



## MAB YOUTH FORUM 2017 - COMMUNICATION AND SOCIAL MEDIA REPORT Po Delta Biosphere Reserve, 17-23 September 2017

### Communication Strategy Mab Youth Forum 2017

The First MAB Youth Forum UNESCO, which took place in the Po Delta Biosphere Reserve from 18th to 23rd of September 2017, has represented an important opportunity to communicate more efficiently the MAB Action Plan (2016-2025), presented at the 4th World Congress of Biosphere Reserves and at the 28th ICC MAB in Lima, Peru, in March 2016. The Action Plan indicates the MAB Strategy according to the UNESCO Strategy 2014-2021, to the Seville Strategy and to the Statutory Framework of the World Network of Biosphere Reserves (WNBR).

One of the goals the MAB Action Plan is dedicated to a complete, modern, open and transparent communication, to the sharing of information and data (strategic action D). In the document it could be read: *"communication and information, social media and tools for sharing data have a huge potential for the MAB program. While the MAB Secretary, national committees, regional networks and single Biosphere Reserves are working to make a good use of these tools, there is an urgente to increase their application not only for the MAB program, but also to involve an external and various public."*

During the MAB Youth Forum 2017 these directions have been used in order to contribute to the growing to the youth ability of participants and to permit them to become narrators and interpreters of their original territory, using tools and experiences already developed in the UNESCO Media and Information Literacy (MIL) program, with an especial attention to the sustainable development and to the environmental matters.

The MAB Youth Forum 2017 have been also a collegial occasion of training to make possible for the participants to become "ambassadors" of their territories, able to narrate and share, thanks to the social networks, their experiences and those of their communities.

### Social Media Team

The Social Media Team has made an accurate and attentive communication work using its own competences, both as press office both as social media curation, working in synergy with the UNESCO staff. Meanwhile, it made some training activities for the participants which took place the 18th and the 22nd of September.





The Social Media Team have been coordinated by the journalist Mrs. Silvia Baglioni, title holder of the BASI Comunicanti company, and it has involved several experts as social media storytellers, photographs and video makers.

SOCIAL MEDIA TEAM		
First name	Last name	Media
Baglioni	Silvia	SMT manager
Natale	Luca	social media storyteller
Marchese	Francesco	social media storyteller
Leone	Christian	photograph
Enzo	Romano	photograph
Costantini	Gianluca	visual storyteller
Carassale	Saul	videomaker
Castagna	Andrea	videomaker

The team had worked before, to prepare the event, and during the whole Forum in a continuative way (at least 12 hours every day), dedicating itself both on the media communication, both on storytelling on different social networks accounts expressly created in coordination with UNESCO Venice Office and Paris for the event, but also on personal accounts, to assure an excellent coverture of the event.

SOCIAL				
	Website	Facebook	Twitter	Instagram
MAB Youth Forum 2017	<a href="http://www.unesco.org/new/myforum2017">www.unesco.org/new/myforum2017</a> <a href="http://www.myforum2017.com">www.myforum2017.com</a>	<a href="http://www.facebook.com/myforum2017">www.facebook.com/myforum2017</a>	@myforum2017	myforum2017
UNESCO & SCIENCE	<a href="http://en.unesco.org/">http://en.unesco.org/</a>	<a href="http://www.facebook.com/unesco">www.facebook.com/unesco</a>	<a href="https://twitter.com/unesco/">https://twitter.com/unesco/</a>	<a href="https://instagram.com/unesco/">https://instagram.com/unesco/</a>
UNESCO Venice Office	<a href="http://www.unesco.org/venice">http://www.unesco.org/venice</a>	<a href="http://www.facebook.com/VeniceOffice/">www.facebook.com/VeniceOffice/</a>	@UNESCOVenice	
UNESCO Man and the Biosphere (MAB) Programme	<a href="http://www.unesco.org/new/en/natural-sciences/environment/ecologicalsciences/man-and-biosphere-programme/">www.unesco.org/new/en/natural-sciences/environment/ecologicalsciences/man-and-biosphere-programme/</a>	<a href="http://www.facebook.com/manandbiosphere">www.facebook.com/manandbiosphere</a>	@UNESCO_MAB	



To improve the number of sharing and to reduce the dispersing, all participants has received a list of social and hashtags they should have to use during the Forum.

