

Project co-funded by the European Union and national funds of the participating countries



Deliverable. 2.2.2

Publicity and Communication actions

BIOPROSPECT: Conservation and sustainable capitalization of biodiversity in forested areas

Project title	Conservation and sustainable capitalization of biodiversity in forested areas (BIOPROSPECT)
Call identifier	Interreg V-B "Balkan-Mediterranean 2014-2020" Transnational Cooperation Programme
Project acronym	BIOPROSPECT
Starting date	October 20th, 2017
End date	October 19th, 2019
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Deliverable no.	2.2.2
Partner	ARISTOTLE UNIVERSITY OF THESSALONIKI-SPECIAL ACCOUNT FOR RESEARCH FUNDS - DEPARTMENT OF ECONOMICS
Deliverable name	Publicity and Communication actions (Social media)
Work Package	WP 2
Date	17.10.2019

BIOPROSPECTConsortium



ΔΗΜΟΚΡΙΤΕΙΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΘΡΑΚΗΣ

DEMOCRITUS
UNIVERSITY
OF THRACE

CO

Democritus University of Thrace - Department of Forestry and Management of the Environment and Natural Resources- Special Account for Research Funds (DUTH/DFMENR/SARF)-Greece



ΑΡΙΣΤΟΤΕΛΕΙΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΘΕΣΣΑΛΟΝΙΚΗΣ

Aristotle University of Thessaloniki-Special Account for Research Funds - Department of Economics (AUTH)-Greece



EXHIBITION RESEARCH
INSTITUTE

Exhibition Research Institute (IEE)-Greece



ΙΝΣΤΙΤΟΥΤΟ ΕΦΑΡΜΟΣΜΕΝΩΝ
ΒΙΟΕΠΙΣΤΗΜΩΝ
INSTITUTE OF APPLIED
BIOSCIENCES

Institute of Applied Biosciences – Centre for Research & Technology Hellas (INAB/CERTH)-Greece



Municipality of Vrapcisht- The former Yugoslav Republic of Macedonia



Cyprus
University of
Technology

Cyprus University of Technology (CUT/ΤΕΠΙΑΚ)-Cyprus



AGROBIOINSTITUTE (ABI)-Bulgaria



Maliq Municipality-Albania

Aim of the project BIOPROSPECT is to explore and document the bioprosects of forested protected areas, meaning discovering and commercializing products originating from natural resources and the ways of their sustainable capitalization as a mean for wise management and conservation.

Demonstrating the total economic value of forested areas can make a convincing case for the conservation of wild species and ecosystems. Eventually, BIOPROSPECT project aims to contribute effectively on the conservation, protection, promotion and development of forest biodiversity and preservation of natural heritage.

The project is expected to have a significant impact on the area, enhancing transnational and regional cooperation, through continued EU support as well as promoting further EU integration. Transnational cooperation among all beneficiary countries' organizations and institutes, will contribute to improve regional and territorial practices.

Hence, BIOPROSPECT project will implement the foreseen activities, while ensuring the coherence, complementarity and transferability of experiences and practices with other regional and national programs that can feed transnational actions and benefit of their results.

Through the actions foreseen within BIOPROSPECT , project partners are sharing scientific knowledge, forest management practices, policies and regulations, developing common and sharing tools for the economic valuation of biodiversity and forest ecosystem services.

In the frame of the BIOPROSPECT project and the particular activities for publicity and communication, (where the School of Economics of the Aristotle University of Thessaloniki is involved), we created the following accounts in social media:

Facebook: <https://www.facebook.com/Bioprospect-1919256598370897/>

Twitter: <https://twitter.com/Bioprospecteu>

Linkedin: <https://www.linkedin.com/company/bioprospecteu/>

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TOTAL PAGE FOLLOWERS

As we can see from the chart the total followings of the page is 226, with the largest increase being observed between March and April 2019

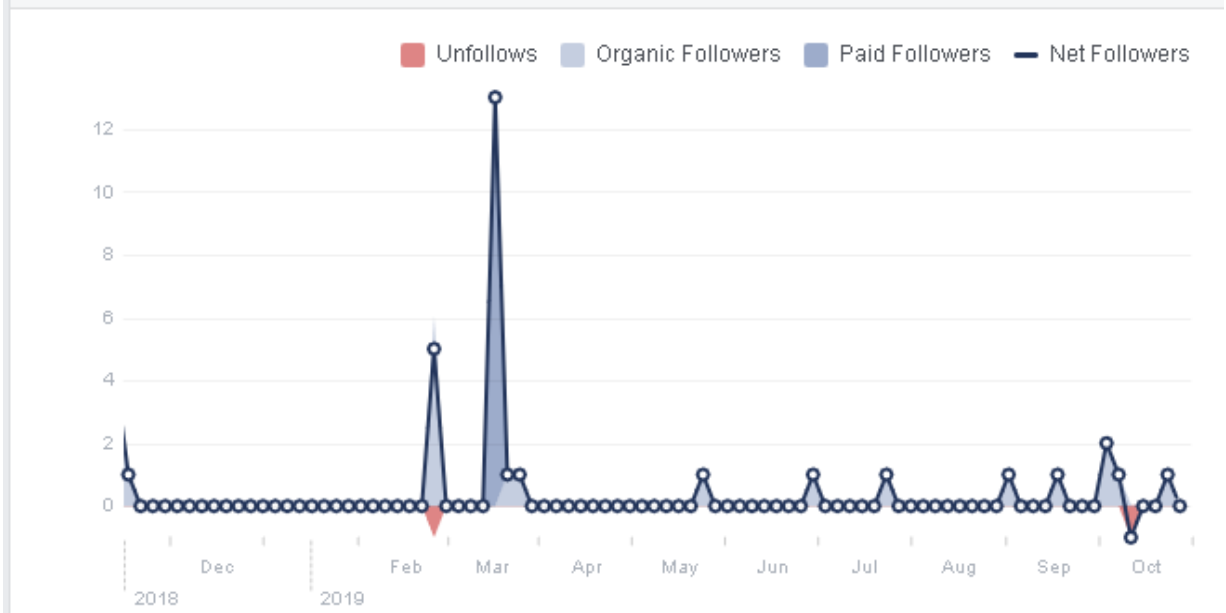


NET FOLLOWERS

We can see from the chart that throughout the page the sequences only increased substantially with a negligible decrease in February 2019. The highest activity we observed was in March 2019.

