

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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Month, YEAR: December, 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: 01/01/2021 – 31/12/2021

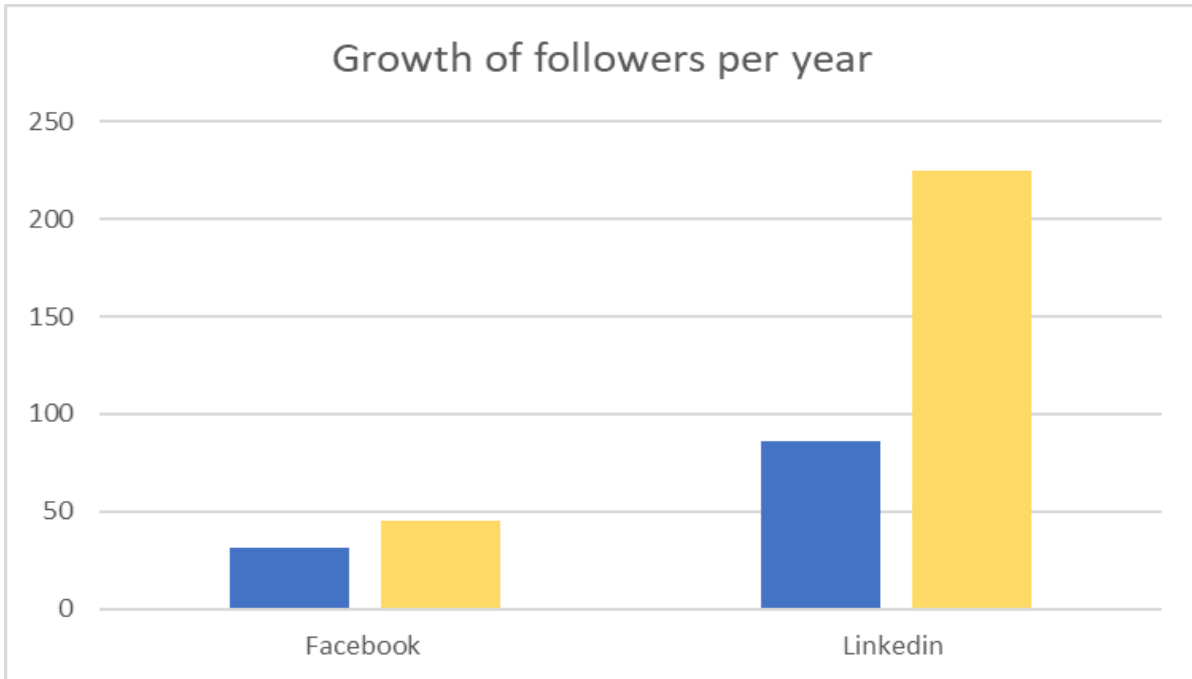
All partners constantly provided CM with news and events on the project activities and related information for the project social media.

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

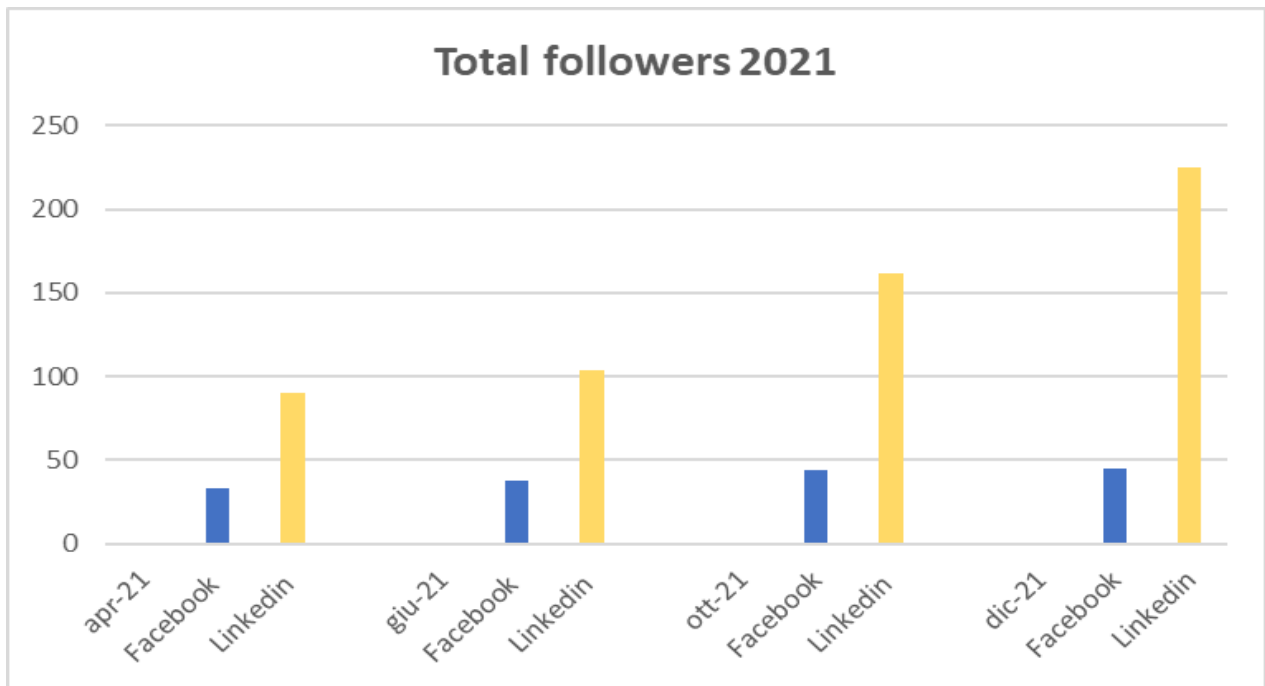
CIRCULAR4.0 promotes its activities through Facebook and LinkedIn.

