

# CREATE

## Report on digital communication activities

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Activity no 3

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### *Document History*

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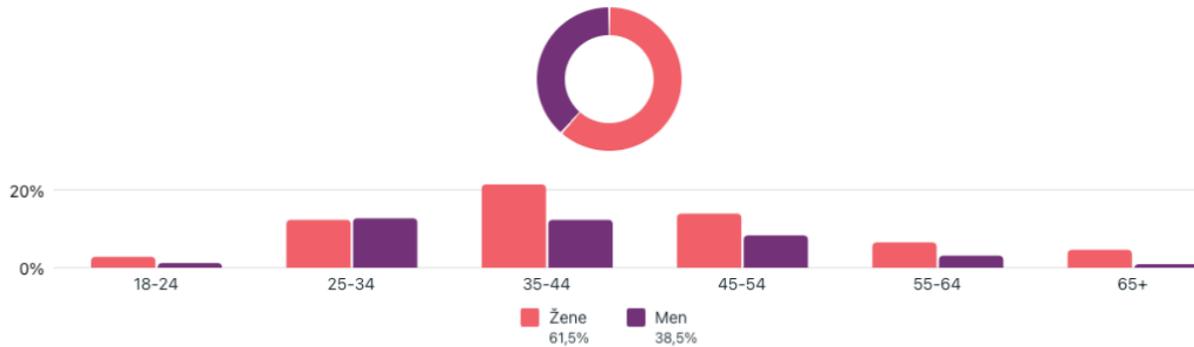
## 1. Introduction

This document presents overall activities on social media. The most active accounts were Facebook and Instagram, as from the start there was the budget for advertising posts on these social media accounts of CREATE project. The LinkedIn account was regularly updated as well, YouTube channel features every webinar in minimum two languages (dependent in which languages was the translation for each webinar secured) and the final video that is created as a tool for efficient presentations and public talks for all engaged in raising climate change awareness. Further, a few video posts were reframed to adjust the publishing on TikTok account.

## 2. Facebook

On the CREATE Facebook page 85 posts were published in various formats – photos, videos, albums. The page in total had 342 users who liked/followed it. The users who followed or liked the page are 61,5% women from 25 to 54 y.o., while the remaining 38.5% are men of the same age group. More than 80% are Croatian, 14% are Italian and the rest are from other countries. In Figure 1 below are the demographics of Facebook audience.

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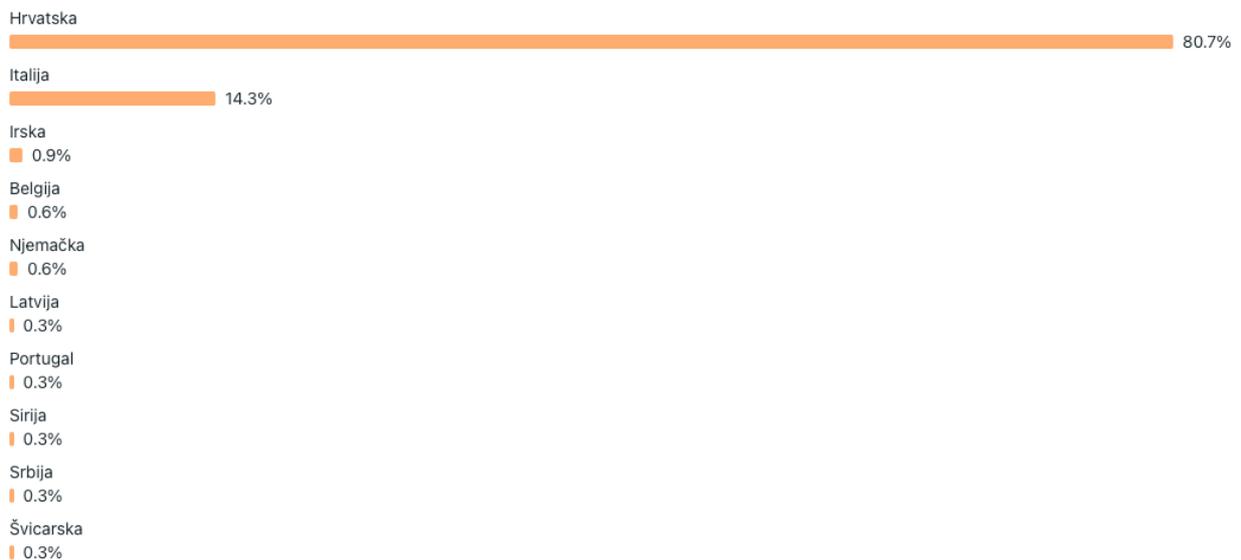


Figure 1. Facebook demographics

### 1. 3. Instagram

The CREATE Instagram page had 65 posts including 15 videos and 74 story posts, and gained a total of 90 followers. In Figure 2 below, extracts from the Instagram grid and the stories archive are shown.