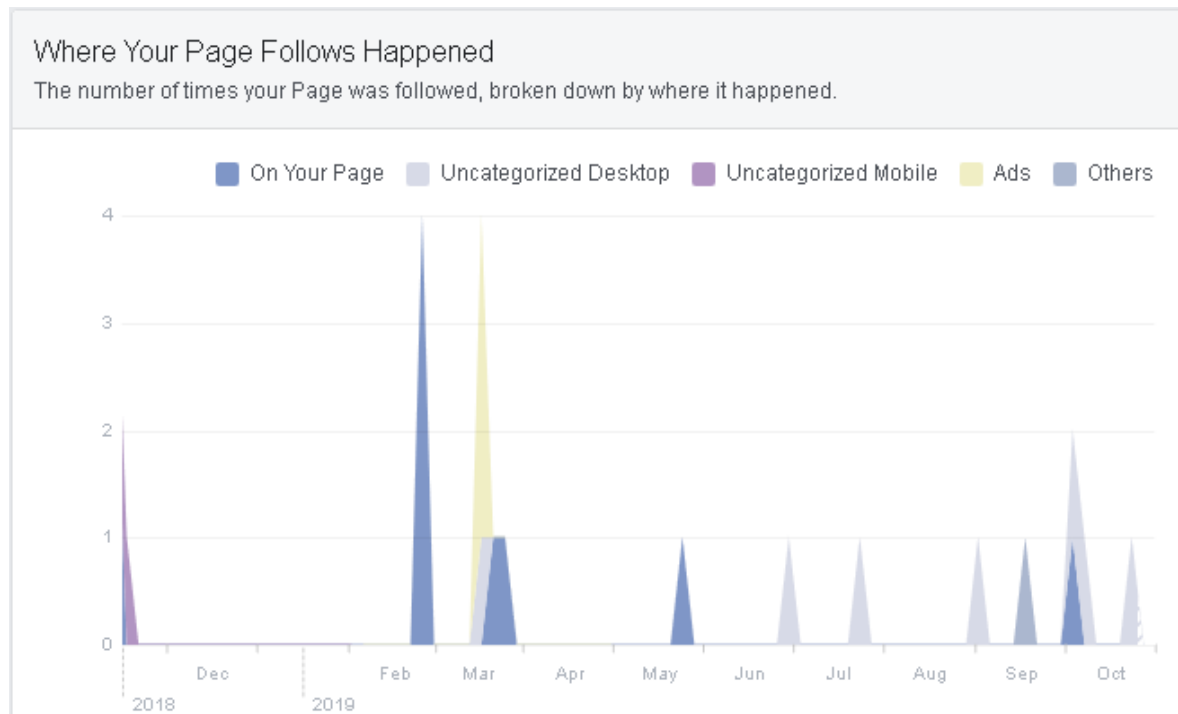
Net Followers

Net followers shows the number of new followers minus the number of unfollows.



WHERE PAGE FOLLOWS HAPPEND

In this chart we can distinguish the sources from which the activity on the project page originated over the months

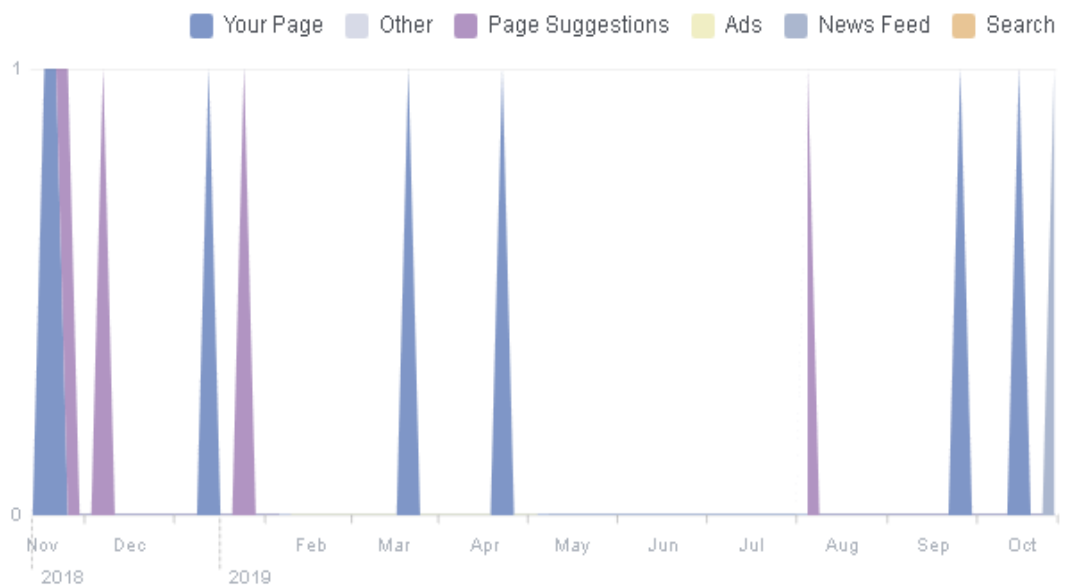


WHERE PAGE LIKES HAPPEND

In this chart it is shown from which source the people found the page of the project and became followers. It is obvious that most come from the project page, and from the page suggestions.

Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened.

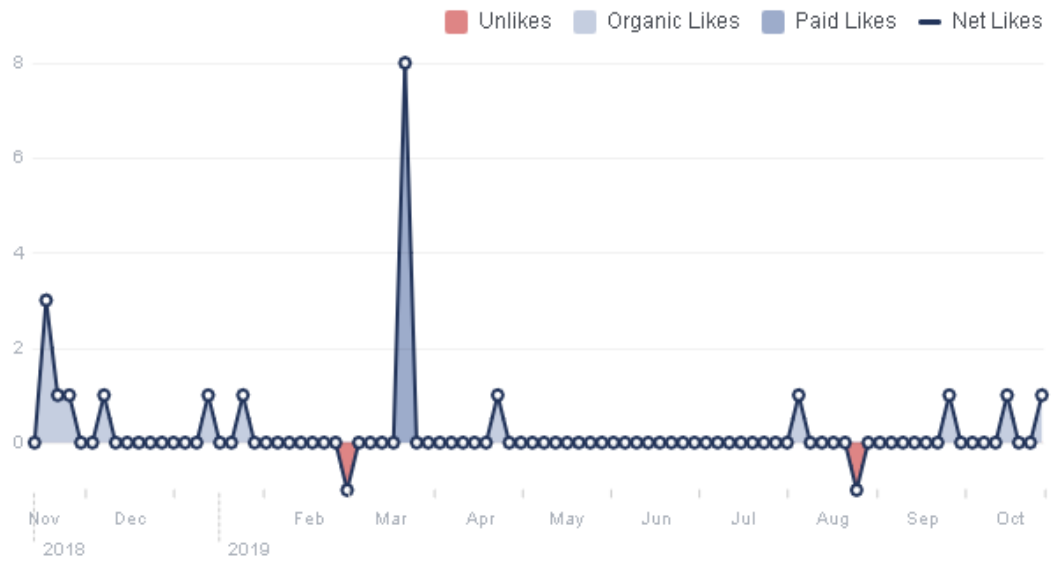


NET LIKES

We note that the number of positive reactions is very high with peak in March 2019

Net Likes

Net likes shows the number of new likes minus the number of unlikes.

