RESPONSEABLE

Social Media Presence and Campaign

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Deliverable 5.2

Work Package 5

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Project coordinator:

Project beneficiaries:

www.responseable.eu

Social Media Presence and Campaigns

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Executive Summary

In this deliverable we present the design and the results of the pilot Social Media (SM) Campaign mainly developed on Facebook RespoSEAble profile, and supported by other SM channels (Twitter, Instagram).

Social Media campaigns are here intended as one of the Ocean Literacy (OL) tools, and for this reason a specific audience was targeted and a specific message was developed in order to start a change in awareness, attitude and behaviour[1]. The process adopted was the same as outlined in D.5.1.

The first SM campaign focused on the Coastal Tourism Key Story, and it was carried out during the first three weeks of February 2018. The SM campaign was aimed to increase awareness of the effects of mass tourism: original content was developed along with the launch of a photo challenge, to support the message to become viral. The SM campaign had an evident impact in terms of increasing the users' interactions on the Facebook page, and consequently, informed and stimulated debate among the followers. Following this first campaign, two other SM campaigns are planned, and these will be built on experiences and results of this pilot campaign.

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[1] In fact, the SM campaign is a distinct OL product, whereas the usual, everyday activities on ResponSEAble social media profile is part of the WP6 – Dissemination activities.

1. Social Media Campaign as an Ocean Literacy tool

A Social media campaign is a coordinated effort aimed at reinforcing or assisting some specific communication goals using social media channels. A SM campaign must:

1.   Focus on a specific and well-defined topic;
2.   Target a well defined public;
3.   Produce measurable outcomes (e.g. in terms of people reached and engaged).

Due to these requirements, it differs from everyday activities on ResponSEAble SM profiles, which are rather part of the overall dissemination strategy of the project (WP6).

Selection of the Key Stories for social media campaign

The key stories which could be more suitable for a social media campaign were identified based on the outcomes of WP1, WP2, WP3 and WP4,. These were identified in collaboration with project partners during project meeting in April 2017 (Jurmala, LV) and October 2017 (Torino, IT). The results of the discussion are summarised in the following table.

Key Story	WP4 suggestions	Turin Meeting Outcomes
Microplastics in cosmetics	Target value chain actors (eg. Cable lubricant)	Could work with another campaign message through our channels.
Sustainable fisheries	Already well covered	
Invasive species	No clear role here	
Marine Renewable Energy	No real role for SM	
Eutrophication and agriculture	Not already well covered -	Would be great to have cartoon – it can differentiate between content and use of social media - Interactive platform?
Coastal Tourism	Interested	Hard to find a clear role for SM - Get Tourist involved in putting forward ideas? Looking for positive deviants – useful in finding a solution and driving change
General Ocean Literacy	A more general SM campaign	

 Following this discussion, we decided to focus on Coastal Tourism as our first SM campaign and to set up a second campaign on Eutrophication and agriculture. Moreover, it was decided to organise a third general campaign at the end of the project.
The proposed scheduling:

- **Coastal Tourism -** 1st semester 2018 - January design of 1st campaign   February launch of the campaign (lasting 3 weeks),

- **Eutrophication,** 2nd semester 2018 – July – August, design 2nd campaign on September launch of the campaign (lasting 3 weeks)

- **Ocean Literacy,** 1st semester 2019 – January, design on 3rd campaign February launch of the campaign (lasting 3 weeks).

This deliverable focuses on the first SM campaign on coastal tourism.

2. Selection of target audience and SM channel

Overview of existing channels

In order to find the right social media platform we want to target, it's important to know the demographics of different social media[2].

Facebook is the largest social media network in the world and has members from almost every generation, but some demographics are more attracted to it than others.	• Facebook has 2.01 billion unique monthly visitors • Facebook users are 53% female and 47% male • 75% of Facebook users spend 20+ minutes on Facebook every day • 83% of women who use social media use Facebook, versus 75% of men who use social media • 63% of seniors aged 50-64 who use the internet are on Facebook, as well as 56% of online seniors over 65
YouTube is the second largest social media network in the world, and it also has the power of Google behind it.	• YouTube has 1.3 billion unique visitors per month • YouTube users are 38% female and 62% male • YouTube reaches more 18-34 and 35-49-year-olds than any cable network in the US • 80% of YouTube users are outside the US
Instagram isn't nearly as big as YouTube, but it is the **fastest growing social media network**, and that growth shows no signs of stopping anytime soon.	• Instagram has 700 million unique visitors per month • 80% of Instagram users come from outside the US • 59% of internet users between 18 and 29 are on Instagram, along with 33% of Internet users between 30 and 49 • 17% of teens say Instagram is the most important social media site (up from 12% in 2012)
Twitter has 328 million unique visitors per month. It's a channel that can't be ignored for business.	• 37% of Twitter users are 18-29; 25% are 30-49 • 69 million Twitter users are based in the United States • 79% of Twitter users are based outside the United States
Snapchat is currently the **second fastest growing social network**. It's the most suitable channels for teenagers	• over 300 million active users on Snapchat every month • 173 million people use Snapchat every day • 71% of Snapchat users are under 31 years old • 45% of Snapchat users are 18-24 years old
Pinterest it's a fast-growing social with around 150 millions of users, it's the best choice for visual communications, great for business connected with a photo.	• 81% of Pinterest users are women • 40% of new signups are men; 69% are women • The median age of a Pinterest user is 40, but most active users are under 40 • 60% of Pinterest users are from the US
Linkedin it's the social for professional connections rather than for social activities.	• 40 million college students and recent graduates are on LinkedIn • 70% of LinkedIn users are from outside the US • 44% of LinkedIn users make more than $75,000 per year • An average user spends 17 minutes monthly on LinkedIn

Following this analysis, we decided to focus on two social media channels with specific actions on:

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[2] How to Find Social Media Audience for Your Business: From Demographics, All the Way to Which Platforms to Use and What to Post
https://revive.social/find-social-media-audience/

1. Facebook – in order to reach the majority of recipients
2. Instagram - to reach the youngest

Moreover, we plan to use also Twitter and LinkedIn to spread the campaign. Before the campaign (24 of January 2010), the FB ResponSEAble page has 835 followers.

Target audience for the campaign on coastal tourism

Following to define the objectives, we focused on the **people** we want to reach, trying to be more specific as possible in order to define the right messages and languages. In the key story on coastal tourism, several key stakeholders were identified, and namely:

- Tourist
- Tour operators
- Hotel Resorts Managers
- Community & groups promoting sustainable tourism

However, a SM campaign must target a specific group. It was then decided to target tourists only, but this category needs to be defined more detailed description. Thus two digital "personas" were created in order to define the right contents, and namely:

1) Micro-influencer: "*Roberta is a young woman (around 30-35) in a relationship and with one child (4 years). She works as a freelance for an agency: she deals with industrial customers. She's very fond of sports and she loves skiing in winter and sailing in summer. They have a small boat and his son has already participated in a sailing school. She's quite active on the Social Media. She's very sensitive to everything is connected with the environment, sustainability and health, above all for what is related to the young boy. The family is very fond of Sardinia. She will appreciate the Coastal Tourism campaign as she doesn't like people who don't respect the environment and she's very interested in knowing more. She loves sharing wonderful sea photos but not with her or her family.*"

2) Typical Target: "*Sergio is a middle-aged man (around 40). He is a micro-entrepreneur, divorced, with two children. Every year he has to manage the holiday with his two sons (7-10): he's looking for a place offering the opportunity of socialization for the children: so he prefers not isolated beaches. He's fond of photography but not very active on social media, except than for IG. He loves to share his photo and getting feedback. He's not very environmental consciously, but he's interested in economics*".

In general terms a "Digital persona" like Roberta and "Sergio" are "champions" of our larger target: we want to reach "common" tourists, i.e. people going to the beach every year who are not dealing with research or into "environmental-friendly stuff".

Demographics	Gender: Female/Male Age: 25 – 50 Marital Status: Single, married or divorced Education: At least some college, college graduate Geographic location: Italy or Italian speaking
Psychographics	Sea lovers Not necessarily environmentally conscious Networker Not necessarily interested in sustainability and environment Empowered, or desires to be so Not necessarily socially conscious
Social media Attitude	Active on at least on social media networks daily Seeks out and/or shares photos and opinion on their activities in their free

	time (including holidays) on social media at least 2-3 times a month Uses social media or digital media to learn about current events at least 2 - 3 a week

In general terms a "Digital persona" like Roberta and Sergio are "champions" of our larger target: we want to reach "common" tourists, i.e. people going to the beach every year who are not dealing with research, which might or might not have environmental awareness or knowledge.

It was deemed that the best channel to reach this target was facebook, which in fact is mostly used by the general public (including all educational and professional levels) in the desired age range (25 – 50 years old).

Regarding the **geographic scope**, the key story on coastal tourism originally focused on the Mediterranean Sea, and in particular, on France, Italy and Greece. However, a SM campaign aiming to reach the general public must be developed in national languages. Therefore, due to the resource constraint, only one country was selected for this pilot, and this was Italy: in fact, this is the country where the ResponSEAble page has the most followers, so it was easier to test our strategy for this pilot campaign. A similar campaign (translating all contents from the Italian pilot) might also be developed for France in the coming months.

3. Ocean Literacy Goals and messages of the campaign

Once coastal tourism was selected as the main topic of the campaign, ocean literacy goals to be pursued by the campaign also had to be defined. The main goal of the campaign was to promote "ResponSEAble" tourism able to respect and protect our coasts. To achieve this goal, the following specific objectives were identified:

- Increase awareness of coastal litter
- Increase knowledge of the impact of Coastal Tourism
- Increase awareness/knowledge of sustainable tourism practices
- Illustrate good practices/examples of improvements in sustainable tourism

On this basis, the key message to be conveyed by the SM campaign was defined as follows:

The beauty of our holiday beaches depends also on our choices as tourists, consumers and citizen – thus on choices that we make not only when we are visiting these places, but all year round!

The specific goals were to:

- Bring people to think of their favourite beaches and natural coastal spots in the middle of winter

- Remind people the sense of beauty, wonder, relax (and other positive feelings) linked to their favourite beaches and marine environment

- Provide tips and guidance on those behaviors which have a positive impact on beaches (or at least do not have negative impacts), both as tourists (e.g. take short showers while at the seaside!) and as citizens (e.g. by not using plastic bags) in order to increase awareness on 1) how can they contribute to, maintain, or increase the beauty of their favorite beaches through their everyday choices and 2) what can they do all year round.

4. Design and development process

The themes

Regarding **the themes of the SM campaign,** some ideas were discussed. One idea was to create a campaign based on a "Tripadvisor" model, that means people were asked to give their recommendation on the most "sustainable" resorts, in order to create a sort of "ResponSEAble" guide/label, but we considered it a bit risky, as some issues could have arisen due to economic interests and we don't have enough resources to trust the recommendations.

Furthermore, using a general brainstorming methodology it was decided to focus on three general macro areas connected with the topics related to the general Coastal Tourism KS, to be eventually declined in subtopics, as follows:

- Tourists' impact:
  o Pollution: beach cleanness – how many years cig butts last? Call to actions
  o Microplastic in cosmetics and especially in sunscreen
  o the link between coastal development and erosion
- **Environment**
  o loss of Posidonia
  o importance of dune systems
  o water quality/planning – effect on the ecosystem
  o marine protected areas

- **Economics**
- impact of cruise ships
- effect of concrete resorts
- impact on local fisheries

In a further refinement of this first brainstorming, three macro areas were defined to be addressed in a three weeks campaign focusing on:
- **Coastal development**
- **Marine litter**
- **Natural ecosystem**

Overall structure of the campaign

The SM campaign was structured along two main components:

- A **call to action** to engage users and attract them towards the ResponSEAble Facebook page – a photo challenge was set up as a call to action;

- **Informative contents** (mainly infographics and memes, but also a video and curated contents) published on the ResponSEAble Facebook page.

The figure below illustrates the structure of the SM campaign and the expected interaction with followers.
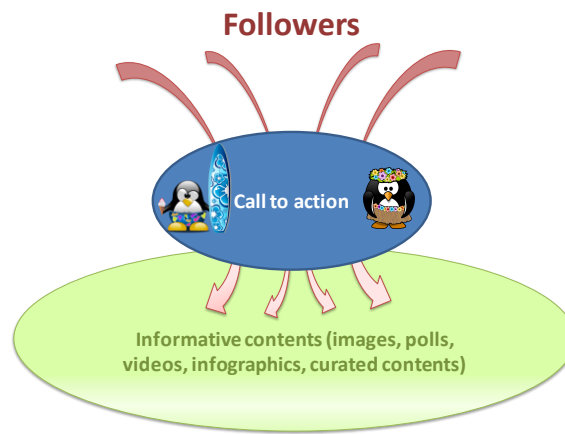
Figure 1: Involving followers with the photo challenges and providing informative contents.

Overall, the SM campaign was not meant to pass a negative message: its aim was rather to **involve people and inform them** but using a light, emotional, positive and even funny messages, in order to engage users with a smile.

The photo challenge: #7daysofsummer

The campaign was scheduled to be launched in the first months of 2018, as it's the time when most of the people start planning their summer holidays, and we want them to focus on their relations with the sea, and more specifically with the touristic sea places.

The choice to make a campaign on Coastal Tourism in the middle of winter can seem counter-intuitive, and it can be difficult to "stick" to people's mind with such a bad timing. However, if we think about it, this falls pretty much into the ResponSEAble philosophy: all our actions and choices have an impact on oceans, even if we live far away from the sea; similarly, our actions and choices have an impact on our favourite beaches and holiday spots, even if we are not there (yet) in person. Nevertheless, we had to think about HOW to pass on this message.

The summer break is a pleasant thought that reminds us to good times with friends and family, connected to relax and relations: for this reason, along with the contents produced by the project team a photo challenge was launched in order to involve more people to share their photos of the holidays, tag some friends for making our message more viral.

The idea was to connect the daily life of people to the summer and sea, so the proposed key quote we used as leading the campaign was a quotation from the well know writer Albert Camus:

"In the midst of winter, I found there was, within me, an invincible summer" – Albert Camus

This leading quotation introduced a "**call to action**" launching a photo challenge, that had the objective of involving our target in sharing the message and being part of the campaign.

The call to action was the following:

It's freezing and dark outside…warm yourself up by thinking about your next summer holidays!

7 days, 7 pictures of the sea with the hashtag #7daysofsummer, to remind ourselves that there's a light at the end of the winter tunnel. Join our challenge, and tag a friend who is always cold! At the end of the campaign, the collage of all pictures will be published on the ResponSEAble page.

This "call to action" was spread on Facebook using the hashtag **"7daysofsummer"** and asking them to share and tag a friend, for involving more people in the campaign.

The reason behind this "call to action" was to focus on something very simple to make our way through the web and reach our targets. The best social media campaigns are built around very simple messages and actions. The main aim was to create some buzz, get people directly involved in the campaign for some time (one week) while having fun at the same time and bring them to our page. In fact, this call to action will be sided by informative content (videos, infographics, images, polls, curated content) which will inform our followers on: (i) the negative impacts of some common actions as tourists and citizens; and (ii) what we can do as tourist and citizens to minimize our negative impact or to have a positive impact.

Another message we wanted to pass on:

Plan your next holiday more sustainably!

The SM campaign "7daysofsummer" invited people to post beaches of stunning natural beauty, i.e. not over-developed holiday towns, so that the final collage showed that tourists like nature in the first place: this means that a healthy coastal and marine environments are seen as important touristic assets, and thus further urban development can be detrimental for the coastal tourism sector.

The SM campaign "**7daysofsummer**" was carried out on the ResponSEAble Facebook account. The SM team members, also used their personal account to join the action posting picturess on both Instagram and Facebook in order to involve the most people. The SM campaign was shared also on other similar pages on FB and organization (i.e. Ocean Literacy Italia network).

In order to make the collection of User Generated Contents through different SM channels more easily and effective, across the different social networks on one webpage, some tools were checked:

- TINT https://www.tintup.com/ is the historical tool but it's very expensive – the basis fare is 100$/daily
- Taggbox https://taggbox.com/ is one of the cheaper solutions.
- Miappi https://miappi.com/ allows a 14-day free trial

In the end, we decided not to use this kind of tools due to their cost and make the collection manually.

