



Sport  
Health  
Disability  
Formation



Erasmus+

**#BEACTIVE**



ADRIATIC  
Arena



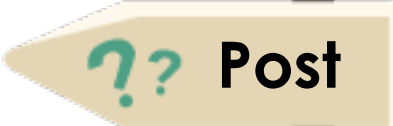
# Action Made

- Create Google plus page : <https://plus.google.com/102631829224777531231>
- Create Twitter profile: <https://twitter.com/eurohoopforall>
- Create Facebook fan page : <https://www.facebook.com/pages/Euro-Hoop-for-All/658890494246903?fref=ts>
- Create Linkedin profile: <https://www.linkedin.com/company/euro-hoop-for-all>
- Send weekly newsletter
- Streaming the event
- Media dissemination



# Facebook KPI's

**300** Post Published in Seven Months



**966** Facebook Fans

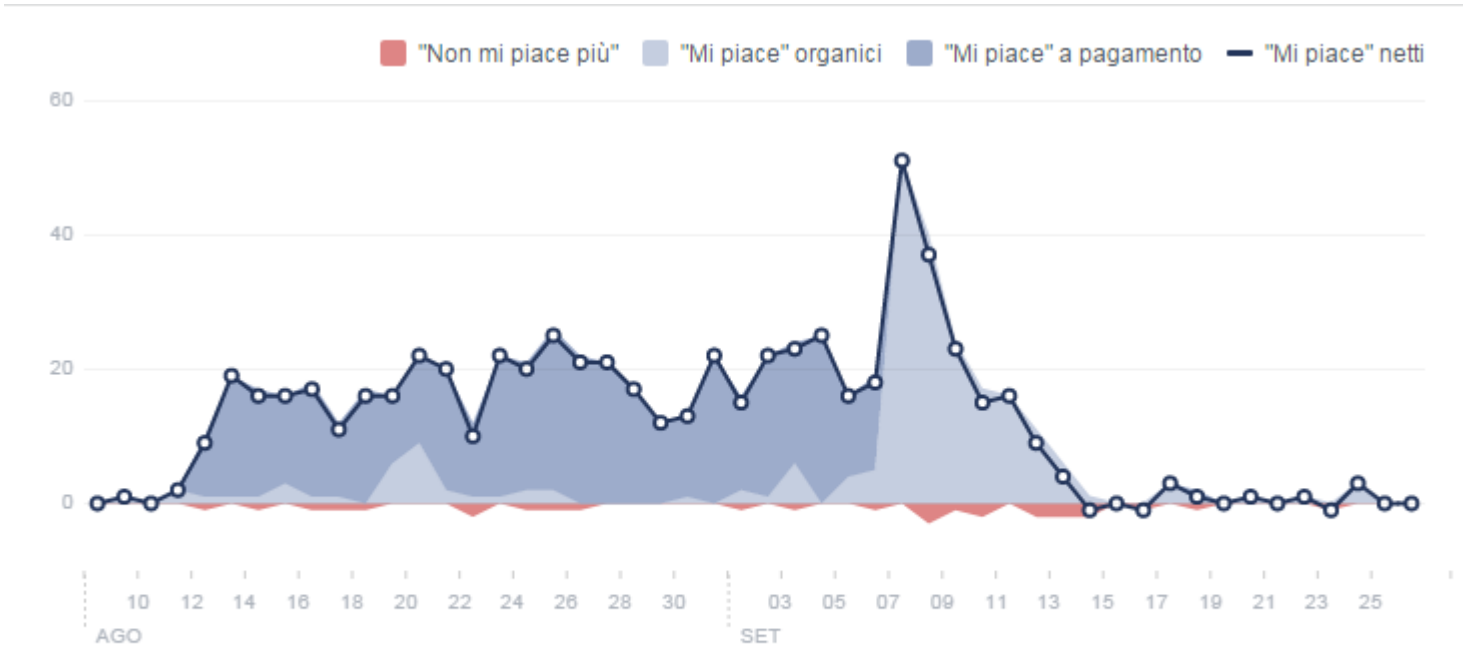