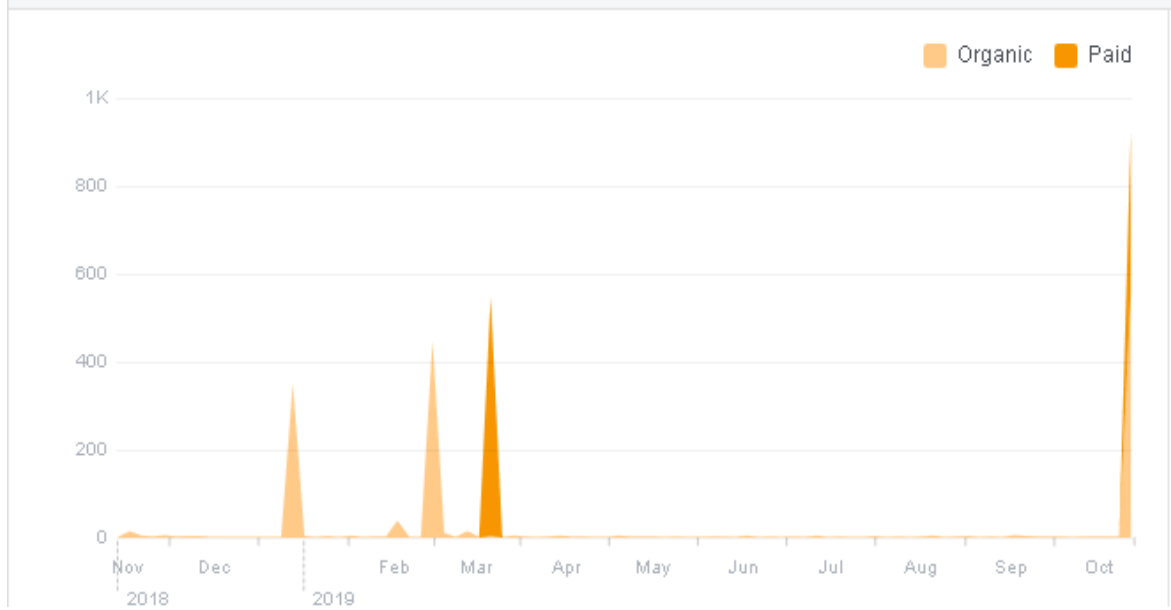


POST REACH

Here we see the number of people who were informed about the actions of the project through our site

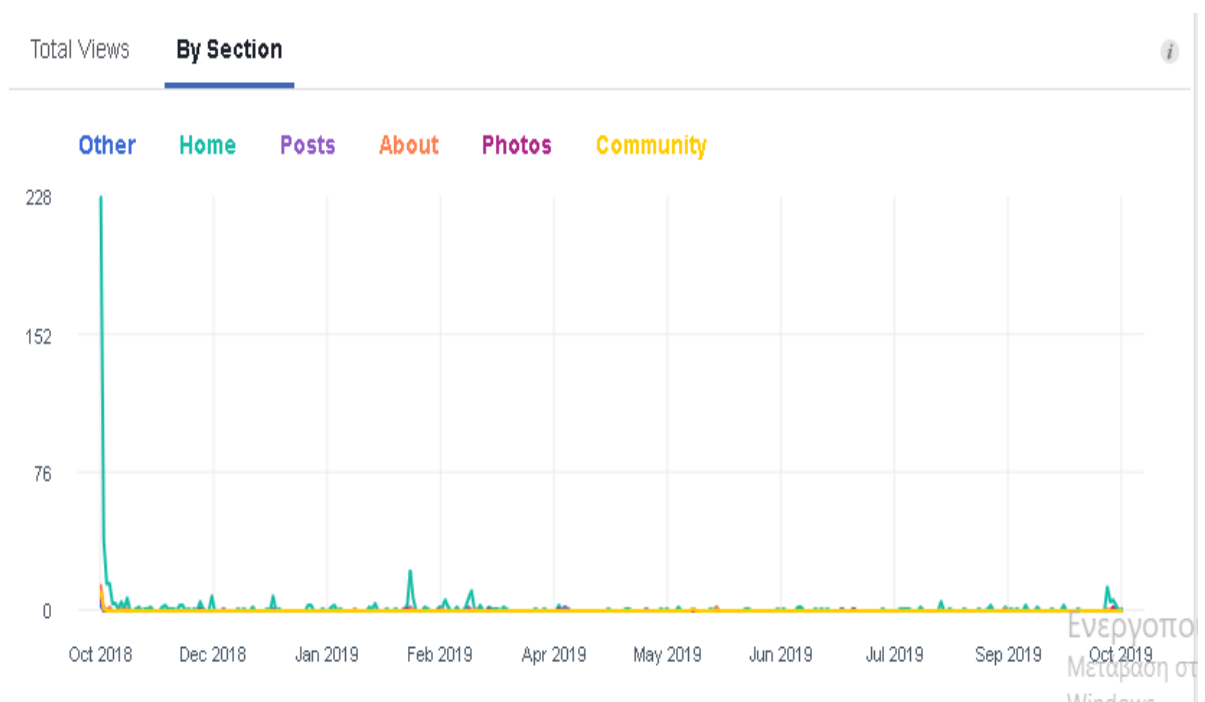
Post Reach

The number of people who had your Page's posts on their screen. This number is an estimate and may not be precise



