSHI DROP Project - Interreg Italy Croatia ha condiviso un link.



Presentation conference of the Sushi Drop project
youtube.com

Midterm conference of the #SUSHIDROP project.

- Subtitles EN CRO  

Very soon there will be new content. Stay tuned!

 <https://youtu.be/ZHuvlclZisc>

6 DICEMBRE


 SUSHI DROP Project - Interreg Italy Croatia ha aggiunto 2 nuove foto.



The collected data will allow a deeper level of knowledge of the seabed both from the morphological and marine #biodiversity point of view, supporting the improvement of the related policies aimed at preserving the marine #environment.


4 DICEMBRE


 SUSHI DROP Project - Interreg Italy Croatia ha aggiunto 2 nuove foto.



#Researchers and #Technicians from the University of #Bologna and from the Institute of #Oceanography and #Fisheries of Split are committed to collect further #biological data regarding the #biodiversity of the area and fine-tune the drone navigation tools!

3 DICEMBRE


 SUSHI DROP Project - Interreg Italy Croatia ha aggiunto 3 nuove foto.



The SUSHIDROP Instagram Page

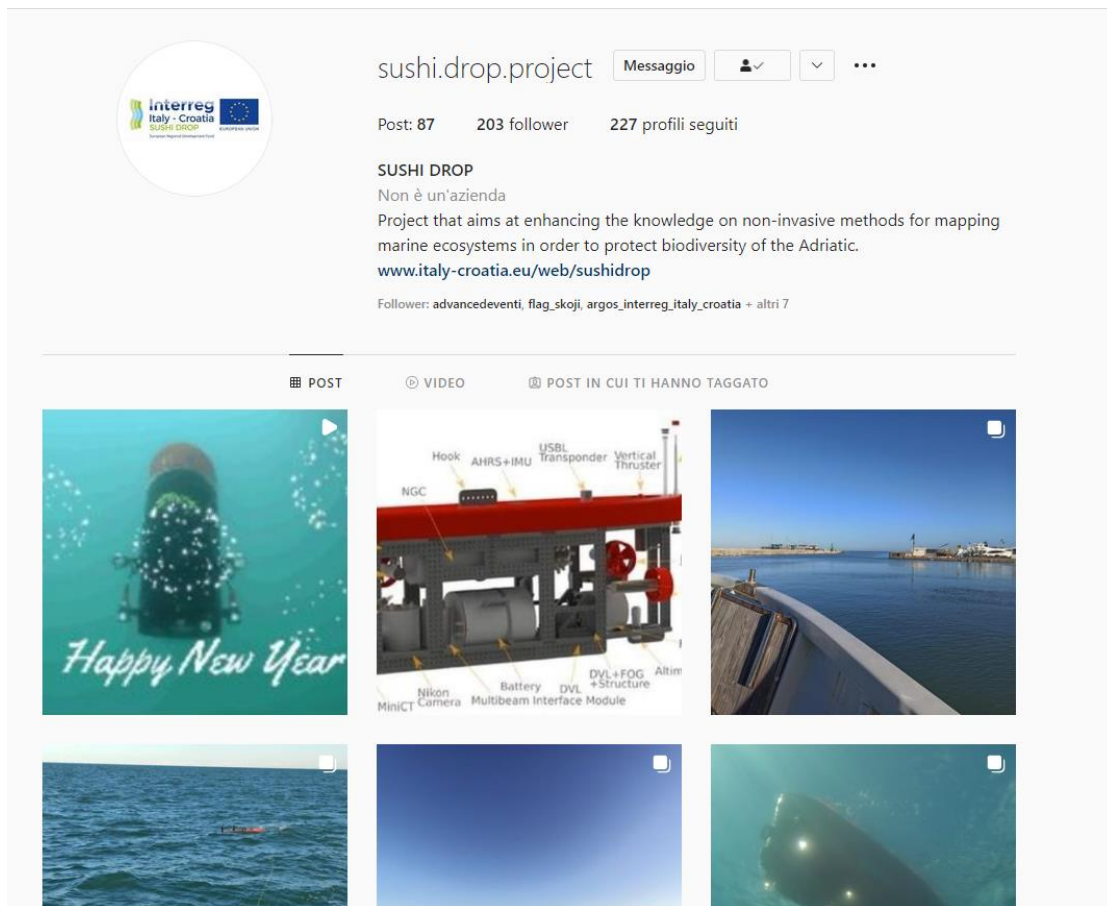
The Instagram page of the project has been set up in May 2020.

