

# SeCURE

## Saltwater intrusion and climate change: monitoring, countermeasures and informed governance

Deliverable 2.3.2 – SeCure Website and social media

July 2022 – Final version

Contributing partners:

LP – UNIPD , PP1 – CNR-IGG , PP2 – REGVEN , PP3 – UNIST ,  
PP4 – DUNEA , PP5 – PIDNC

## Sadržaj

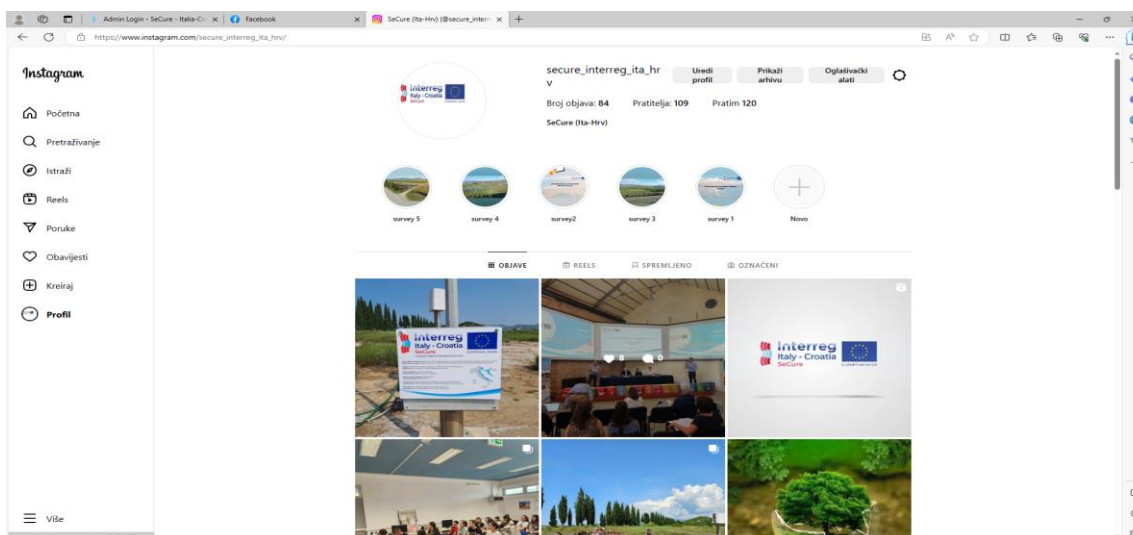
<b>1. SOCIAL MEDIA .....</b>	<b>2</b>
<b>2. INSTAGRAM PROFILE .....</b>	<b>2</b>
<b>3. FACEBOOK PROFILE.....</b>	<b>5</b>
<b>4. SECURE WEBSITE.....</b>	<b>7</b>

## 1. Social media:

The present deliverable provides a summary of the SeCure website and other social media developed to increase the project visibility. The goal of the project is to familiarize as many people as possible (the target group are young people and farmers) with the problem of salinity of agricultural land in the Neretva valley and with the results of the SeCure project. In order to reach as many target groups as possible, members of the project team opened facebook and instagram profiles, the content was published on the official SeCure website, and useful video materials were shared via the YouTube link. Social networks and SeCure webpage are of great importance for the dissemination of project results, they contain all the main project steps and outcomes (guidelines, mapping...). They were constantly updated to keep all stakeholders informed about online and offline events and campaign promotions.