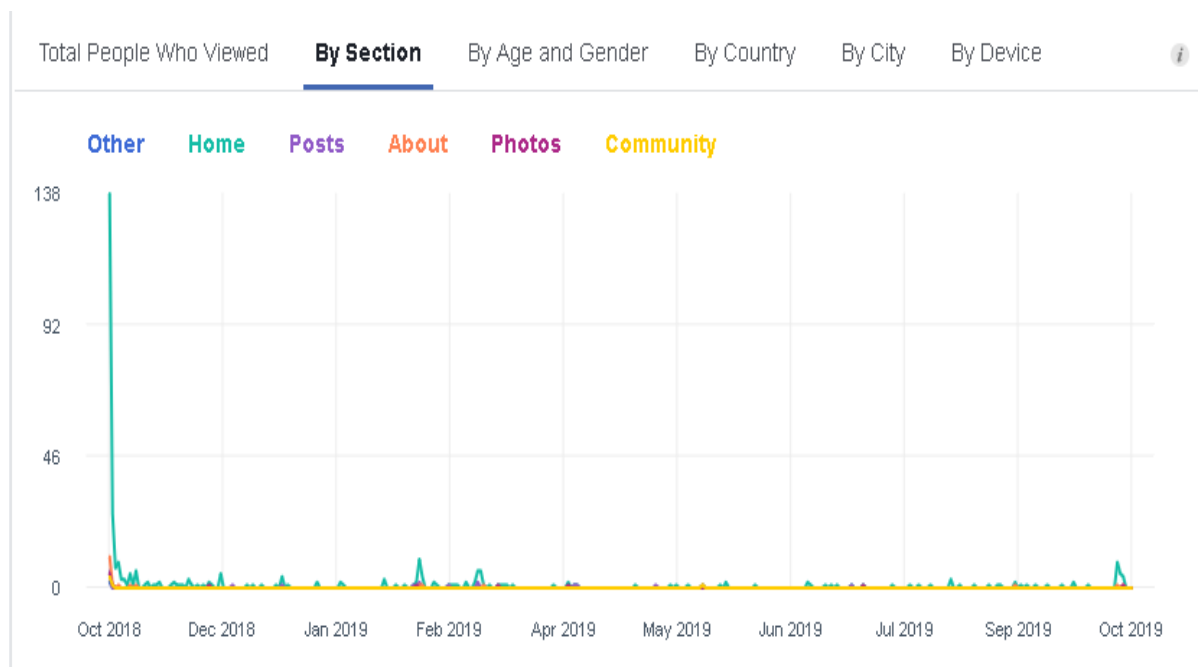
TOTAL VIEWS BY SECTION

In this note a categorization is made as to which category of all the information channels through the page of that social networking site attracted the most views.



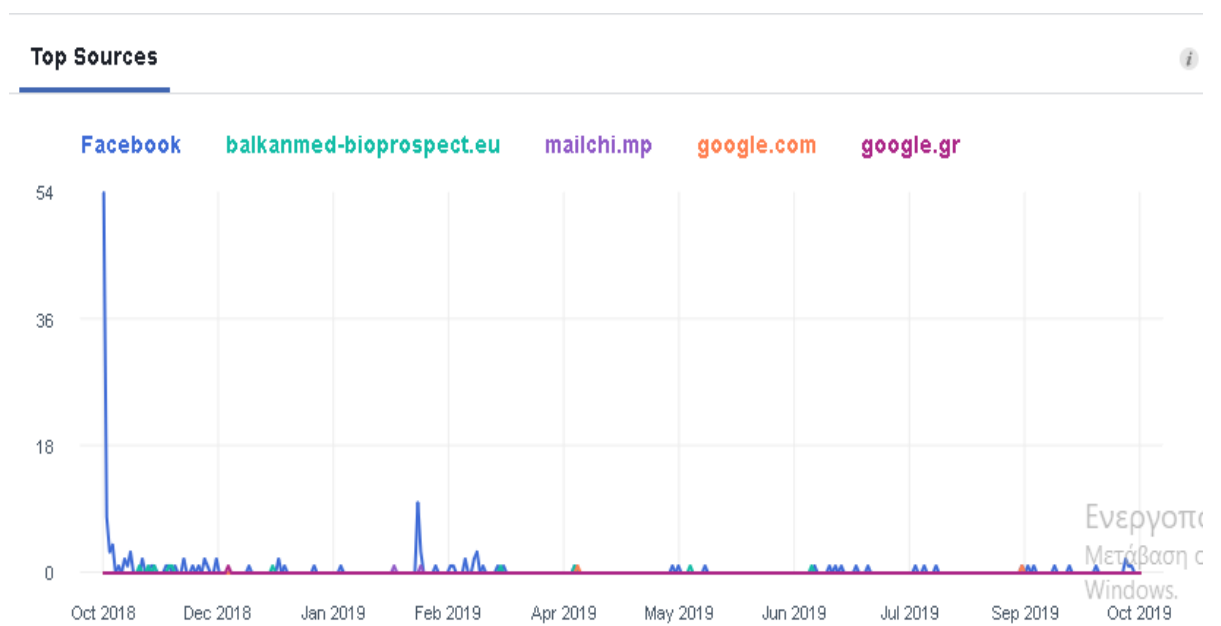
TOTAL PEOPLE WHO VIEWED BY SECTION

In this note a categorization is made of which category of all the information channels through the page of this particular social networking site attracted and informed most internet visitors.