Contents of the campaign

As mentioned above, informative contents were mainly memes and infographics, all originally produced by the ResponSEAble staff. In addition, an original video was also produced[3], and curated contents were also published.
The table below presents all the memes and infographics that have been produced for the social media campaign.

MEME of the campaign #7daysofsummer	
Header for the FB page /twitter	
Infographic Coastal Erosion	
Infographic Plastic and Microplastic	

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[3] The video is accessible at the link: https://www.facebook.com/Iamresponseable/videos/1268370986640247/

Infographic Marine Litter	
Infographic: General introduction to the topic of Coastal Development	
Infographic Mass Tourism	
MEME: General about caring about the SEA	
MEME: Marine Litter	

MEME: Mass Tourism Impact	
MEME: Marine Litter	
MEME: Marine Litter	
MEME: Marine Litter – cigarette butts	
MEME: Marine Litter – Plastic Straw	
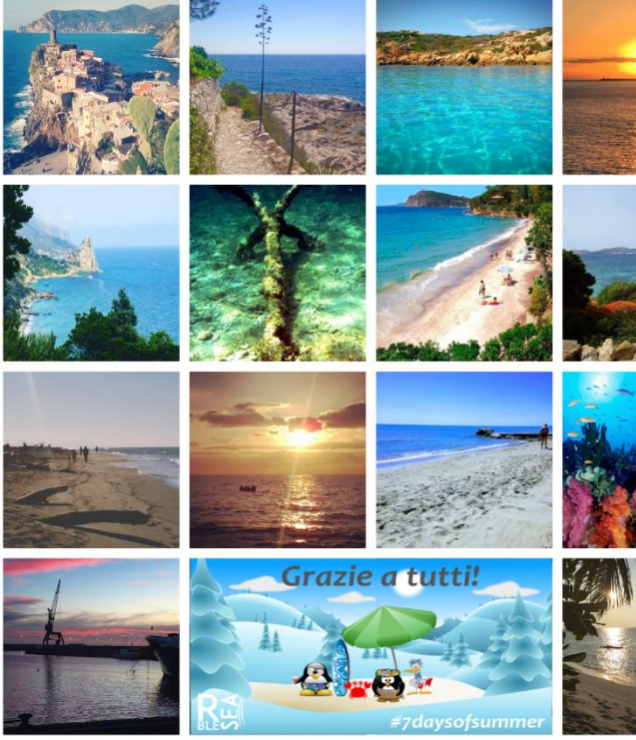
MEME: Coastal Erosion	
Closing of the Campaign (this was produced after the closing of the campaign, collecting the photo posted with the hashtag #7daysofsummer.	

Production and Scheduling of contents

Once, the topics and the subtopics were defined, the targets, the OL objectives and the message were defined, a plan of the contents was defined, and it is presented in the following tables.

Date	Topic and sub topic	Contents
1st week 5 -11 February 2018	Coastal development Erosion Aesthetic Impact Lifestyle	MEME of the campaign #7daysofsummer and header for the FB page /twitter MEME for coastal development Info graphic: coastal development and erosion Video on coastal mass tourism Curated contents on coastal development - proposing positive cases
2nd week – 12 February	Marine Litter • Plastic • Microplastic • Cigarett Butts • Plastic straw	1) MEMEs of coastal tourism – Marine Litter 2) Info graphics 3) Curated contents on marine litter - proposing positive cases 4) Pictures of the sea #7daysofsummer
3rd week – 19 February	The economic consequences of coastal mass tourism	Contents needed: 1) MEMEs of coastal tourism 2) Info graphics

	and the implications for blue growth	3) Pictures of the sea #7daysofsummer 4) Curated contents on the Natural ecosystem - proposing positive cases
26 February – closing campaign		Collage of the photo shared by users on FB

5. Assessing effectiveness of campaign

The campaign has been constantly monitored during the three weeks. We expected to:

1) Increase the number of like to the FB page

2) Increase the number of followers also on the other SM channels of the project

3) Increase the number of unique users and impression of the page

We made a check two times a day end of the morning and end of the day, as the campaign was targeted to Italy, we decided not to check in the night.

We didn't indicate specific numbers or percentage of increasing as this was the first pilot. In the following section some detailed statistics were reported.

Testing carried out to date

The First Social Media Campaign was carried out in the first three weeks of February 2018. During this period, the produced contents were published on the ResponSEAble Facebook page.

The campaign was also promoted on the other social media profile of the project, and more specifically on Twitter, Instagram and Linkedin spreading the **#7weeksofsummer** hashtag and inviting people to join the photochallenge.
During that period, on the FB page continued the publication of curated contents about Coastal Tourism, and in parallel the VideoContest, promoted by TVE was going on. This parallel activity lead benefits to both the campaigns.

The efficacy of the single post was monitored and in general, there was a significant increase of the interactions on the SM channel, in terms of reactions (like, love, sad, etc). By the way, people didn't make many comments and also the rate of participation to the photo challenge was not very high.
It is worth mentioning that FB in the mid January 2018 announced[4] a revision of the algorithm announcing that less public contents from business, media and brands will be showed, privileging more friends' and relatives' contents.
The pilot SM campaign was carried out without any investment in advertising on FB: for the next campaigns it could be evaluate also this possibility.

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[4] https://www.facebook.com/zuck/posts/10104413015393571 " [..]Now, I want to be clear: by making these changes, I expect the time people spend on Facebook and some measures of engagement will go down. But I also expect the time you do spend on Facebook will be more valuable. And if we do the right thing, I believe that will be good for our community and our business over the long term too. At its best, Facebook has always been about personal connections. By focusing on bringing people closer together -- whether it's with family and friends, or around important moments in the world -- we can help make sure that Facebook is time well spent."

In the following you can see the statistics for every post and a general view on the activity for the period and compared to the last 18 months. In general the SM campaign produced a significant impact of the SM ResponSEAble audience.

Data summary

Statistical population in the period 5 February – 26 February 2018, provided by Facebook Analitycs
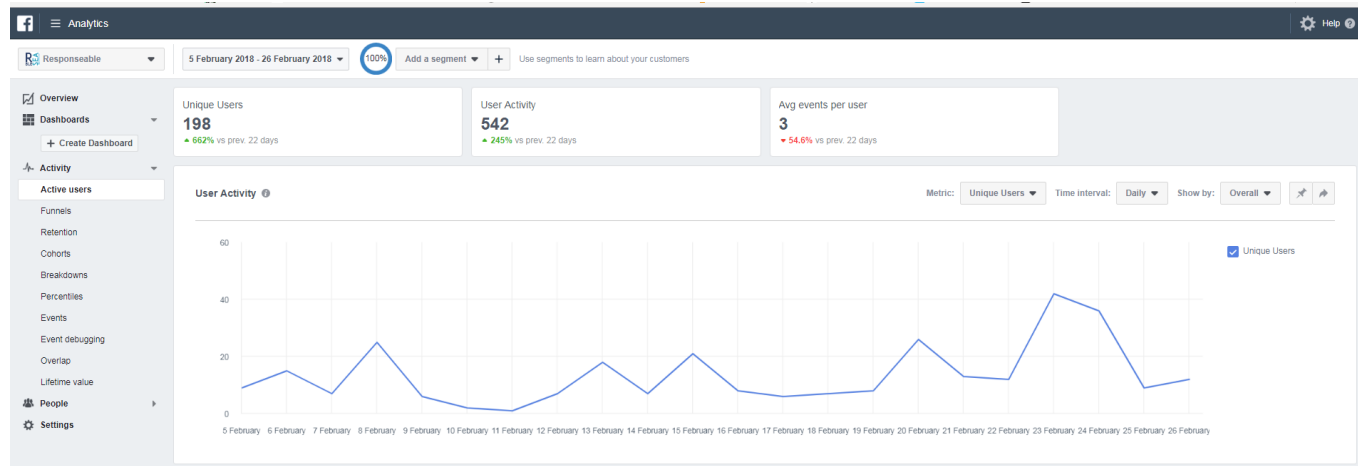
During the SM campaign "the unique users" of the FB Page increased of **662%** compared to the previous 22 days and "the users activity" **more 245 %** than in the previus 22 days, and the new user increased of **920%**
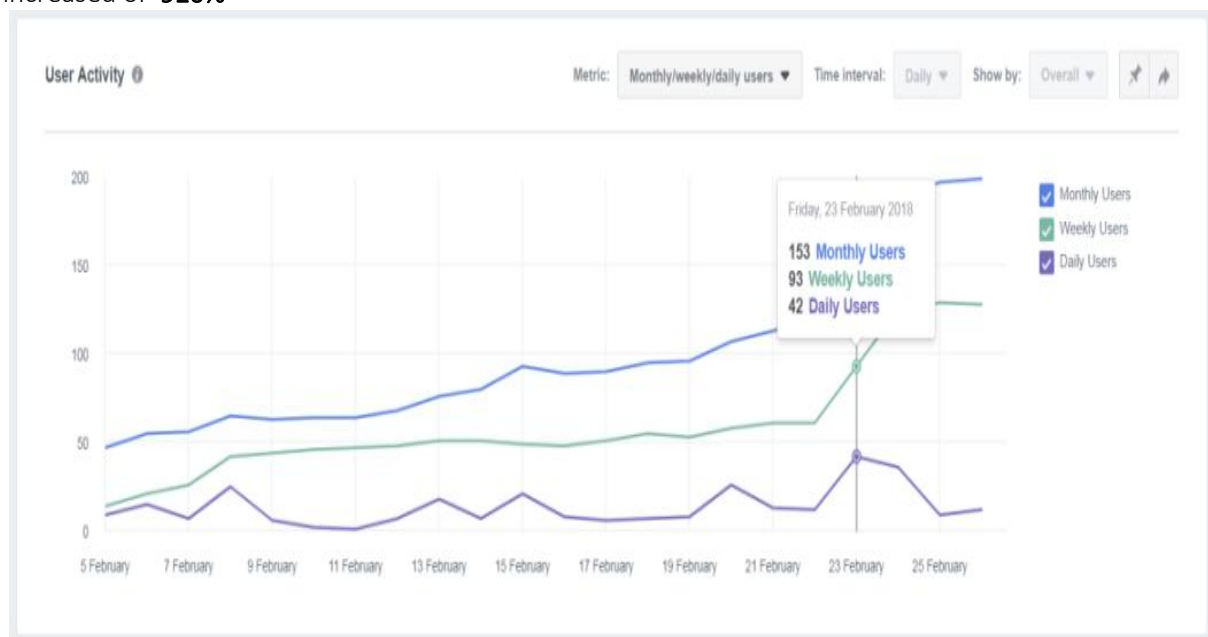
Figure 2: The effect of the campaign of the User Activity in the period Jan-February 2018.

During the SM campaign, the regular activity of posting curated contents continued and, as already mentioned, also another campaign was going on: this to explain the presence of the video "Italian biologist, graphic designer, and communicator. Tullio Rossi explains the science of ocean acidification, its effect on baby fish, and what we can to prevent it" (https://www.facebook.com/Iamresponseable/videos/126785780025001) that with 87 unique users with 28 shared post unique users and 7 comments was the most successful post of the period. That post alone collected more than 10.000 impressions.

Top Reacted Posts	Unique users	Top Shared Posts	Unique users	Top Commented Posts	Unique users
Italian marine biologist, graphic desig…	87	Italian marine biologist, graphic desig…	28	Italian marine biologist, graphic desig…	7
Perché #ResponSEAble si affida solo ai …	22	Partecipa alla photo challenge di Respo…	5	Spiagge invase dai riufiuti: che fare? …	2
Sogniamo le spiagge tutto l'anno…e po…	19	Introduction of the ResponSEAble projec…	5	Perché #ResponSEAble si affida solo ai …	2
Nel Tirreno settentrionale, tra Corsica…	16	Perché #ResponSEAble si affida solo ai …	5	Partecipa alla photo challenge di Respo…	2
Partecipa alla photo challenge di Respo…	15	Sogniamo le spiagge tutto l'anno…e po…	4	#7daysofsummer Nel mese di febbraio, a…	1

Figure 3: the most successul post during the SM Campaign

The campaign was target on Italy and was carried in Italian, so the most participation was from Italy.
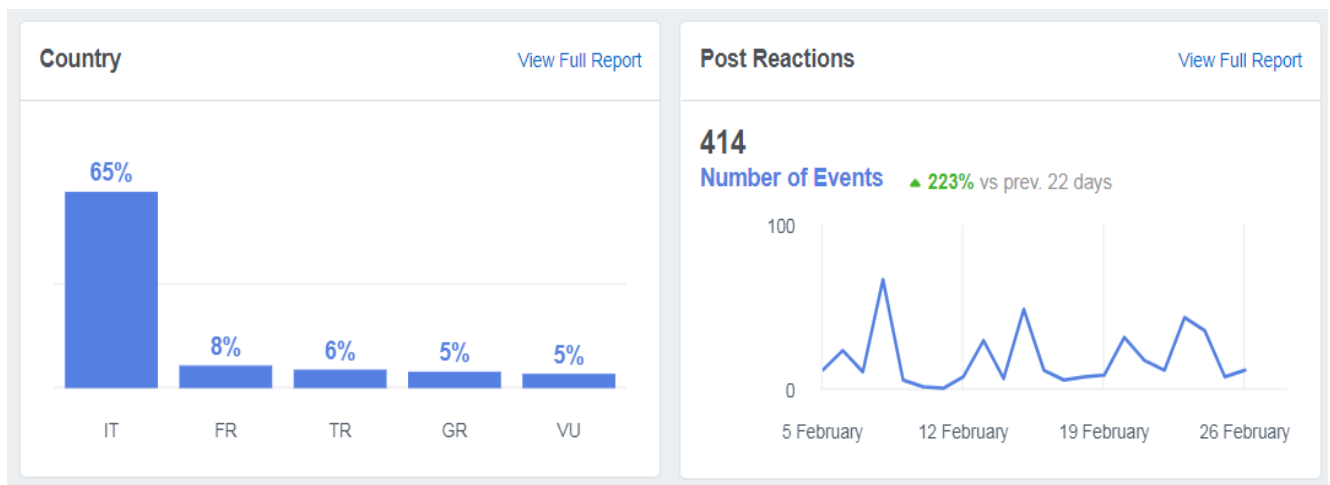
Figure 4: Geographical reaching

The post shares during the SM campaign increased by **268%** and the post comments **increased by 2400%**
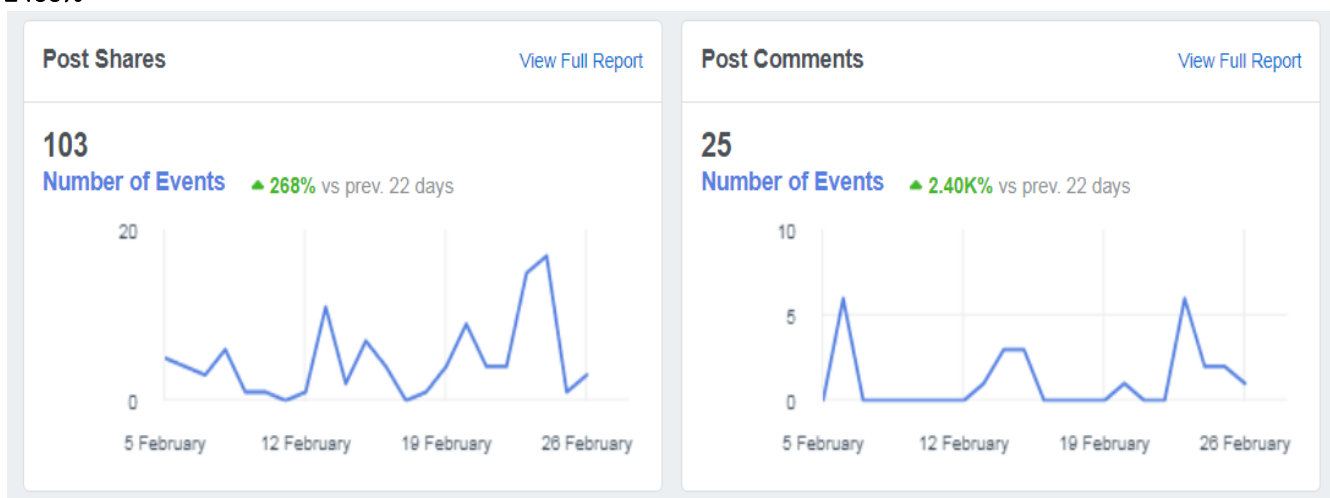
Figure 5: Shares and Comments

Statistics for single post of the campaign

In the following table you can see the statistic for every single post of the SM campaign. It's not easy to understand why the Italian football player MEME (#14Post) got so few reactions compared to the Willie Wonkie MEME (#17post): probably as the majority of the audience were women, but probably due to Italian outrage for paying extra costs for plastic bags[5]. For this kind of analysis further testing should be helpful, in order to understand if it was the image, the text or the message.