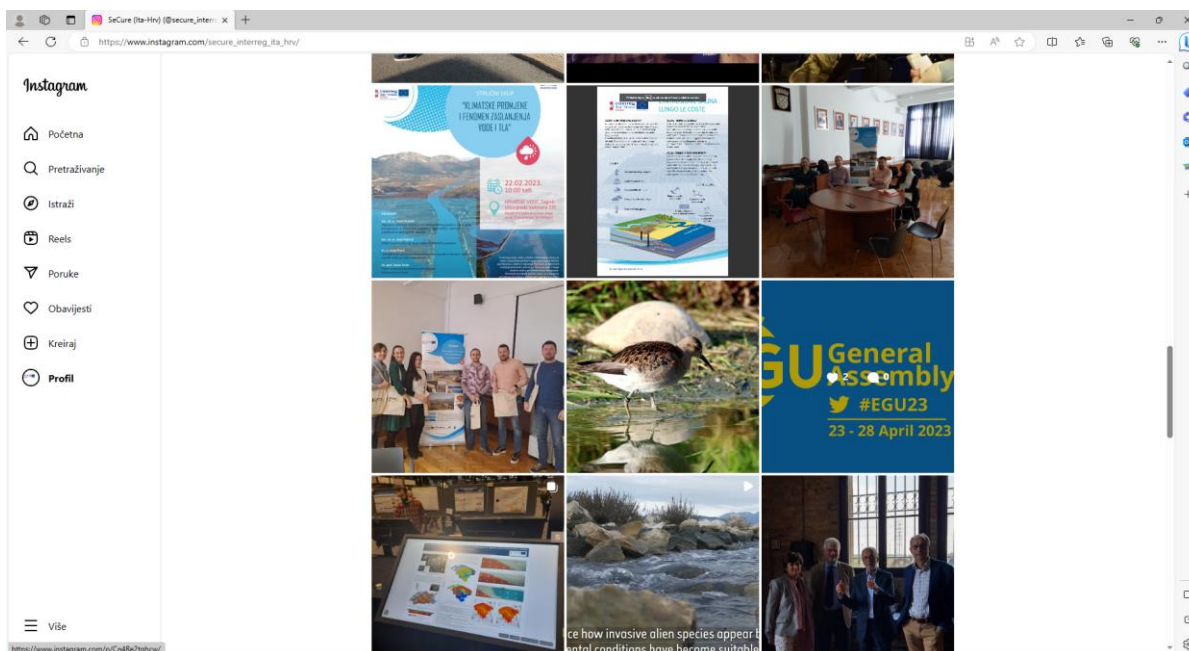
## 2. Instagram profile:

[instagram profile: securer\\_interreg\\_ita\\_hrv](https://www.instagram.com/securer_interreg_ita_hrv/)



1. Instagram photo

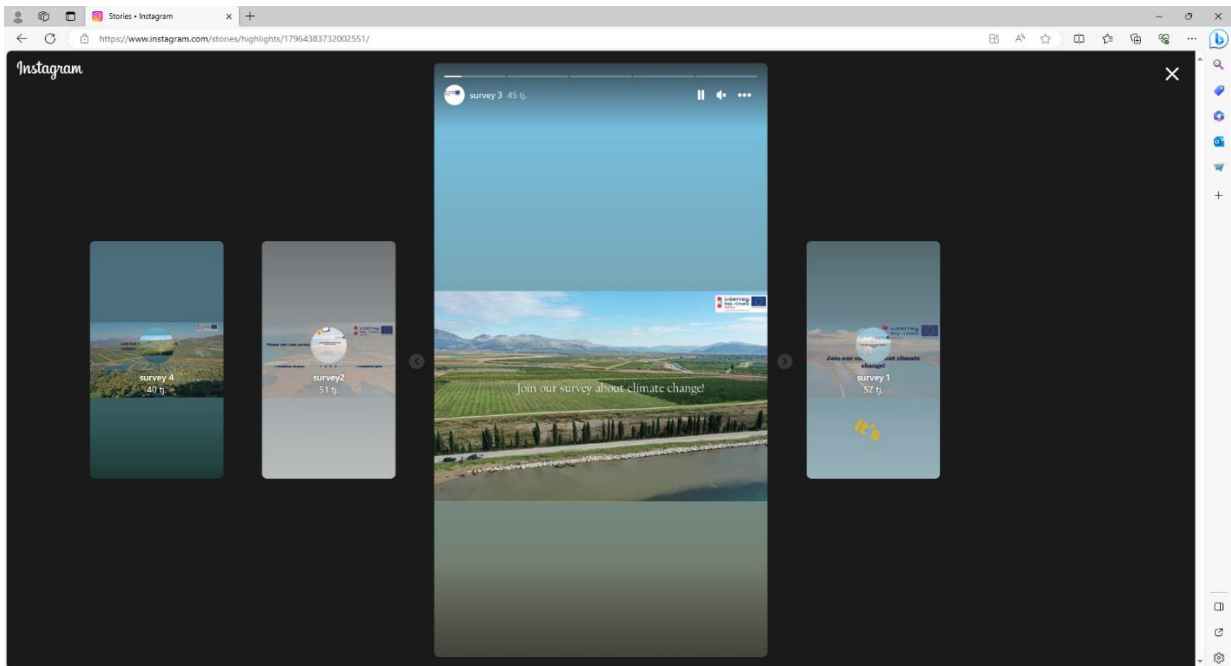
We created 84 posts on our Instagram profile about project activities, results and recommendations. We also created six climate change surveys to raise people's awareness of current climate change events. We continuously published photos and videos so that the target audience could follow all project activities.



