

# SURFACE

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**Report on Facebook Campaign**

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## Introduction

Due to COVID19 emergency SURFACE project had to change plans on Final Conference organization.

The original plan envisioned by the project specifications required the organization of a large Final conference open to experts on Re-use and to General public.

With the restrictions made necessary to avoid infection spread, project partners have agreed to reach an assembly of experts through two webinars where Re-use and related topics have been discussed.

The goal of reaching general public has been achieved through an intense Facebook campaign on SURFACE achievements and public awareness on Re-use.

The project Facebook page, already active since project start, has been populated during the whole month of May 2020, with posts, news, videos, project deliveries in order to reach the greatest number of recipients to be considered “general public”.

This document is reporting on the outputs of this FB campaign, in terms of reach and public engagement.



## Facebook Campaign

Project partners have agreed, together with European Institutions to comply the task of reaching a sufficient “amount” of general public, through the dissemination of at least 2-3 posts on Re-Use per week along the whole month of May 2020.

The content to be spread had to be SURFACE results, videos on Re-Use, tools, news, announcements etc. It has been clear the SURFACE partnership had enough material to overreach the original goal, so the campaign has been managed to issue daily posts (including weekends). Some days two posts have been issued.

The categories of posts that have been issued were:

- Articles on the 8 tools of SURFACE Activation Tool
- SURFACE STORIES (videos produced by PP on Local Re-use activities)
- Local events on Re-use
- Announcements
- General interest videos on Re-Use

## Posts analysis of Facebook Campaign

The intensive dissemination campaign started on May 2<sup>nd</sup> and lasted one month until June 2<sup>nd</sup>, just before the beginning of SURFACE Final Conference.

Of course SURFACE Facebook page has been active all along the whole project lifespan, but during this period, communication intensified and posts were released according the following table:

Post	Date	Reach	Action	Invol %
 SURFACE STORIES IUTS STORY 5 <a href="https://youtu.be/RPz9dbyhGTI">https://youtu.be/RPz9dbyhGTI</a>	Jun 02, 11:00	42	0	2,38%
 SURFACE STORIES IUTS STORY 4 <a href="https://youtu.be/C3WlgRYr6eA">https://youtu.be/C3WlgRYr6eA</a>	Jun 01, 13:00	29	2	10,34%
 SURFACE STORIES RREUSE STORY 2 <a href="https://youtu.be/6Yt9CArY-6s">https://youtu.be/6Yt9CArY-6s</a>	May 31, 11:01	37	2	8,11%

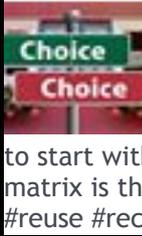
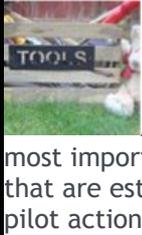
 <p>SURFACE STORIES CPU STORY 5 <a href="https://youtu.be/6D_7Lgtg7Lc">https://youtu.be/6D_7Lgtg7Lc</a></p>	May 30, 11:00	33	1	3,03%
 <p>SURFACE News CPU Donates Masks to Slovenian Parliament <a href="https://youtu.be/W1Xmz-DpnyQ">https://youtu.be/W1Xmz-DpnyQ</a></p>	May 29, 11:01	28	1	3,57%
 <p>SURFACE STORIES CPU STORY 4 <a href="https://youtu.be/n39-217hSdw?t=4">https://youtu.be/n39-217hSdw?t=4</a></p>	May 28, 13:01	27	1	3,7%
 <p>SURFACE STORIES ACT Group STORY 1 <a href="https://youtu.be/-Scu-_kj4Ro">https://youtu.be/-Scu-_kj4Ro</a></p>	May 28, 11:01	29	1	3,45%
 <p>SURFACE STORIES BZN STORY 3 <a href="https://youtu.be/yIhH3FslITs">https://youtu.be/yIhH3FslITs</a></p>	May 27, 11:01	25	2	8%
<p>Here you can see the final conference in the live stream</p>	May 27, 07:59	32	1	6,25%
 <p>SURFACE STORIES ACT Group STORY 2 <a href="https://youtu.be/mqFGCeJD_ZQk">https://youtu.be/mqFGCeJD_ZQk</a></p>	May 26, 13:01	31	2	9,68%
 <p>Activation toolbox -Tool 7 TRAINING CURRICULA FOR SRP MANAGERS You have set up a Smart Re-Use Park (SRP) and are overwhelmed with the variety of activities and needs in your region? A...</p>	May 26, 11:01	23	2	8,7%
 <p>(Post with no description) 27 3 11,11% 3 0</p>	May 25, 15:06	27	3	1,11%
 <p>SURFACE STORIES BZN STORY 2 <a href="https://youtu.be/Wlp7O3jYCKo">https://youtu.be/Wlp7O3jYCKo</a></p>	May 25, 11:01	27	3	11,11%