Week Day	Date	Time	Post	People reached	Like	Click
Mon	05/02/2018	11.00	#1 post: Launch	891	51	36
Mon	05/02/2018	15.23	#2 post: Launch	72	9	3
Tue	06/02/2018	11.00	#3 post: MEME	273	12	11
Tue	06/02/2018	15.23	#4 post: Infographic	75	12	6
Wed	07/02/2018	09.50	#5post: #7days	71	4	3
Wed	07/02/2018	10.51	#6post: MEME	188	4	5
Thu	08/02/2018	09.21	#7post: MEME	464	9	17
Thu	08/02/2018	14.00	#8post: Video	479	46	24
Fri	09/02/2018	10.32	#9post: Curated	74	0	3
Mon	12/02/2018	10.16	#10post: 7days	74	4	6
Mon	12/02/2018	11.15	#11post: Video Azti	112	8	4
Mon	12/02/2018	14.23	#12post: MEME	314	8	11
Tue	13/02/2018	10.00	#13post: Infographic	495	20	22
Tue	13/02/2018	14.24	#14post: MEME	57	1	4
Wed	14/02/2018	10.16	#15post: Infografic	256	10	9
Thu	15/02/2018	11.03	#16post: Video	506	29	28
Thu	15/02/2018	14.58	#17post: MEME	829	28	30
Fri	16/02/2018	09.53	#18post: 7days	75	0	1
Mon	19/02/2018	10.38	#19post: 7days	82	2	1
Mon	19/02/2018	14.23	#20post: Infographic	72	4	4
Tue	20/02/2018	14.57	#21post: MEME	89	5	4
Wed	21/02/2018	9.32	#22post: MEME	218	12	7
Wed	21/02/2018	14.30	#23post: 7days	348	9	13
Thu	22/02/2018	09.30	#24post: Infographic	185	5	6
Thu	22/02/2018	14.30	#25post: Video	151	3	5
Fri	23/02/2018	14.25	#26post: 7days	106	0	3
Mon	2676/2018	11.11	#27post: 7days	430	20	19

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[5] https://www.nytimes.com/2018/01/08/world/europe/italy-plastic-bags.html

Figure 6: #1Post Launch – Launch of the Campaign – published 5 February

Figure 7: #2Post Launch – Launch of the Campaign – published 5 February
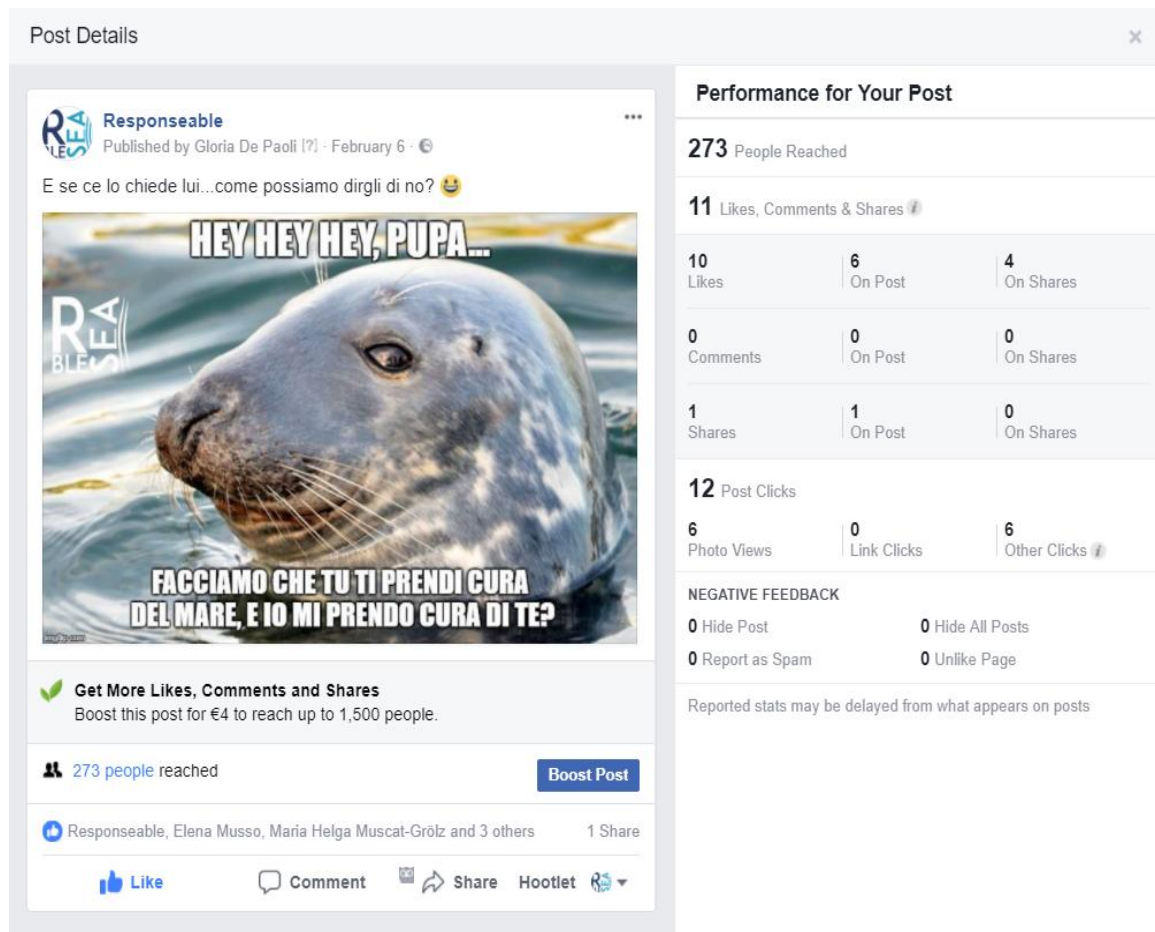
Figure 8: #3Post MEME – – published 6 February

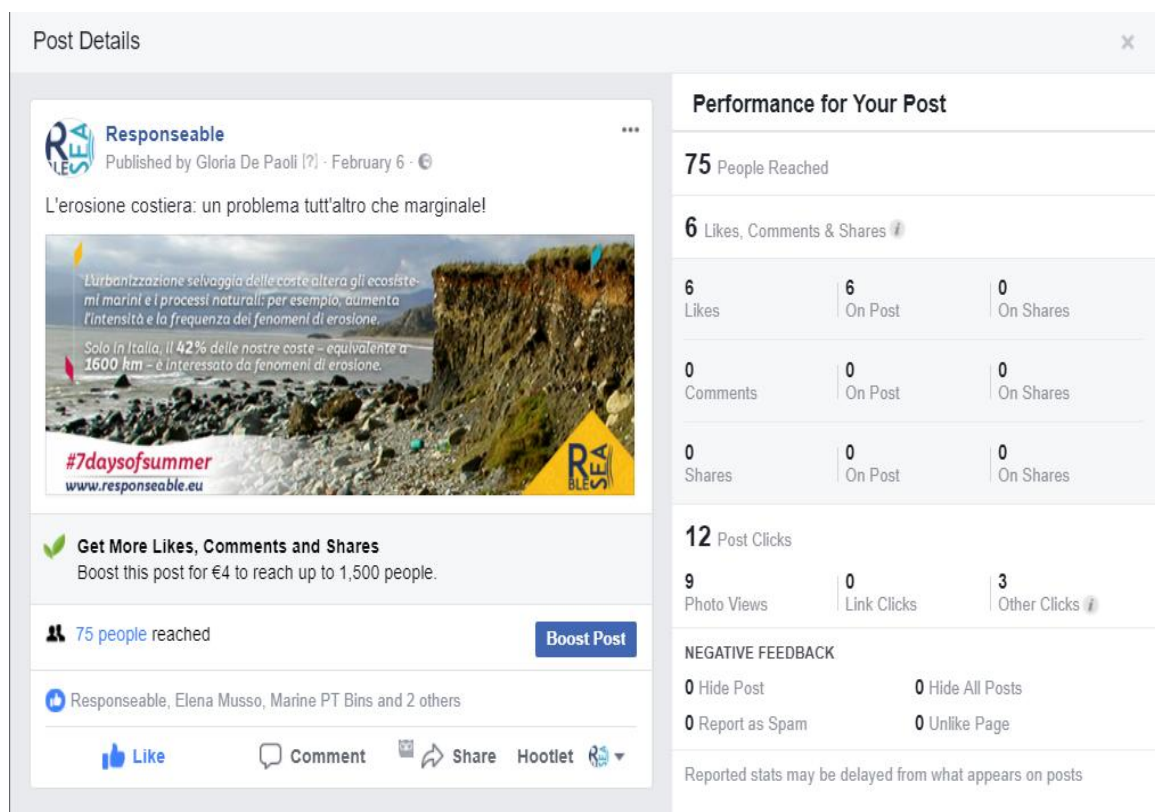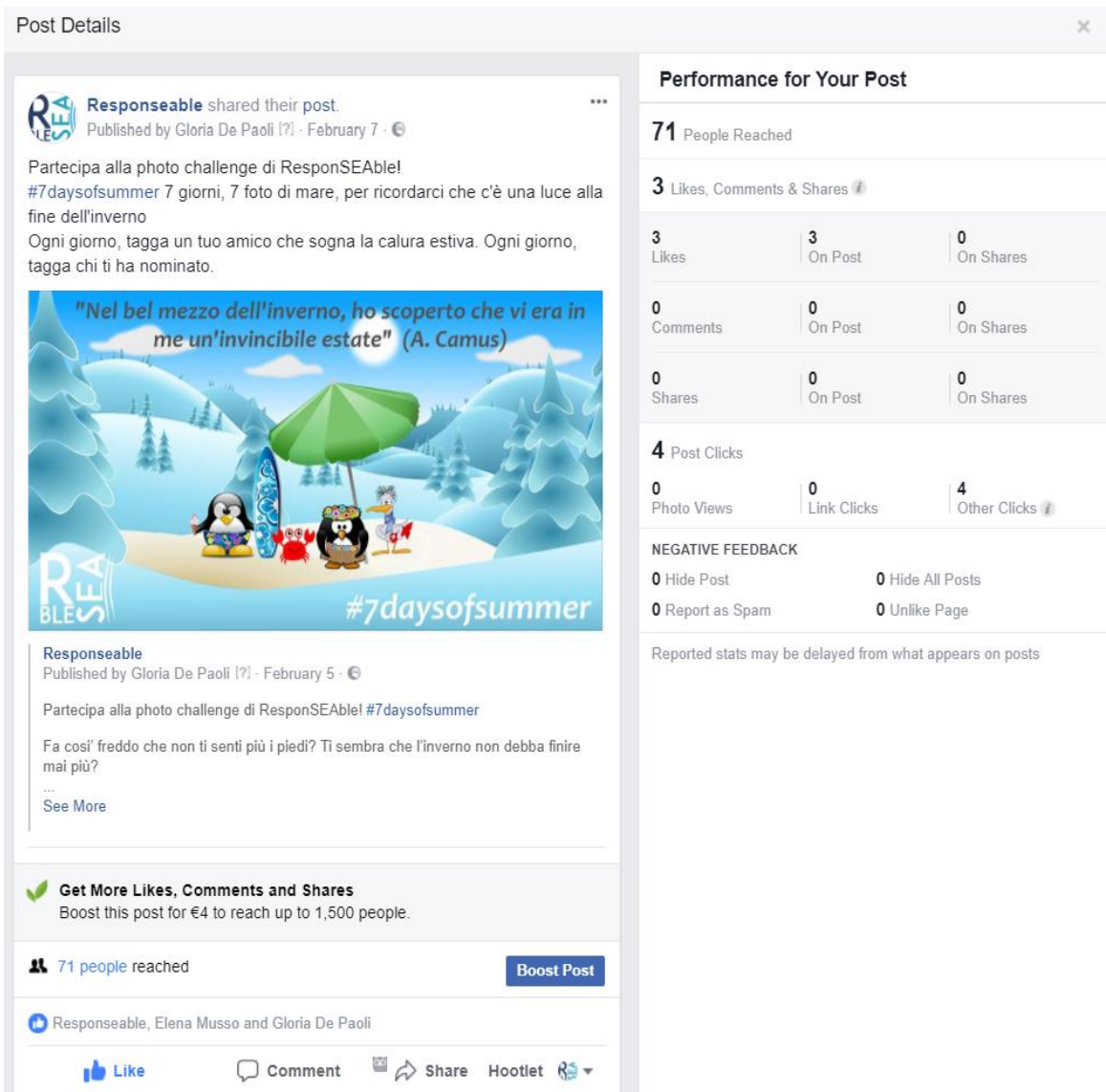**Figure 9: #4 Post Infographic**

