

Programme Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: WP C

Activity: A.C.5 Digital activities

Deliverable: D.C.5.2 Report on social profile set-up and maintenance

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Version: Final

Month, YEAR: January, 2021

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D.C.5.2 REPORT ON SOCIAL PROFILE SET-UP AND MAINTENANCE

Yearly reports to summarize the social networking activities carried out, some data and information on their impact included.

Period: 30/09/2019 – 31/12/2020

All partners constantly provided CM with news and events on the project activities and related information for the project social media.

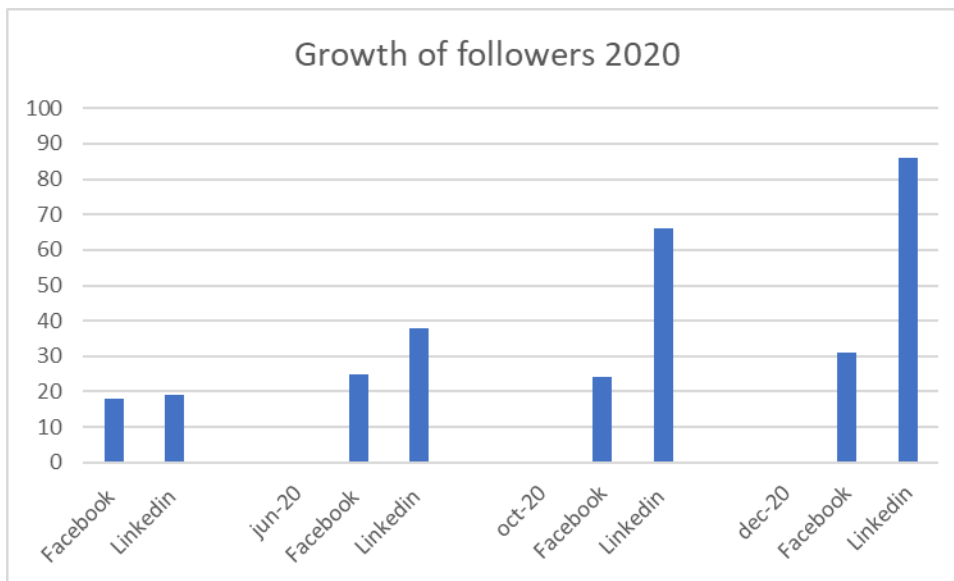
CM also looked for news from European Commission websites or from circular economy platforms to keep the profiles updated.

CIRCULAR4.0 promotes its activities through Facebook and LinkedIn. LP activated Facebook page on December the 3rd 2019, while CM activated LinkedIn page on January the 9th 2020.

This document reports data on the social media profiles concerning 2020, it must be underlined that the two social media offer different data analytics that are seldom comparable.

Growth of followers 2020	
apr-20	
Facebook	18
LinkedIn	19
giu-20	
Facebook	25
LinkedIn	38
ott-20	
Facebook	24
LinkedIn	66

dic-20	
Facebook	31
Linkedin	86



Facebook:

Facebook: <https://www.facebook.com/Circular40-104555164360096>

Number of followers: 31

Number of posts: 70

Number of likes: 27

Post reach 630

Top performing post: 31 March 2020 01/04 TRANSNATIONAL WORKING GROUPS MEETING ON-LINE CONFERENCE.

It reached the biggest number of contacts (24).

LinkedIn:

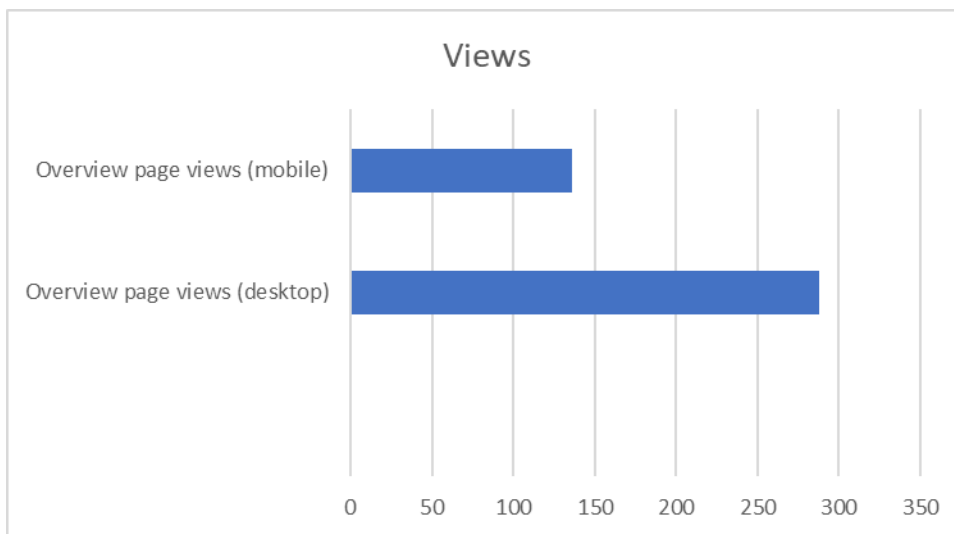
LinkedIn: <https://www.linkedin.com/company/circular4-0>

