



web presence

Report II

Oct. 2023 - Dec. 2024



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REPORT

01.10.2023-31.12.2024

This **report** provides a visual summary of data extracted from the E-RIHS **website** and **social media** platforms over the last project period.

It **analyzes** the strengths and weaknesses of the **E-RIHS IP** communication strategy, offering valuable insights into identifying the target **audience**, monitoring engagement, and scheduling targeted content effectively.

The report aims to enhance the overall **digital presence** and outreach of E-RIHS IP by leveraging social media analytics and web metrics.





WWW.E-RIHS.EU

Google Analytics



1,73
%

**Views
per session (average)**

2m
08s

**Average Session
Duration**

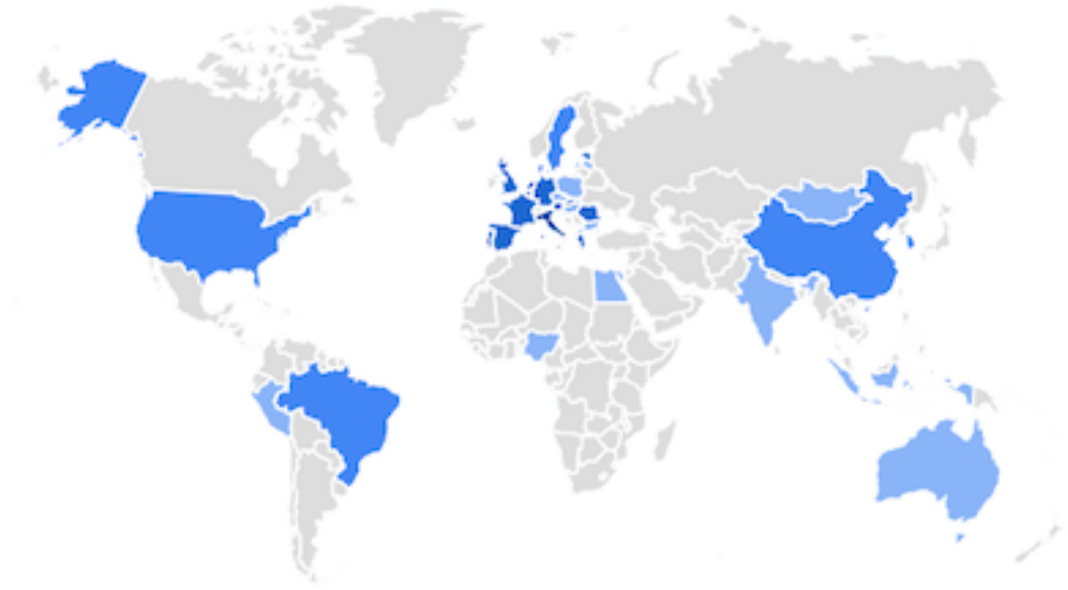
178

New User

221

Total Session

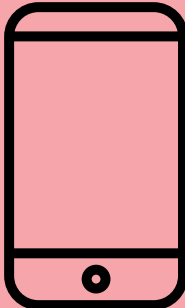
Online presence



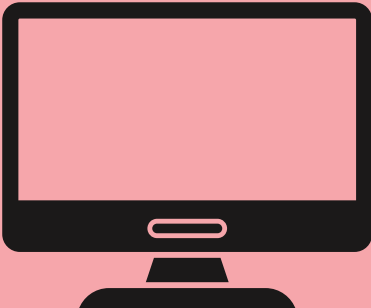
TOP 5 Countries

- Italy
- United Kingdom
- Spain
- Germany
- Belgium

Channels



Mobile
59%



Desktop
41%



FACEBOOK

Insights



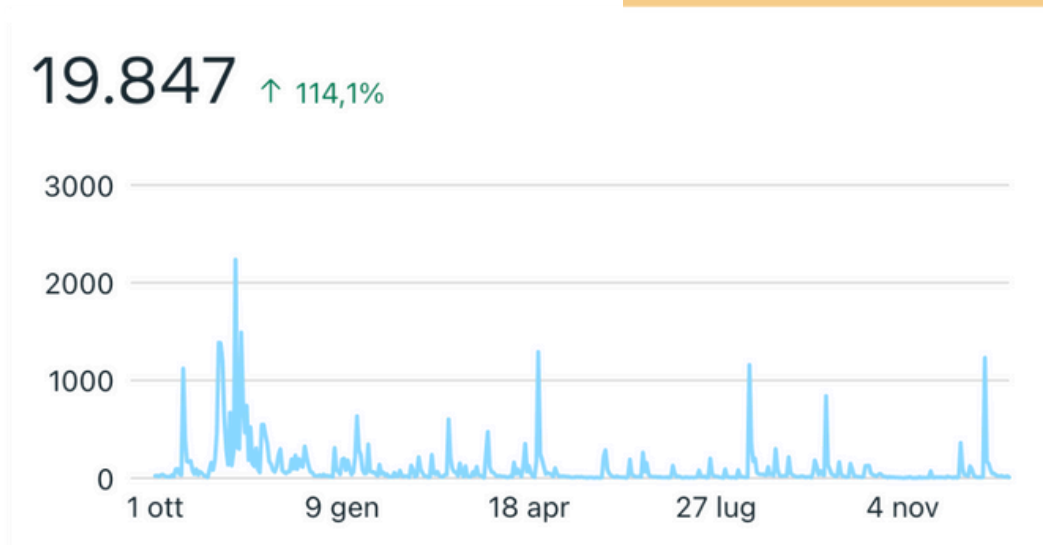
Audience

Followers
1080

Like
887

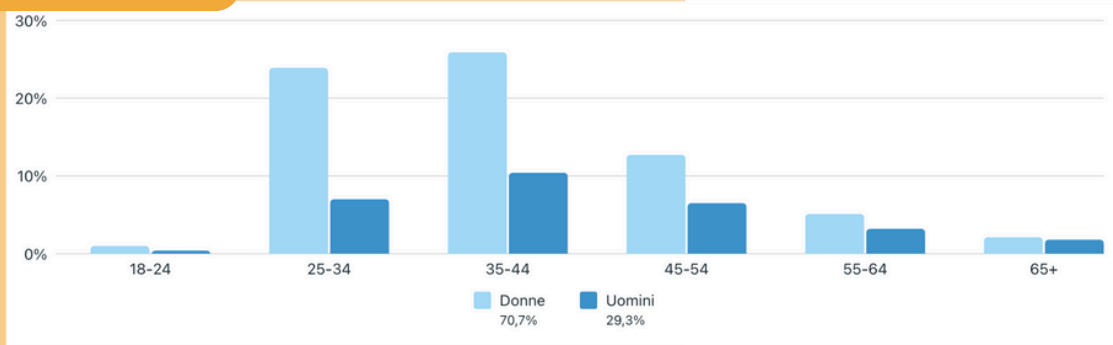
Audience Grow Rate percentage
+ 5%

Post Coverage **+114%**



Audience

Gender

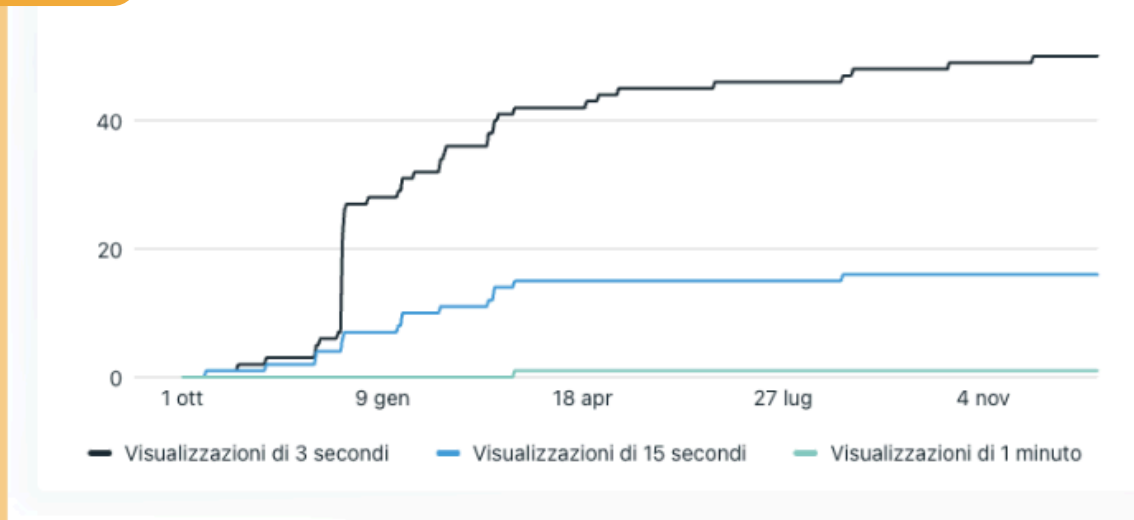


Estimated audience size

Dimensioni del pubblico stimato ⓘ

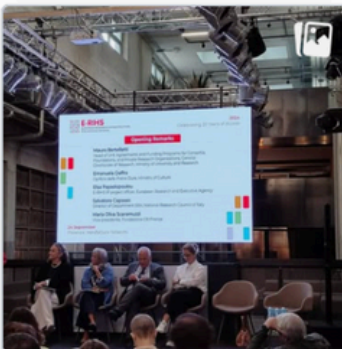
37.400.000-44.000.000

Video





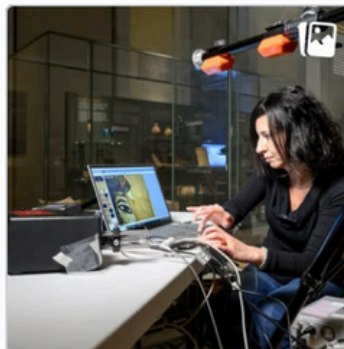
Top post



