



Social media and news infographic

Facts and figure on the 2023 communication of the Associazione InformaGiovani and the informal network IGNet through social media and press releases.

SOCIAL MEDIA

The following statistics refers to the three social media accounts managed by Associazione InformaGiovani both on Facebook and Instagram



Number of followers / Overall coverage

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47.052 / 561.837



576 / 89.084

46.452 / 39.905



492 / 6.347

4.181 / 498.430

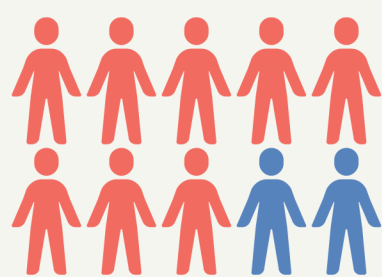


118 / 21.363

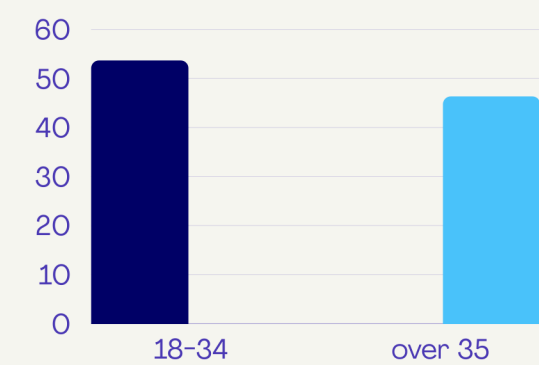
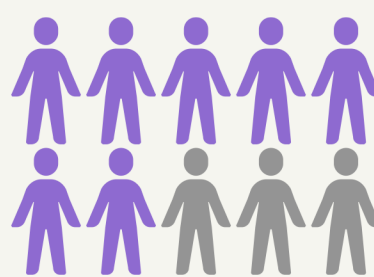


more than **2.000** new "likes" in all FB accounts

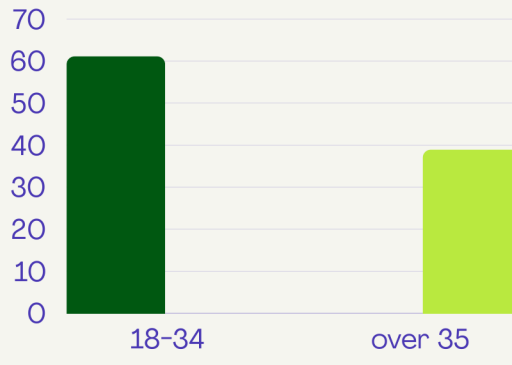
DEMOGRAPHICS



GENDER



AGE



NETWORK MEMBERS AND WORKPLAN

Members contributed to the communication through specific posts dedicated to workplan activities



more than **90 posts** both on Facebook and Instagram



almost **4.500 likes**



overall coverage: around **20.000** on Instagram and **43.500** on Facebook

PRESS RELEASES

Videos provided to TV were broadcast by the **regional headquarter of RAI** (national television) and **regional TV broadcasters**.



Press releases reposted by online or paper version of **2 national newspaper** and the **main Sicilian newspapers**.

Press releases reposted by some **30** online newspapers/blog sites



The informal European network IGNet is recognized and supported by the European Union within the Erasmus+ programme – Key Action 3 Civil Society Cooperation in the field of Youth, for the period 2023-2025. Visit our website: <http://ignet.eu/ignet>



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