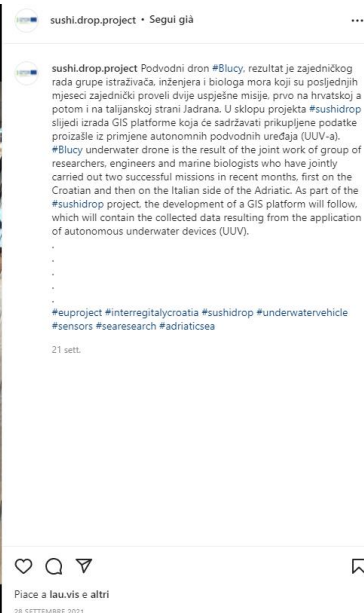
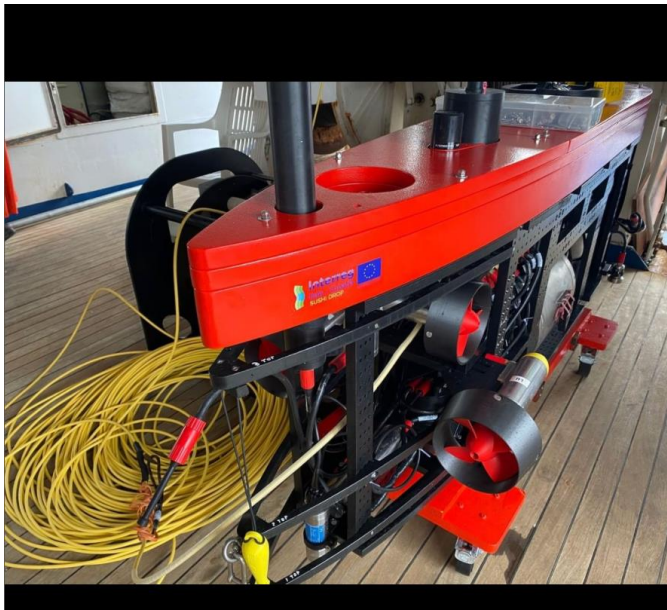
A total number of 87 posts have been published and the page has 203 followers.

The page has been managed jointly by PP2 – Marche Region and PP5 – Split and Dalmatia County and constantly updated with project achievements and results.

Link to the page:

