

**Interreg**



CENTRAL EUROPE

European Union  
European Regional  
Development Fund

**SURFACE**

TAKING  
**COOPERATION**  
FORWARD



Communication Seminar

19 November 2020



**Social Media and Websites**

**SURFACE - Smart Re-Use Parks in CE**

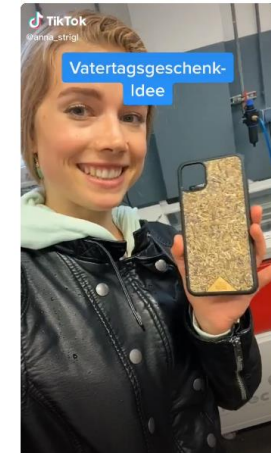
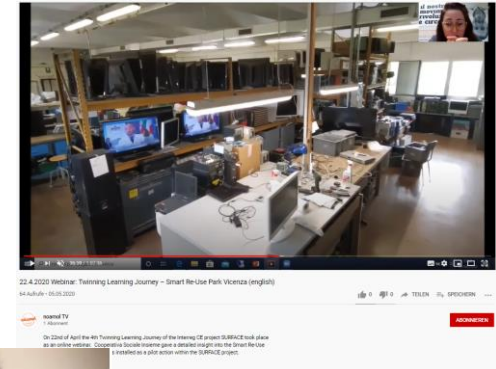


Maria Ortner, Abfallwirtschaft Tirol Mitte GmbH, Austria

## Final period of SURFACE:

Smart Urban Reuse Flagship Alliances in Central Europe

- Online site-visits of our pilot actions
  - [Twinning Learning Journey](#)  
[Vicenza](#)
- Online webinars and DIY-workshops
- Social Media Campaign
- Online final conference
  - 2 webinars (2 hours, ZOOM)
  - > 160 participants
  - > 20 European countries
  - FB live streams



*The Smart Re-Use Park in Tyrol is a virtual space*  
noamol.at is an online platform that shows you environmentally friendly  
and resource-saving alternatives for discarding used items.



# SMART RE-USE PARK TYROL / AUSTRIA

**noamöl**

What do you want to do?  
Swapping / sharing  
Donating / passing on  
Buying used goods  
Education / know-how  
Borrowing / renting  
Repairing / upcycling

Was möchtest du machen?

- tauschen / teilen
- spenden / weitergeben
- gebraucht erwerben
- bildung / wissen
- leihen / mieten
- reparieren / upcyclen

Hier findest du...