This document reports data on the social media profiles concerning 2021, it must be underlined that the two social media offer different data analytics that are not comparable.

Growth of followers per year		
	31/12/2020	31/12/2021
Facebook	31	45
LinkedIn	86	225



Growth of followers 2021	
apr-21	
Facebook	33
LinkedIn	90
giu-21	
Facebook	38
LinkedIn	104
ott-21	
Facebook	44
LinkedIn	162
dic-21	
Facebook	45
LinkedIn	229



Facebook:

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

Number of followers: 45

Number of posts: 70

Number of likes: 39

Post reach 914

Top performing post: 19/11/2021: Here a very interesting publication by ecopreneur.eu about the barriers SMEs with sustainable & circular business models and products are facing: Why Sustainable SMEs hold the Key to the Circular Economy

It reached the biggest number of contacts (13).

LinkedIn:

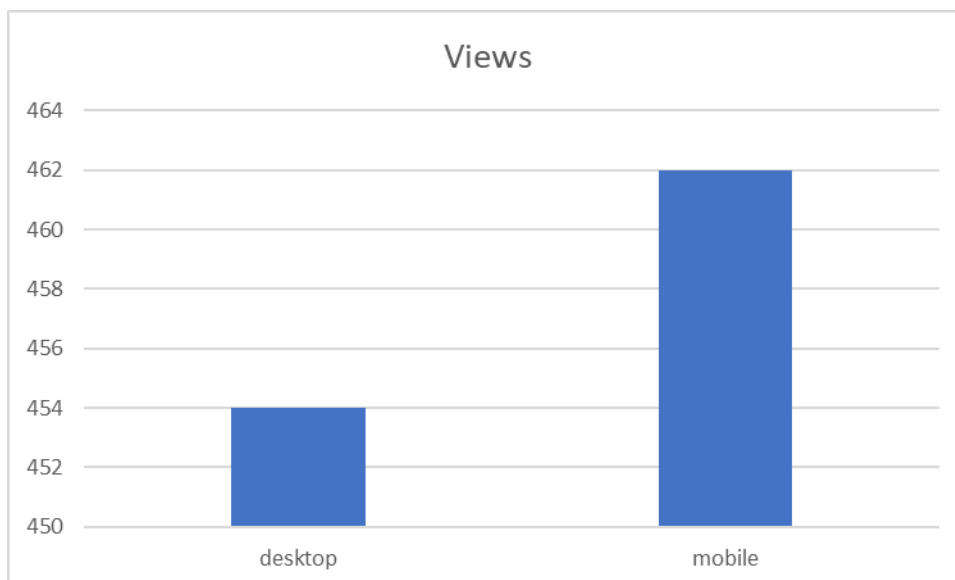
LinkedIn: <https://www.linkedin.com/company/circular4-0>