<https://www.instagram.com/sushi.drop.project/>



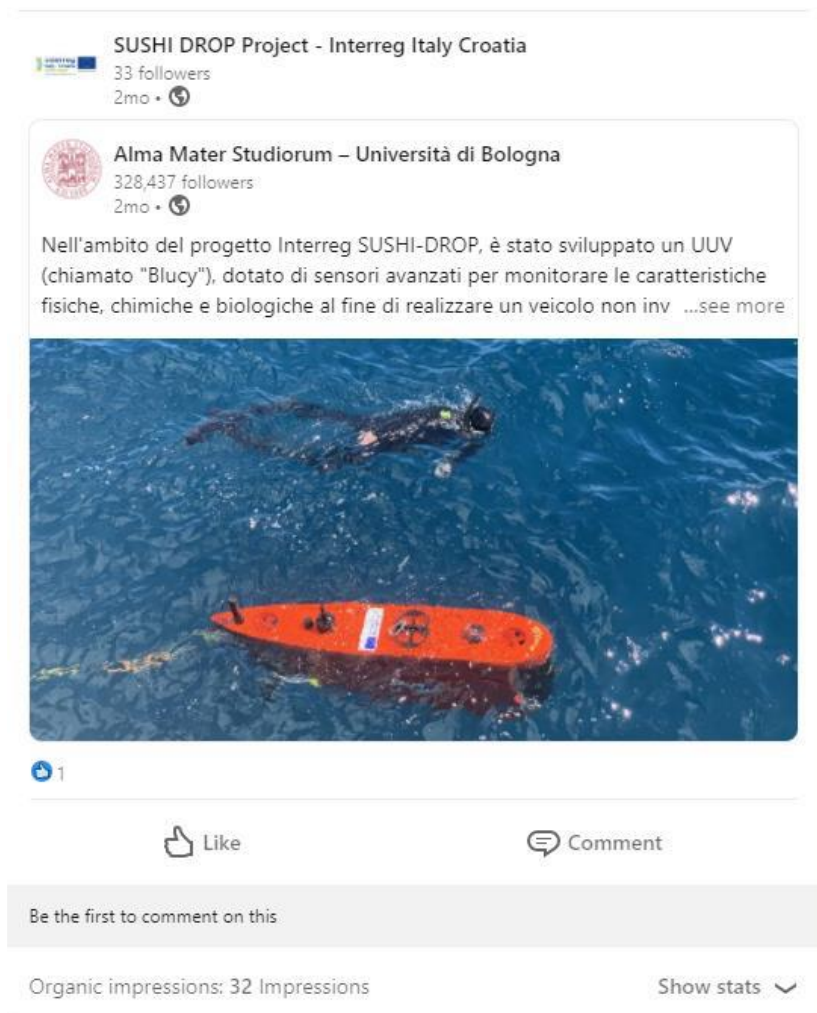


The SUSHIDROP LinkedIn Page

The SUSHI DROP LinkedIn page has been set-up to provide information on the project to the LinkedIn community, however was not conceived as the primary tool for communication on social networks and was intended more for business and scientific target groups, thus publication activities was not so intense. It was used mainly to promote relevant events and results of the project within the interested communities.

Link to the page

<https://www.linkedin.com/showcase/sushi-drop/>



The screenshot shows a LinkedIn post from the 'SUSHI DROP Project - Interreg Italy Croatia' group. The post is shared by 'Alma Mater Studiorum - Università di Bologna' and features a photograph of a diver and an orange autonomous underwater vehicle (UUV) in the water. The text of the post describes the development of a UUV named 'Blucy' for monitoring physical, chemical, and biological characteristics. The post includes interaction buttons for 'Like' and 'Comment', and a statistics bar at the bottom showing 'Organic impressions: 32 Impressions'.

SUSHI DROP Project - Interreg Italy Croatia
31 followers
1mo •

Testing of the autonomous underwater drone "Bluecy".
With the help of our Bluecy, we will be able to peek into the depths harder to reach divers and discover in more detail what the Adriatic seabed hides.

#sushidrop #natureprotection #underwaterdrone #newtechnology
#interregitalycroatia #bluecy



3

I'll keep this in mind... I wonder... Thanks for posting... I th >

Like Comment

Add a comment...

Organic Impressions: 52 Impressions Show stats

SUSHI DROP Project - Interreg Italy Croatia
31 followers
2mo •

New marine robotics technologies, sensors and environmental monitoring equipment and their wide application in the coming decades, will be presented at the online conference „Innovative Solutions for Sustainability of the Ac ...see more



2


Like Comment

Be the first to comment on this.

Organic Impressions: 16 Impressions Show stats

SUSHI DROP Project - Interreg Italy Croatia
31 followers
3mo •

We invite you to join the round table / conference innovative solutions for the sustainability of the Adriatic Sea, which is organized by the SUSHI DROP project and the InnovaMare strategic project. ...see more



3

Like Comment

Be the first to comment on this.

Organic impressions: 31 Impressions Show stats

The SUSHIDROP Twitter Page

The Twitter page of the project has been set up in November 2020. A total of 71 tweets have been published. The page has been managed jointly by PP2 – Marche Region and PP5 – Split and Dalmatia County and constantly updated with project achievements and results.

Link to the SUSHIDROP Twitter page:

<https://twitter.com/sushidroproje1?lang=en>



The screenshot shows the Twitter profile for 'Sushi drop project' (@Sushidroproje1). The profile header includes the name, handle, and a bio: 'Project that aims at enhancing the knowledge on non-invasive methods for mapping marine ecosystems in order to protect biodiversity of the Adriatic.' It also shows a link to the project website, the creation date (November 2020), and the number of people followed (33) and followers (18). Below the profile information, there is a tweet from December 29, 2021, which says 'The whole #SUSHIDROP team wishes you HAPPY NEW YEAR!' and includes a video thumbnail showing an underwater scene with a diver's head and lights.

← **Sushi drop project** 71 Tweet Following

#Sushidrop presenta i suoi risultati al #Sealogy di #Ferrara



🗨️ ↻️ ❤️ 📤

Sushi drop project @Sushidropproj1 · 15 nov 2021 ...

The #Sushidrop project will participate with a specific stand to #SEALOGY – The European Blue Economy Exhibition held in Ferrara from the 18th to the 20th of November 2021. To access the exhibition, it is necessary to register to the following link: webland2000.com/sealogy2021/

🗨️ ↻️ ❤️ 📤

Sushi drop project @Sushidropproj1 · 15 nov 2021 ...