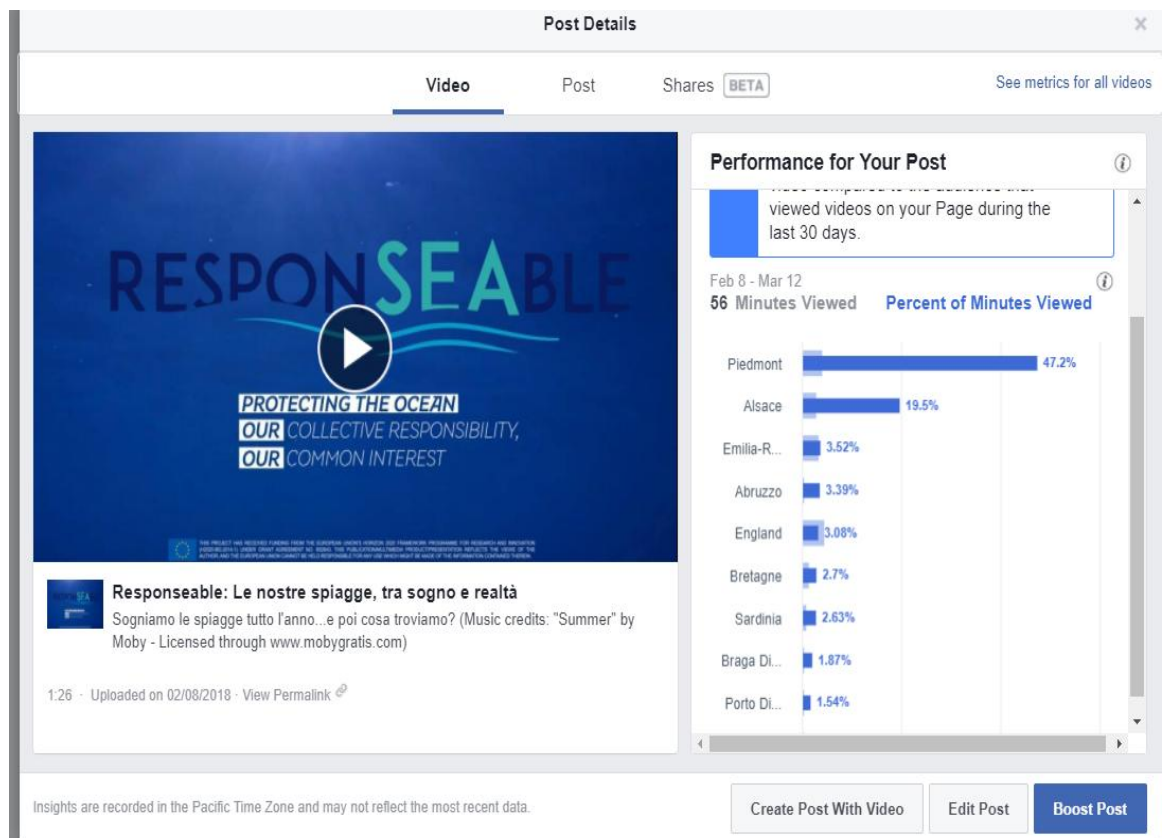Figure 10: #5Post #7daysofsummer

Figure 11: #6 Post MEME

Figure 12: #7 Post MEME

Figure 13: #8 Post Video
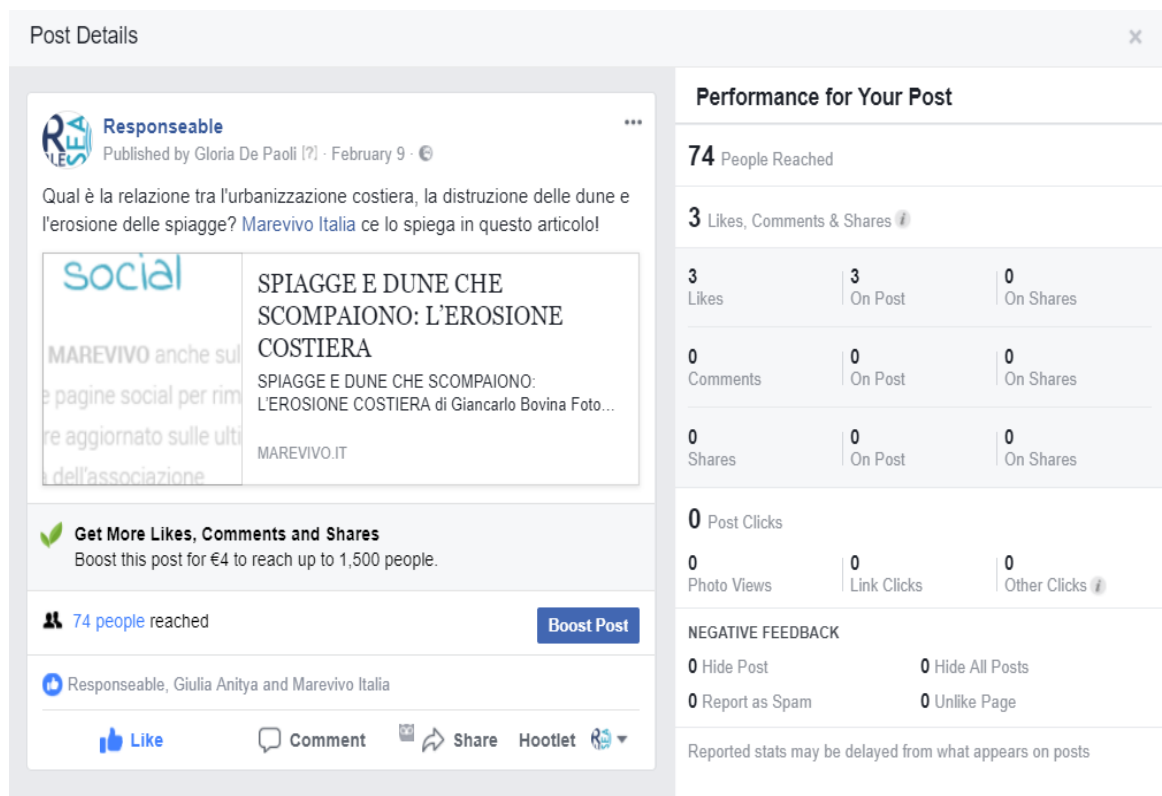
Figure 14: #9 Post Curated Content

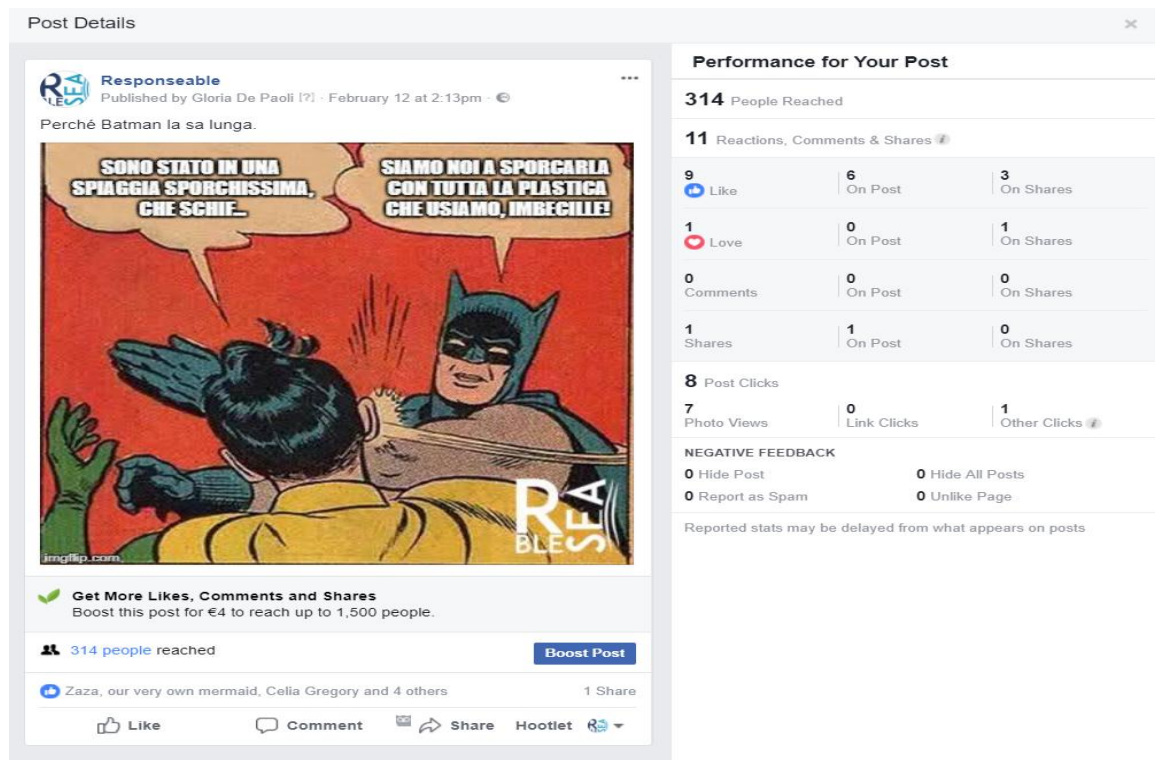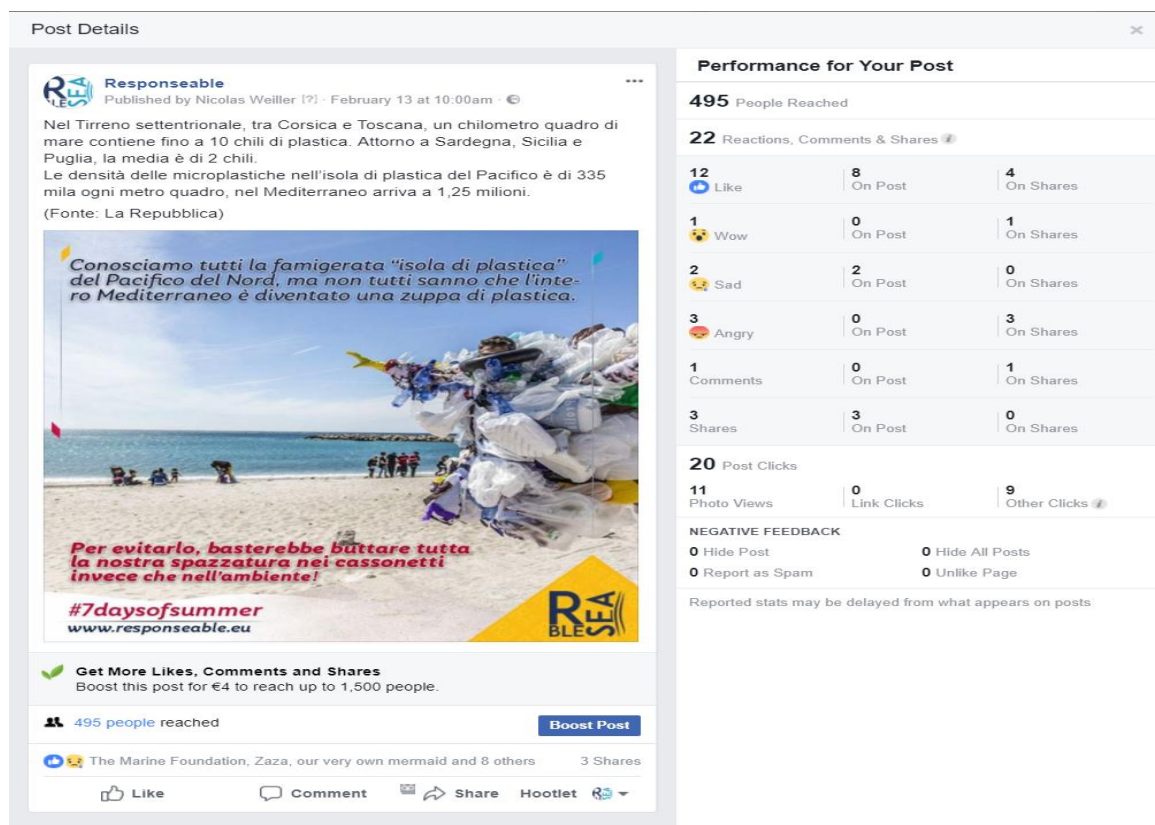**Figure 15: #10 Post #7daysofsummer**

Figure 16: #11Post Video Azti

Figure 17: #12 Post MEME

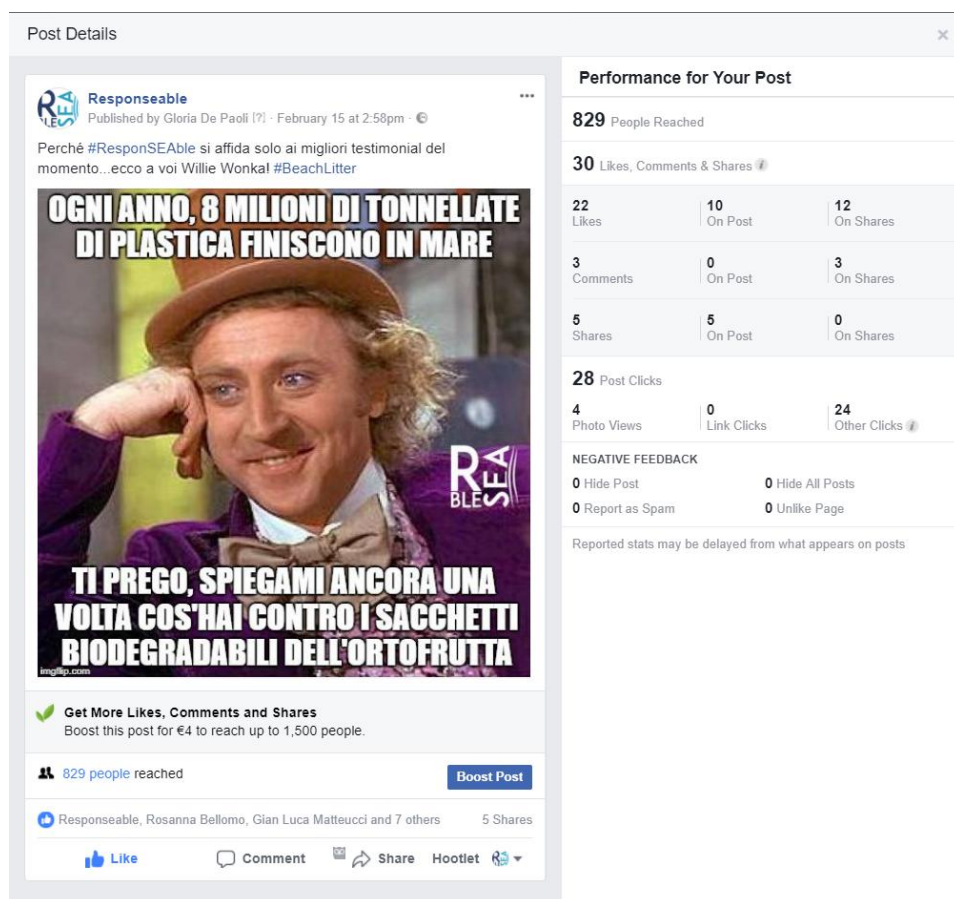Figure 18: #13 Post Infographic

Figure 19: #14 Post MEME

Figure 20: #15 Post Infographic
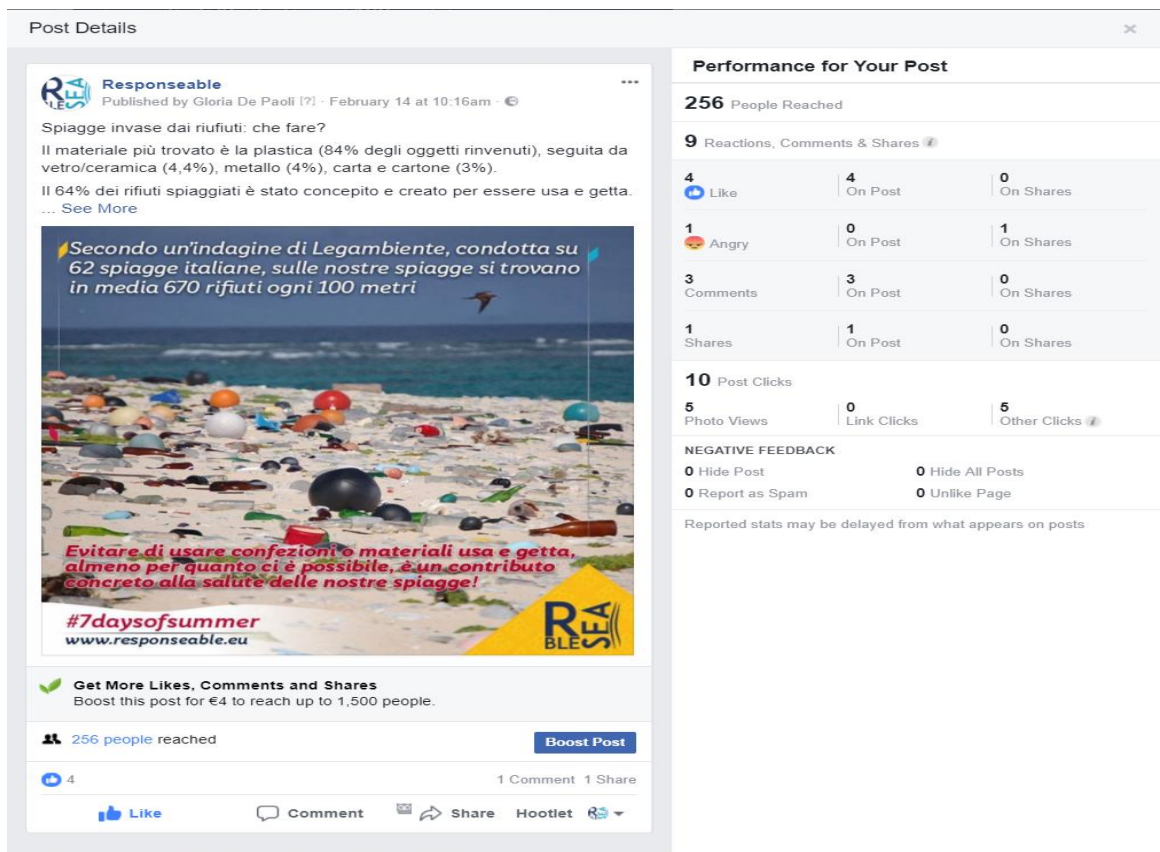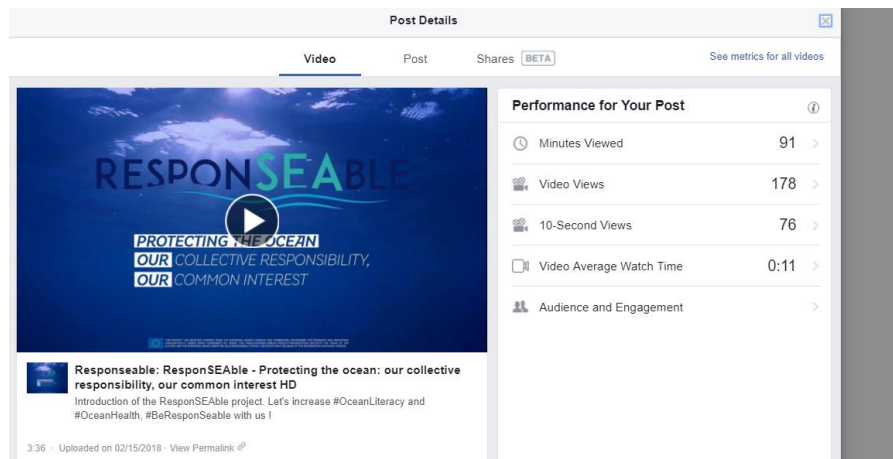
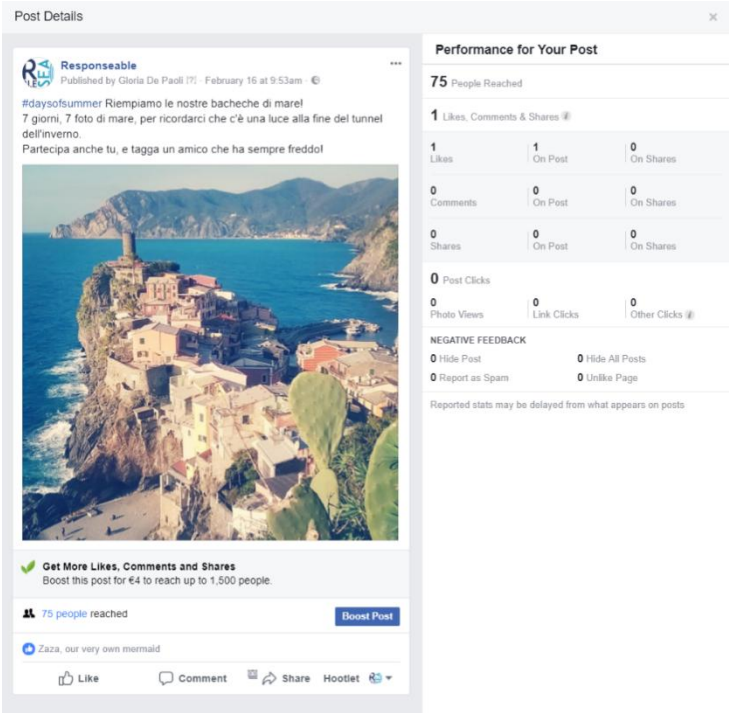**Figure21: #16 Post Video**