HASHTAGS				
#myforum2017	#unesco	#UnescoMAB	#BiosphereReserve	#grandedelta

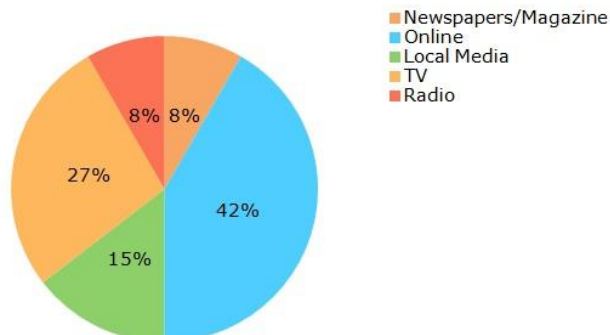
**Press Room**

To prepare the Forum, the Social Media Team had been in contact with media, both Italian than International ones. The tools used have been the following:

- invitation letter
- first-accreditation format
- brochure and informative material
- dedicated newsletter, sent to the press mailing list and the International press
- recall
- registration of the adhesions

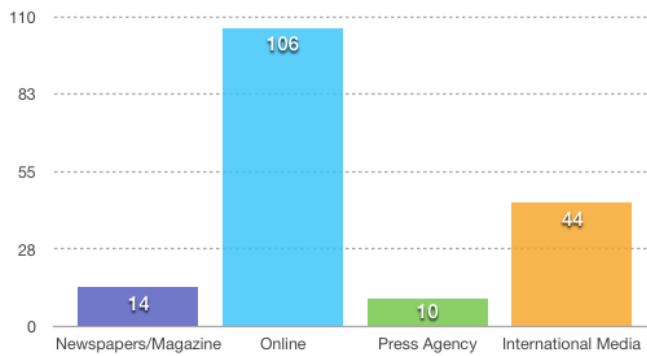
The Social media Team has registered excellent results on media during its promotional activity for the MAB YOUTH FORUM 2017, as shows the number of accredited journalists and the produced material on the different media considered. (See the attachment 'SOCIAL MEDIA TEAM & ACCREDITED')

Number of accredited journalists		48
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<b>Press Released</b>
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(See the attachment 'MEDIA REALIS')

<b>TV&amp;RADIO</b>	
Television released	<b>21</b>
Interviews	<b>7</b>
Clip	<b>15</b>
Radio released	<b>5</b>

(See the attachment 'VIDEOS')



In September, two press conferences to present the Forum took place, in Venice the 14th and in Rovigo the 15th. Several representatives of the involved institutions had participate: UNESCO Venice Office, Italian Environment Department, Veneto Region, Emilia-Romagna Region, Po Delta Biosphere Reserve, local institutions and sponsor.

The coordinator of the communication team had the responsibility to plan the work organization, to guarantee the coverage of main events and the coordination with UNESCO staff. During the Forum a daily briefing had been organized to establish the agenda, shared



with the organizers and in line with the priorities already fixed and summarized in a shared communication plan.

The photographers have followed the workshops and the excursions taking pictures of the most significant moments and of the official ceremonies producing materials lately used for the posts on social networks and other services.

the video makers have realized some clips, interviews and short movies later sent to media, shared on social networks and used by journalists and TV accredited.

All the activities planned on the Forum agenda as training situations, visits, ceremonies and thematic dinners have been followed by the components of the Social Media Team for the liberation of video and photo materials, as indicated on the technical proposal.

Several press communicates have been produced daily, especially:

14/09 – 16/09 Forum presentation

18/09 article and photos about the arrivals and registrations of the delegates

19/09 article about the Opening Ceremony

20/09 first working sessions with photos and videos

21/09 article about the group excursions with photos and videos

22/09 article about the end of the work and the Closing Ceremony with photos and videos.

(See the attachment 'PHOTOS')

### **Social Media Planning**

The social activity has been very huge, beyond any previewed planning agreed before with the UNESCO Office of Venice and Paris. The team made up of social media experts and influencers has amplified the visibility of the Forum using personal accounts. In addition, the team made itself available to participants and organizers providing practical demonstrations and technical support.

