

Social media, website and news infographic

Facts and figure on the 2024 communication implemented by InformaGiovani ETS and the European network IGNet through social media, website and press releases.

SOCIAL MEDIA

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



Number of followers / Overall coverage

47.721 / 456.519

46.542 / 153.686

4.195 / 449.779



Number of followers / Overall coverage

1.238 / 153.230

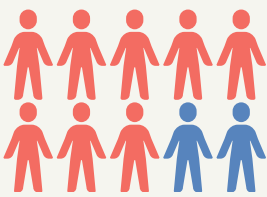
684 / 7.484

231 / 137.352

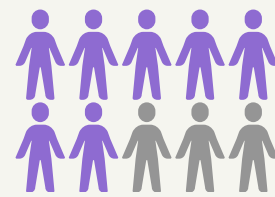


more than **13.000** new interactions/likes in the social media accounts

DEMOGRAPHICS

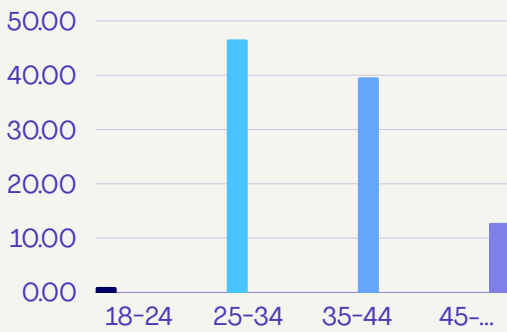


GENDER

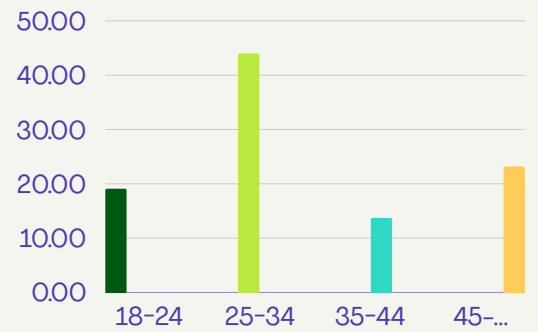


81.3% of the FB followers identify themselves as female

70.7% of the Instagram followers identify themselves as female



AGE



48% of the FB followers are younger than 34 years

63% of the Instagram followers are younger than 34 years

NETWORK MEMBERS AND WORKPLAN

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



around **100 posts** both on Facebook and Instagram



overall coverage: around **100.000** people reached on Instagram and **30.000** on Facebook

WEBSITE



available in **51** European and extra EU languages

more than **620** articles in 2024



PRESS RELEASES

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



Press releases reposted by online or paper version of **TG Sky**, **5 national newspaper** and the **main Sicilian newspapers**.

More than **80** press releases reposted by 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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