We are now celebrating 20 years ...

Martedì 24 settembre 00:56

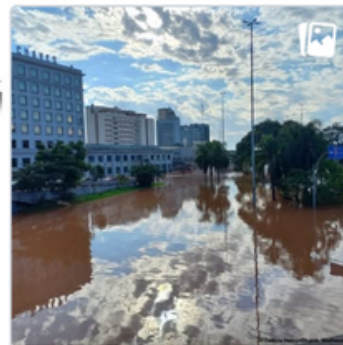
👁 2095 ❤️ 44
💬 0 ➡️ 6



#ScienceNews A collaboration team o...

Giovedì 5 dicembre 03:12

👁 1010 ❤️ 16
💬 0 ➡️ 3



A step forward towards internation...

Martedì 15 ottobre 01:21

👁 405 ❤️ 8
➡️ 2

H²IOSC **First TNA/NA Call**
Deadline: October 27, 2021

Trans-national and National access to the H²IOSC RIs cluster services

LIST OF SERVICES

provided by

CLARIN-IT **DARIAH-IT** **E-RIHS.it**

www.h2iosc.cnr.it tna.h2iosc@h2iosc.cnr.it

First H²IOSC TNA/NA Call: discover the list...

Mercoledì 16 ottobre 01:32

👁 276 ❤️ 3
💬 0 ➡️ 1



The scientific dissemination docu-...

Martedì 1 ottobre 07:16

👁 264 ❤️ 7
💬 0 ➡️ 0



#sciencenews AID HCH – Advancing...