Over **20.000** People Involved



**33** Nations Involved

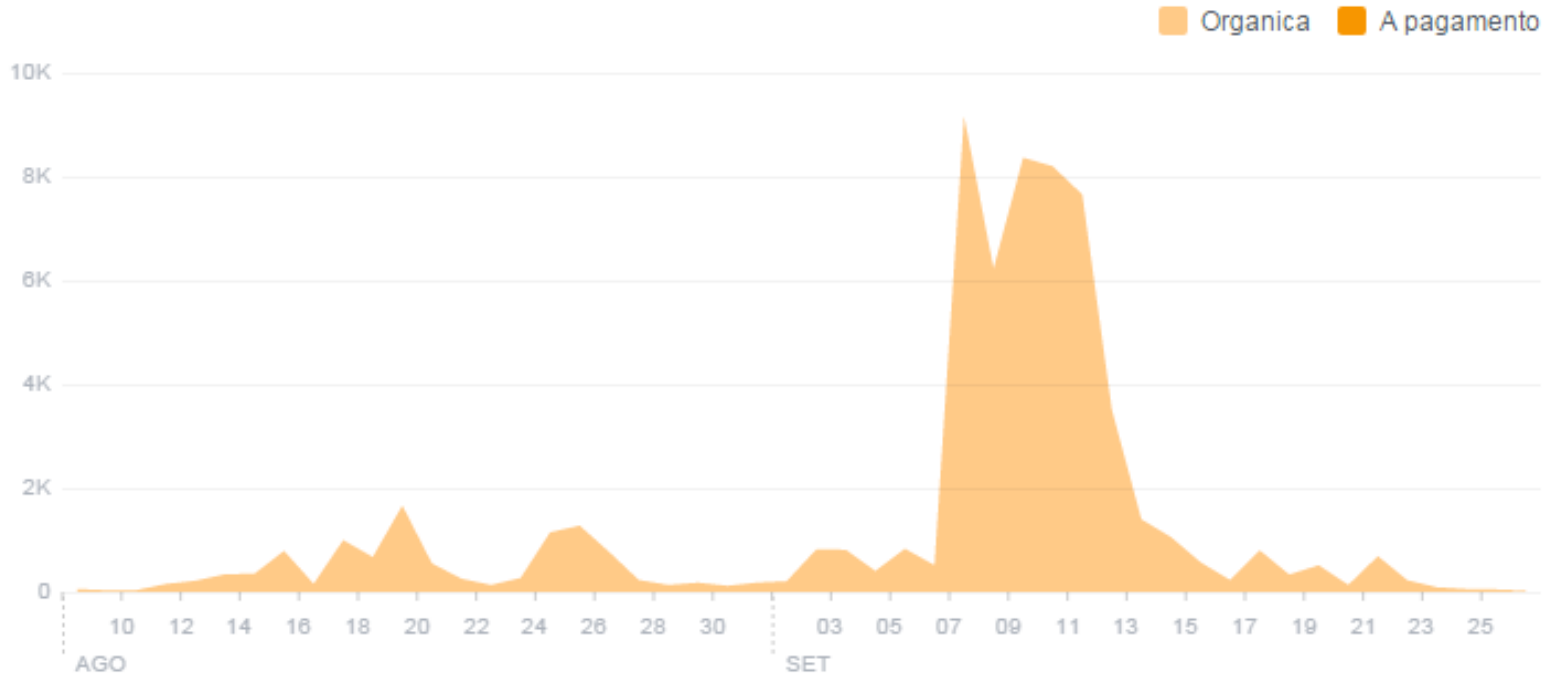


# Insight Facebook



**I Like**  
966 Total "I like"  
+14 Average "I like"  
a day  
+ 200% fan in 41 days





## Coverage

Max 8.000 people reached

1.505 average people reached a day

248 average people reached a day

Highest peak from September 7 to 13





People

66% Men

16% from 25 to 34 Years Old

17% from 18 to 24 Years Old

30% Italians

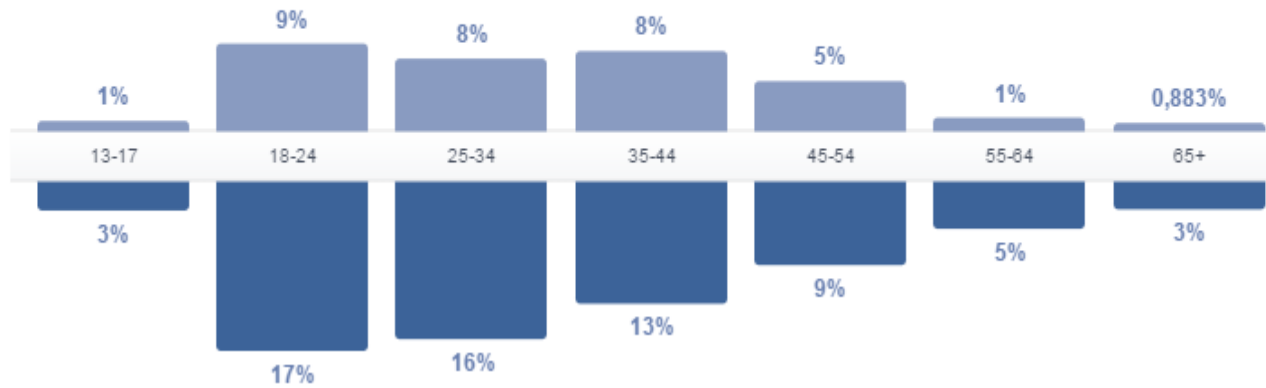
Le persone a cui piace la tua Pagina

Donne

33%  
I tuoi fan

Uomini

66%  
I tuoi fan





Paese	I tuoi fan	Città	I tuoi fan	Lingua	I tuoi fan
Turchia	418	Istanbul, Provincia di Ista...	345	Turco	387
Italia	326	Cremona, Lombardia	49	Italiano	315
Croazia	32	Pesaro, Marche	45	Inglese (USA)	53
Spagna	21	Milano, Lombardia	27	Croato	28
Grecia	21	Zagabria, Croazia	21	Arabo	22
Montenegro	12	Barcellona, Catalogna, S...	14	Greco	19
Russia	11	Bologna, Emilia-Romagna	14	Inglese (Regno Unito)	12
Germania	9	Osimo, Marche	11	Russo	11
Stati Uniti d'America	6	Fano, Marche	11	Spagnolo (Spagna)	9
Qatar	5	La Canea, Creta, Grecia	11	Spagnolo	8

## People

418 Turkish

326 Italians

35% Rest of the World





## People

Over 15.000 people reached

The top engagement reached thanks to the Photos

Tipo	Copertura media	Coinvolgimento medio
Foto	477	67 13
Stato	237	14 6
Link	209	6 11