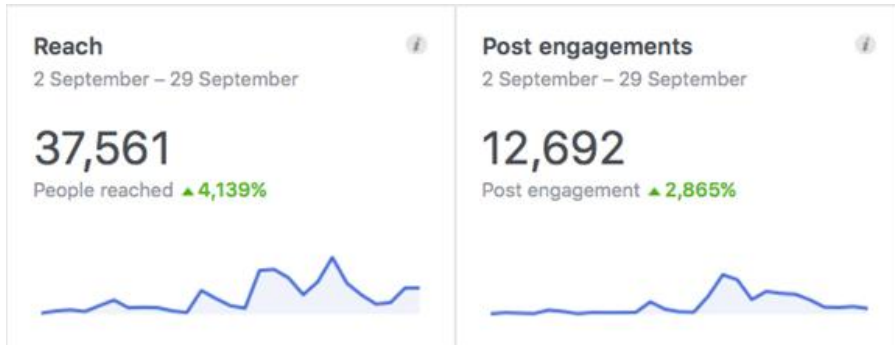
For the event, it has been created a dedicated Facebook page and dedicated Twitter and Instagram accounts, which have become, already in the previous days before the Forum, a reference for young delegates and for different interested actors.

The growth of interactions have been relevant especially during the development of the Forum, both in the workshops, both in the official ceremonies, and in the excursions and in free time: the storytelling has been developed with an alternance of communicative institutional registers and informal registers, to better involve participants who has received suggestions about accounts and tags at their arrival and registration.

(See the attachment 'MYFORUM\_SOCIALMEDIACOVERAGE' and 'MYFORUM2017\_COMUNICATION AND SOCIAL MEDIA REPORT')

Facebook is the social which better has contributed to realize a network among participants and it has permitted to live the Forum even to those who were not present. The number of followers of the posts (Reach) and of those who had interacted with likes, comments or sharing (post engagements) is really remarkable.

(See the attachment 'MYFORUM\_FACEBOOK\_INSIGHTS\_EN')



**Mab Youth Forum 2017** is with Elena Shuke and 2 others  
Published by Francesco Marchese (1) · September 22 · €

Group photo in Adria after the closing ceremony, see you in Paris!

Get More Likes, Comments and Shares  
Boost this post for €3 to reach up to 2,400 people

11,887 people reached

**Performance for Your Post**  
11,887 People Reached

542 Reactions, Comments & Shares

422 Like	113 On Post	309 On Shares
32 Love	17 On Post	18 On Shares
2 Haha	0 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
26 Comments	3 On Post	23 On Shares
59 Shares	59 On Post	0 On Shares

700 Post Clicks  
360 Photo Views 0 Link Clicks 340 Other Clicks

**Mab Youth Forum 2017** added 2 new photos  
Published by Anne Apua (1) · September 21 · €

Exchange, knowledge, involvement of young people and cooperation, these are just some of the key words highlighted during the parallel sessions UNESCO's Man and Biosphere (MAB) Programme #myforum2017

Get More Likes, Comments and Shares  
Boost this post for €3 to reach up to 2,400 people

1,368 people reached

**Performance for Your Post**  
1,368 People Reached

89 Reactions, Comments & Shares

81 Like	41 On Post	40 On Shares
1 Love	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
6 Shares	6 On Post	1 On Shares

120 Post Clicks  
74 Photo Views 0 Link Clicks 46 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

**Mab Youth Forum 2017** shared Temuruz Pogashvili - Photography Hobbyist's album  
Published by Francesco Marchese (1) · September 28 · €

"Small and beautiful pieces of a mosaic" as seen by the delegate Temuruz Pogashvili - Photography Hobbyist. Take a look at his gallery #myforum2017

Get More Likes, Comments and Shares  
Boost this post for €3 to reach up to 2,400 people

971 people reached

**Performance for Your Post**  
971 People Reached

39 Reactions, Comments & Shares

32 Like	31 On Post	1 On Shares
6 Love	6 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

345 Post Clicks  
81 Photo Views 0 Link Clicks 264 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page

**Mab Youth Forum 2017** added 2 new photos  
Published by Anne Apua (1) · September 19 · €

Official welcome of the participants at the Congress Centre by Philippe Pignatelli, coordinator of the forum. UNESCO Office in Venice #myforum2017

Get More Likes, Comments and Shares  
Boost this post for €3 to reach up to 2,400 people

3,225 people reached

**Performance for Your Post**  
3,225 People Reached

121 Reactions, Comments & Shares

100 Like	35 On Post	65 On Shares
7 Love	4 On Post	3 On Shares
2 Comments	1 On Post	1 On Shares
12 Shares	12 On Post	0 On Shares

250 Post Clicks  
143 Photo Views 1 Link Clicks 106 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post 2 Hide All Posts  
0 Report as Spam 0 Unlike Page



Video pills has been realized and edited by the Basi Comunicanti staff in collaboration with UNESCO referents who were present in Italy, for the production of contents to publish on the site and on the official accounts of the MAB program.