Martedì 10 dicembre 07:08

👁 257 ❤️ 6
💬 0 ➡️ 0



LINKEDIN

Insights



AUDIENCE

Followers
2036

HighLights

32,487
Impressions

606
Reactions

10
Comments

22
Reposts

Audience Grow Rate percentage

+ 52%

Audience

Visitor metrics

Visitor highlights

1,097

Page views

513

Unique visitors

8

Custom button clicks

Job functions

Research · 252 (23%)



Education · 114 (10.4%)



Media and Communication · 77 (7%)



Operations · 71 (6.5%)



Business Development · 68 (6.2%)



Arts and Design · 40 (3.6%)



Information Technology · 32 (2.9%)



Program and Project Management · 32 (2.9%)



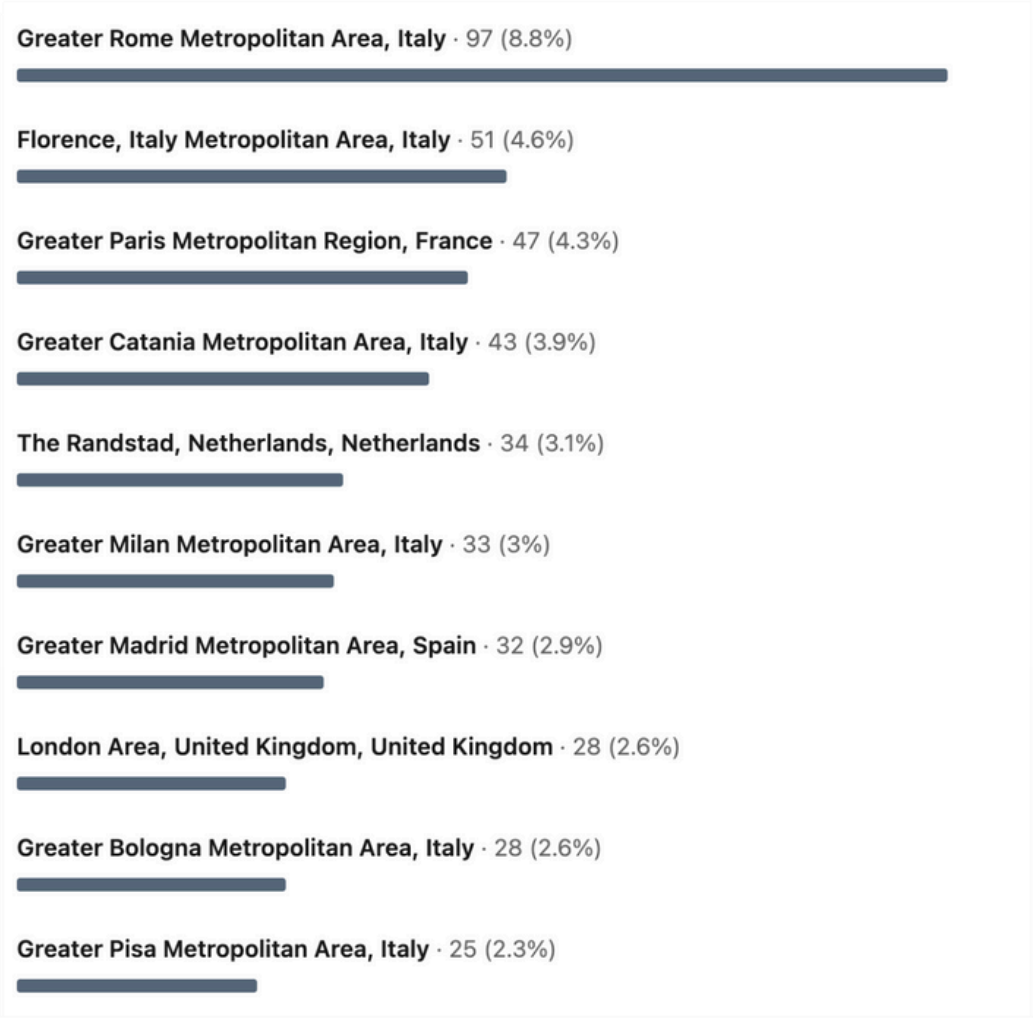
Administrative · 23 (2.1%)