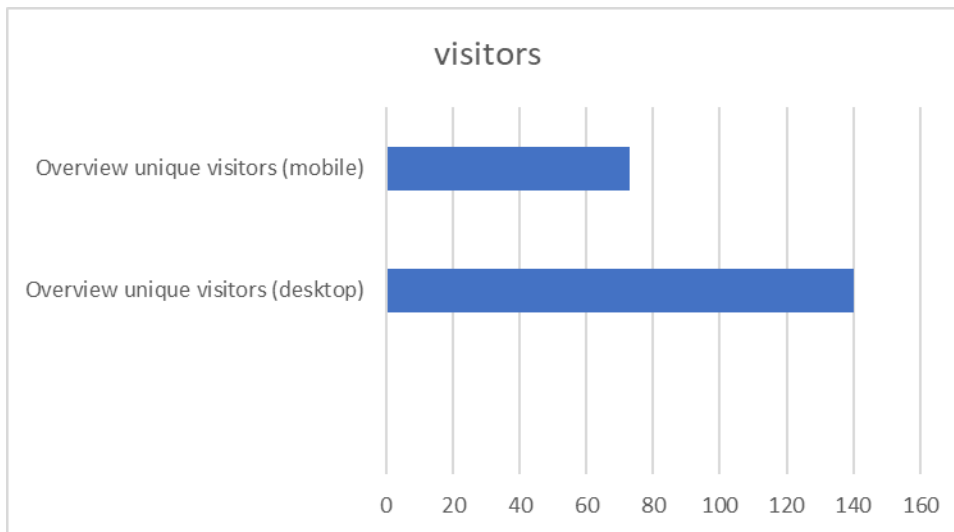
Number of followers: 86

Number of posts: 70

Number of likes: 93

Overview page views (desktop)	288
Overview page views (mobile)	136
Overview page views (total)	424
Overview unique visitors (desktop)	140
Overview unique visitors (mobile)	73
Overview unique visitors (total)	211





Location	Total views
Austria area	65
Munich Area, Germany	45
Stuttgart Area, Germany	34
Grenoble Area, France	31
Turin Area, Italy	25
Padova Area, Italy	19
Berlin Area, Germany	16
Metz Area, France	12
Nürnberg Area, Germany	10
Bergamo Area, Italy	10
Marseille Area, France	9
Venice Area, Italy	9
Strasbourg Area, France	8
Frankfurt Am Main Area, Germany	7
Lyon Area, France	7
Konstanz Area, Germany	6
Amsterdam Area, Netherlands	6
San Francisco Bay Area	4
London, United Kingdom	4
Gent Area, Belgium	4
Bern Area, Switzerland	4
Chambéry Area, France	4
Rio de Janeiro Area, Brazil	4
Bradford, United Kingdom	3
Montreal, Canada Area	3
Rostock Area, Germany	3