The videos used in social and published on the sites of the event have been over 15; on the Facebook page it has been transmitted also some live recordings of press conferences and the open ceremony in the Adria Theatre.

Also the Twitter account @myforum2017 has a good popularity: some posts have reached thousands of views.

(See the attachment 'MYFORUM\_TWITTER\_ANALYTICS\_EN' and 'MYFORUM\_SOCIALMEDIACOVERAGE')

**28 day summary** with change over previous period



**Sep 2017** · 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 2,251 impressions

Group photos after the closing ceremony, see you in Paris! [#myforum2017](#)  
[pic.twitter.com/Smt6LaAUyx](http://pic.twitter.com/Smt6LaAUyx)



← 1 ↻ 17 ♥ 23

[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 84 engagements

**Man and Biosphere**  
 @UNESCO\_MAB · Sep 26

Take a look at all pictures from [#myforum2017](#) following this link [facebook.com/pg/manandbiosp...](http://facebook.com/pg/manandbiosp...)  
[@myforum2017](#) @UNESCO @UNESCOVenice  
[pic.twitter.com/0cIFMBc4wf](http://pic.twitter.com/0cIFMBc4wf)



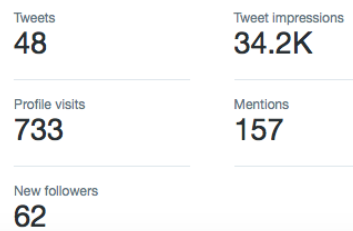
ADVERTISE ON TWITTER

**Get your Tweets in front of more people**

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

SEP 2017 SUMMARY



Visualizations 6740

Total interactions 177

Retweet 104

Likes 26

Interactions with multimedia contents 16

Expansions with details 15

Clic on account 10

Clic on link 4

**Gianluca Costantini** @channeldraw  
 Gianluca Costantini at 2017 MAB Youth Forum  
 Po Delta Biospere Reserve, Italy  
[#grandedelta](#) [#mabyouthforum](#) [#myforum17](#)  
<http://channeldraw.blogspot.it/2017/09/gianluca-costantini-at-2017-mab-youth.html> ...  
[pic.twitter.com/AvWXWgWJ9Z](http://pic.twitter.com/AvWXWgWJ9Z)



In Instagram #myforum2017 had generate a heap of engagement. (See the attachment 'MYFORUM\_SOCIALMEDIACOVERAGE')



**MAB Youth Forum 2017**  
@myforum2017

**100**  
Total followers

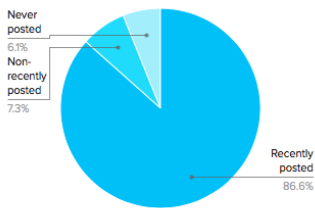
**139,274**  
Total reach

**Total reach**

The compilation of the full following of your followers. This metric shows the comprehensive cap on all potential reach.

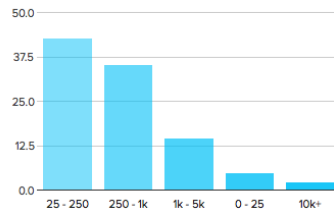
**Followers Activity:**

The division of your audience based on usage frequency. This data can aid users in pinpointing inactive and abandoned accounts.



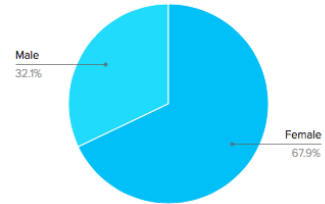
**Followers Distribution:**

This is distribution of how many followers your audience has. This data is useful to gauge the quality of your audience.



**Genders:**

The separation of your audience by gender. This information can be useful in both campaign targeting and market research.







## Social Media Planning

Every day, both on the Facebook page and on the Twitter account, it has been published at least 2 posts concerning the agenda of the day, the description of workshops and the convivial moments, including photos and videos.

The Team, thanks to the social instruments, has narrated the protagonists of the Forum, the territory, giving value also to the community hosting the international event.