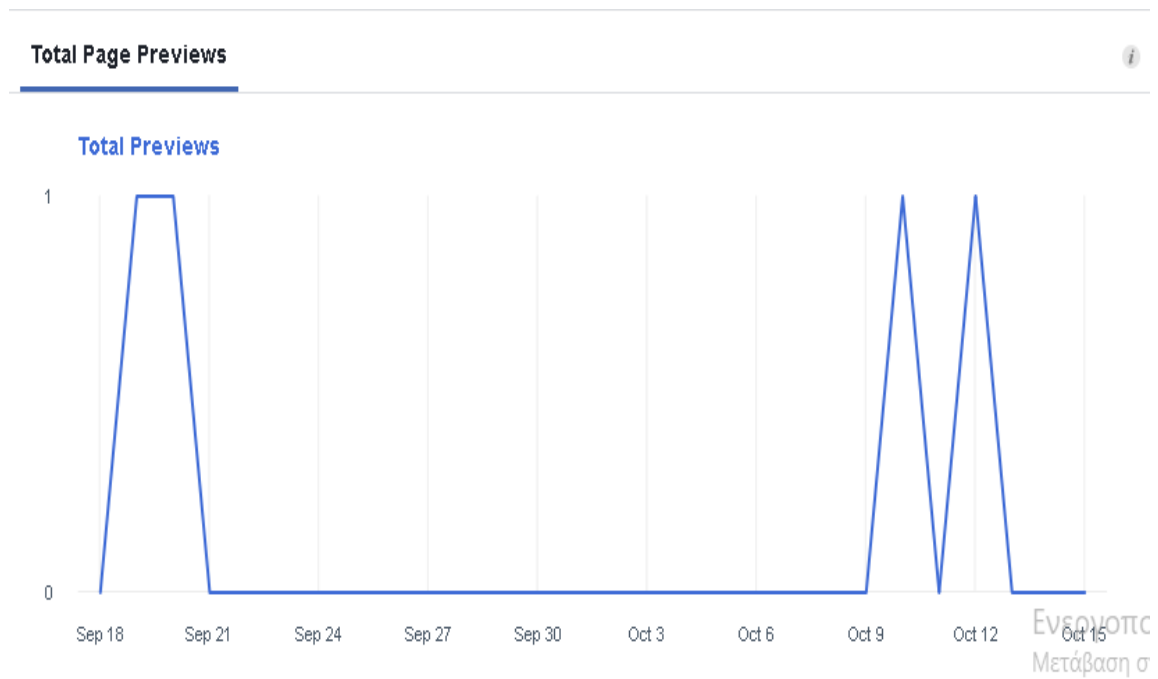
TOP SOURCES

At this point we are informed about which site has been the most attractive media, it is important to emphasize its great contribution of facebook



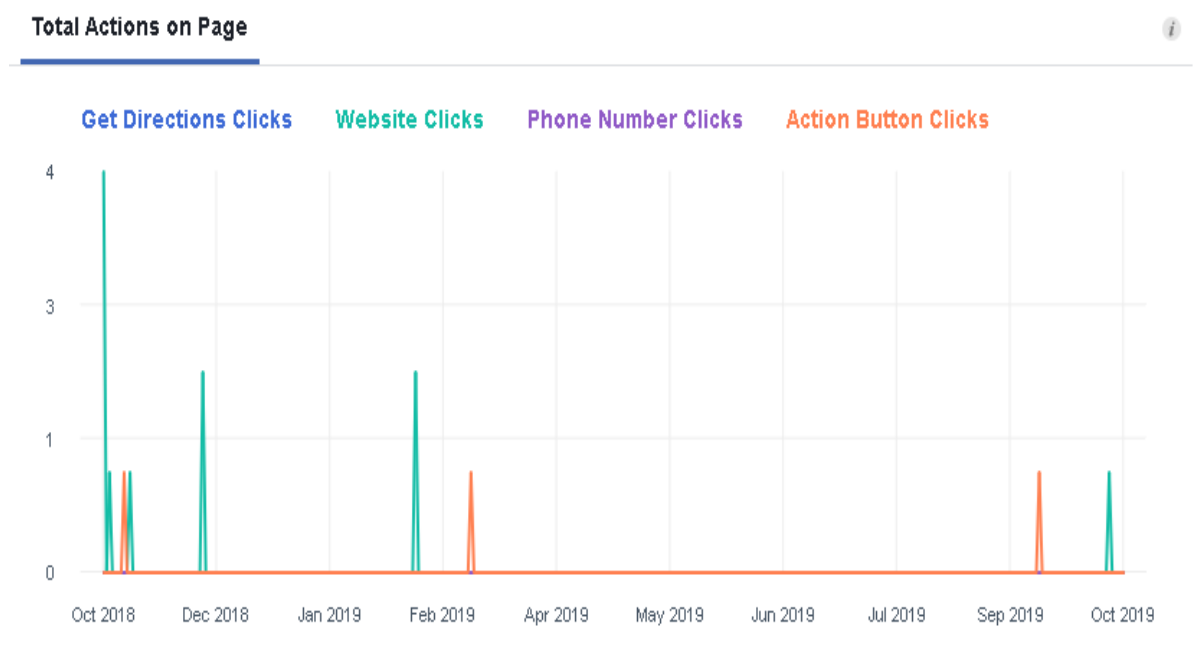
TOTAL PAGE PREVIEWS

The chart shows a preview of this update page in total from September 18, 2019 to October 15, 2019