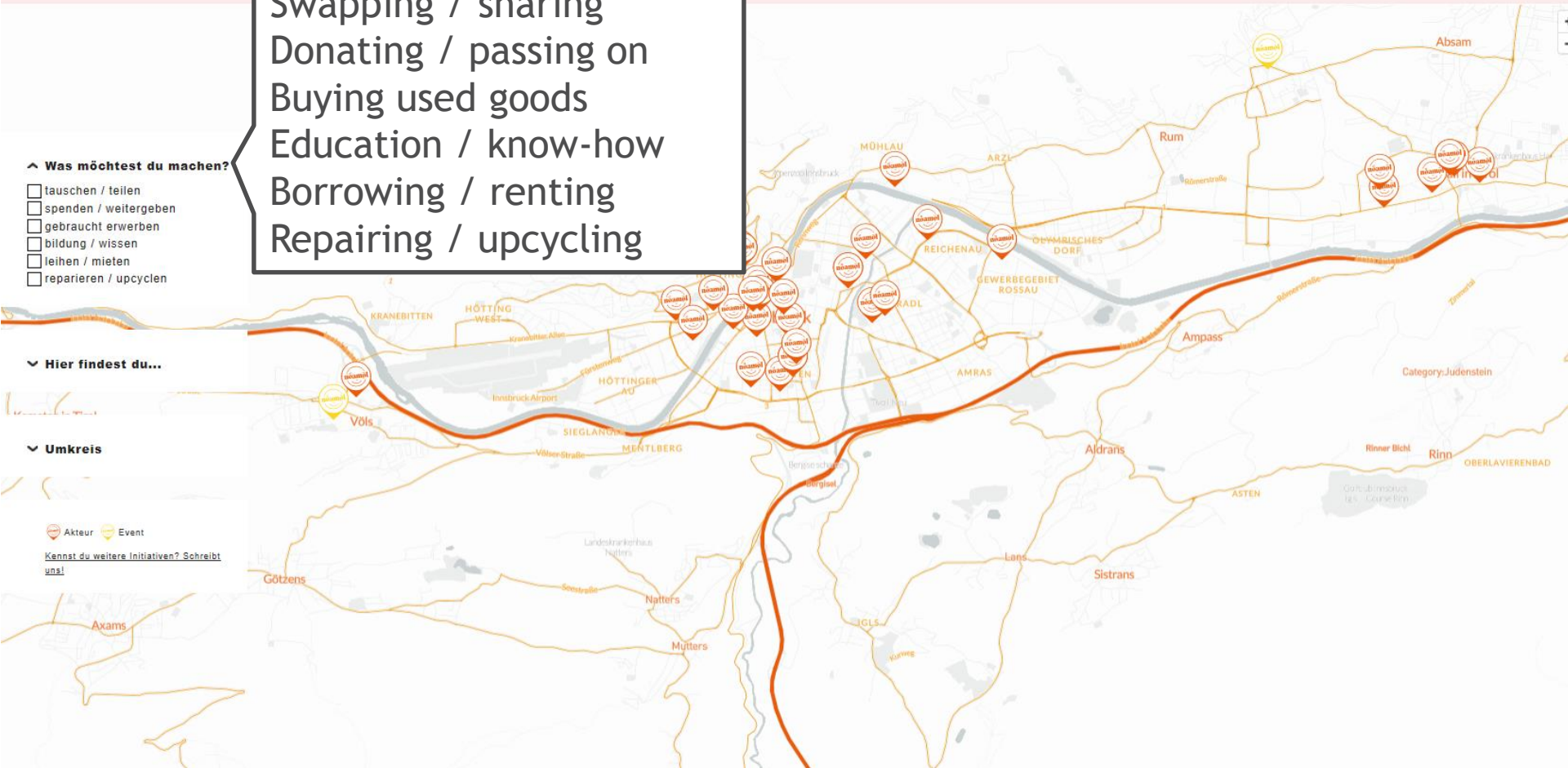
Umkreis

Akteur Event

Kennt du weitere Initiativen? Schreib uns!



wo noamöl was noamöl wie noamöl wer noamöl wann noamöl

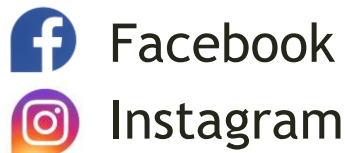


# WHAT? → SOCIAL MEDIA CAMPAIGN

## Goals:

- 📍 Generate traffic (site visits) on [www.noamol.at](http://www.noamol.at)
- 📍 Awareness raising on the topics of Re-Use and Repair for new target groups (before focus was mainly on FB and print media)

## Channels:



## Target groups:

- 📍 Instagram: 34% 25-34 years old and 28% 18-24 years old
- 📍 Facebook: 29% 25-34 years old and more than 50% > 35 years old
- 📍 TikTok: 70% 16-24 years old and 30% 25+ years old



# HOW? → FACEBOOK

## Campaign

- 📍 Time frame: February - June 2020
- 📍 2 Postings per week
- 📍 4 Videos, profile of regional re-use actors, events, DIY-instructions, news-articles
- 📍 3 Postings were pushed with a paid FB-campaign



Pushed post  
Goal: generate  
ThruPlays

Not pushed post - but  
shared by multipliers in  
the network!!!



<b>10.569</b> Erreichte Personen	<b>106</b> Interaktionen	<a href="#">Erneut bewerben</a>
Beworben am 29.04.2020 Von Maria WILD		Abgeschlossen
Erreichte Personen	<b>10.300,0</b>	ThruPlays <b>1.470,0</b>
<a href="#">Ergebnisse anzeigen</a>		