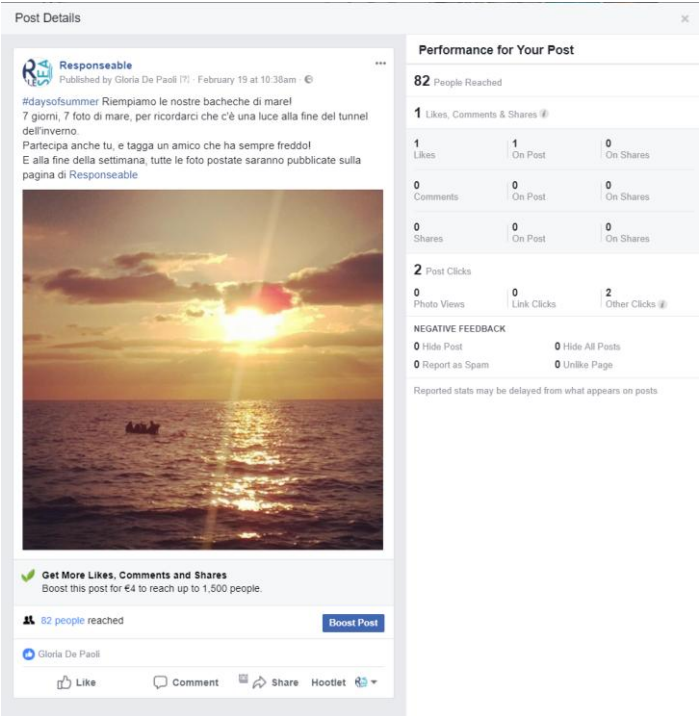**Figure 22: #17 Post MEME**

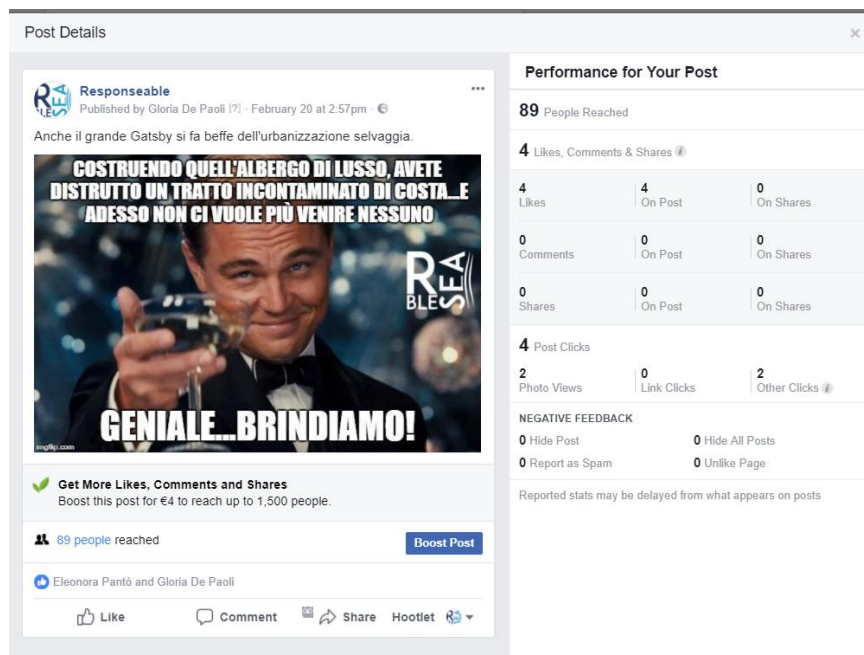Figure 23: #18 Post #7daysofsummer

Figure 24: #19 Post #7daysofsummer

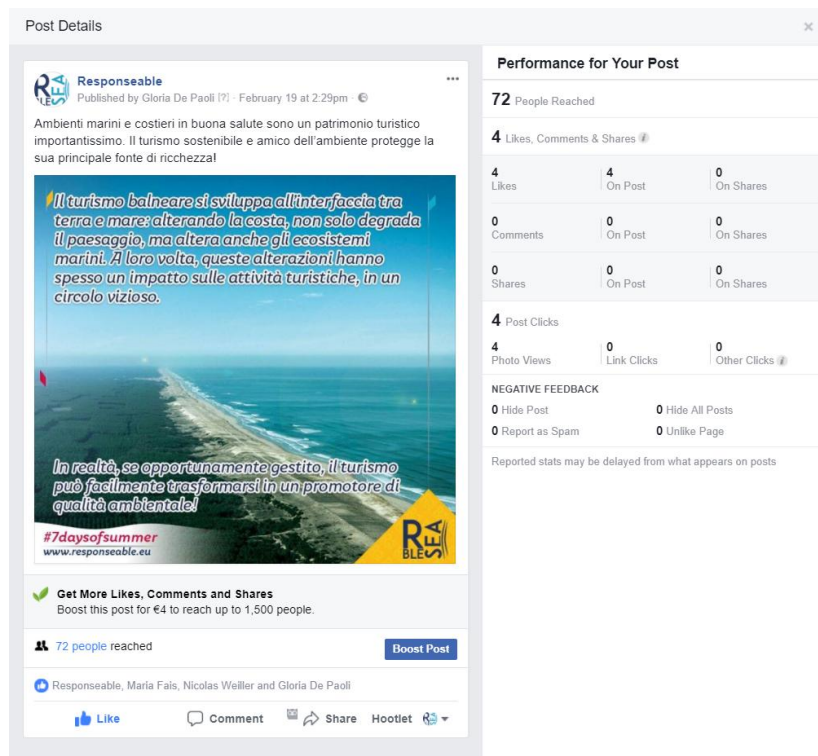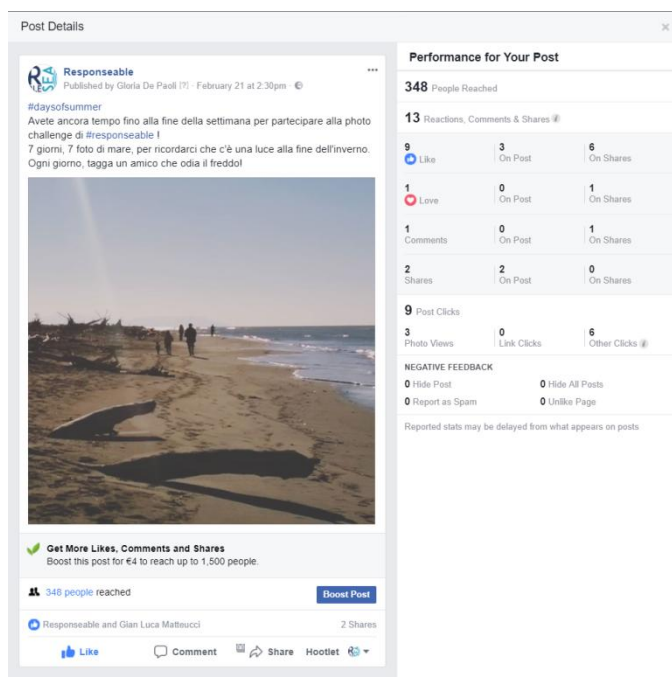**Figure 25: #20 Post Infographic**

Figure 26: #21 Post: MEME

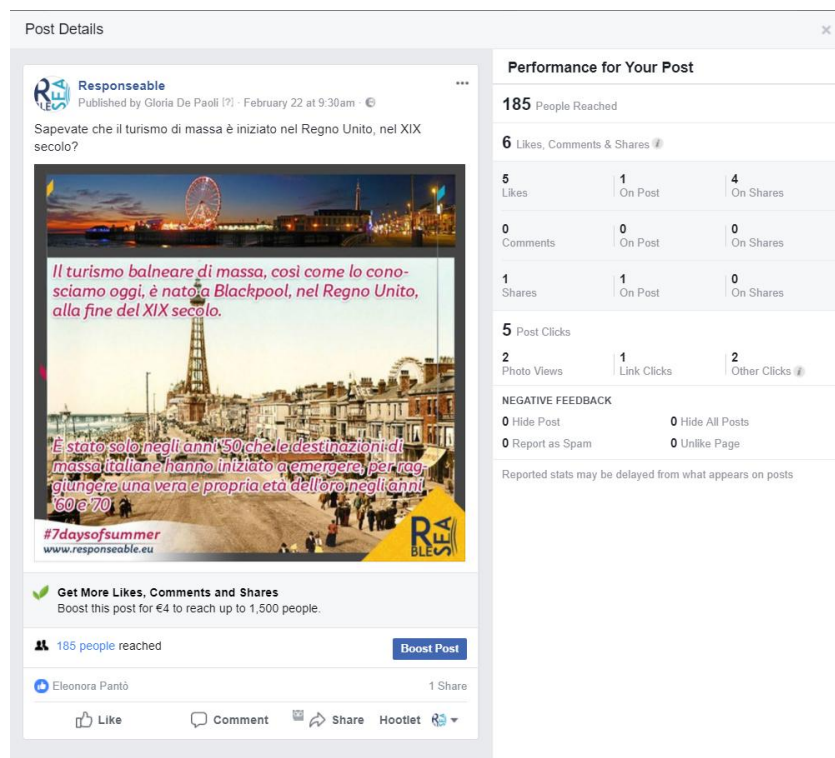Figure 27: #22 Post MEME

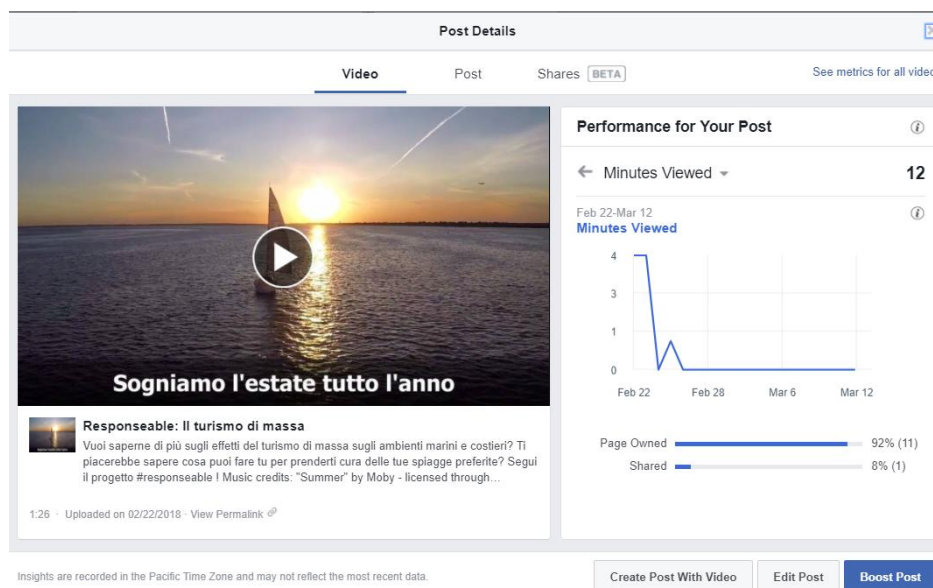Figure 28: #23 Post #7daysofsummer

Figure 29: #24 Post Infographic

Figure 30: #25 Post video

Figure 31: #26 Post #7daysofsummer

Figure 32: #27 Post #7days final

The impact of the Campaign

In order to investigate the impact of the SM campaign, it was studied the statistical population of Facebook values of the period 1 September 2016 - 1 March 2018 (18 months) and the statistical population of Facebook of the period 5 February 2018 - 26 February 2018 (the campaign period of #7daysofsummer).

We used the data released by Facebook that were elaborated through statistical programming framework (R with SHINY R Studio) and with the programming tools of Facebook. Shiny is an R package that allows to build interactive web apps from R. R is a programming statistical language.

For our study data are downloaded in csv format (comma-separated values) are treated in a first phase to obtain data in a correct format for analysis. Appropriate series and dataframes indexed on the characteristics of interest are defined. The first graphs presented are of an interactive type with various zone select functions, lasso select, zoom, png download. Statistical indicators of average, maximum, minimum, and graphs with trend lines are studied. We used visualizazion tools, some basics statistical indicators and smooth method to aid in seeing patterns. Facebook provides in the insights page the data in xls or csv format. You can see more at the following address: http://erre.csp.it:3838/RESPONSEABLE/

Facebook statistics: 1 September 2016 – 1 March 2018

Figure 33:   Number of people who engaged with your page during the period (1 September 2016 – 1 March 2018).
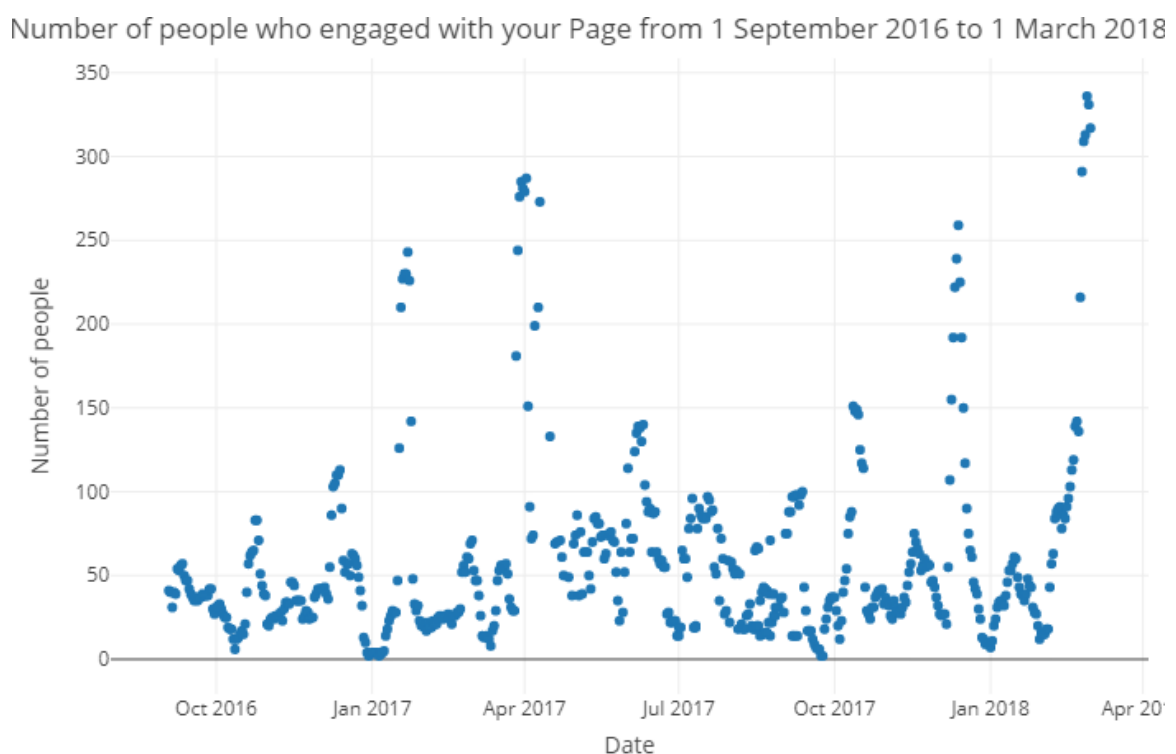