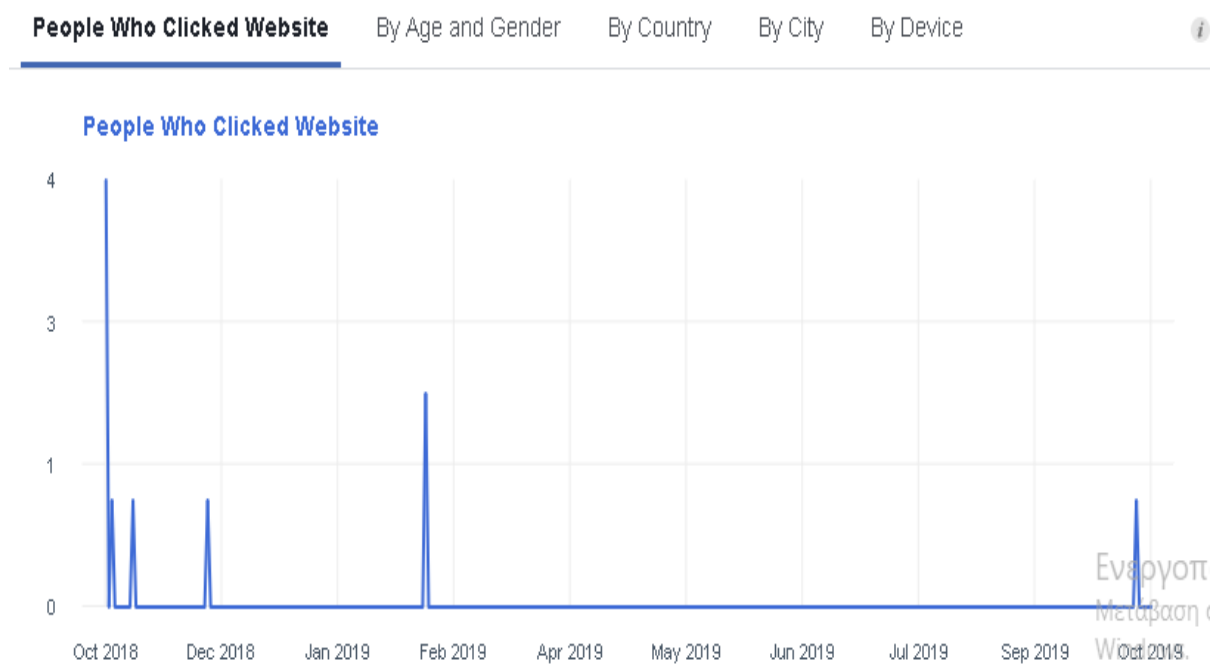
TOTAL ACTIONS ON PAGE

This chart is about where all the clicks came from

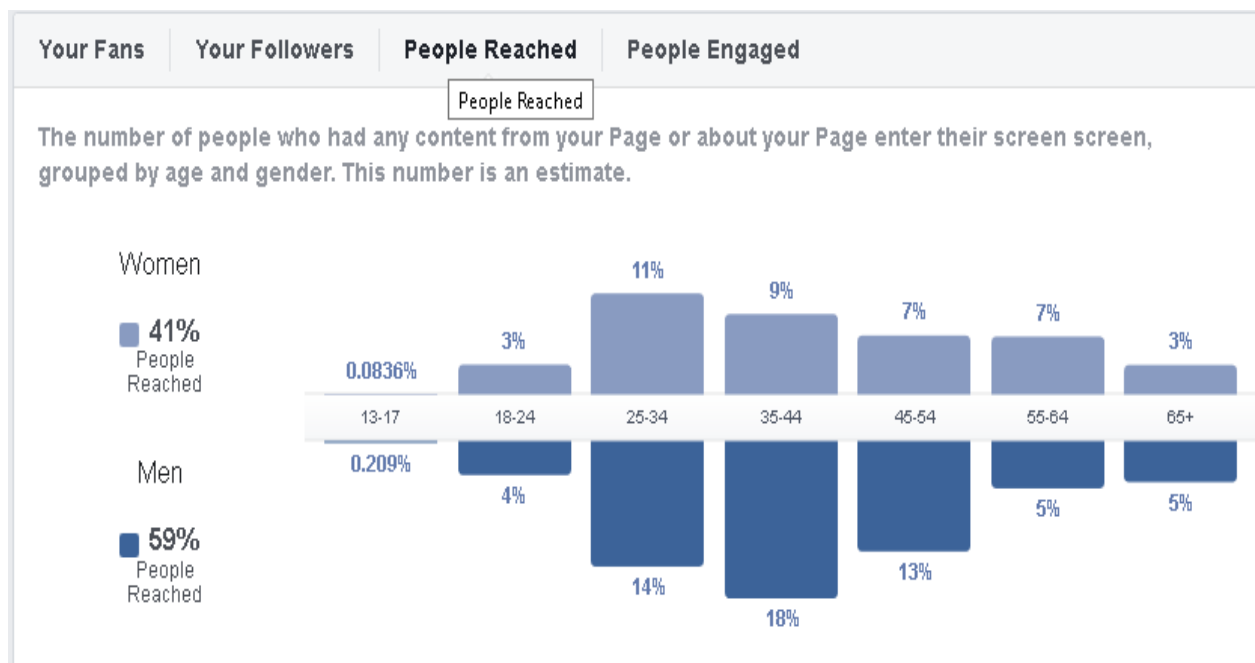


People who clicked web site

The chart shows the number of people who clicked on the website, the highest activity was observed in February 2019



People Reached



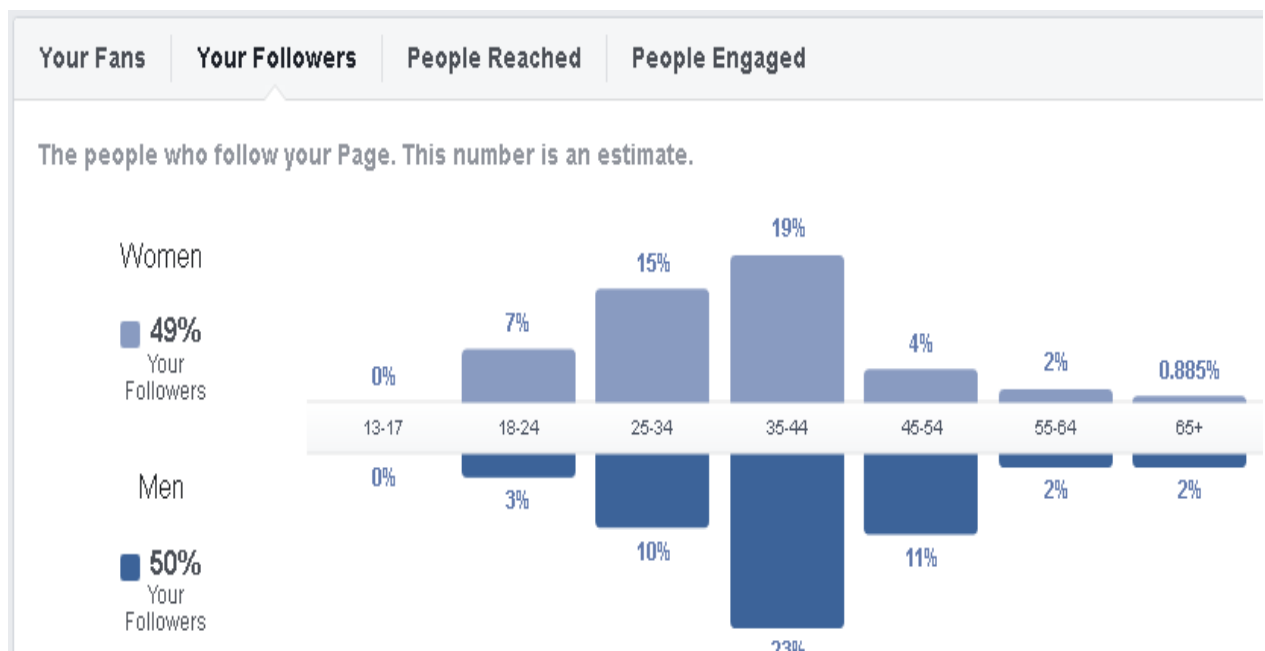
Country	People Engaged	City	People Engaged	Language	People Engaged
Greece	88	Thessaloníki, Greece	52	Greek	79
Albania	16	Korçë, Albania	12	English (US)	22
Macedonia	8	Kalamariá, Greece	9	English (UK)	17
Croatia	4	Vólos, Greece	8	Albanian	7
Germany	3	Gostivar, Republic of M...	7	Croatian	2
Cyprus	3	Athens, Greece	6	Italian	1
United States of America	2	Flórina, Greece	3	Spanish	1
Denmark	1	Kateríni, Greece	2	Portuguese (Brazil)	1
Italy	1	Nicosia, Cyprus	2	Thai	1