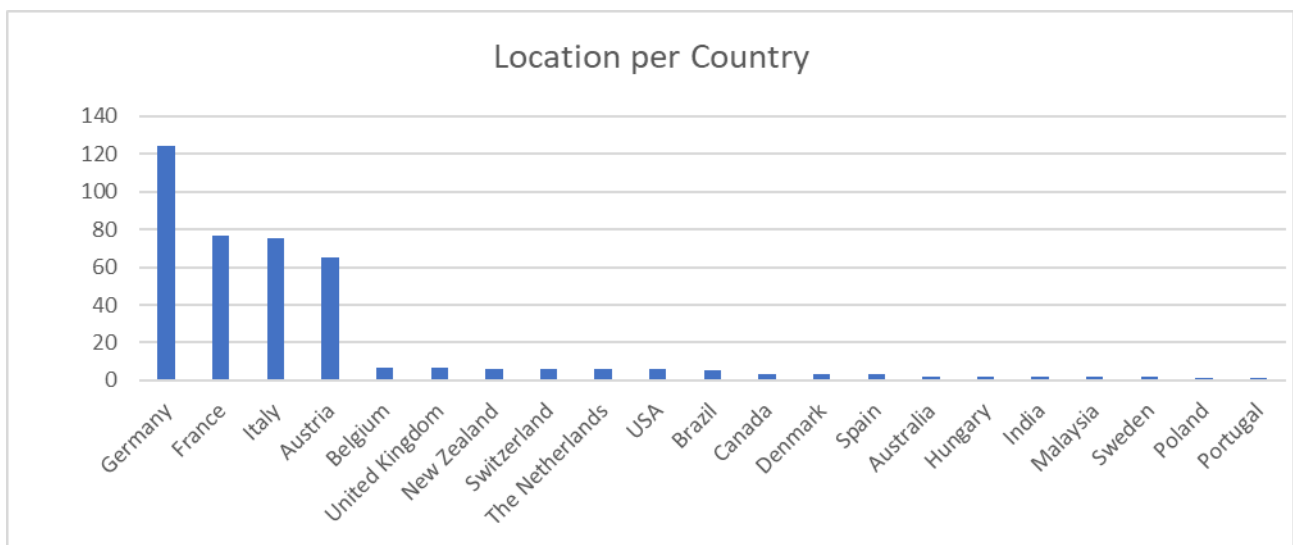
Bordeaux Area, France	3
Brescia Area, Italy	3
Auckland, New Zealand	3
Wellington & Wairarapa, New Zealand	3
Copenhagen Area, Capital Region, Denmark	3
Cincinnati, Ohio Area	2
Sydney, Australia	2
Antwerp Area, Belgium	2
Ticino, Switzerland	2
Bielefeld Area, Germany	2
Murcia Area, Spain	2
Rennes Area, France	2
Bolzano Area, Italy	2
Catania Area, Italy	2
Verona Area, Italy	2
Hyderabad Area, India	2
Selangor, Malaysia	2
Uppsala, Sweden	2
Pisa Area, Italy	2
Hungary area	2
Kingston upon Thames, United Kingdom	1
Brussels Area, Belgium	1
Saarbrücken Area, Germany	1
A Coruña Area, Spain	1
Paris Area, France	1
Reggio Calabria Area, Italy	1
São José dos Campos Area, Brazil	1
Porto Area, Portugal	1
Warsaw, Masovian District, Poland	1

Location per Country

Total views

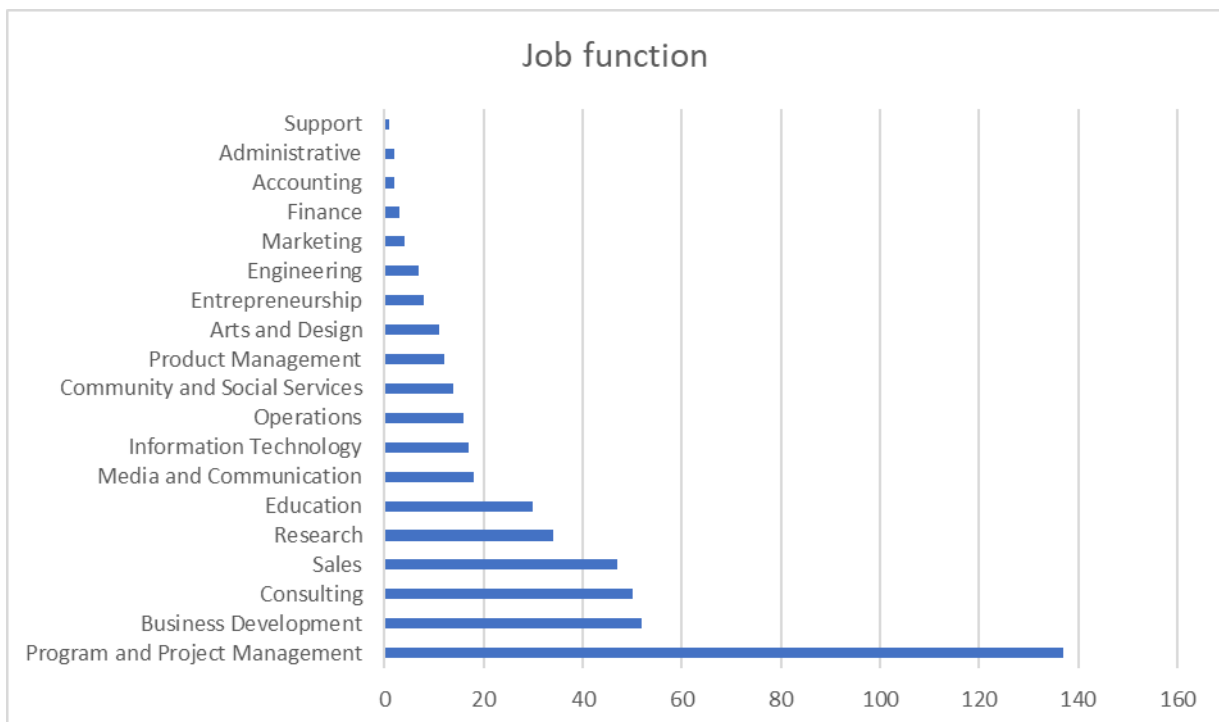
Germany	124
France	77
Italy	75
Austria	65
Belgium	7
United Kingdom	8
New Zealand	6
Switzerland	6
The Netherlands	6
USA	6
Brazil	5