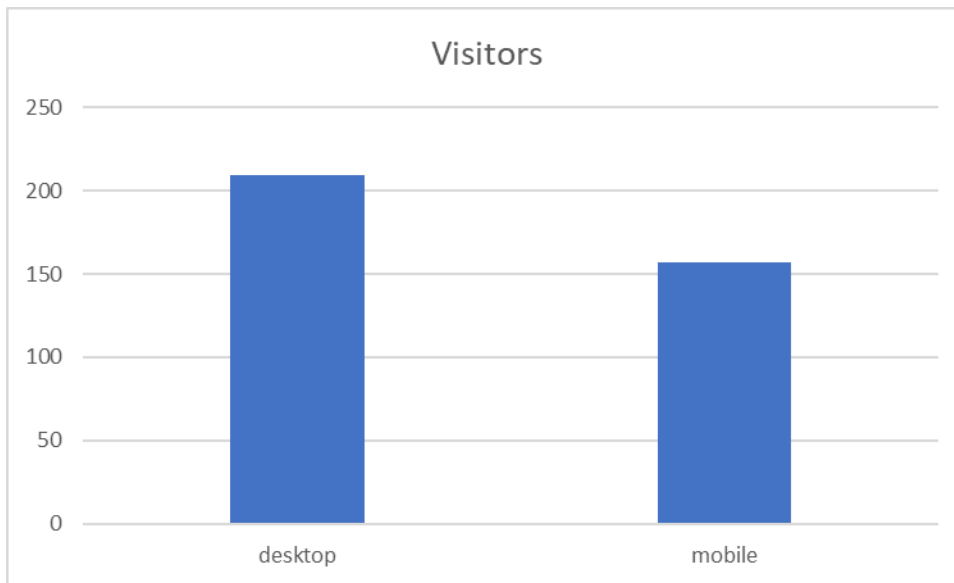
Number of followers: 229

Number of posts: 70

Number of likes: 93

Overview page views (desktop)	454
Overview page views (mobile)	462
Overview page views (total)	916
Overview unique visitors (desktop)	209
Overview unique visitors (mobile)	157
Overview unique visitors (total)	362





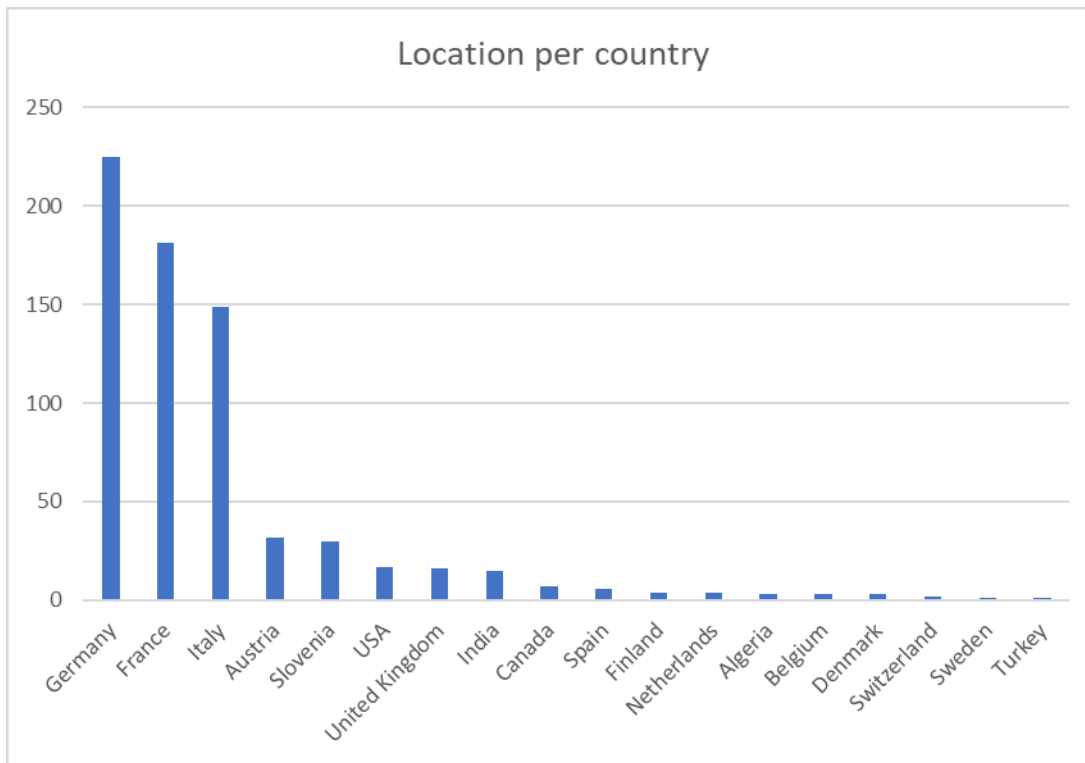
Unfortunately, LinkedIn does not count Slovenia in its reports, the following charts and tables were made estimating the Slovenian presence of visitors and followers starting from the check of single Slovenian followers among the list of CIRCULAR4.0 LinkedIn profile followers.