Il progetto SUSHIDROP sarà presente con uno stand a #SEALOGY – Il salone europeo della Blue Economy che si terrà a Ferrara dal 18 al 20 novembre 2021. Per accedere è necessario registrarsi al seguente link: webland2000.com/sealogy2021/

🗨️ ↻️ ❤️ 📤

Sushi drop project @Sushidropproj1 · 10 nov 2021 ...

“ #Sushidrop è una nuova #tecnologia funzionale rivolta all’#osservazione mediante foto, per #salvaguardare le specie di pesce e ridurre il tasso di #inquinamento. “ Martin Bùcan

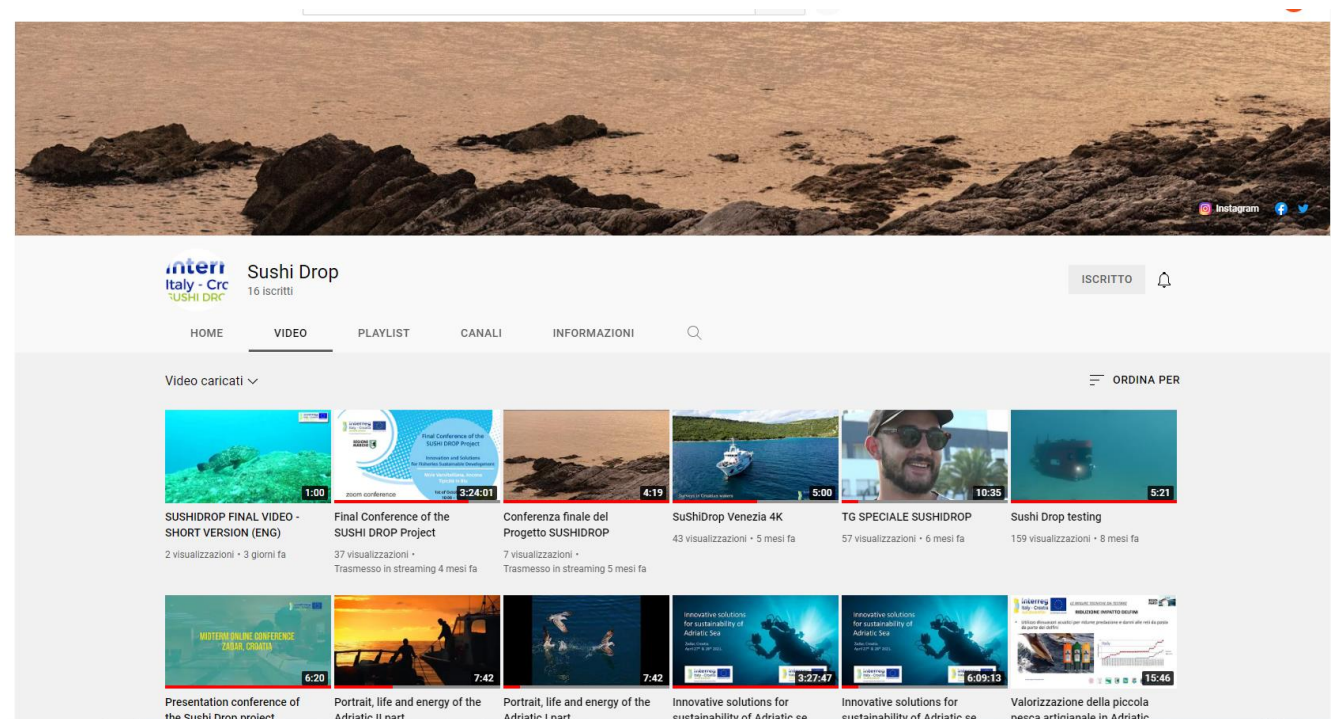


The SUSHIDROP YouTube channel

The SUSHIDROP YouTube channel represents a fundamental tool to share the huge amount of Audio-visual contents produced within the project (e.g. interviews to the researchers and the partners involved implementation, registration of the conferences held in hybrid modality, testing of the drone at sea in Italy and in Croatia, participation to external promotional events).

Link to the channel:

<https://www.youtube.com/channel/UC5E0zi03omkWs4mo3B3G-CA>



☰ YouTube IT 🔍



SUSHIDROP FINAL VIDEO - SHORT VERSION (ENG)
2 visualizzazioni • 25 feb 2022

👍 0 🗨️ NON MI PIACE ➦ CONDIVIDI ⚙️ SALVA ⋮

 **Sushi Drop**
16 iscritti

ISCRITTO 🔔

FINAL SPOT SUSHIDROP PROJECT (1 MINUTE)