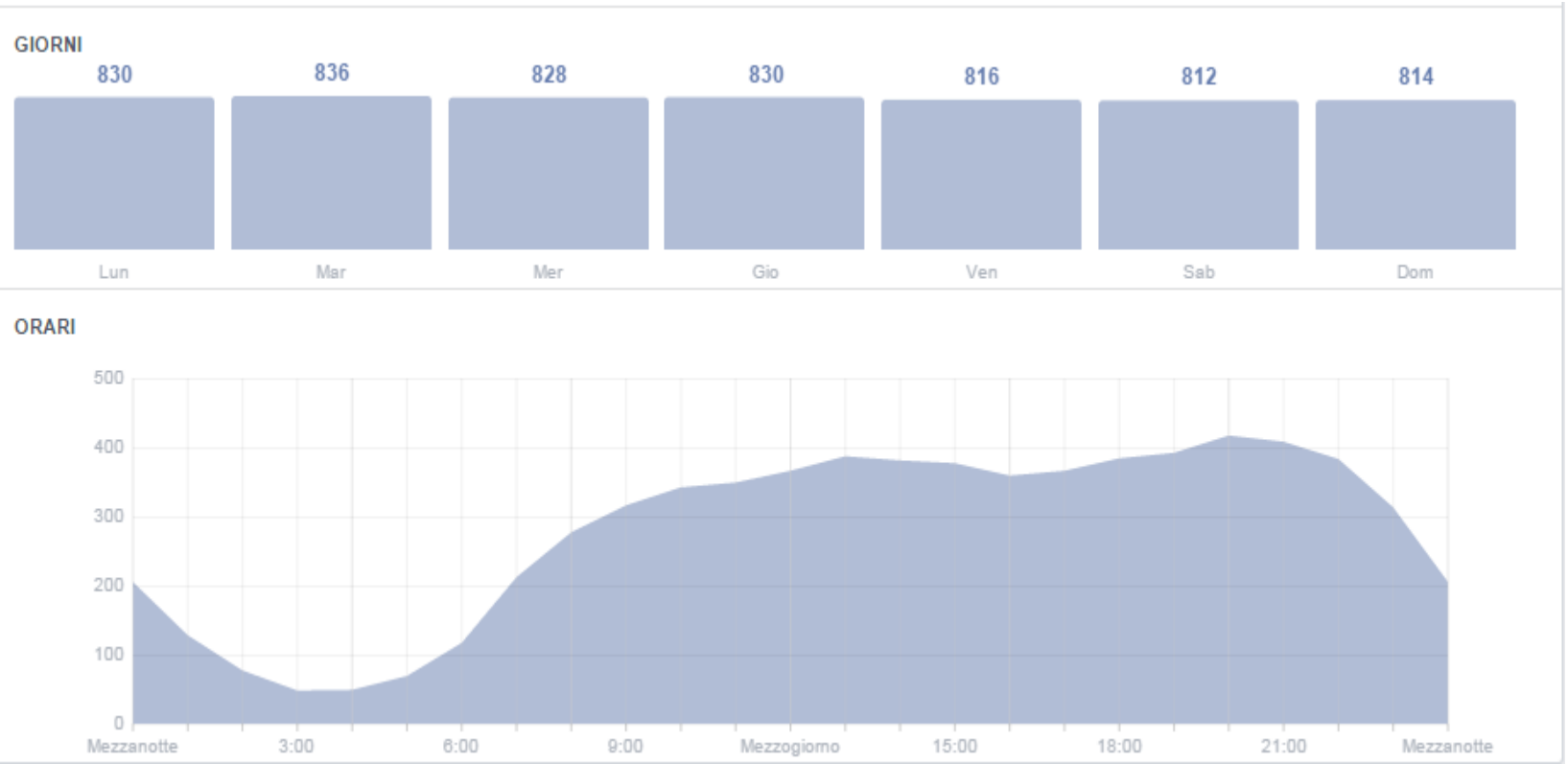






## People

800 Average people interacted with the post  
Engagement time from 8.00 am to 9.00 pm



# Twitter KPI's

**166** tweet published



**36** Following and **39** Follower

**Over 25.000** people involved



**33** Nations Involved



# Google + KPI's

**498** post published in two month

**Over 2.000** people involved

?? Post

Photos !!

?? People

Nations !!