Location	Total views
Munich Area, Germany	121
Stuttgart Area, Germany	62
Turin Area, Italy	39
Strasbourg Area, France	37
Bergamo Area, Italy	36
Austria area	32
Slovenia area	30
Lyon Area, France	31
Padova Area, Italy	30
Grenoble Area, France	26
Marseille Area, France	17
Paris Area, France	17
Milan Area, Italy	15
London, United Kingdom	12
Gurgaon, India	12
Metz Area, France	10
Berlin Area, Germany	8
Frankfurt Am Main Area, Germany	7
Würzburg Area, Germany	7
Clermont-Ferrand Area, France	7
Brescia Area, Italy	7

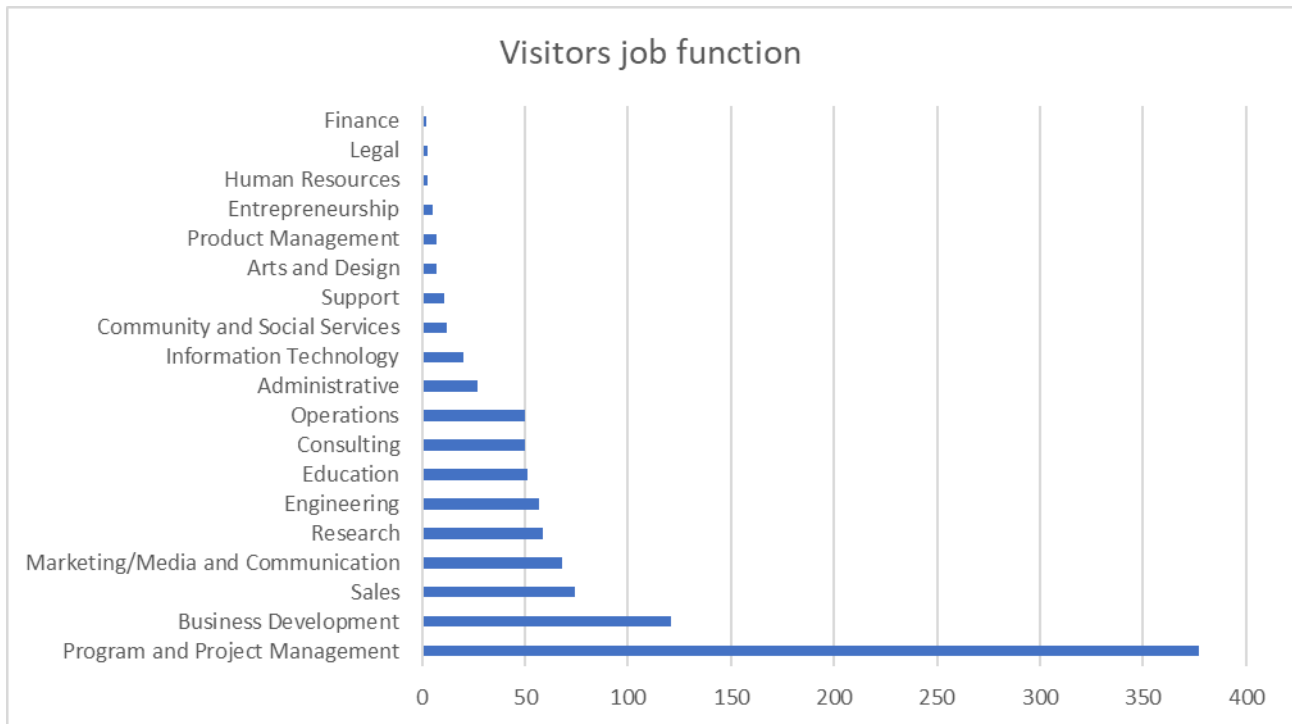
Venice Area, Italy	7
A Coruña Area, Spain	6
Bordeaux Area, France	6
Lille Area, France	6
Reims Area, France	6
Brindisi Area, Italy	5
San Francisco Bay Area	4
Toronto, Canada Area	4
Freiburg Area, Germany	4
Nürnberg Area, Germany	4
Ulm Area, Germany	4
Murcia Area, Spain	4
Troyes Area, France	4
Treviso Area, Italy	4
Helsinki Area, Finland	4
Greater Milwaukee Area	3
Greater New York City Area	3
Knoxville, Tennessee Area	3
Leicester, United Kingdom	3
Calgary, Canada Area	3
Brussels Area, Belgium	3
Barcelona Area, Spain	3
Málaga Area, Spain	3
Nantes Area, France	3
Rhone-Alpes, France	3
Mumbai Area, India	3
Copenhagen Area, Capital Region, Denmark	3
Algeria area	3
Greater Seattle Area	2
Hawaiian Islands	2
Geneva Area, Switzerland	2
Hamburg Area, Germany	2
Rosenheim Area, Germany	2
Valencia Area, Spain	2
Aix-En-Provence Area, France	2
Mulhouse Area, France	2
Nîmes Area, France	2
Bologna Area, Italy	2
Catania Area, Italy	2
Vicenza Area, Italy	2
Amsterdam Area, Netherlands	2
Belfast, United Kingdom	1

Bayreuth Area, Germany	1
Cologne Area, Germany	1
Mannheim Area, Germany	1
Saarbrücken Area, Germany	1
Besançon Area, France	1
Chambéry Area, France	1
Groningen Area, Netherlands	1
Nijmegen Area, Netherlands	1
Istanbul, Turkey	1
Stockholm, Sweden	1

