

# **NEWS project**

**NEW Strategic actors for New Scenarios  
in the governance of cross-border business cooperation**

**Project ID ITHR0400246  
Interreg VI-A Italy- Croatia**

**Programme priority Integrated governance for stronger cooperation  
Specific objective 5.1: Other actions to support a better cooperation governance**

## **Social Media Report**

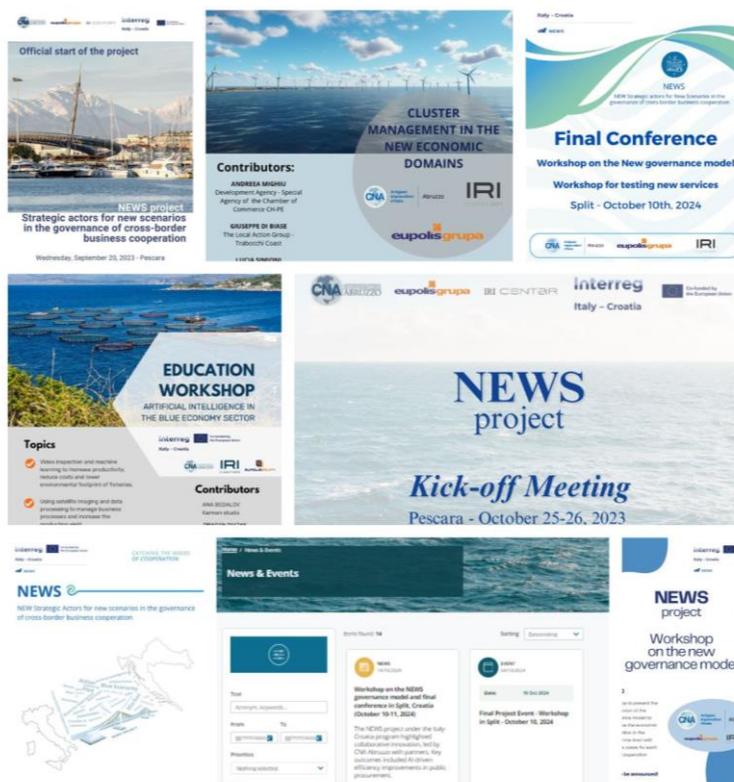
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The NEWS project has implemented a comprehensive communication strategy that spans **both online and offline channels**.

Throughout the project’s duration, all partners ensured consistent engagement with the public, achieving a minimum of one project-related content publication per month. This regular communication allowed us to convey the project's progress and showcase the outcomes of our efforts to a broad audience.

As for **online communication, social media** played a significant role in this dissemination process. Partners used their social platforms (organization’s website, Facebook, LinkedIn, newsletter), ensuring that updates and information were shared widely across the Italy-Croatia region. These updates included news about our goals, milestones, and achievements, and the various activities undertaken during the project. In addition to social media, our communication strategy extended to the **Italy-Croatia website**, which became a key platform for publishing all major developments. The institutional site provided regular updates and ensured that everything we produced internally was shared externally, fostering transparency and public involvement. To do that, JS communication workshops provided to projects’ communication managers were crucial in working smoothly on their website.

Graphic outputs were another significant element of our communication approach. **Banners, posters, brochures,** and digital documents were created and distributed across the above-mentioned channels. These materials helped promote the project, offering a visual representation of NEWS’ progress and goals. They were used in both online communications and offline events, contributing to the overall visibility and understanding of the project to the audience and participants.



**Offline communication** was equally crucial. We organized several **public meetings** and **dissemination events** that provided direct interaction with stakeholders and the public. These events were essential for sharing the project’s achievements in person, allowing for deeper engagement with our audience. In particular, our public meetings served as key opportunities to discuss the project’s trajectory, while the dissemination events reinforced our commitment to open dialogue and knowledge sharing. They were held both in Italy and in Croatia.

An important consideration throughout the project was **environmental responsibility**. To minimize waste, the partnership consciously reduced the production of paper materials, opting for digital alternatives wherever possible. This decision not only aligned with our sustainability goals but also underscored our modern approach to communication. The only exception was the **banner** we developed which reflected the identity of NEWS intentions and objectives.



To ensure that all dissemination activities were well-documented, we realized a **Dissemination Diary**. This Excel file allowed us to gather and monitor all communication efforts, both online and offline, providing a clear overview of our progress. The use of the Dissemination Diary was a way to stay organized and on track. It became essential for tracking the various channels used, the materials produced, and the effectiveness of our outreach efforts.

NEWS project successfully employed a multifaceted communication strategy that leveraged both digital and physical means of engagement. Our social media and website updates are meant to keep the public informed, while graphic materials, brochures, and events allow for deeper, live engagement. The project’s dissemination activities effectively conveyed what we produced, ensuring that all outputs were shared with the wider community.