Figure 33:   Number of people who engaged with your page daily

In Figure 34: Number of people who engaged with your page and summary it can be seen the value and a fit in a linear mode to have information of tendency of the data and it is shown the data summary (min, max, mean, medium, 1st & 3rd quartile), a summary of statistical measures. The trend is growing steadily.
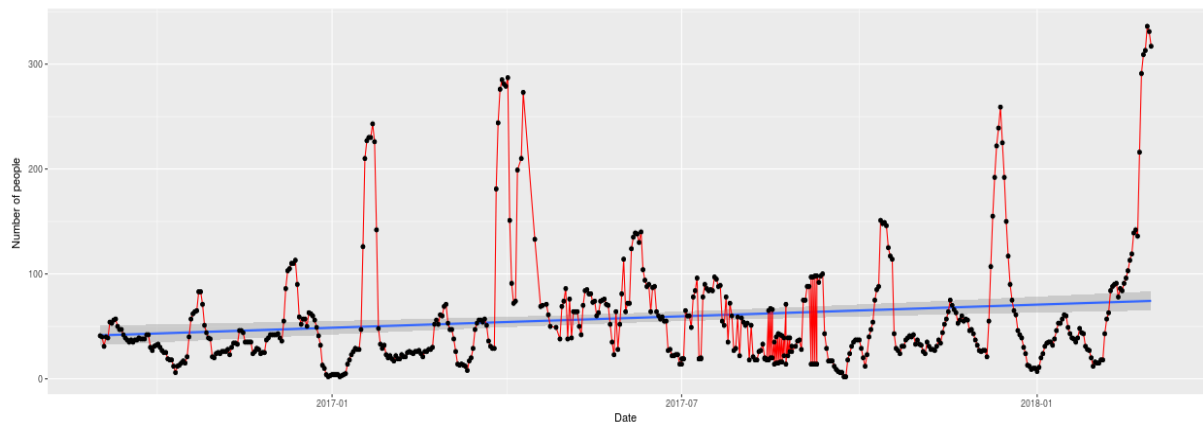

Figure 34: Number of people who engaged with your page and summary

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.0	26.0	40.0	58.1	70.0	336.0

In Figure 35: Number of people who have seen any content daily it can be seen a plot of the period (1 September 2016 – 1 March 2018). The maximum value was on 28 February 2018 with 7804 people.

Number of people who have seen any content from 1 September 2016 to 1 March 2018
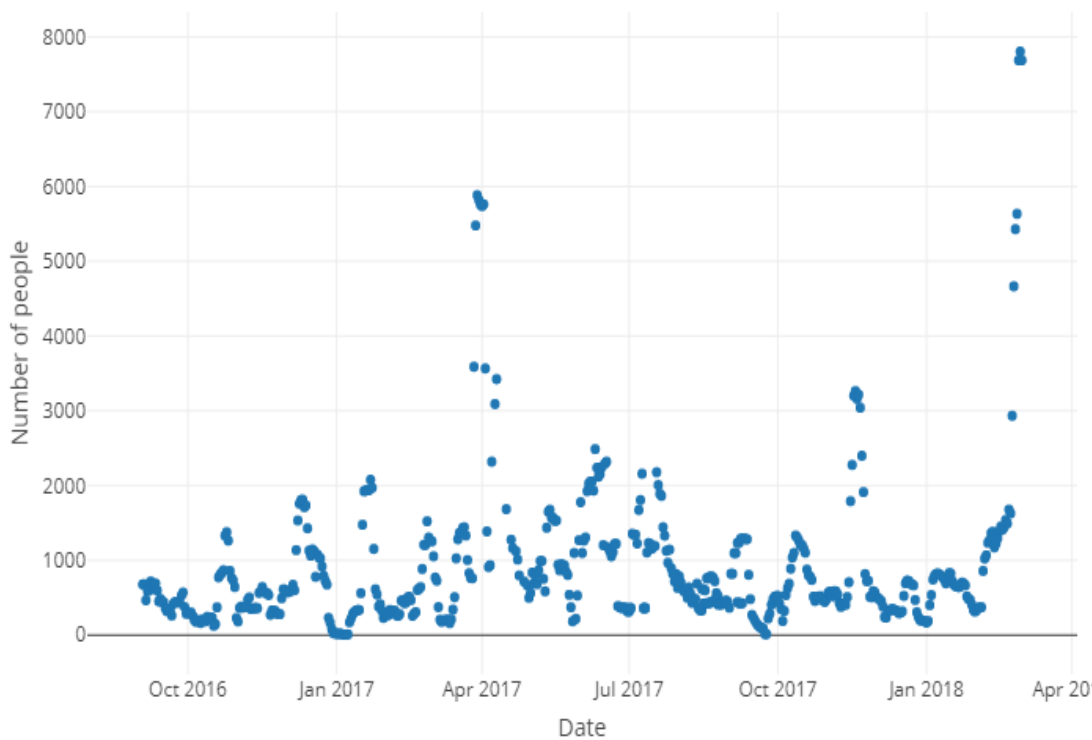
Figure 35: Number of people who have seen any content daily

In Figure 36: Number of people who have seen any content and summary it can be seen the value and a fit in a linear mode to have information of tendency of the data and it is shown the data the summary (min, max, mean, medium, 1st & 3rd quartile), a summary of statistical measures. The trend is growing.
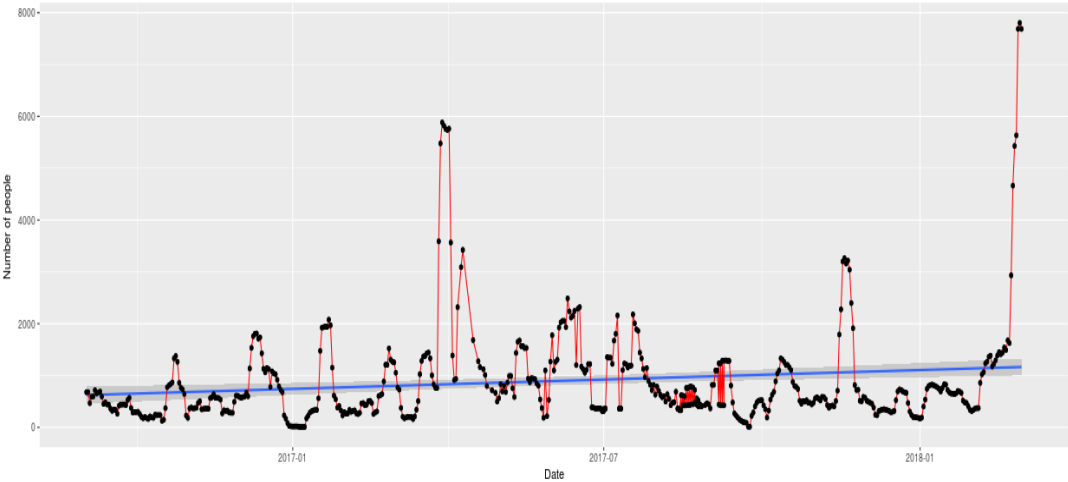
Figure 36: Number of people who have seen any content and summary

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
6.0	363.0	600.0	897.3	1125.5	7804.0

In Figure 37: Number of people who engaged with your page it can be seen a plot of period (1 September 2016 – 1 March 2018). The maximum value was on 1 April 2017 with 10902 people.

Figure 37: Number of people who engaged with your page

In Figure 38: Number of impression seen and summary it can be seen the value and a fit in a linear mode to have information of tendency of the data and it is shown the data the summary (min, max,

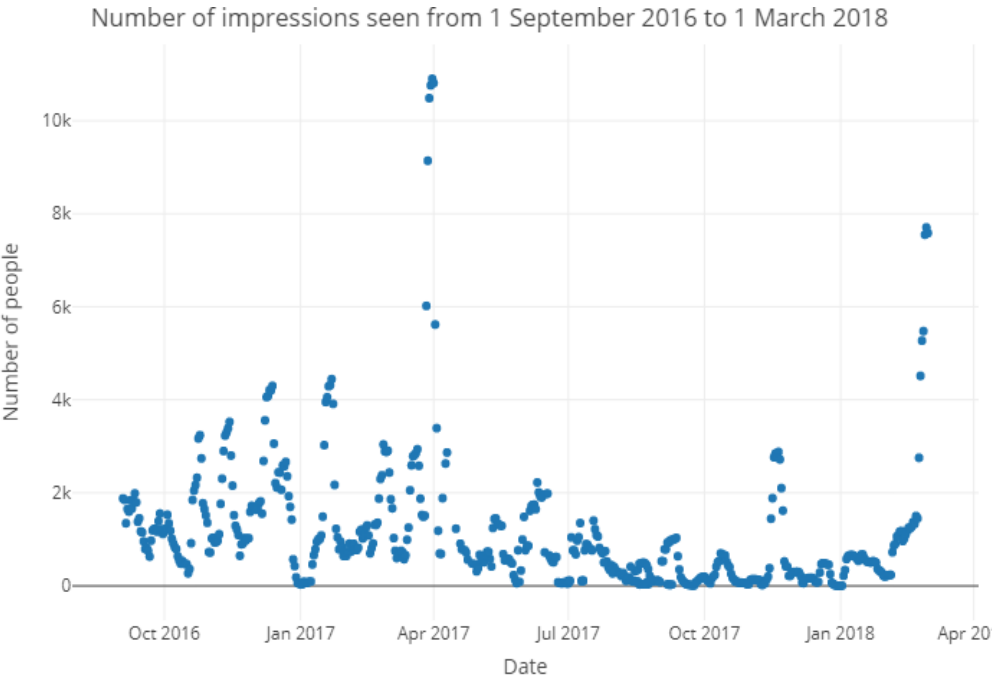mean, medium, 1st & 3rd quartile), a summary of statistical measures. The trend is decreasing due the peak of 1 April 2017.
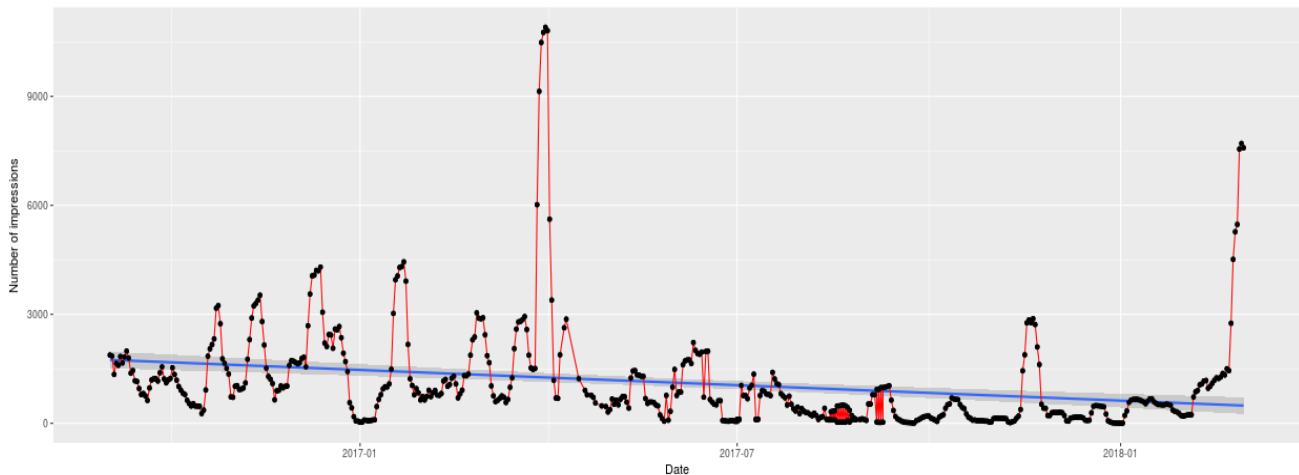

Figure 38: Number of impression seen and summary

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2	232	713	1108	1364	10902

Figure 6:

Facebook statistics: 5 February 2018 – 26 February 2018

In Figure 39: Number of people who engaged with your page daily it can be seen a plot of the in the period (5 February 2018 – 26 February 2018). The maximum value was on 26 February with 313 people The trend is growing steadily.
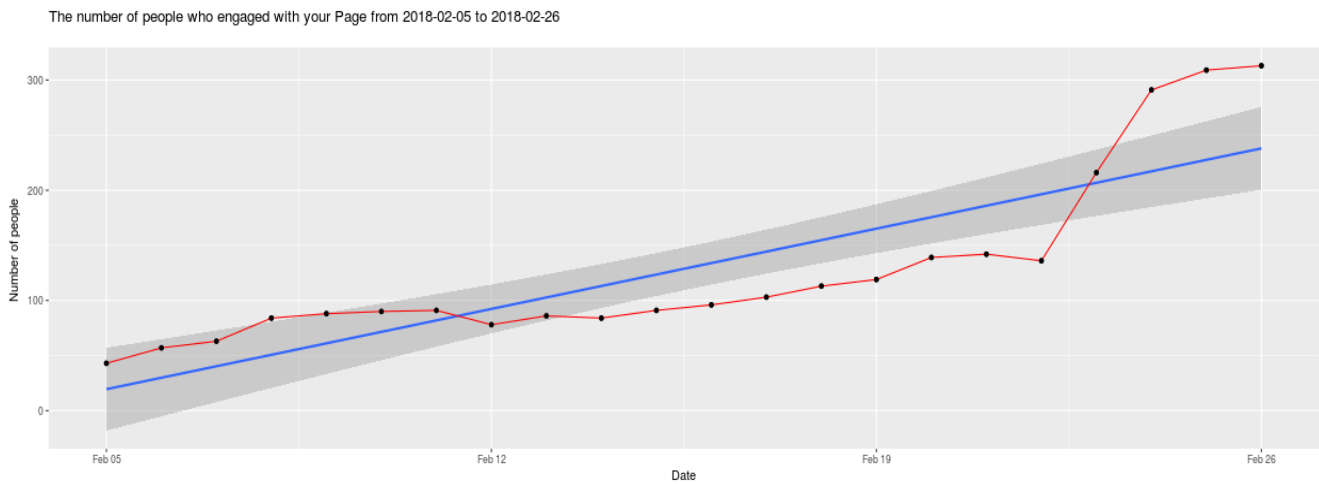

The number of people who engaged with your Page from 2018-02-05 to 2018-02-26

Figure 39: Number of people who engaged with your page daily

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
43.0	84.5	93.5	128.7	138.2	313.0

In Figure 40: Number of people who have seen any content daily it can be seen a plot of the period (5 February 2018 – 26 February 2018). The maximum value was on 26 February with 5643 people. The trend is growing steadily.