Location	Total views
Germany	225
France	181
Italy	149
Austria	32
Slovenia	30
USA	17
United Kingdom	16
India	15
Canada	7
Spain	6
Finland	4
Netherlands	4
Algeria	3
Belgium	3
Denmark	3
Switzerland	2
Sweden	1
Turkey	1

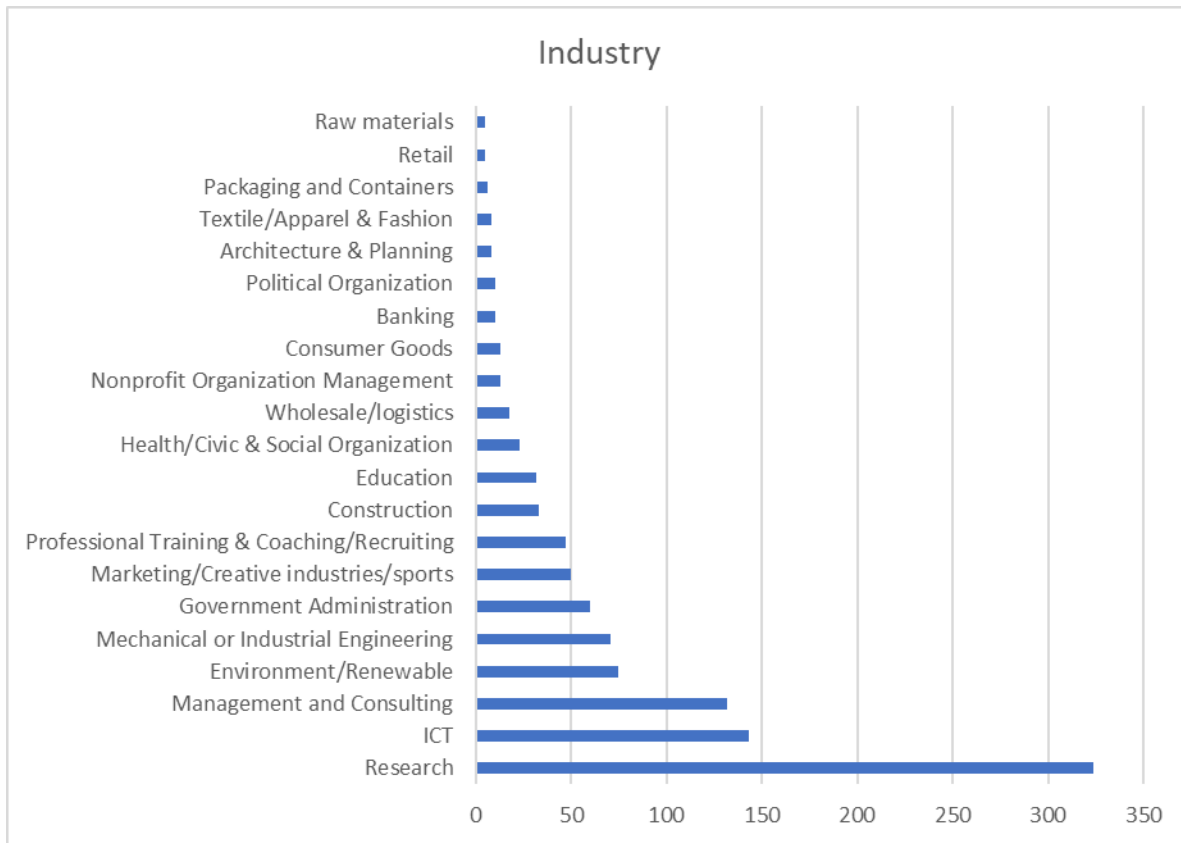


Job function	Total views
Program and Project Management	377
Business Development	121
Sales	74
Marketing/Media and Communication	68
Research	59
Engineering	57
Education	51
Consulting	50
Operations	50
Administrative	27
Information Technology	20
Community and Social Services	12
Support	11
Arts and Design	7
Product Management	7
Entrepreneurship	5
Human Resources	3
Legal	3
Finance	2