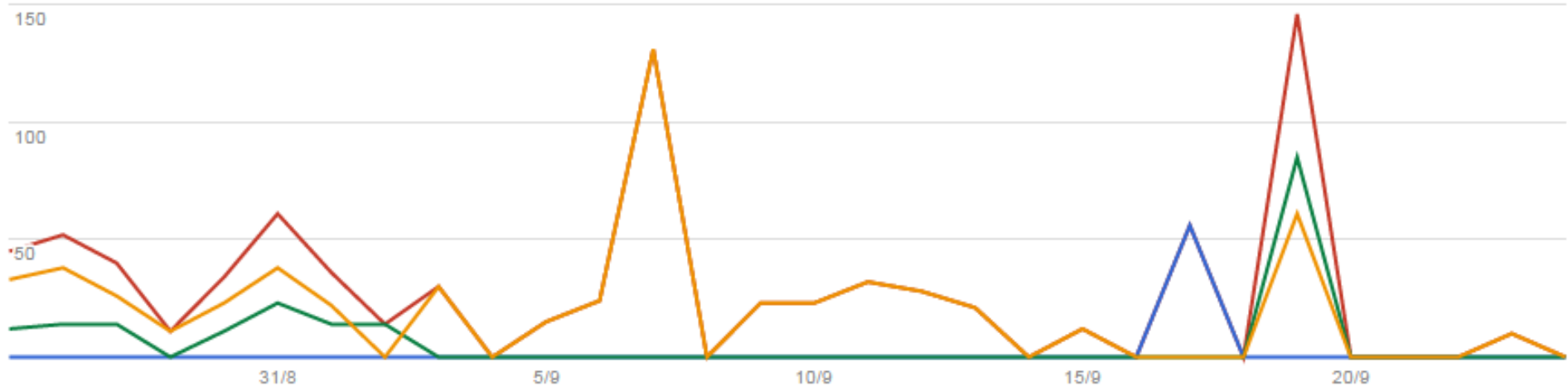
**1.159** photos published in one month

**6** Community per **130.000** membri



Visualizzazioni ⓘ Totale complessivo: 1.933

Ultimi 30 giorni ▾

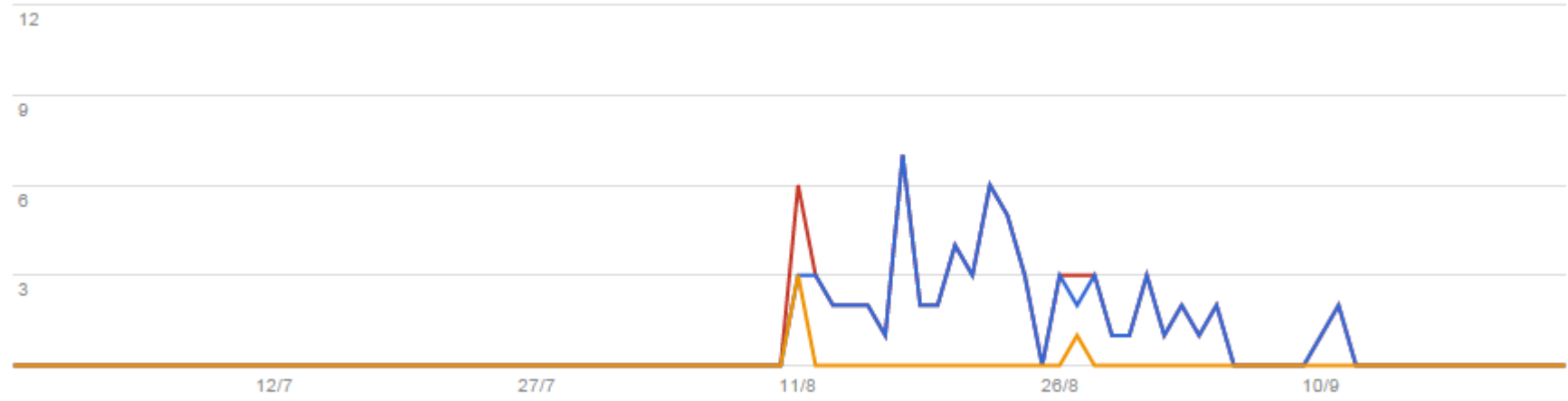


✓ 844 Totale    ✓ 56 Pagina Google+    ✓ 187 Post    ✓ 601 Foto



## Azioni sui post ⓘ

Ultimi 90 giorni ▾



71 azioni in totale    67 +1    0 commenti    4 condivisioni



# Linkedin KPI's

**351** post published in one month

**Over 1.000** people involved

?? Post

Followers !!