👍❤️ 12 1 Mal geteilt

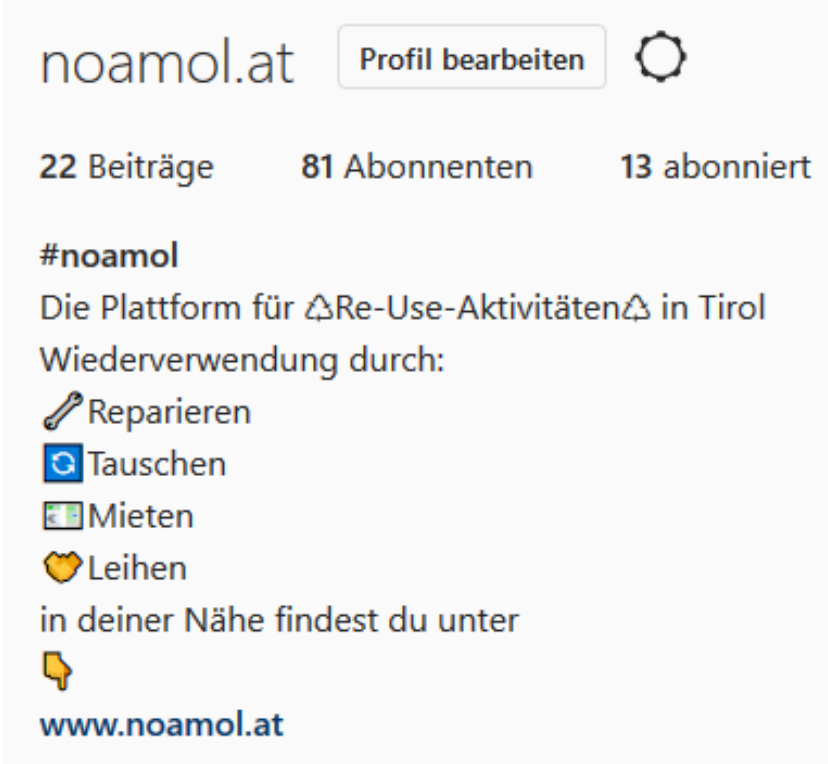
<b>11.189</b> Erreichte Personen	<b>1.145</b> Interaktionen	<a href="#">Beitrag bewerben</a>
👍❤️ 34 <span style="float: right;">57 Mal geteilt</span>		




# HOW? → INSTAGRAM

## Campaign

- 📍 Time frame: February - June 2020
- 📍 2 Postings per week
- 📍 4 Videos, profile of regional re-use actors, events, DIY-instructions, news-articles
- 📍 Cooperation with Tyrolean Influencer Anna Lena Strigl
  - 📍 <95.000 Followers Instagram



noamol.at Profil bearbeiten 

22 Beiträge    81 Abonnenten    13 abonniert

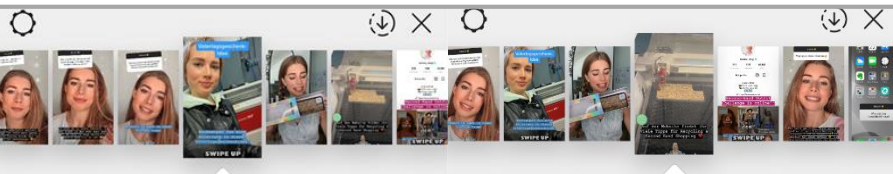
#noamol  
Die Plattform für ♻️Re-Use-Aktivitäten♻️ in Tirol  
Wiederverwendung durch:  
🔧 Reparieren  
🔄 Tauschen  
🏠 Mieten  
💛 Leihen  
in deiner Nähe findest du unter  
👉  
[www.noamol.at](http://www.noamol.at)

(Status 19.06.2020)



# HOW? → INSTAGRAM

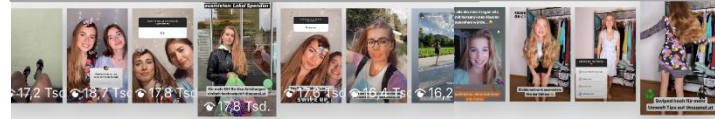
## 22.6.2020 Instagram Story „Fathers Day“



Interaktionen ⓘ	
<b>32</b>	Handlungen, die über diese Story vorgenommen wurden
Link-Klicks	25
Profilaufrufe	6
Website-Klicks	1
Discovery ⓘ	
<b>4.460</b>	Mit dieser Story erreichte Konten
Impressionen	5.169
Neue Abonnenten	0
Menüleiste	4.094
Zurück	240
Weiter	3.611
Nächste Story	58
Verlassen	185

## 28.6.2020 Second Hand Challenge 1

## 28.6.2020 Second Hand Challenge 2



Interaktionen ⓘ	
<b>132</b>	Handlungen, die über diese Story vorgenommen wurden
Link-Klicks	58
Profilaufrufe	25
Auf Sticker getippt @noamol.at	49 49
Discovery ⓘ	
<b>17.856</b>	Mit dieser Story erreichte Konten
Impressionen	24.987
Neue Abonnenten	0
Menüleiste	21.646
Zurück	4.578
Weiter	16.456
Nächste Story	107
Verlassen	505

Interaktionen ⓘ	
<b>74</b>	Handlungen, die über diese Story vorgenommen wurden
Link-Klicks	28
Geteilte Inhalte	2
Antworten	1
Profilaufrufe	7
Auf Sticker getippt @noamol.at	36 36
Discovery ⓘ	
<b>7.458</b>	Mit dieser Story erreichte Konten
Impressionen	11.948
Neue Abonnenten	0
Menüleiste	9.120
Zurück	2.124