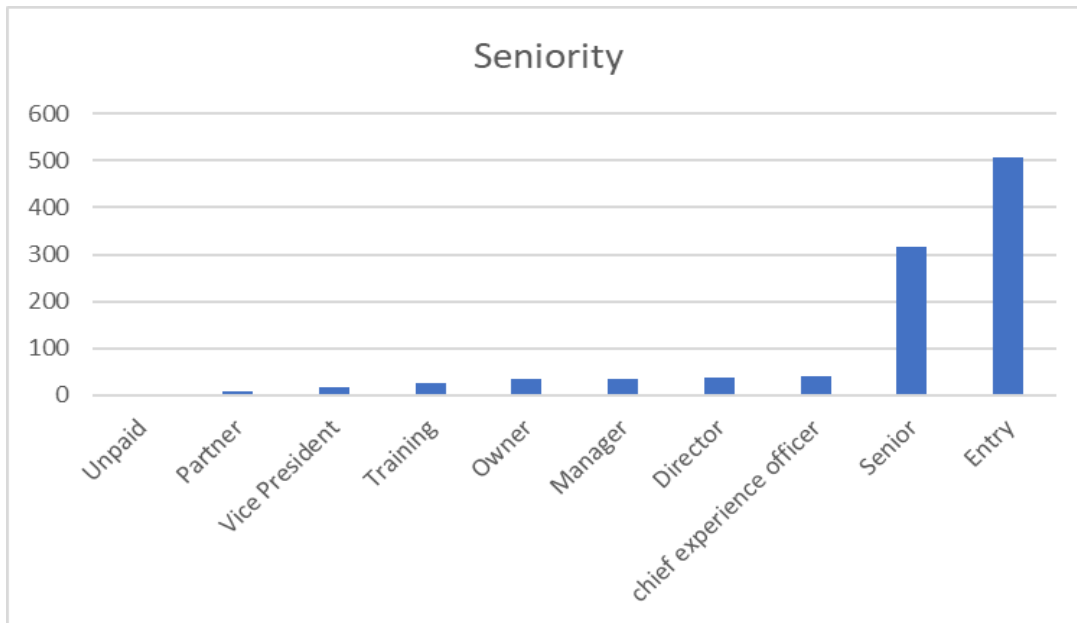
Industry	Total views
Research	324
Information Technology and Services	143
Management and Consulting	132
Environmental Services	64
Mechanical or Industrial Engineering	52
Government Administration	46
Professional Training & Coaching/Recruiting	47
Construction	33
Education	32
Marketing and Advertising	31
Health/Civic & Social Organization	23
Government Relations	14
Nonprofit Organization Management	13
Creative industries	14
Wholesale	12
Renewables & Environment	11
Banking	10

Political Organization	10
Automotive	9
Architecture & Planning	8
Textile/Apparel & Fashion	8
Packaging and Containers	6
Consumer Goods	13
Retail	5
Sports	5
Oil & Energy	3
Logistics	6
Mining & Metals	2

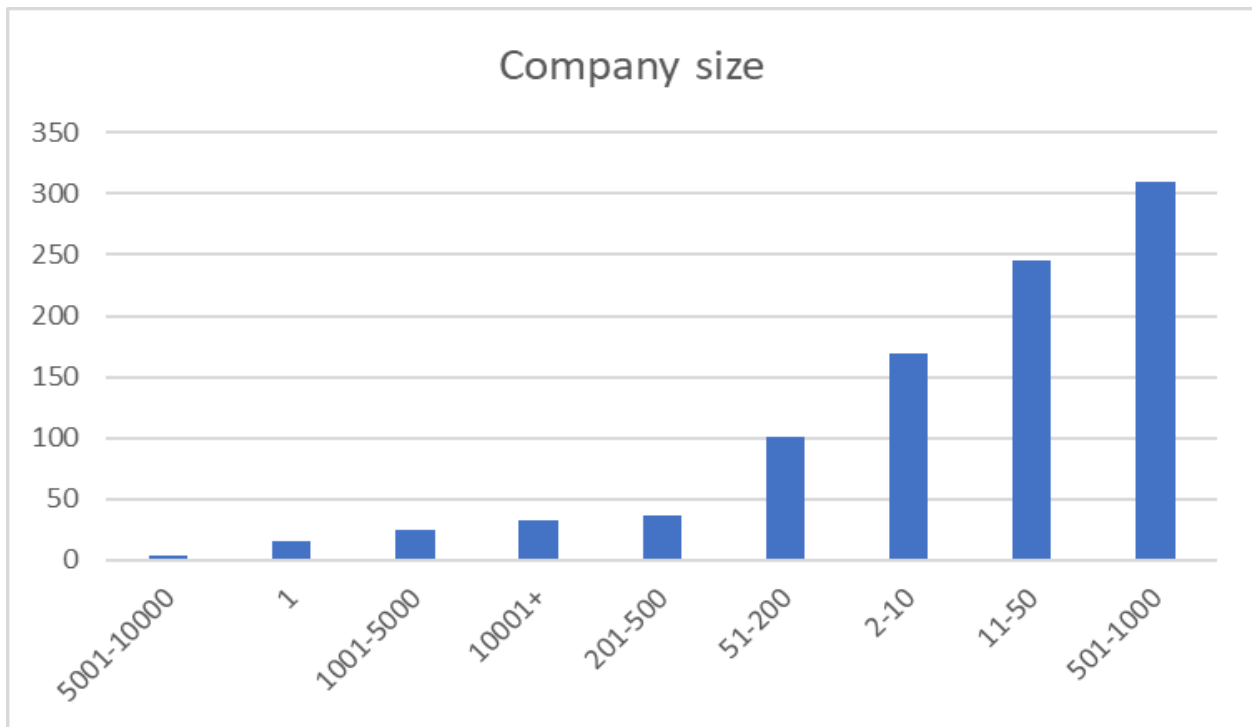


Seniority	Total views
Entry	508
Senior	317
Chief experience officer	40
Director	38
Manager	36