Engineering · 20 (1.8%)



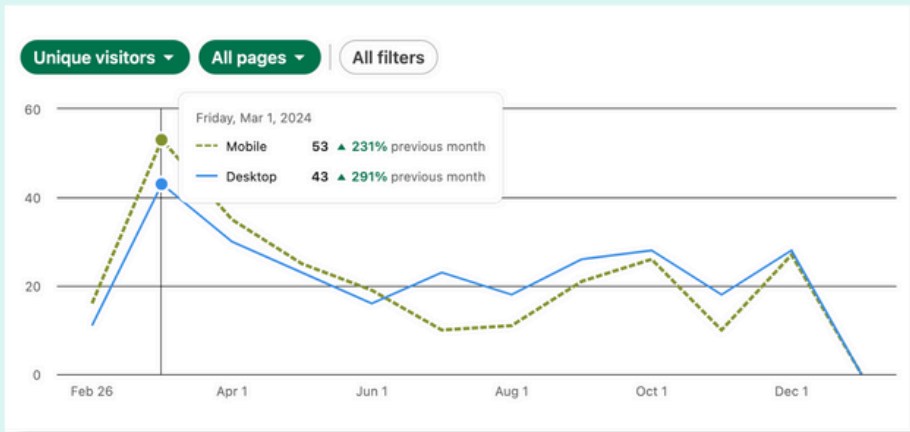
Locations



Unique visitors

264

253





TWITTER/X

Analytics



Audience

Followers
1076

New
+13

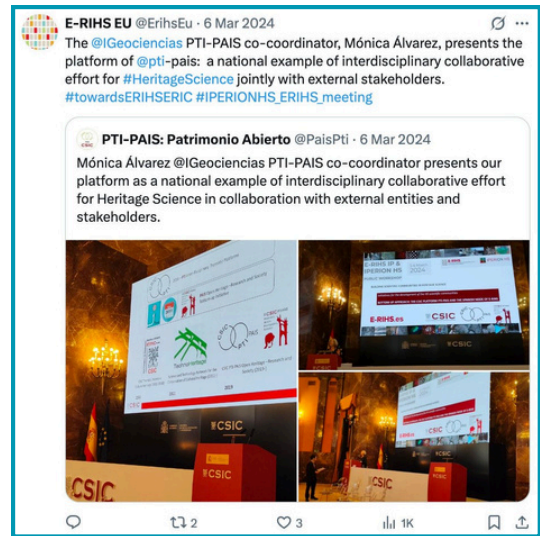
Audience Grow Rate percentage

It measures the speed at which your brand's following increases on social media.

+ 1,2%



Post Performance

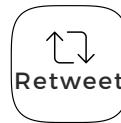


884



1 K

2



2

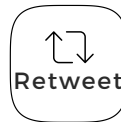


1.4K



1.2K

9



10



YOUTUBE

Analytics



Audience

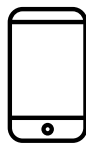
Subscribers
466

New
Subscribers
+108

Device Type



Desktop
78%



Mobile
17%



TV
3%



Tablet
2%



Audience

79%

33-44 Years

21%

45-54 Years

22

New viewers

8

Returning viewers

18%

Channel
Subscribes (per
view)



Video performance



Impressions

78K



Views

5,3K



Impressions Click-through rate

2,3%



Average view duration

3:10



Watching Time (hours)

336



Sources

35,8%

External

16,5%

Youtube Search

12%

Channel pages

11%

Direct or unknown

9,5%

Playlist

14,8%

Others



COMPARING *data*

Summarizing our social presence

Followers



1080



1076



2036



466

Audience Grow rate percentage



17%



1,2%



52%



23%



Report by Laura Benassi e Silvia Manconi - 2024



E-RIHS IP is a project funded by the European Union's Horizon Europe call HORIZON-INFRA-2021-DEV-02, Grant Agreement n.101079148