Denmark	1	Kateríni, Greece	2	Portuguese (Brazil)	
Italy	1	Nicosia, Cyprus	2	Thai	
Brazil	1	Tirana, Albania	2	Czech	
Thailand	1	Tetovo, Republic of Ma...	1	German	
Australia	1	Sydney, NSW, Australia	1		
Slovenia	1	Xánthi, Greece	1		
Czech Republic	1	Giannitsá, Greece	1		
		Chiang Mai, Thailand	1		
		Berlin, Germany	1		
		Zagreb, Croatia	1		
		Hamburg, Germany	1		
		Praque, Czech Republic	1		

Zaostrog, Croatia	1
Madison, WI	1
Perugia, Italy	1
Orestíada, Greece	1
Nova Andradina, MS, B...	1
Cakovec, Croatia	1
Skokie, IL	1
Gramsh, Albania	1
Piraeus, Greece	1
Viersen, Germany	1
Maliq, Albania	1
Alexandroúpoli, Greece	1
Monólithos, Greece	1

Denmark	1	Kateríni, Greece	2
Italy	1	Nicosia, Cyprus	2
Brazil	1	Tirana, Albania	2
Thailand	1	Tetovo, Republic of Ma...	1
Australia	1	Sydney, NSW, Australia	1
Slovenia	1	Xánthi, Greece	1
Czech Republic	1	Giannitsá, Greece	1
		Chiang Mai, Thailand	1
		Berlin, Germany	1
		Zagreb, Croatia	1
		Hamburg, Germany	1
		Praque, Czech Republic	1

Followers



Country	Your Followers	City	Your Followers	Language	Your Followers
Greece	176	Thessaloníki, Greece	69	Greek	149
Albania	12	Alexandroupoli, Greece	17	English (US)	33
Macedonia	5	Athens, Greece	15	English (UK)	22
Croatia	4	Polýgyros, Greece	14	Albanian	7
Cyprus	4	Korçë, Albania	11	Italian	4
Germany	3	Lárisa, Greece	6	Croatian	3
Italy	3	Komotiní, Greece	5	Spanish	2
France	2	Kozáni, Greece	5	Polish	1
United States of America	2	Agrínio, Greece	4	Turkish	1
Serbia	1	Gostivar, Republic of M...	4	Indonesian	1
Portugal	1	Patras, Greece	4	Bulgarian	1
Switzerland	1	Xánthi, Greece	2	French (France)	1
South Africa	1	Zagreb, Croatia	2	German	1

Ενεργοποιήστε
Μετάβαση
Windows.

Albania	12	Alexandroupoli, Greece	17	English (US)	33
Macedonia	5	Athens, Greece	15	English (UK)	22
Croatia	4	Polýgyros, Greece	14	Albanian	7
Cyprus	4	Korçë, Albania	11	Italian	4
Germany	3	Lárisa, Greece	6	Croatian	3
Italy	3	Komotiní, Greece	5	Spanish	2
France	2	Kozáni, Greece	5	Polish	1
United States of America	2	Agrínio, Greece	4	Turkish	1
Serbia	1	Gostivar, Republic of M...	4	Indonesian	1
Portugal	1	Patras, Greece	4	Bulgarian	1
Switzerland	1	Xánthi, Greece	2	French (France)	1
South Africa	1	Zagreb, Croatia	2	German	Ενεργητικό Μετόχων α

Parma, Italy	1
Piraeus, Greece	1
Ligourión, Greece	1
Chaniá, Greece	1
Sydney, NSW, Australia	1
Galatás, Greece	1
Vlorë, Albania	1
Munich, Germany	0
Caransebes, Romania	0
Cestica, Croatia	0
Ialysós, Greece	0
Néa Moudhaniá, Greece	0
Kiáto, Greece	0
Livadeiá, Greece	0

Yverdon-les-Bains, Sw...	1
Loughborough, United...	1
??stros, Greece	1
Denpasar, Indonesia	1
Lambesc, France	1
Oviedo, Spain	1
Kateríni, Greece	1
Mitilíni, Greece	1
New York, NY	1
Leonídion, Greece	1
Corfu, Greece	1
Arnaía, Greece	1
Bol, Croatia	1

Ενεργ
Μετάβ
Window

Fans

Your Fans

Your Followers

People Reached

People Engaged

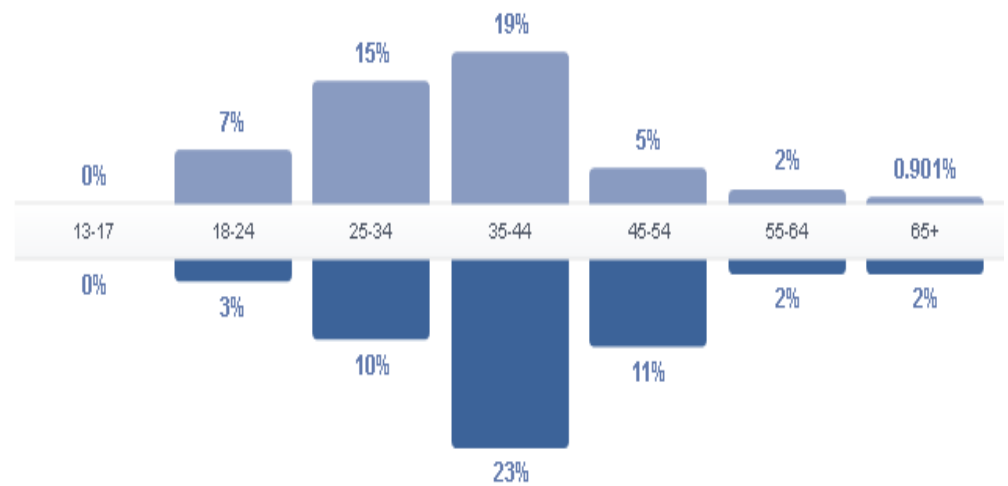
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

