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NEXT Black Sea Basin

EfxINNOs

Establishing and Operating an Innovative Marine Technology Transfer Network for
Enhancing the Transition to a Sustainable Blue Economy in the Black Sea Basin

Y1.6 Provision of Technical Support for the Project's Presence on Social Media

April / 2025

<https://envrio.eu/efxinno/>

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1. Executive Summary

This deliverable outlines the technical and strategic support provided to establish and maintain the project's presence across key social media platforms. Recognizing the critical role of digital communication in enhancing visibility, stakeholder engagement, and public awareness, the project team implemented a coordinated approach that included both social media management and the development of the project's official website.

Key activities involved the setup and configuration of dedicated social media accounts, creation and publication of engaging, project-related content, and the seamless integration of these platforms with the project website. The website served as a central hub for project information, hosting news updates, event announcements, and resources, which were regularly cross-promoted on social media to maximize reach and impact. Social media posts were crafted to showcase project milestones, raise awareness of thematic issues, and encourage engagement from a diverse audience of stakeholders, partners, and the general public.

Through these efforts, the project successfully built a strong and growing digital presence, enhancing its outreach capabilities and laying the groundwork for broader dissemination and community engagement in the next periods of project implementation.

2. Introduction

An effective online presence is essential for the visibility, accessibility, and overall impact of any research or innovation-driven initiative. As part of the project's broader communication and dissemination strategy, this deliverable focuses on the provision of technical support for establishing and maintaining the project's presence on social media platforms.

The primary objective of this deliverable is to ensure that the project is actively represented in relevant digital spaces where stakeholders, researchers, policy makers, and the general public can follow its progress, access updates, and engage with its outputs. This involves not only the creation and configuration of social media accounts, but also the ongoing technical support required to manage content, monitor performance, and foster audience interaction.

This deliverable is closely aligned with the project's communication and dissemination goals. It supports efforts to increase awareness of the project's

activities, share knowledge and results, promote upcoming events, and encourage dialogue with a broader audience.

Furthermore, the integration of social media channels with the project's official website has created a cohesive digital ecosystem, ensuring consistency and ease of access to project information across platforms. By investing in a well-managed and technically sound social media presence, the project enhances its ability to connect with key stakeholders and maximize the uptake and impact of its work throughout its lifecycle.

3. Platform Setup and Technical Configuration

To establish a strong and consistent digital presence, a key focus of this deliverable was the technical setup and configuration of the project's official social media platforms. This foundational step ensured that each channel was optimized for visibility, accessibility, and ease of management, in line with the project's communication objectives.

The initial phase involved identifying the most relevant platforms based on the project's target audiences and communication goals. Accounts were created and configured on key platforms, including:

- **Facebook:** [EfxINNOs Facebook Page](#)
- **LinkedIn:** [EfxINNOs LinkedIn Page](#)
- **YouTube:** [EfxINNOs YouTube Channel](#)

Each platform was selected to serve a specific communication purpose—Facebook for broader public outreach and community engagement, LinkedIn for professional and institutional visibility, and YouTube for video-based dissemination of project activities and outputs.

Technical configuration included:

- **Custom branding:** Visual identity elements such as the project logo, color palette, and banners were applied to all platforms to ensure a cohesive and professional appearance.
- **Profile optimization:** Clear, concise bios and descriptions were crafted to reflect the project's mission, scope, enhancing clarity for new visitors.
- **Account security:** Secure access protocols, including strong passwords and two-factor authentication, were implemented to protect accounts.

- **Website integration:** All social media accounts were linked to the official project website, and vice versa, to enable seamless cross-platform navigation and increased web traffic.

This technical setup has laid a solid foundation for ongoing social media activities, enabling the project to build and maintain a professional, engaging, and secure presence throughout its implementation phase.

3.1 Facebook

[EfxINNOs Facebook Page](#)

Facebook is used primarily for public engagement and community outreach. It provides an accessible platform for sharing project news, photos, event announcements, and interactive posts that reach a wide demographic across the region and beyond.



Figure 1: Screenshot of the *EfxINNOs* Facebook Page

3.2 LinkedIn

[EfxINNOs LinkedIn Page](#)

LinkedIn is targeted at professionals, researchers, and institutional stakeholders. It is used to share more formal updates, highlight project milestones, connect with partner organizations, and enhance the project's professional presence within the innovation and research community.