 SURFACE STORIES BZN STORY 1 <a href="https://youtu.be/tXsV5CkSc1k">https://youtu.be/tXsV5CkSc1k</a>	May 24, 11:01	30	1	3,33%
 SURFACE STORIES KP-V STORY 2 <a href="https://youtu.be/JpQCNcv9Pq0">https://youtu.be/JpQCNcv9Pq0</a>	May 23, 11:10	35	3	14,29%
 Activation toolbox -Tool 6 CALCULATION MODEL In order to fullfill all three pillars of sustainability also the economic dimension of a Smart Re- Use Park (SRP) needs to be considered in the planning phase carefull...	May 22, 11:01	27	1	3,7%
 SURFACE STORIES KP-V STORY 2 <a href="https://youtu.be/ah66KWEcwCU">https://youtu.be/ah66KWEcwCU</a>	May 21, 11:01	29	3	10,34%
 SURFACE STORIES KP-V STORY 1 <a href="https://youtu.be/KjVFgwHjZ4k">https://youtu.be/KjVFgwHjZ4k</a>	May 20, 11:01	29	2	6,9%
 Activation toolbox -Tool 5 POLICY AND OPERATIONAL REQUIREMENTS FOR CASE HISTORIES A good advice when setting up a Smart Re-Use Park (SRP) is to learn from the experience of other...	May 19, 11:01	20	1	5%
 SURFACE STORIES ZAK STORY 3 <a href="https://youtu.be/zbu9zb_ZXXc">https://youtu.be/zbu9zb_ZXXc</a>	May 18, 13:01	32	2	6,25%
 SURFACE STORIES ZAK STORY 2 <a href="https://youtu.be/x6HW6MQF54s">https://youtu.be/x6HW6MQF54s</a>	May 18, 11:00	25	1	4%
 SURFACE STORIES ZAK STORY 1 <a href="https://youtu.be/EWvAD8vFMYQ">https://youtu.be/EWvAD8vFMYQ</a>	May 17, 13:00	35	2	8,57%

 <p>SURFACE STORIES INSIEME STORY 3 <a href="http://ow.ly/dQ6I50zBXCi">http://ow.ly/dQ6I50zBXCi</a></p>	May 17, 11:01	33	4	18,18%
 <p>SURFACE STORIES INSIEME STORY 2 <a href="http://ow.ly/Uyjc50zBxBn">http://ow.ly/Uyjc50zBxBn</a></p>	May 16, 15:30	39	4	15,38%
 <p>SURFACE STORIES CPU STORY 4 <a href="http://ow.ly/cpm850zBXLs">http://ow.ly/cpm850zBXLs</a></p>	May 16, 13:01	24	3	12,5%
<p>SURFACE STORIES INSIEME STORY 2 <a href="http://ow.ly/Uyjc50zBxBn">http://ow.ly/Uyjc50zBxBn</a></p>	May 16, 11:01	3	1	66,67%
 <p>SURFACE STORIES IURS STORY 3 <a href="http://ow.ly/NqR450zBXKe">http://ow.ly/NqR450zBXKe</a></p>	May 15, 13:02	21	2	9,52%
 <p>Activation toolbox -Tool 4 COLLABORATION AGREEMENT BETWEEN RE-USE ACTORS You are in the stage to settle specific re-use collaborations in your region? Our templates for collaboration...</p>	May 15, 11:01	27	2	11,11%
 <p>SURFACE STORIES IURS STORY 2 <a href="http://ow.ly/cJhT50zBXIO">http://ow.ly/cJhT50zBXIO</a></p>	May 14, 13:01	40	6	17,5%
 <p>SURFACE STORIES INSIEME STORY 1 <a href="http://ow.ly/7hPA50zBXYC">http://ow.ly/7hPA50zBXYC</a></p>	May 14, 11:01	33	4	12,12%
 <p>SURFACE STORIES IURS STORY 1 <a href="http://ow.ly/rTHp50zBXul">http://ow.ly/rTHp50zBXul</a></p>	May 13, 13:01	33	3	9,09%
 <p>SURFACE STORIES PoR STORY 3 <a href="http://ow.ly/GbXd50zBXLz">http://ow.ly/GbXd50zBXLz</a></p>	May 13, 11:01	33	4	12,12%