Owner	34
Training	27
Vice President	18
Partner	7
Unpaid	3



Company size	Total views
501-1000	310
11-50	245
2-10	169
51-200	101
201-500	37
10001+	32
1001-5000	25
1	15
5001-10000	4

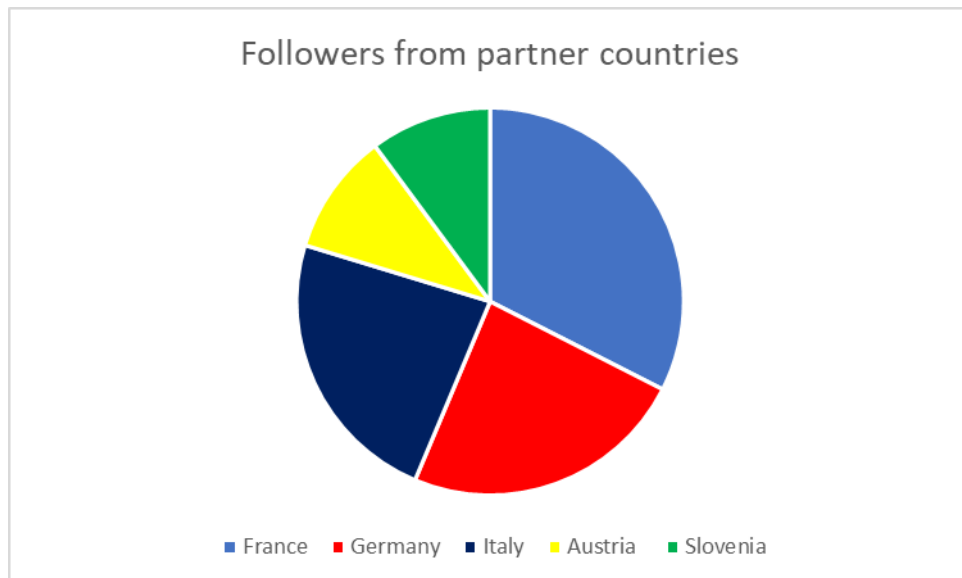
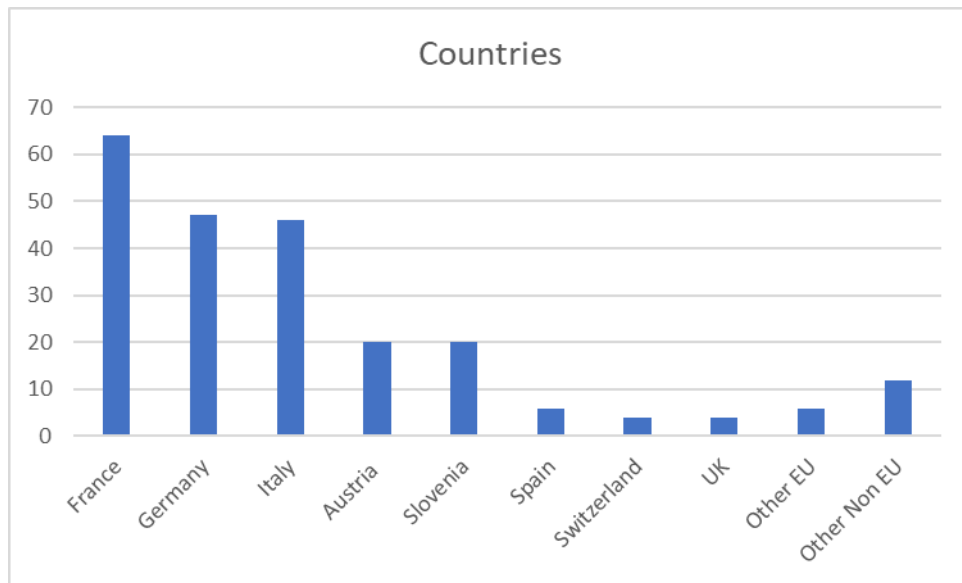