Canada	3
Denmark	3
Spain	3
Australia	2
Hungary	2
India	2
Malaysia	2
Sweden	2
Poland	1
Portugal	1



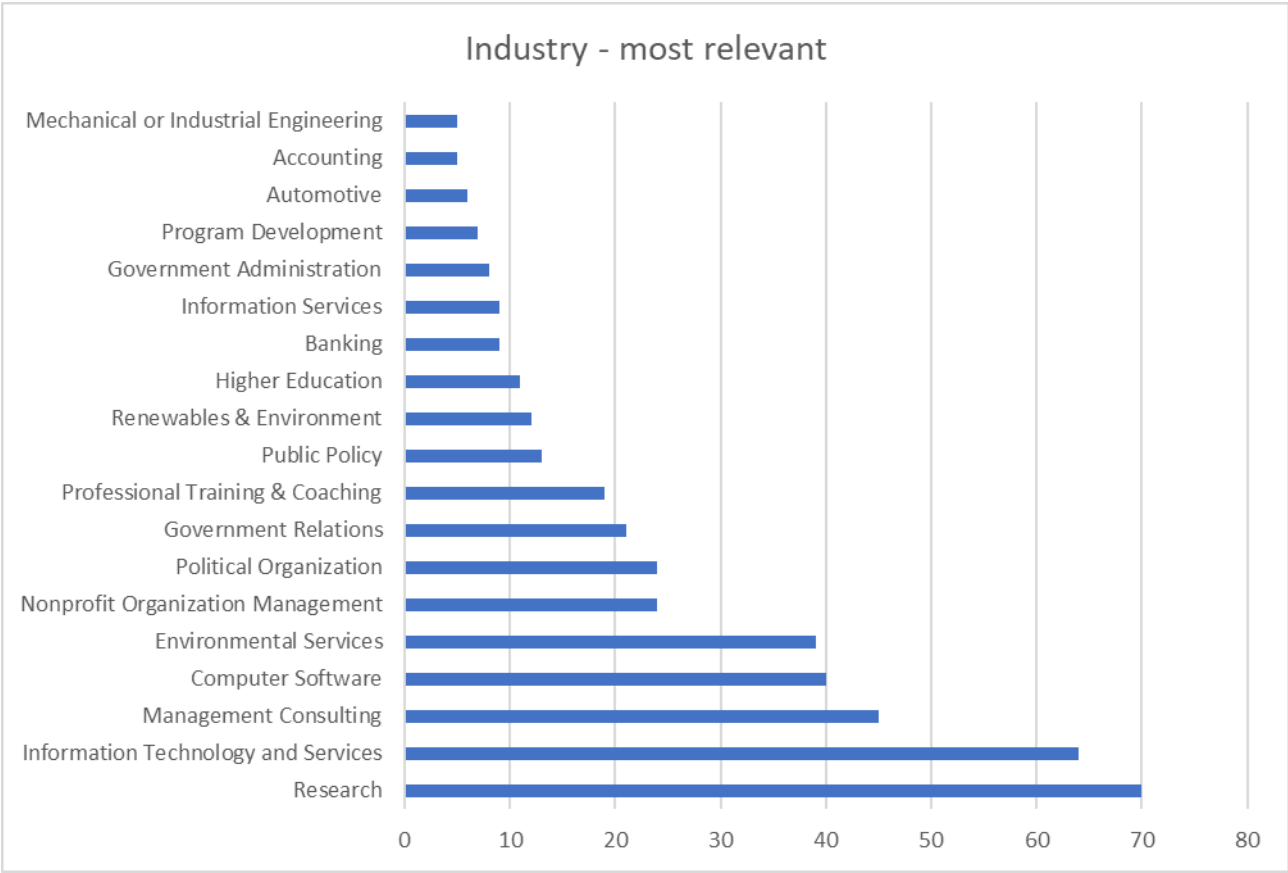
Job function	Total views
Program and Project Management	137
Business Development	52
Consulting	50
Sales	47
Research	34
Education	30
Media and Communication	18
Information Technology	17
Operations	16
Community and Social Services	14
Product Management	12