2.Instagram photo



3.Photo of Instagram reach

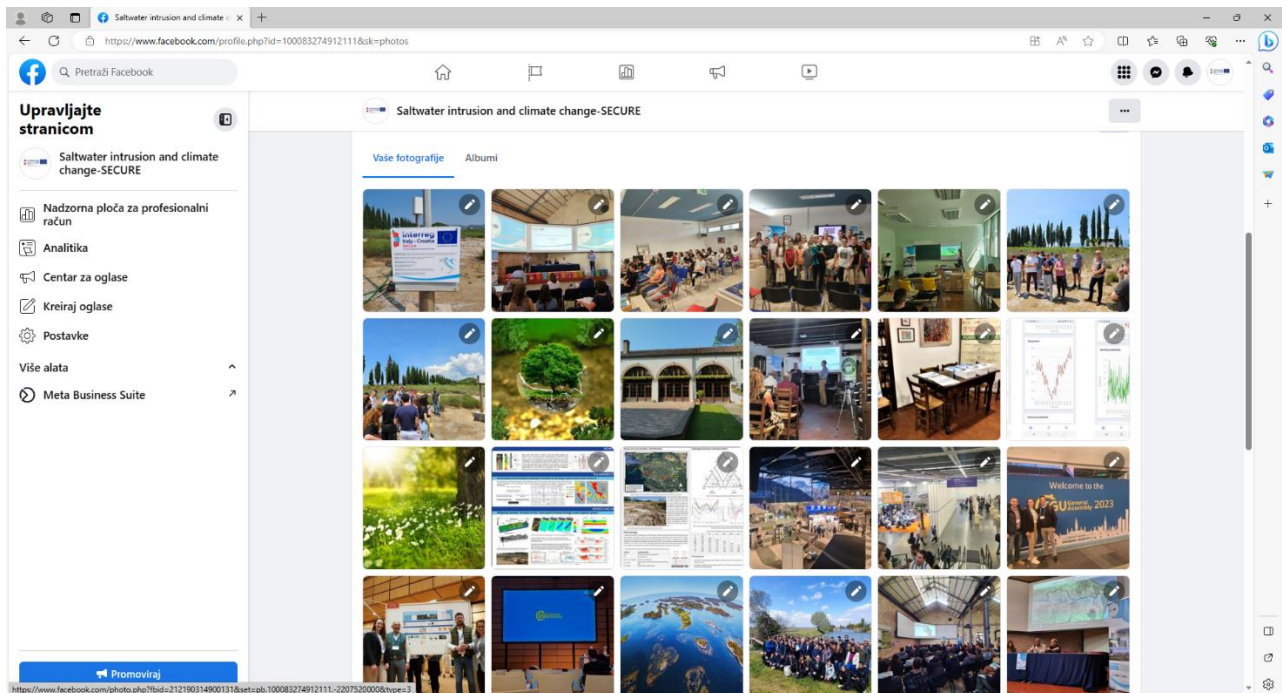


4. Instagram (survey) photo

The aim of the Instagram research was to stimulate the target stakeholders to some kind of reaction and increase people's awareness of climate change and force them to make changes in their daily routines in order to reduce the negative impact on the environment.