(See the attachment 'DRAWINGS')

SOCIAL MEDIA PLANNING				
Date	Activities	Facebook	Twitter	Instagram
09/14/2017	press conference Venezia	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/15/2017	press conference Rovigo	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/16/2017	-	1 post about the program	1 post about the program	
		Photo Gallery Locations	Photo Gallery Locations	Photo Gallery Locations
09/17/2017	Training workshops	Training Meetings	Training Meetings	
	Visit Adria Museum	1 post + link ( <a href="http://bit.ly/2fgWsYI">http://bit.ly/2fgWsYI</a> )	1 post + link ( <a href="http://bit.ly/2fgWsYI">http://bit.ly/2fgWsYI</a> ) + tag	
	Opening Ceremony	Event presentation + tag	Screenshot presentation event + tag	
	Participants registration	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/18/2017	Training workshops	Start activity 1 post + Photos (3) + tag	1 post + Photos (3) + tag	stories Photo + tag
		End activity 1 post finale + video + tag	1 post finale + Photo + tag	
	Visit Adria Museum	1 post + Photo /video + tag	1 post + Photo + tag	stories Photo + tag
	Opening Ceremony	post + Photo /video + tag	post + Photo /video + tag	stories Photo + tag
	Dinner	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/19/2017	Workshop	post + Photo /video + tag	post + Photo + tag	Photo + tag
09/20/2017	Excursions	post during the activity + tag	post presentation activity + tag	
		post + Photo /video + tag	post during the activity + Photo /video + tag	stories Photo + tag
	Dinner	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/21/2017	Training workshops	presentation activity 4, 5 e 6	presentation activity 4, 5 e 6	
	Adria Workshop	1 post + Photo /video + tag	1 post + Photo + tag	Photo + tag
	Closing Ceremony	Event presentation + tag	Screenshot presentation event + tag	
	Deltamed e Urban Regeneration	Event presentation + tag	screenshot presentation event + tag	
	Dinner	1 post + Photo + tag	1 post + Photo + tag	Photo + tag
09/22/2017	Training workshops	1 post during the activity + Photos (3) + tag	1 post during the activity + Photos (3) + tag	stories Photo + tag
		1 post end activity + video + tag	1 post end activity + Photo + tag	
	Forum storytelling	1 post + Photo /video + tag	1 post + Photo + tag	Photo + tag
	Closing Ceremony	post + Photo /video + tag	post + Photo /video + tag	stories Photo + tag



## Communication Training

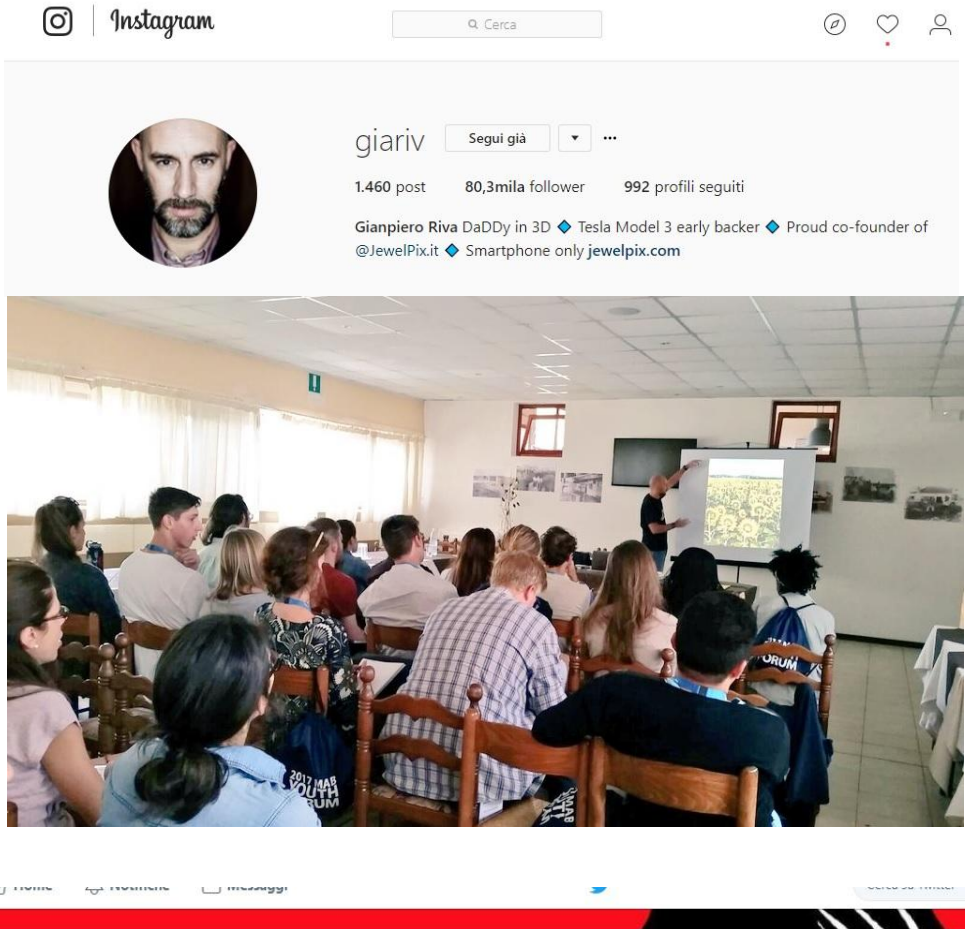
During the Forum, delegates have carried out several training activities, as indicated in the technical proposal. Delegates and Volunteers had received a presentation of the Team (MyForum2017\_socialmedia\_instructions) and tools of interactions had been suggested (2017 MAB Youth Forum Social Media links). The answer has been very positive and the sharing of comments, photos and friend requests on social has contributed to strength the sense of membership to an international project of wide scope and to build a network destined to continue beyond the event.