48%
Your Fans

Men

50%
Your Fans



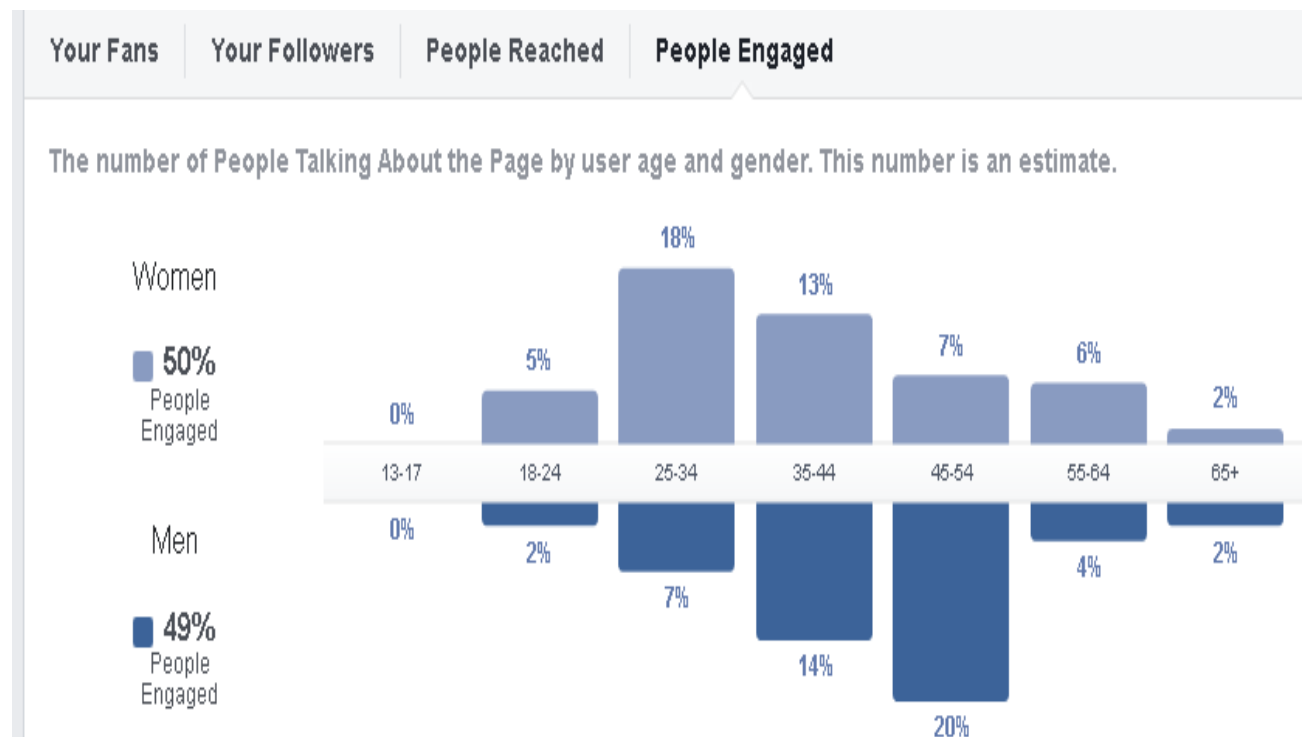
Hungary	1	Tríkala, Greece	2
Spain	1	Heraklion, Greece	2
Australia	1	Paralimni, Cyprus	2
Czech Republic	1	Nikítas, Greece	2
Papua New Guinea	1	Dráma, Greece	2
United Kingdom	1	Sydney, NSW, Australia	1
Indonesia	1	Munich, Germany	1
Poland	1	Alexándria, Greece	1
Romania	1	Kateríni, Greece	1
Netherlands	1	Brno, Czech Republic	1
Bosnia & Herzegovina	1	Skopje, Republic of Ma...	1
		Ialysós, Greece	1
		Livadeiá, Greece	1
		Parma, Italy	1

Country	Your Fans	City	Your Fans	Language	Your Fans
Greece	172	Thessaloníki, Greece	66	Greek	147
Albania	12	Alexandroúpoli, Greece	17	English (US)	32
Macedonia	5	Athens, Greece	15	English (UK)	21
Croatia	4	Polýgyros, Greece	14	Albanian	7
Cyprus	4	Korçë, Albania	11	Italian	4
Germany	3	Lárisa, Greece	6	Croatian	3
Italy	3	Komotiní, Greece	5	Spanish	2
France	2	Kozáni, Greece	5	Polish	1
United States of America	2	Agrínio, Greece	4	Turkish	1
Serbia	1	Gostivar, Republic of M...	4	Indonesian	1
Portugal	1	Patras, Greece	4	Bulgarian	1
Switzerland	1	Xánthi, Greece	2	French (France)	Ενεργοπο Μετάβαση στ Windows.
South Africa	1	Zagreb, Croatia	2	German	

Groningen, Netherlands	1
Yverdon-les-Bains, Sw...	1
Arnaía, Greece	1
Port Moresby, Papua N...	1
Bol, Croatia	1
Nicosia, Cyprus	1
Denpasar, Indonesia	1
Bolzano, Italy	1
Corfu, Greece	1
??stros, Greece	1
Limassol, Cyprus	1
Kallithéa, Greece	1
Édessa, Greece	1
Mitilíni, Greece	1

Port Moresby, Papua N...	1
Bol, Croatia	1
Nicosia, Cyprus	1
Denpasar, Indonesia	1
Bolzano, Italy	1
Corfu, Greece	1
??stros, Greece	1
Limassol, Cyprus	1
Kallithéa, Greece	1
Édessa, Greece	1
Mitilíni, Greece	1
Piraeus, Greece	1
Morgan Hill, CA	1
Kavála, Greece	1

People Engaged



Country	People Engaged
Greece	88
Albania	16
Macedonia	8
Croatia	4
Germany	3
Cyprus	3
United States of America	2
Denmark	1
Italy	1
Brazil	1
Thailand	1
Australia	1
Slovenia	1

City	People Engaged
Thessaloníki, Greece	52
Korçë, Albania	12
Kalamariá, Greece	9
Vólos, Greece	8
Gostivar, Republic of M...	7
Athens, Greece	6
Flórina, Greece	3
Kateríni, Greece	2
Nicosia, Cyprus	2
Tirana, Albania	2
Tetovo, Republic of Ma...	1
Sydney, NSW, Australia	1
Xánthi, Greece	1

Language	People Engaged
Greek	79
English (US)	22
English (UK)	17
Albanian	7
Croatian	2
Italian	1
Spanish	1
Portuguese (Brazil)	1
Thai	1
Czech	1
German	1

Ενεργό
Μετάβαση σ
Windows.

Zaostrog, Croatia	1
Madison, WI	1
Perugia, Italy	1
Orestíada, Greece	1
Nova Andradina, MS, B...	1
Cakovec, Croatia	1
Skokie, IL	1
Gramsh, Albania	1
Piraeus, Greece	1
Viersen, Germany	1
Maliq, Albania	1
Alexandroúpoli, Greece	1
Monólithos, Greece	1

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