### 3. Facebook profile:

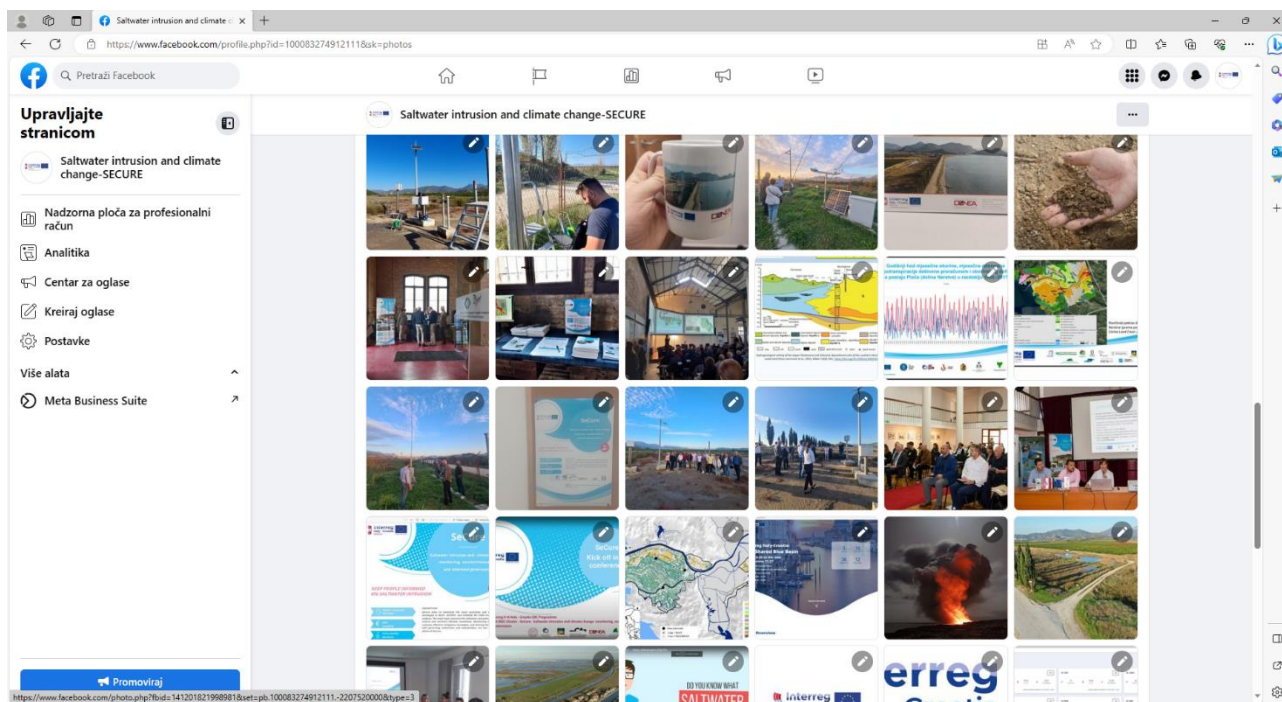
<https://www.facebook.com/profile.php?id=100083274912111>



5. Facebook photo

We created a Facebook profile to follow all project activities and announce project events. A Facebook profile was created because using this social network we were able to cover the older population that uses Facebook more than Instagram. We received a lot of messages via our Facebook profile where locals asked us questions about the project and what exactly is being investigated in the Neretva. We had 97 posts on our Facebook profile and 277 followers who followed our content.