Figure 40: Number of people who have seen any content daily

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
858	1242	1399	1935	1604	5634

In Figure 41: Number of impression seen and summary it can be seen a plot of the period (5 February 2018 – 26 February 2018). The maximum value was on 26 February with 5476 people. The trend is growing steadily.
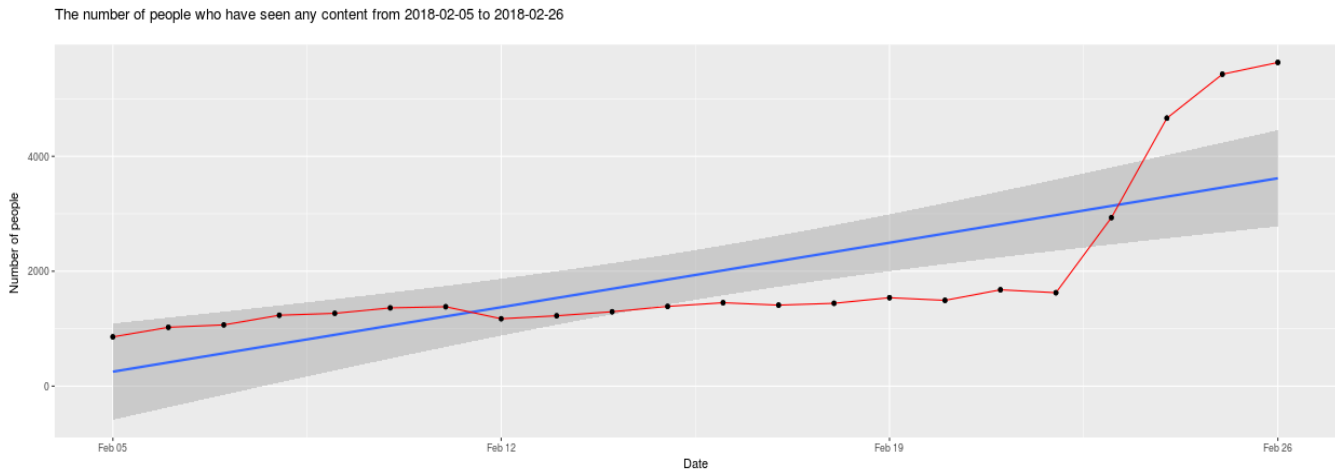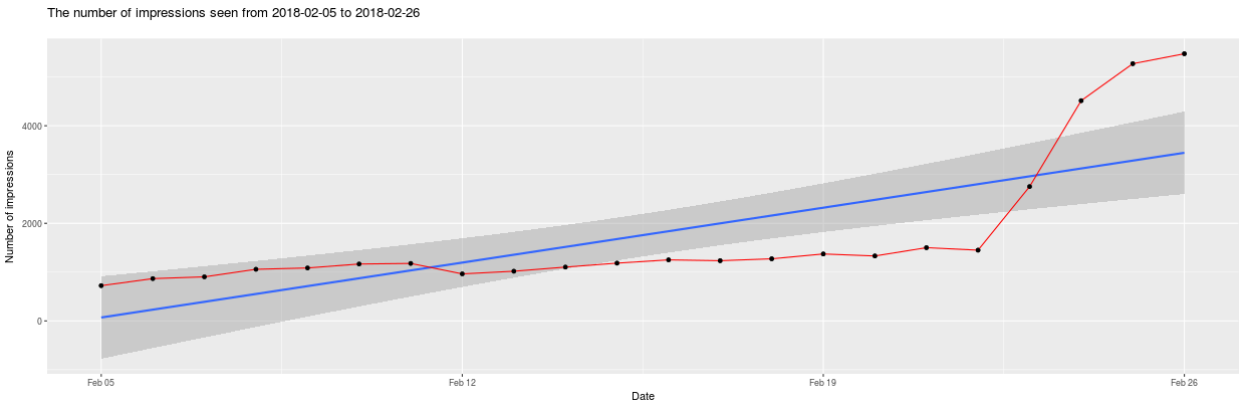

Figure 41: Number of impression seen and summary

Summary

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
723	1065	1209	1758	1430	5476

In the following table you can see a comparison of the Campaign period with the last 18 months, you can see a general increase in the Mean: from 58.1 to 128.7 people engaged daily with the page; from 897.3 to 1935 people that have seen every content on the page, from 1108 to 1730 impression daily.

Number of people who engaged with your page and summary						
Summary (1 September 2016 – 1 March 2018)						
Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
2.0	26.0	40.0	58.1	70.0	336.0

Summary (5 February 2018 – 26 February 2018)					

```
Min. 1st Qu. Median   Mean 3rd Qu.   Max.
43.0    84.5    93.5  128.7  138.2  313.0
```

Number of people who have seen any content and summary

Summary (1 September 2016 – 1 March 2018)

```
Min. 1st Qu. Median   Mean 3rd Qu.   Max.
 6.0   363.0  600.0  897.3 1125.5 7804.0
```

Summary (5 February 2018 – 26 February 2018)

```
Min. 1st Qu. Median   Mean 3rd Qu.   Max.
 858    1242   1399   1935   1604   5634
```

Number of impression seen and summary

Summary (1 September 2016 – 1 March 2018)

```
Min. 1st Qu. Median   Mean 3rd Qu.   Max.
   2    232    713   1108   1364  10902
```

Summary (5 February 2018 – 26 February 2018).

```
Min. 1st Qu. Median   Mean 3rd Qu.   Max.
 723    1065   1209   1758   1430   5476
```

Twitter statistics: 5 February 2018 – 26 February 2018

As before said, the SM Campaign was also promoted on other SM channels. In the following some results about the engagement on Twitter. In general: more than 21.000 impressions of the tweets during the period of the campaign;
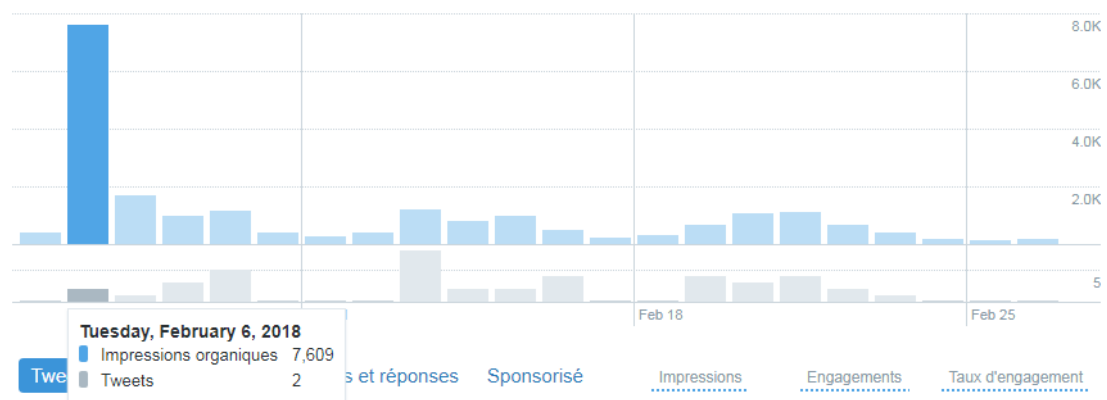

Figure 42: Twitter impressions period 5-26 February

		Impressions	Engagements	Taux d'engagement
Tweets	Meilleurs Tweets	Tweets et réponses	Sponsorisé	
ResponSEAble @Respon_SEA_ble · 23 févr. C'è ancora tempo per partecipare alla photo challenge di #responseable ! Come dite? Fuori infuria la bufera, e... fb.me/2F4t65TVD Voir l'activité sur Twitter		189	4	2,1 %
ResponSEAble @Respon_SEA_ble · 22 févr. Vuoi saperne di più sugli effetti del turismo di massa sugli ambienti marini e costieri? Ti piacerebbe sapere... fb.me/7cxD8rMC0 Voir l'activité sur Twitter		275	0	0,0 %
ResponSEAble @Respon_SEA_ble · 22 févr. Ambienti marini e costieri in buona salute sono un patrimonio turistico importantissimo. Il turismo sostenibile e amico dell'ambiente protegge la sua principale fonte di ricchezza! ow.ly/F92630iu8eM #responseable #7daysofsummer #coastaltourism @Respon_SEA_ble pic.twitter.com/b9JbJenodY Voir l'activité sur Twitter		373	6	1,6 %
ResponSEAble @Respon_SEA_ble · 21 févr. C'è tempo fino al weekend per partecipare alla photochallenge di @Respon_SEA_ble ! 7 giorni, 7 foto di mare perché c'è una luce alla fine dell'inverno. Ogni giorno tagga un amico che odia il freddo! ow.ly/CSZS30ixhyG #7daysofsummer #responseable #coastaltourism Voir l'activité sur Twitter		164	1	0,6 %
ResponSEAble @Respon_SEA_ble · 21 févr. German marine researcher @Hi_Hagen, explains the importance of sharing his work examining the thermal and salinity tolerance of #Coral Reefs and what can be done to help them adapt to our #ChangingClimate and #oceans. #MyOceanLove #CoralResearch #MarineScience #OceanProtection pic.twitter.com/tXm3eGX9E7 Voir l'activité sur Twitter		727	16	2,2 %

Figure 43: Twitter The 5 top post - 5-26 February

Comparing the latest 18 months – 1 September to 1 March - with the period of the Campaign, you can see a general increase in the Mean: from 352.8 to 508.0 daily impressions, from 4.076 to 4.537 people engaged daily.
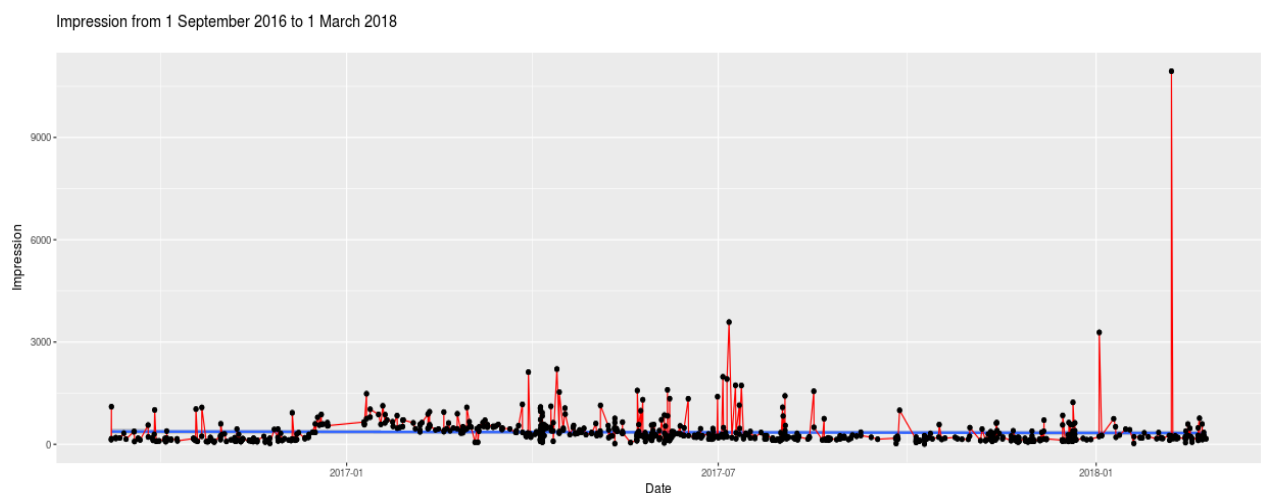

Impression from 1 September 2016 to 1 March 2018

Summary

```
 Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
 10.0   148.0   232.0   352.8   417.5 10942.0
```


Impression from 5 February 2018 to 26 February 2018
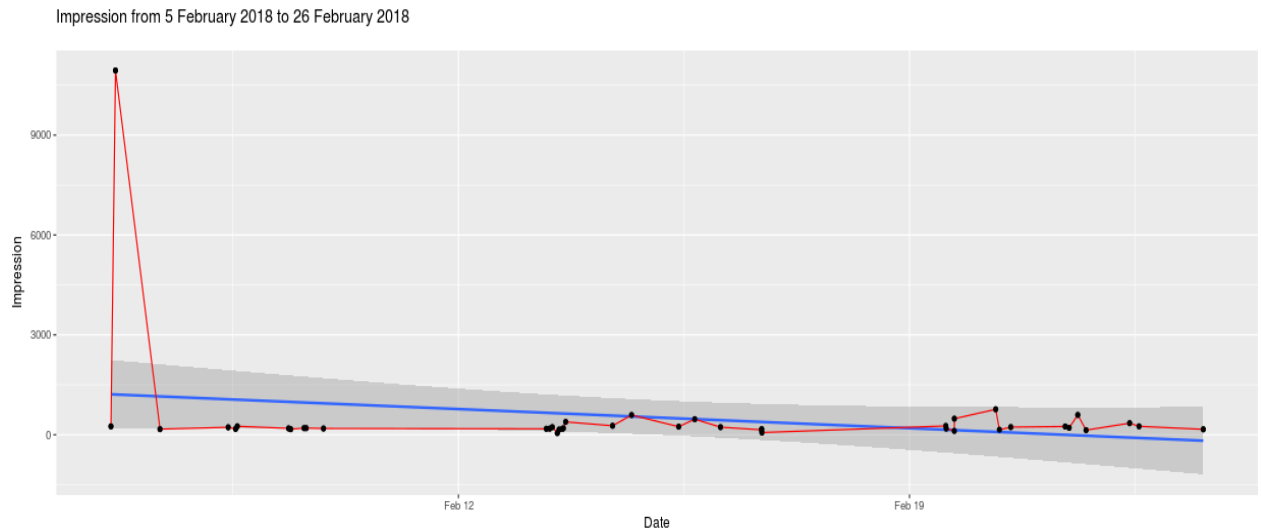
Figure 45: Impression daily from 5 February 2018 to 26 February 2018

Summary

```
 Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
 51.0   169.0   199.0   508.3   254.0 10942.0
```
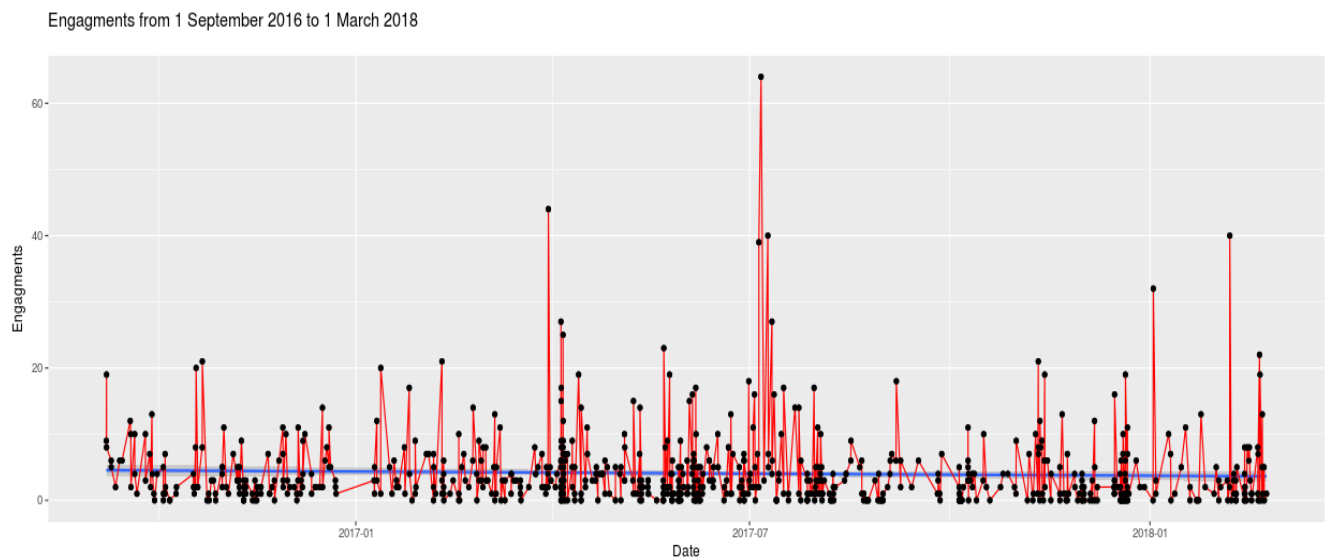

Engagments from 1 September 2016 to 1 March 2018

Figure 46: Engagements daily from 1 September 2016 to 1 March 2018

Summary

```
  Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
 0.000   1.000   2.000   4.076   5.000  64.000
```

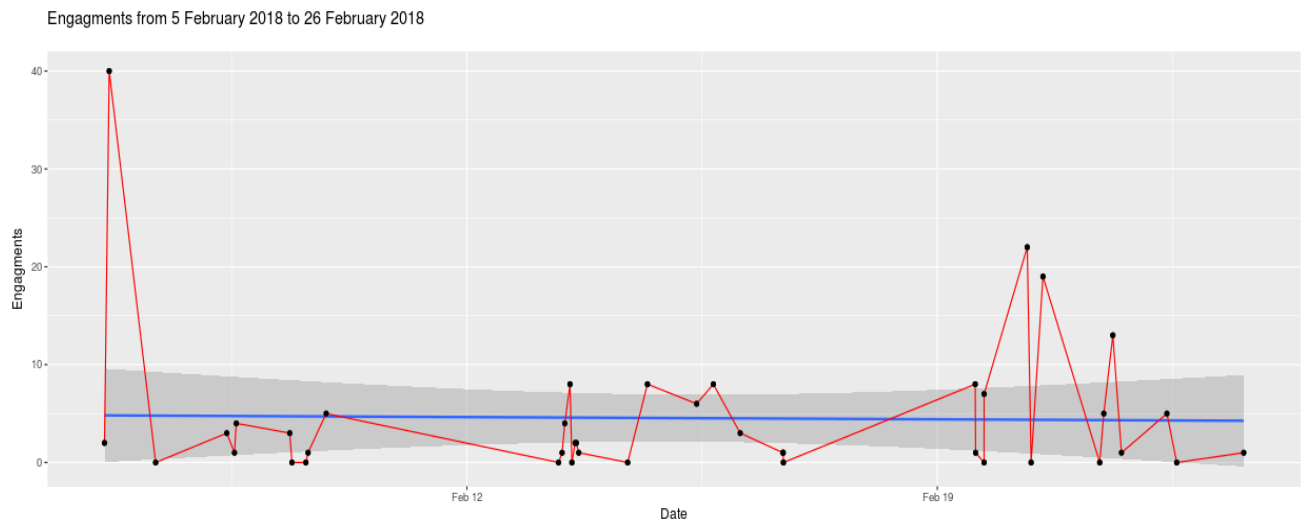Engagments from 5 February 2018 to 26 February 2018

Figure 47: Engagements daily from 5 February 2018 to 26 February 2018

Summary

```
 Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
0.000   0.000   2.000   4.537   5.000  40.000
```

Instagram statistics: a general overview

For a general overview of Instagram analytics we used Websta https://websta.me/ .