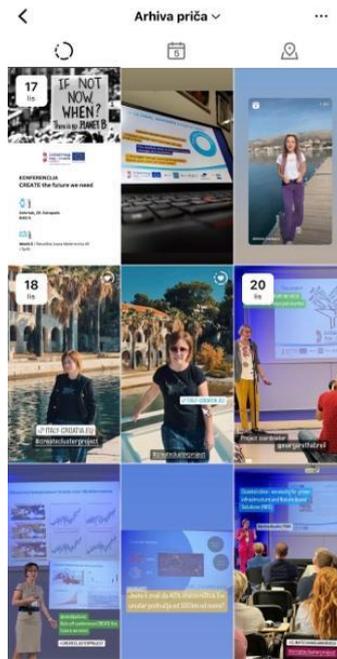
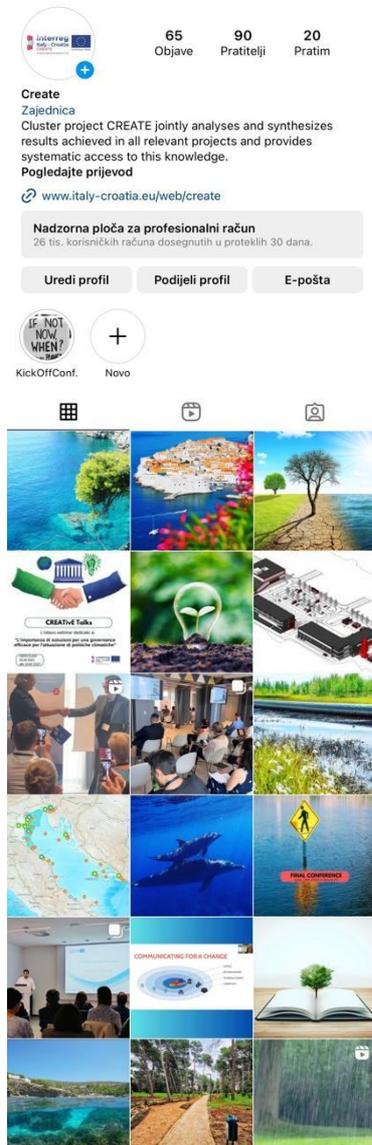


Figure 2. Extract from CREATE Instagram feed and stories archive

Instagram as well as Facebook contents followed the activities of the project. They started with more general content that was used to raise awareness on climate change. This type of content was generally used later as well, but as the project developed more focus was put on promoting project activities such as webinars, conferences and other events.

## 1. 3.1 Meta advertising campaigns

Facebook and Instagram are the social media platforms with the greatest number of users who interact with the content. Both social media platforms are owned by Meta Company that ensures content advertising through one advertising account. Figure 3 below presents overall Ad account data for CREATE advertising account:

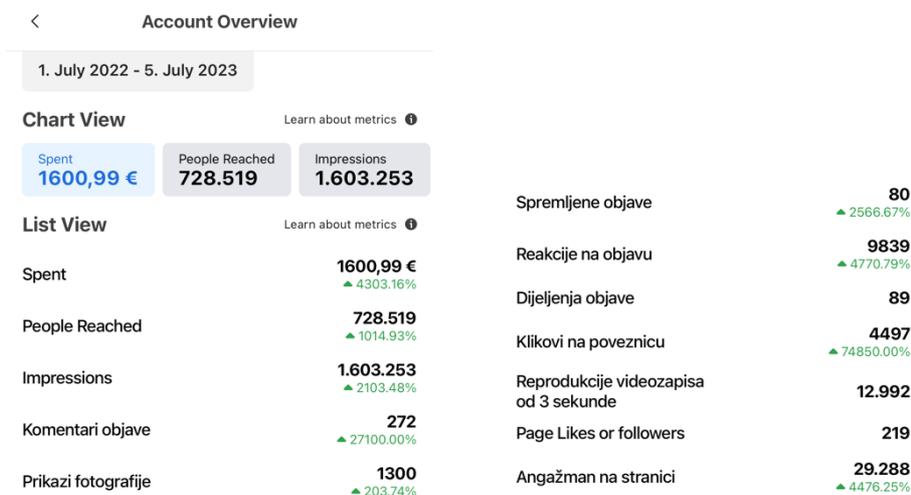


Figure 3. Overall Ad account data for CREATE

During the 12 months of the project, as defined by the budget, 1.600,99 EUR were spent on ads generating 1.603.253 impressions that reached 728.519 users. Advertised posts generated 272 comments, 1300 photos were displayed, 80 of advertised posts were saved by users, 9839 users reacted on posts, 89 users shared advertised posts and 4497 of them clicked on the link (on posts where this option was given). Overall users engagement on the page (not posts) was 29.288, and the Facebook page had 219 likes or followers.

Comments on advertised posts were present, especially in the last months and mostly on content that was advertised with a goal to get engagement on the post. The comments mostly were negative and related to denying the existence of climate change. This is due to the algorithm of this social media platform, as it shows the advertised content to those who use to comment and engage, and those are mostly persons with a denying attitude towards climate change. Offensive comments were hidden to users.

As the organic reach of these platforms is extremely low, about 0.2%, the minimum of available budget was used to gain likes of the page as by definition, users who liked or followed the page do not see the post if the post is not promoted, so it was a budget conscious decision to use the budget on campaigns that generate reach and engagement, instead of likes and followers. Figure 4 below shows Facebook posts reach and visits.

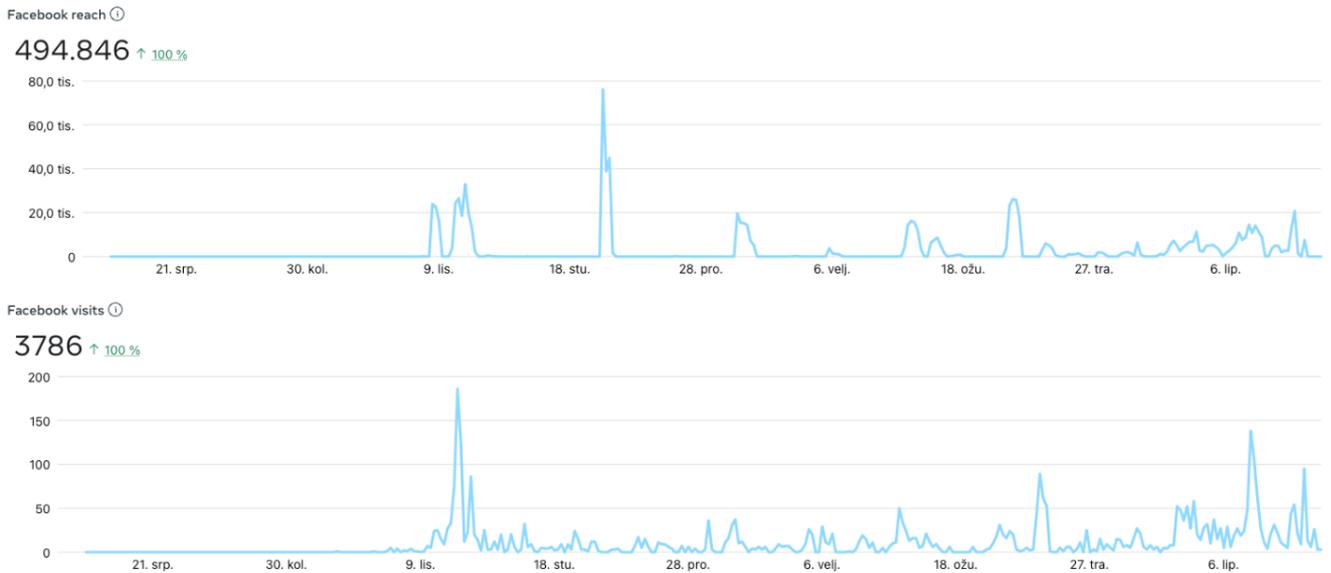


Figure 4. Facebook posts reach and visits

These data show that most activities on the account occurred in the periods around the Kick-off and the Final Conferences. The reason is that a major number of people interact with the partners and the project itself in real-life situations.