6. Facebook photo

- 334 posjeta FB profilu
- 28 novih pratitelja

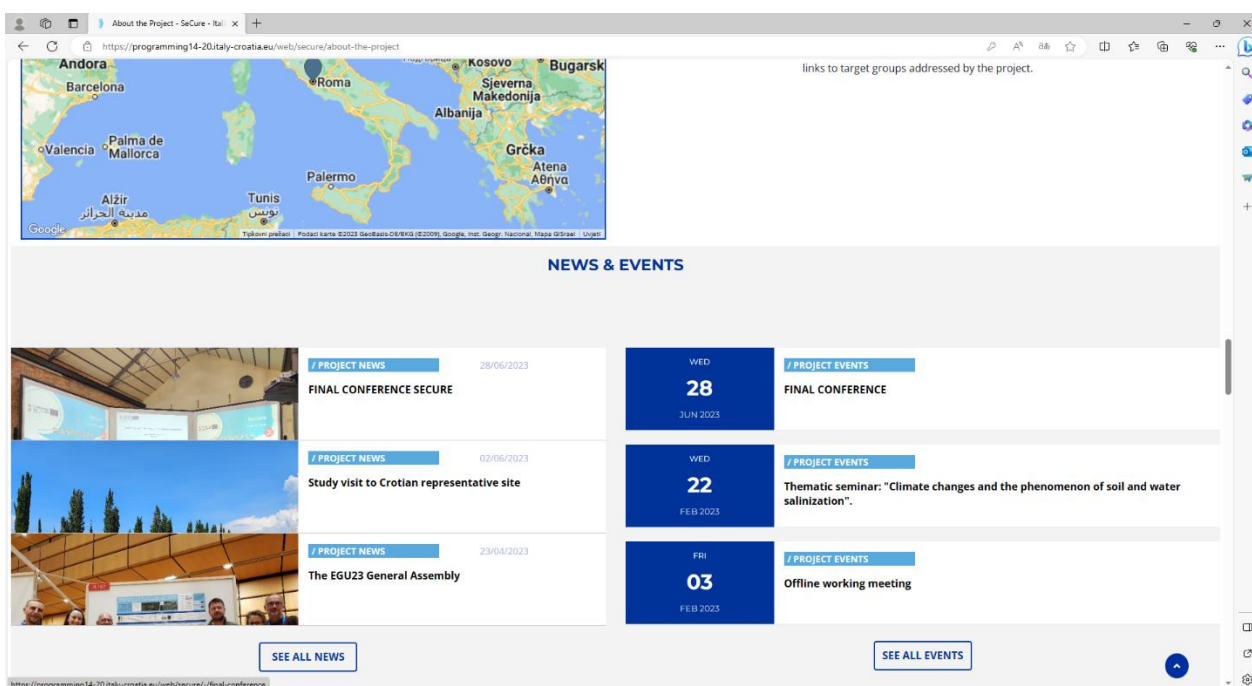


7. Photo of facebook statistics

#### 4. SeCure Web page

<https://programming14-20.italy-croatia.eu/web/secure/about-the-project>

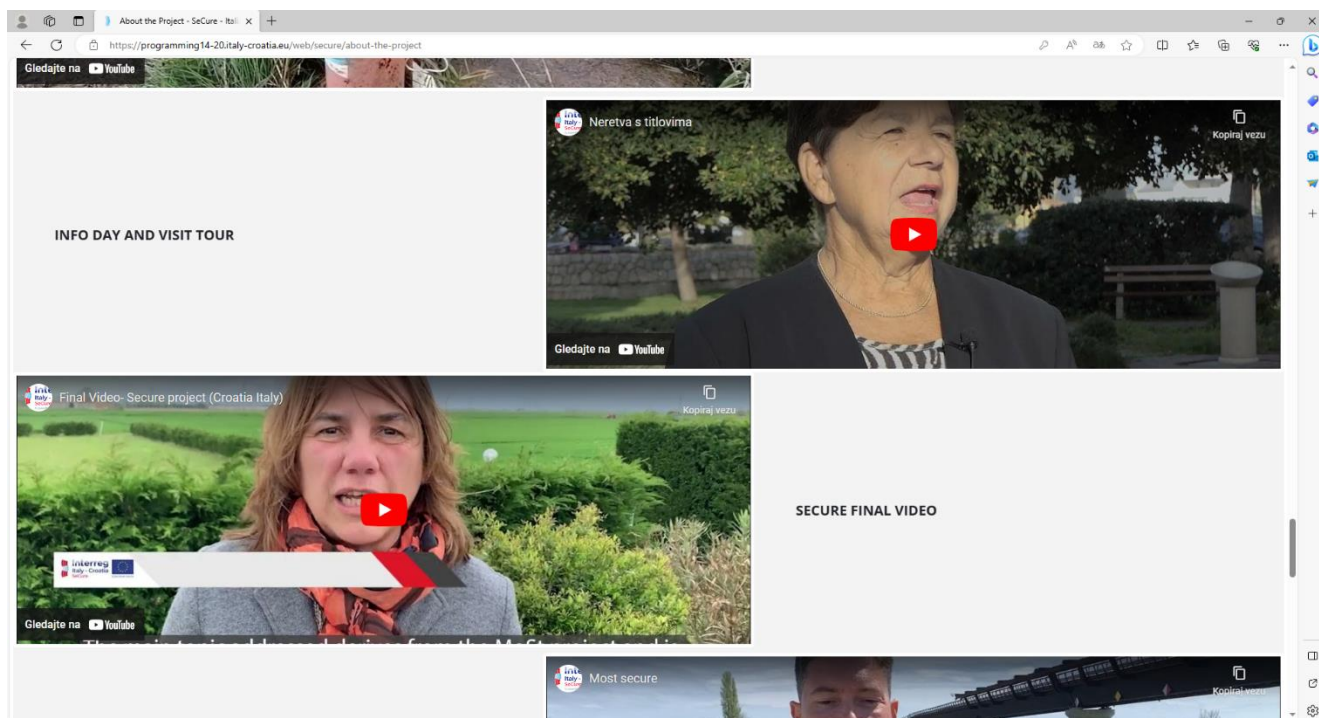
The website of the SeCure project was also created. On the website, we have included all project deliverables, event photos, video materials, announcements and reports from meetings and info days...



#### 8. SeCure website photo

An account was also created on the YouTube channel so that we could publish videos on the official website. We have published six longer and shorter video materials in order to show the details of the pilot area and the final events with the final conclusions in as much detail as possible.





9.SeCure website photo