From the following pictures you can have an overview of the Instagram account: there is a peak in the comments during the 2016 Summer photo contest, and in February 2018 thanks to the repost of the Coastal Tourism SM Campaign and the Video contest.
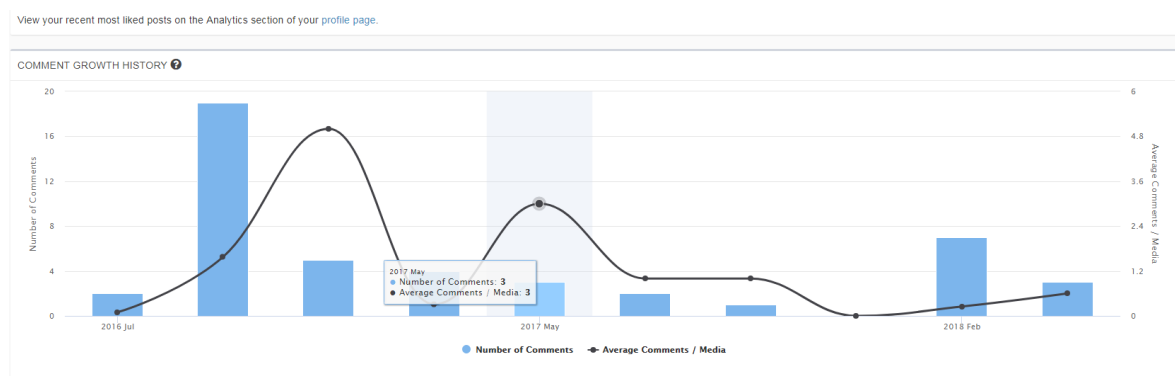

Figure 48: IG- Most liked post jul 2016-Mar 2018

OVERVIEW
Numbers found on the top right corners refer to changes in count. Green means an increase in count, while red means a decrease.
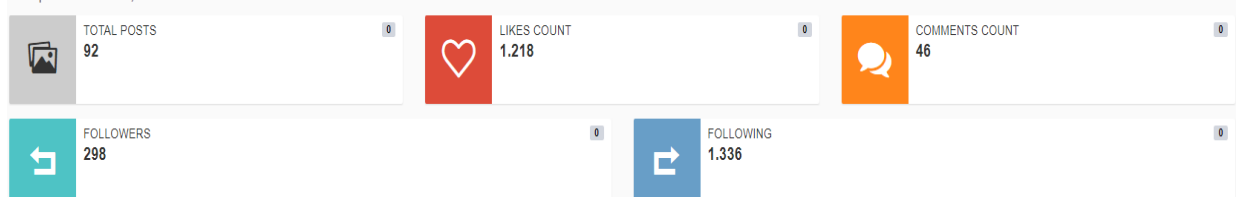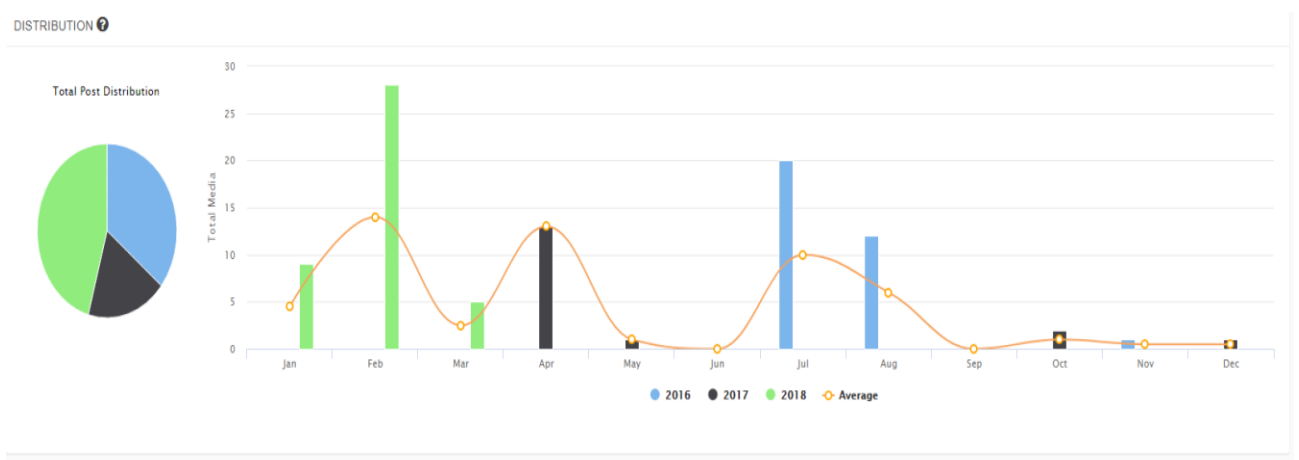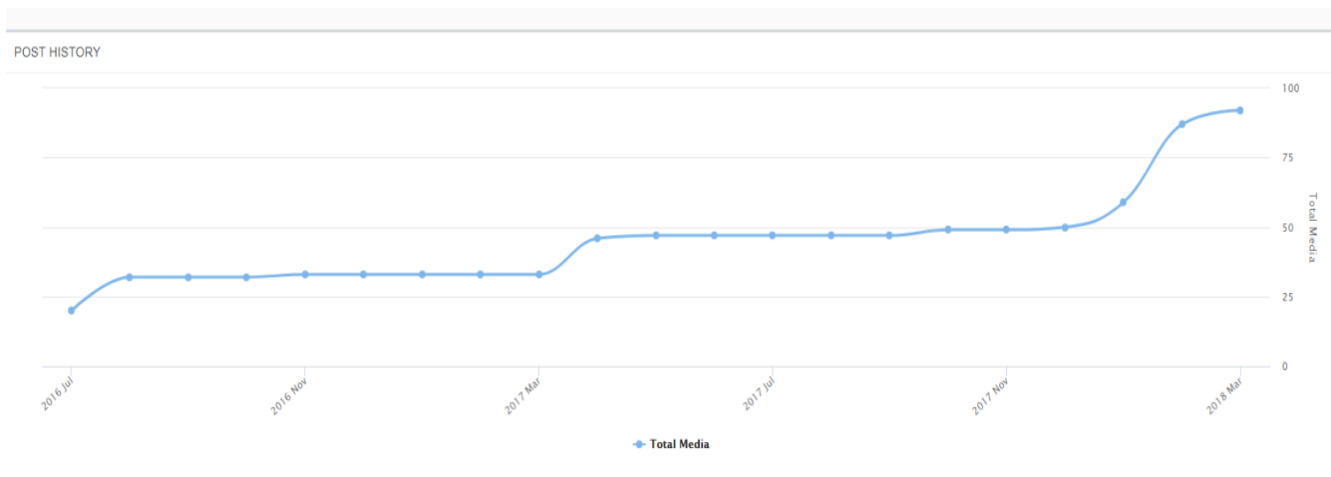
Last update on **March 12, 2018 10:46 AM**

TOTAL POSTS **92**	LIKES COUNT **1.218**	COMMENTS COUNT **46**
FOLLOWERS **298**	FOLLOWING **1.336**	

Figure 49: IG- Overview of the account

POST HISTORY

Figure 50: IG Post history - Jul 2016 - Mar 2018

DISTRIBUTION ❓

Figure 51: IG Post distribution per months
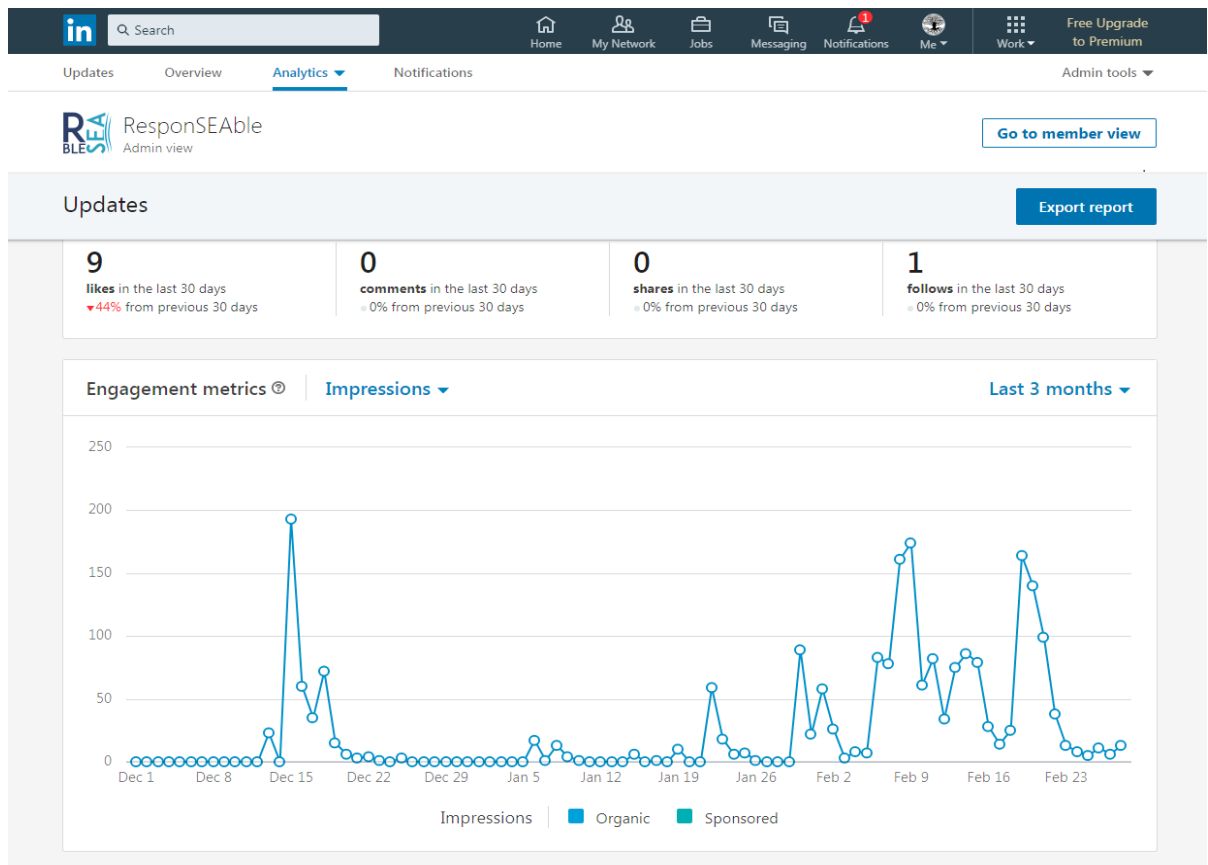
Linkedin statistics: a general overview

For a general overview of Linkedin analytics, you can find in the following the data about the period Jan-Mar 2018. Unfortunately, Linkedin doesn't allow using custom period of analytics. The Linkedin ResponSEAble profile also increases its activity from the repost of the contents produced for the Coastal Tourism campaign.

6. Dissemination and evaluation of OL tool

The results of this pilot SM Campaign show a positive effect in terms of increasing the interaction of the audience on the Facebook page and other SM channels.

As already defined in the meeting in Torino in October, two other SM campaign will be carried out on Euthrophication key stories and one in general on Ocean literacy principles distilled by the project.

This pilot demonstrated the necessity of a good planning in terms of resources and timing: two months ahead are the minimum requests for preparing contents and involving the Key Stories expert is vital in order to pass the right messages. For the next campaigns more attention will be devoted in measuring not only the increasing of interaction but also the increase in awareness and knowledge, using quizzes and survey.

Some other aspects to be planned are the use of paid advertisements in order to be more effective in targeting the right users. As from this pilot we have some basic data, it's also possible to define numeric KPI. Moreover a better internal communication and coordination will assure better results.

Annex 1. Template of the Social Media Plan

Planning is not an easy task: creative and strategic thinking is required, and more important a clear communication with everyone is involved.

You need to have a clear framework in order to create a clear a consistent message, also if spontaneity is good in social media in order to stay relevant and to engage other people.

Create a campaign means to prepare a coordinated series of posts, in which you could share a message, or promote specific event, product or content. These posts could be tied together with a consistent hashtag (like "SeaDialogue") or a visual tool (MEME, Infographic, video, etc.).

Description of the SM Campaign topic

What is the topic of your SM Campaign? (KS, OL tools, etc)	

Social Media Goals

What you want accomplish with social media? *Please be specific, realistic and measurable as you can*	

Ocean Literacy Goals

What is your Ocean Literacy Goals? *Please be specific, realistic and measurable as you can*	

Figure out your audience

In order to start a social media campaign regarding you OL tool, we need some information in order to
1. Identify your target
2. Develop a hypothesis on what they're talking about on social
3. Develop an hypothesis on where you think they're going to be getting together to discuss these sorts of topics

Please write 1 or 2 paragraphs description of your target: please be specific as you can Who do we want to build relationship with? Do you have an idea of the demography? Male or female, rich or poor, families or single? What is their lifestyle? What is their life stage? What are their interest Exactly who do you want to build that	

relationship with? The more specific the better. Is there a specific geography you want to use?	
Please write 2 or 4 topics you think your target to discuss. They are discussing on social on in a conference? What do you think they're talking about? What are the experts talking about? This helps in order to looking for on topics through social monitoring tools.	
Where do you think they are engaging on in social? Are they doing, using social networking sites? Are they engaging in virtual communities? You know, do they watch videos? Do they listen to audio? You can ask for information to your target. That might give us some insights as to where they're going to be. Do they prefer video, audio or text?	

Hashtag, influencers, communities

In order to allow a better sharing of contents and monitoring of the social media campaign, if possible provide the following information

The keywords you think that can be useful to monitor on the social	
The hashtags you think that can be useful to monitor on the social (special campaigns)	
The influencers - well known people in the field, experts on linkedin, twitter, instagram	
Communities, Google group, Linkedin group, web communities of interest.	

Ideas for the campaign

Do you have an idea for your campaign? Do you have an idea of what problem are we going to solve to our audience? Is there any intersection between your audience's interests in general and your services/products	
Please identify topics and subtopics of your campaign	

Timeline and Contents

When do you think is the best period in a year to promote your tool on the social media?	
How long do you think we should promote it? (3-4 weeks are the better choice)	
Which content could you provide to be used in the campaign? Photo, snapshot, animation, video, text, quiz, polls?	
If possibile, made a plan, indicating which content and message you plan to post every day.	

Resources

Are you going to support the social media campaign through direct involvement?	
Which are the user/account are you going to use? DO you know how to make clear your connection with the ResponSEAble project?	
Do you have resources for paying advertising on the SM	

Monitoring

Which kind of information are you interested in getting back from the social media monitoring?	
Are you planning to use some specific tool to monitor?	
What % of increasing do you expect in the social?	
What other parameters are you willing to measure and how?	