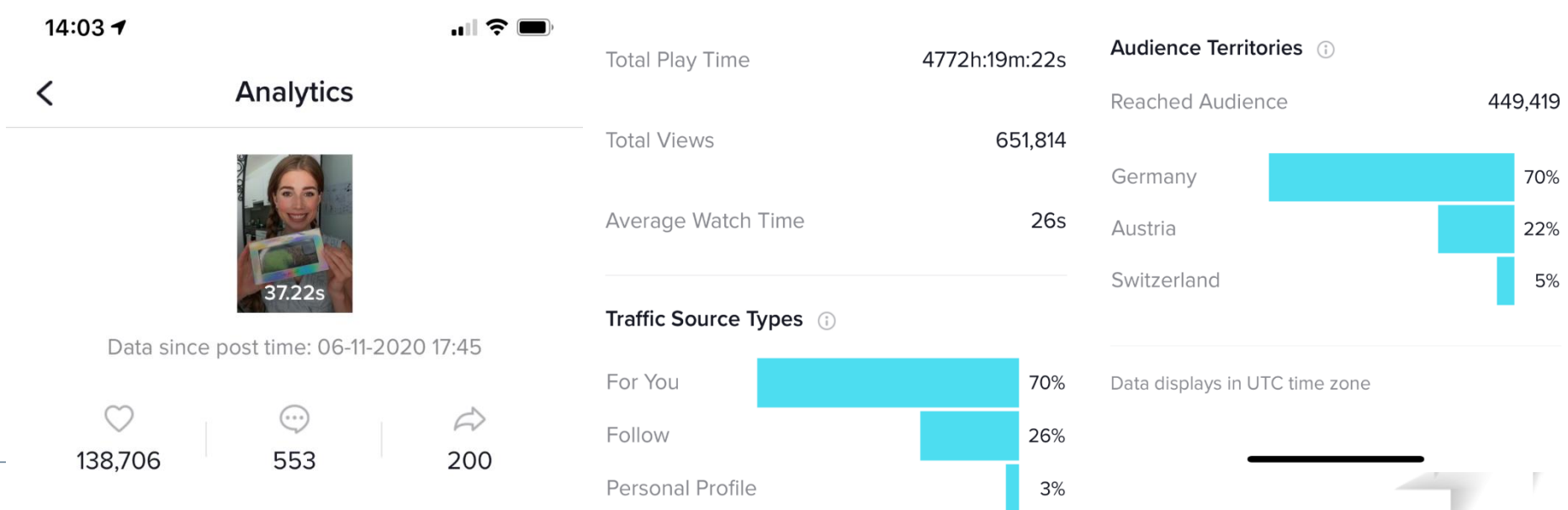




# HOW? ➔ TIKTOK

## Campaign

- 📍 ATM has no own TikTok account
- 📍 Cooperation with Influencerin Anna Lena Strigl  
1. Story “Fathers Day”, 2. Story 2<sup>nd</sup> Hand Shopping Challenge
- 📍 ATM shared stories on noamol.at, Facebook and Instagram
- 📍 Site visits on www.noamol.at grew +80 in the 2 days after postings



## Pushed Postings are effective

- 📍 Different goals can be defined (Likes for FB-page; Thruplays of videos; increase followers; etc.)
- 📍 Different target groups can be defined in detail
- 📍 Little budget with big effect (15-20€)
- 📍 It motivates other people to share your postings and recommend your website

## Activation of multipliers essential

- 📍 First video post was shared by mayor of Innsbruck and reached >11.000 people
- 📍 ATM will stronger interact with on social media active municipalities in future

**1/3 of all site visits on [www.noamol.at](http://www.noamol.at) come from Social Media Channels**

## Events lead to more users of the platform [www.noamol.at](http://www.noamol.at)

- 📍 Effect of workshop in March and webinar in May can be seen



Postings need to be short and sexy as 80-90% of visits are done via mobile app

Promotion via TikTok showed effect on site visits on [www.noamol.at](http://www.noamol.at)

- 📍 2<sup>nd</sup> Story lead to +80 visits during the 2 following days
- 📍 Young generation can be reached -> modern way of awareness raising

Instagram Influencer Story seemed more attractive than postings

- 📍 Future idea of so called “Account-Takeovers”. For example a re-use actor of the platform [noamol.at](http://www.noamol.at) shares “Stories” of their daily life for 1 day