LINKEDIN Followers

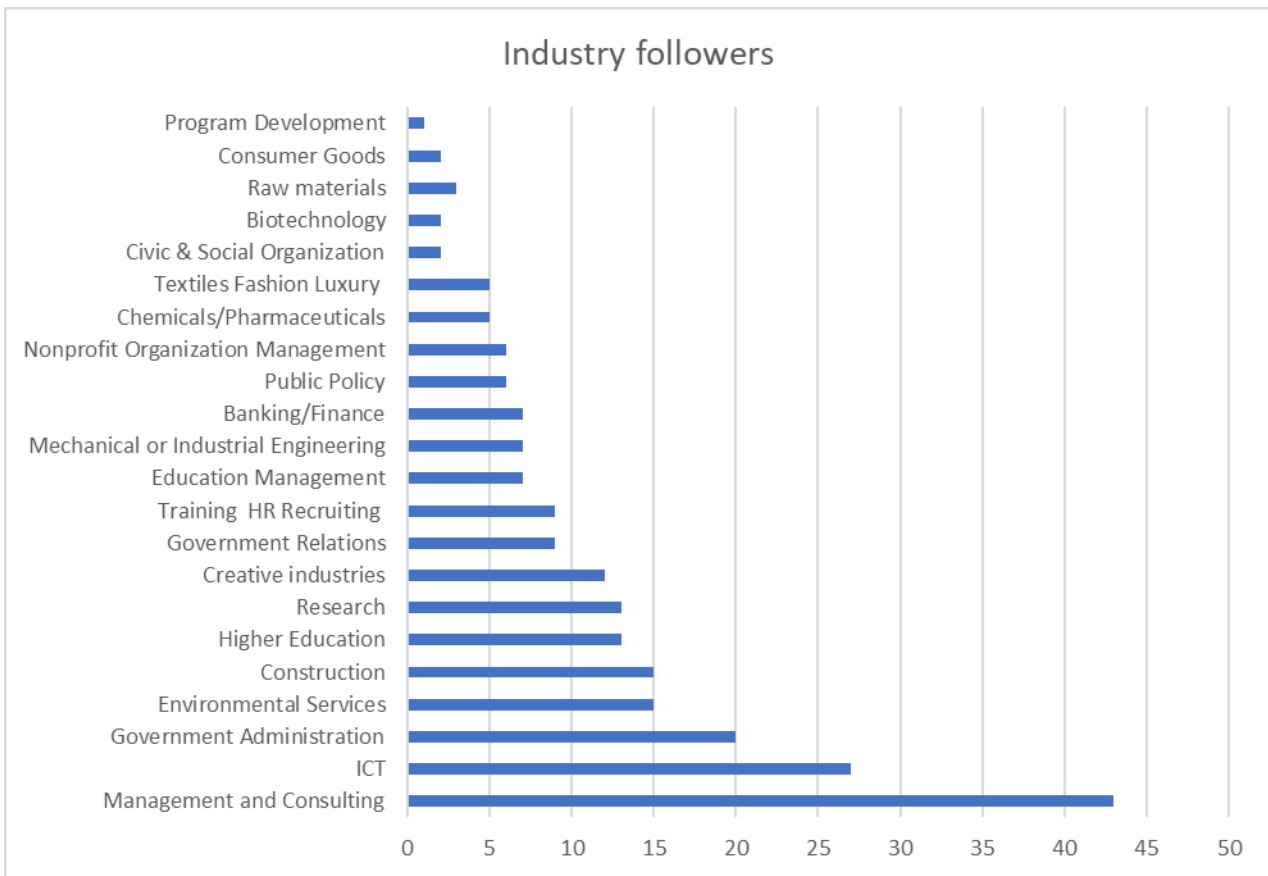
Location	Total followers
France	64
Germany	47
Italy	46
Austria	20
Slovenia	20
Spain	6
Switzerland	4
UK	4
Other EU	6
Other Non EU	12
	229

Other EU	Total followers	Other Non EU	Total followers

Belgium	3	India	4
Poland	1	USA	3
Sweden	1	Australia/New Zeland	2
The Netherlands	1	Algeria	1
		Canada	1
		Morocco	1
	6		12



Industry	Total followers
Management and Consulting	43
ICT	27
Government Administration	20
Environmental Services	15
Construction	15
Higher Education	13
Research	13
Creative industries	12
Government Relations	9
Training HR Recruiting	9
Education Management	7
Mechanical or Industrial Engineering	7
Banking/Finance	7
Public Policy	6
Nonprofit Organization Management	6
Chemicals/Pharmaceuticals	5
Textiles Fashion Luxury	5
Civic & Social Organization	2
Biotechnology	2
Raw materials	3
Consumer Goods	2
Program Development	1
	229



Company size	Total followers
11-50	55
2-10	44
51-200	39
10001+	27
201-500	19
1001-5000	17
501-1000	15
1	7
5001-10000	6
Total	229

Data on seniority are not sufficient so here follows the simple numbers as reported.

Seniority	Total followers
Senior	20
Entry	19
Director	6
Manager	4
Owner	4
CXO	2
Training	1
Total	56