	<p>Activation toolbox -Tool 3 COOPERATION MATRIX You want to visualize the current status of potential cooperation in the field of re-use in your region? The cooperation matrix describes all possible synergies...</p>	May 12, 13:01	25	2	4%
	<p>SURFACE STORIES PoR STORY 2 <a href="http://ow.ly/P4bi50zBXjD">http://ow.ly/P4bi50zBXjD</a></p>	May 12, 11:00	42	4	14,29%
	<p>Future with new challenges In an important period of current and future forecasts of infection, SURFACE partner CPU, the first reuse company in Slovenia, again is the first to approaching and to ensuring complete...</p>	May 11, 13:01	57	4	5,26%
	<p>SURFACE STORIES PoR STORY 1 <a href="http://ow.ly/nHYD50zBXhL">http://ow.ly/nHYD50zBXhL</a></p>	May 11, 11:00	26	3	11,54%
	<p>SURFACE STORIES PoR STORY 1 <a href="http://ow.ly/LG5550zuU51">http://ow.ly/LG5550zuU51</a></p>	May 10, 11:00	26	2	11,54%
	<p>SURFACE STORIES CPU STORY 3 <a href="http://ow.ly/7Kea50zuU50">http://ow.ly/7Kea50zuU50</a></p>	May 10, 10:01	33	3	9,09%
	<p>SURFACE STORIES CPU STORY 2 <a href="http://ow.ly/g6WL50zuU2P">http://ow.ly/g6WL50zuU2P</a></p>	May 09, 10:00	25	3	20%
	<p>SURFACE STORIES CPU STORY 1 <a href="http://ow.ly/rMK850zuTZr">http://ow.ly/rMK850zuTZr</a></p>	May 08, 10:01	22	4	18,18%
	<p>Activation toolbox -Tool 2 MULTISTAKEHOLDER FORUM Multistakeholder Forum is part of the Activation Toolbox The SURFACE Multistakeholder Forum Visual Tutor is an online toolkit that allows the...</p>	May 07, 10:01	22	1	4,55%
	<p>SURFACE Newsletter # 7 - May 2020 - <a href="https://mail-chi.mp/c4ad9b2a7880/surface-newsletter-7-may-2020">https://mail-chi.mp/c4ad9b2a7880/surface-newsletter-7-may-2020</a></p>	May 07, 7:44	29	1	13,79%



	<p>SURFACE STORIES RREUSE STORY 1 <a href="http://ow.ly/J1Ro50zuTzi">http://ow.ly/J1Ro50zuTzi</a></p>	<p>May 06, 13:02</p>	<p>29</p>	<p>3</p>	<p>79%</p>
	<p>Activation toolbox -Tool 1 DECISION MATRIX You want to start with the set-up of a smart re-use park? Then the decision matrix is the first tool you should consider to reach your goal. #reuse #recycle...</p>	<p>May 05, 10:01</p>	<p>26</p>	<p>1</p>	<p>3,85%</p>
	<p>SURFACE STORIES ATM STORY 3 <a href="http://ow.ly/xktV50zuTuR">http://ow.ly/xktV50zuTuR</a></p>	<p>May 04, 13:01</p>	<p>27</p>	<p>3</p>	<p>18,52%</p>
	<p>Activation toolbox - what is inside? One of SURFACE's most important outcomes is a number of tools and instruments that are established throughout the 3 years project phase. Besides pilot actions, training an...</p>	<p>May 04, 10:00</p>	<p>29</p>	<p>2</p>	<p>0%</p>
	<p>SURFACE STORIES ATM STORY 2 <a href="http://ow.ly/cFNl50zuTgr">http://ow.ly/cFNl50zuTgr</a></p>	<p>May 03, 10:00</p>	<p>39</p>	<p>2</p>	<p>7,69%</p>
	<p>SURFACE STORIES ATM STORY 1 <a href="http://ow.ly/xklW50zuT14">http://ow.ly/xklW50zuT14</a></p>	<p>May 02, 13:00</p>	<p>51</p>	<p>4</p>	<p>84%</p>