## 2. 4 TikTok

After its creation, this account was not populated much as there was no budget for TikTok content creation. The TikTok platform normally needs daily or almost daily publications of video contents designed for it specifically. In this case, video contents previously created for other platforms were used and resized for TikTok. Still, the four videos uploaded on this

platform gained 1775 views (see Figure 5 below).

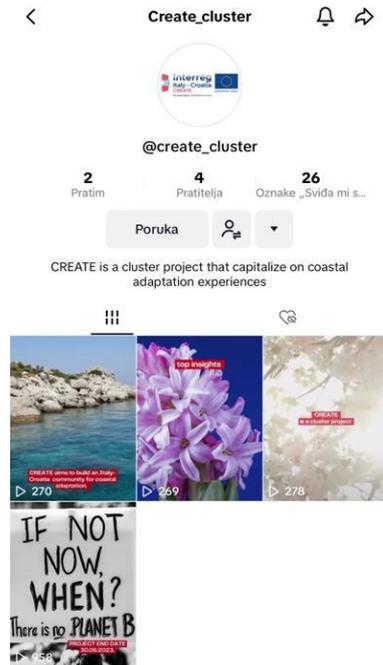


Figure 5. TikTok videos published

### 3. 5 YouTube

A total of 29 videos were uploaded on the official YouTube channel of the project, and were shared on the project website and Facebook account. Due to the fact that this type of content cannot be shared easily with a link to Instagram, short links were created or links were available through the story post. The 29 videos published include 19 originally produced contents and 10 translations into other languages of the same videos (Italian, Croatian and English were the primary languages used during the project). During its lifetime of 15 months, the CREATE YouTube channel gained 16 subscribers.

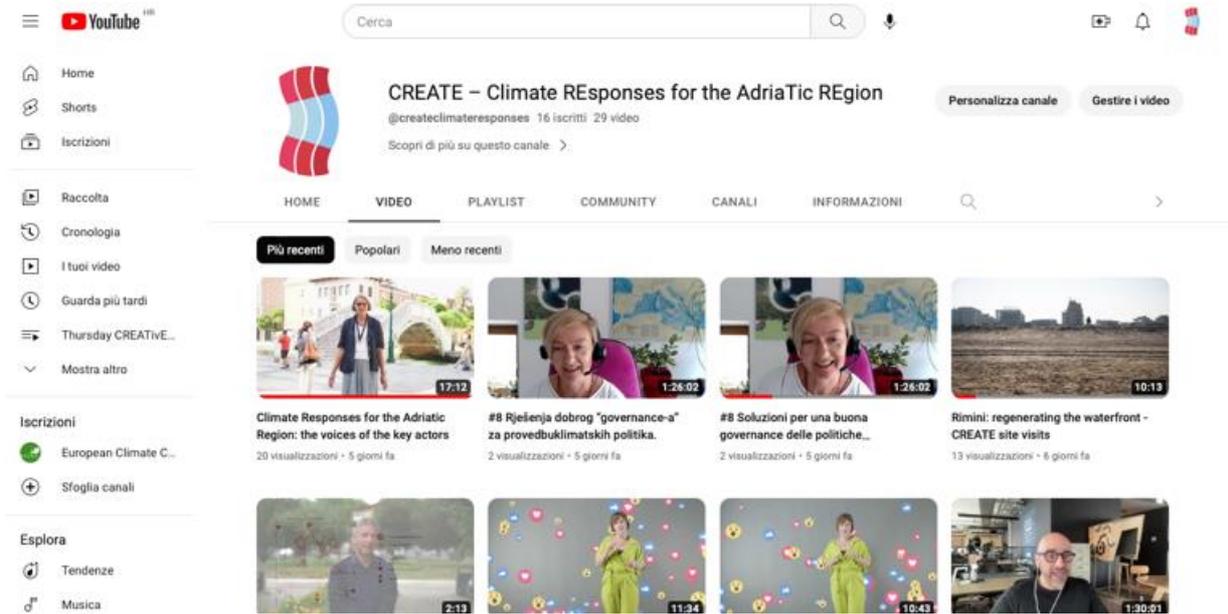


Figure 6. Videos uploaded on CREATE YouTube channel