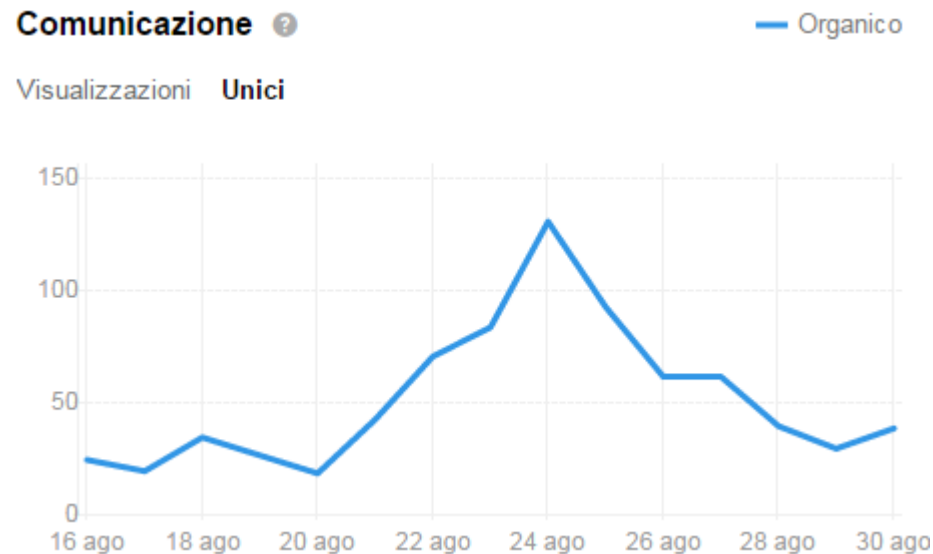
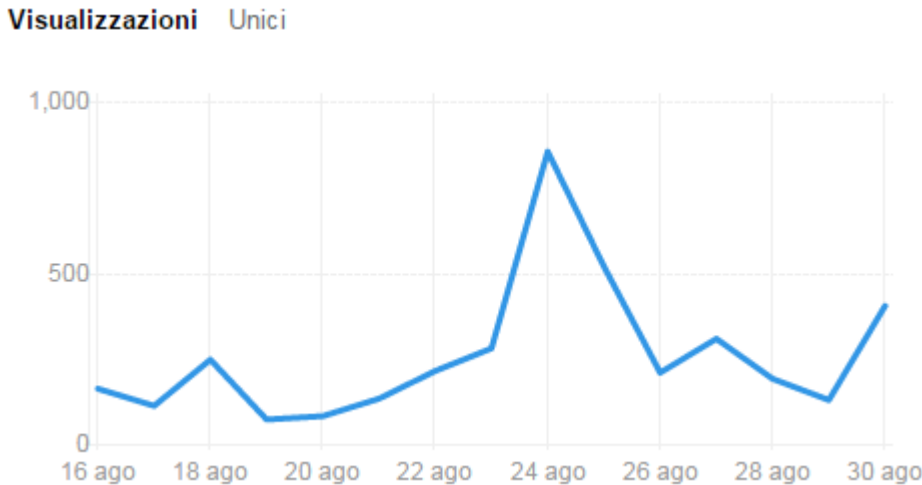
?? People

Nations !!

**140** followers in one month

**37%** followers marketing  
**25%** sport





**Coverage**  
140 followers  
1.000 visualizations





## Dati demografici dei visitatori ?

Settore ▾



## Persone

37% followers marketing

25% followers sport

42% followers senior account

62% followers media and communication



# Newsletter KPI's

**13** Newsletter mailed  
in seven months

**Over 3.000** people  
involved

?? Post

Open rate !!

?? People

Nations !!

**56%** open rate  
average

**5,88%** click rate  
average



# Insight Newsletter

Overview Revenue

All Lists ▾

Open Rate Click Rate Industry Avg. Open Rate