Reach: people reached by the post

Action: Likes

Involvement %: percentage of people who clicked, liked, commented or shared the post



## Facebook Page Indicators Analysis

### Period of Analysis

May 02 - Jun 02, 2020

### Post

Total of published posts



### Followers

Total of followers (people who liked the page)



### Activity

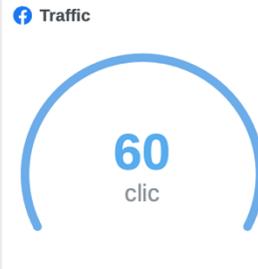
Total reactions, comments, and shares received from content associated with the page (over the selected time period). Includes comments from the post author





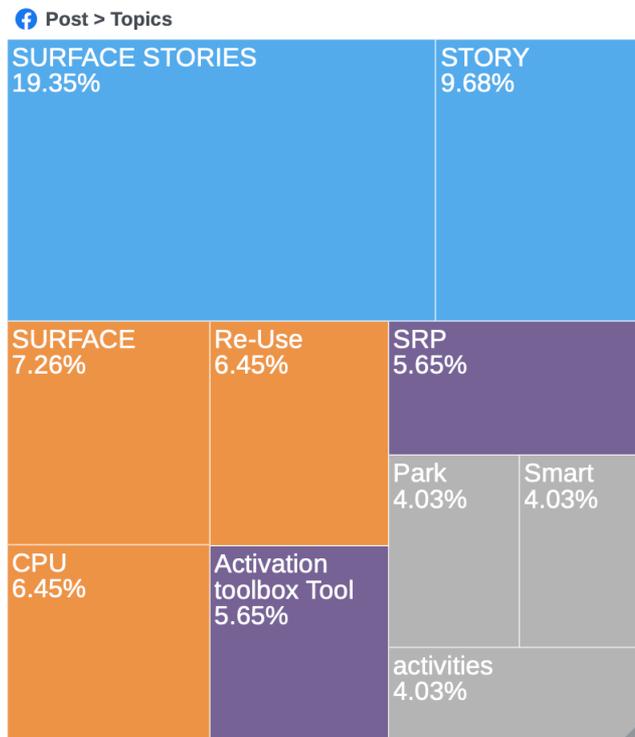
## Traffic

Total number of clicks on published links



## Types of posts

Type of posts posted





### Number of posts per date



### Nationality of followers

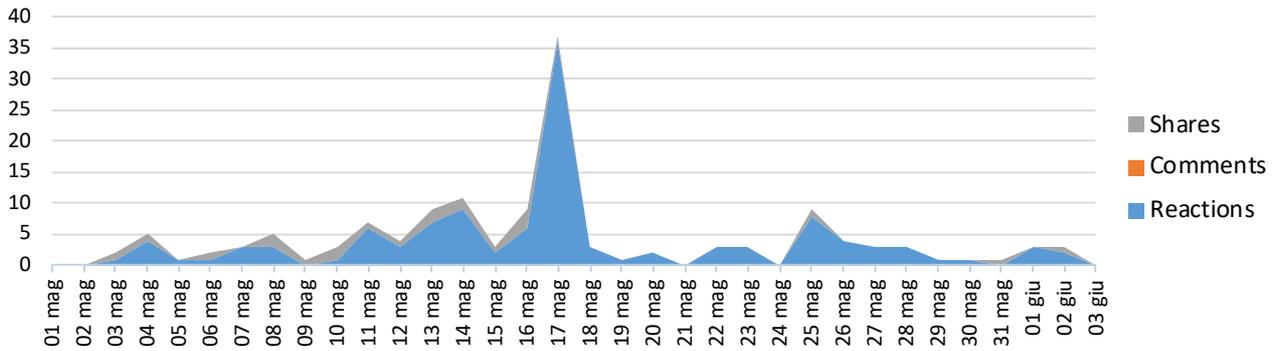
Total followers (users who liked) the page





## Type of engagement

Total reactions, comments, and shares received from content associated with the page (over the selected time period). Includes comments from the post author



## Messages

Total incoming messages received from your Facebook page: comments, posts from other users, and private messages. Does not include comments from the post author