The training has been conceived to permit to the delegates to learn and study the communication basis and the more appropriate modalities to use on the different social networks as indicated on the UNESCO Media and Information Literacy Strategy (MIL and MIL CLICKS). Not only access to the communication tools, but also development of the capacity to obtain information and of the capacity of narration, according to the MAB Strategy 2015-2020 and the Lima Action Plan. The proposed training sessions have permitted to develop some themes:

- the sharing of knowledge and networking abilities among different MAB areas;
- the development of governance models aimed to reach the sustainable development goals (SDG);
- the promotion and increase of value of territories and of Biosphere Reserves;
- the use of unconventional communication tools

Warming up sessions on Communication 18 SEPTEMBER 2017		
Module 4	Module 5	Module 6
Eve Fergusson Creating the MAB Global Communication Strategy	Gianluca Costantini Drawing a territory	Giampiero Riva Making the best use of your smartphone Bring your photos and videos to the maximum quality

Warming up sessions on Communication 22 SEPTEMBER 2017		
Module 4	Module 5	Module 6
Luca Natale - Enzo Romano Tradition and innovation: methods to be acquainted and to communicate places (examples of Cinque Terre National Park and Portovenere, Cinque Terre and islands WH site)	Sabrina Pesarini To promote a high value place: digital destination marketing	Ludovica Casellati Cyclotourism as a development opportunity for Parks and territories
Forum Storytelling Workshop with the social media team of the Forum		





## To conclude

The results obtained during the Forum show that the dedicated communication strategy has reached its planned goals. The narration of the Forum has played an important role, a piece of the puzzle which has contributed to make possible that every participant has been involved and he has felt himself the protagonist of the event and part of a network, as underlined in the introduction of the final declaration: *"This forum has been an amazing opportunity to share and collaborate with our peers to form a collective vision for the future of youth in Biosphere Reserves. Despite the fact that we come from diverse backgrounds we are united on the objectives and actions for the Biosphere Reserve, World Network of Biosphere Reserves and to the MAB programme."*

The energy, the enthusiasm and the strong empathy which has infected anyone who has participated to the Forum, with different roles, has encouraged the Social Media Team in its work and has permitted to everyone to build relationships which will continue in the future. The most important Social Media Team's goal has been the offer to all participants of an opportunity to develop their own communication capacities, giving information and examples to better use social media and other tools to tell their activities and their Biosphere Reserves. Continuing to work and to make this network growing is an important task for UNESCO which could make available its social and web pages.

The considerations upon the communication importance and upon the tools to use have become an integrated part of the final declaration:

- *"As MAB Youth Forum delegates We recommend that the Network of Biosphere Reserves improve the exchange of information, ideas, knowledge and good practices among Biosphere Reserves, especially through tools that stimulate the involvement of young people."*
- *"As MAB Youth Forum delegates, we ask the MAB International Coordinating Council (ICC) to improve communication, at all MAB levels, in order to be effective with young people."*
- *"We, as MAB Youth Forum delegates commit ourselves to develop and promote interactive tools for sharing information about the MAB programme at all levels (for examples; social media, storytelling, comics)."*

Telling the Forum and continue to tell its protagonists is an important task. The personal social accounts of the Social Media Team components, of the participants and the used during the Forum are registering a huge activity of interactions even today, after months from the event. The number of people following the Facebook Forum page is growing even thanks to the continuous publishing of contents related to MAB themes and the storytelling of participants.

The wishes are that this great experience has marked a path and that it will constitute an example able to activate and strengthen a communication strategy for MAB complete and grounded on "youth friendly language".