Arts and Design	11
Entrepreneurship	8
Engineering	7
Marketing	4
Finance	3
Accounting	2
Administrative	2
Support	1

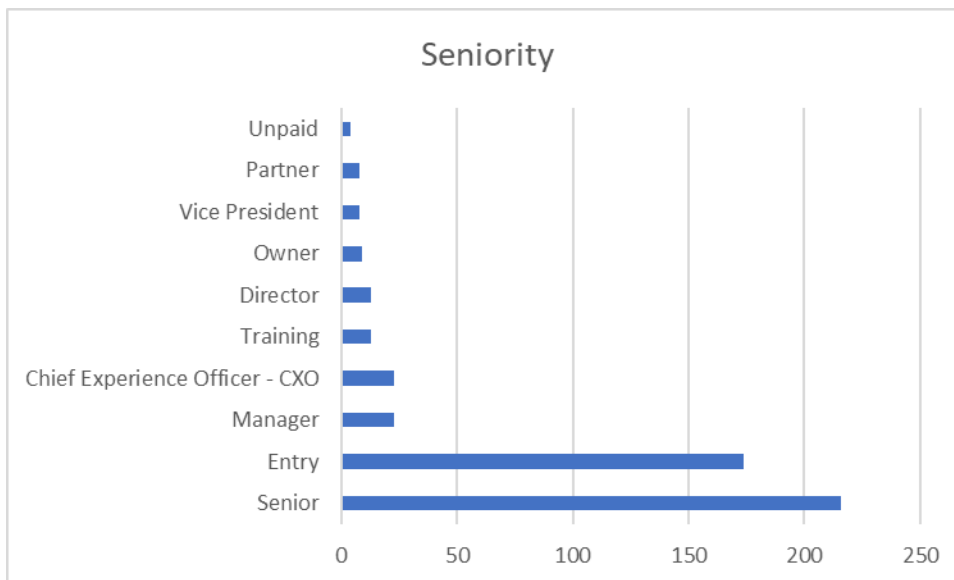


Industry	Total views
Research	70
Information Technology and Services	64
Management Consulting	45
Computer Software	40
Environmental Services	39
Nonprofit Organization Management	24
Political Organization	24
Government Relations	21
Professional Training & Coaching	19

Public Policy	13
Renewables & Environment	12
Higher Education	11
Banking	9
Information Services	9
Government Administration	8
Program Development	7
Automotive	6
Accounting	5
Mechanical or Industrial Engineering	5
Internet	4
Apparel & Fashion	4
Financial Services	4
Construction	4
Architecture & Planning	4
Public Relations and Communications	4
Events Services	4
Health, Wellness and Fitness	4
International Trade and Development	4
Education Management	3
Plastics	3
Human Resources	3
Industrial Automation	3
Furniture	2
Retail	2
Civil Engineering	2
Machinery	2
Farming	2
Marketing and Advertising	2
Electrical/Electronic Manufacturing	2
Philanthropy	2
Photography	2
Telecommunications	1
Biotechnology	1
Aviation & Aerospace	1
Textiles	1
Publishing	1
Design	1



Seniority	Total views
Senior	216
Entry	174
Manager	23
Chief Experience Officer - CXO	23
Training	13
Director	13
Owner	9
Vice President	8
Partner	8
Unpaid	4



Company size	Total views
11-50	130
2-10	78
51-200	64
501-1000	45
201-500	26
10001+	17
1001-5000	9
1	3

