



## **Fourth Annual Social Media Report**

During the fourth year and the additional extension granted to the project, COST Action 18114 dissemination activities were continuously implemented on Facebook, Twitter and Youtube. Posting on social networks included promoting the major activities and individual achievements of the individual members. The major activities promoted on social media in this grant period were: calls for COST grants, online talks and webinars, policy papers, successfully completed grants, promotion of videos, ENTAN Forum information about the Third ENTAN Training School, the Third ENTAN Conference, MC meetings and information about the project.

There were 39 posts on Facebook and 39 tweets on Twitter. On Facebook, a reach among posts varied from 44 to 1,601 as did the number of reactions and likes, which varied from 2 to 33. The average reach was around 156 and the average number of reactions was around 17. Posts with the highest number of reach and reactions were related to the Third ENTAN Training School. Other posts which attracted attention of the public were related to individual achievements and ENTAN Forum. On Twitter, the number of impressions varied from 15 to 381 and the engagement of tweets was in the range from 2 to 16. The average number of impressions was around 42 and the engagement around 6.

Videos from the Third ENTAN training school were published, including interviews with participants as well as videos from the Third ENTAN Conference. Additionally, educational and promotional videos were published. In total, 56 videos were published. The number of views of videos varied from 2 to 106.

Social networks were actively used for promoting activities implemented in ENTAN. It was a way to disseminate what is being achieved and how the project contributed to promotion

of non-territorial autonomy in theory and practice. The following graph is showing previously stated numbers.

Graph 1. Dissemination of ENTAN on social networks