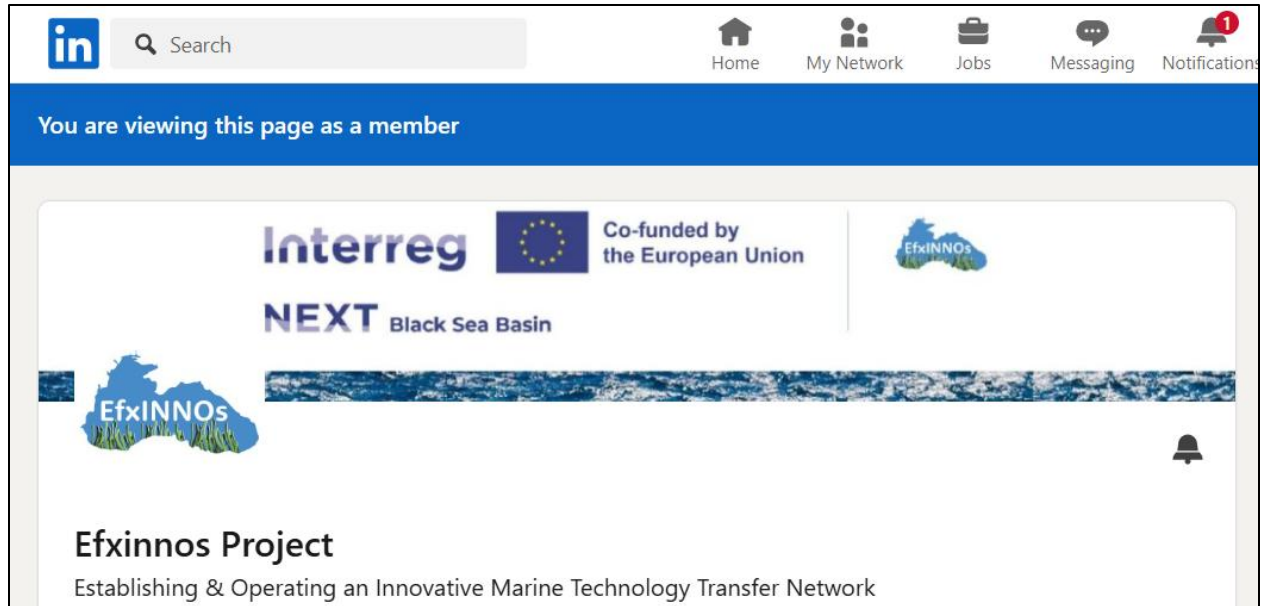


Figure 2: Screenshot of the EfxINNOs LinkedIn Page

3.3 YouTube

[EfxINNOs YouTube Channel](#)

YouTube serves as the main platform for hosting and distributing project videos, including interviews, promotional clips, webinars, and event recordings. It plays a central role in visual storytelling and supports multimedia dissemination efforts.

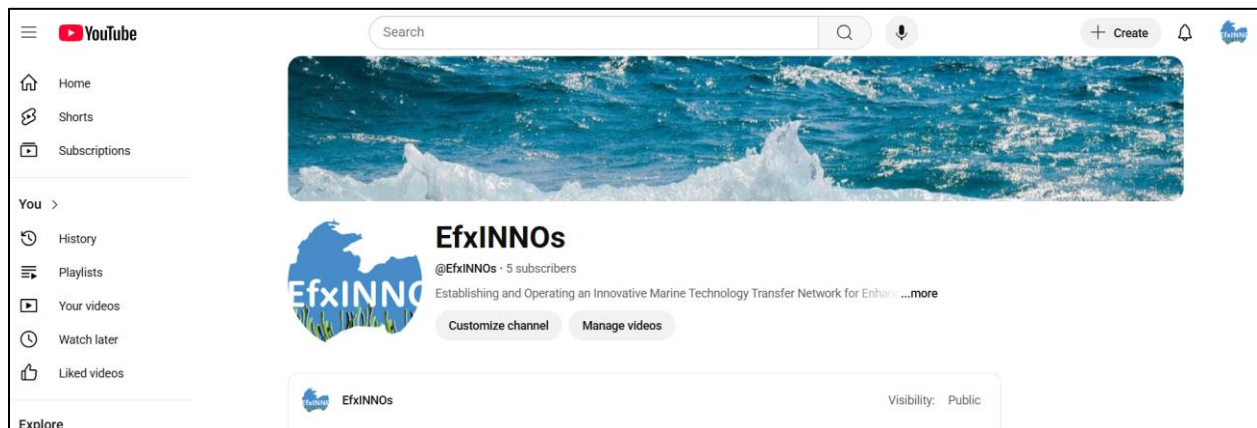


Figure 3: Screenshot of the EfxINNOs YouTube Page

4. Project Website: <https://envrio.eu/efxinnos/>

The official project website serves as the central hub for all information related to the EfxINNOs initiative. The website provides visitors with access to the project's background, objectives, work packages, deliverables, news updates, and events. It

plays a crucial role in ensuring transparency, supporting stakeholder engagement, and complementing the project's presence on social media.

The website was developed with a clean, user-friendly layout, ensuring ease of navigation and accessibility across devices. It features dedicated sections for partner organizations, documents, and media, as well as integrated links to the project's social media accounts, encouraging cross-platform interaction.

In addition to static information, the site is regularly updated with dynamic content such as event announcements, published deliverables, and news. This makes it an essential tool for internal coordination and external communication alike.

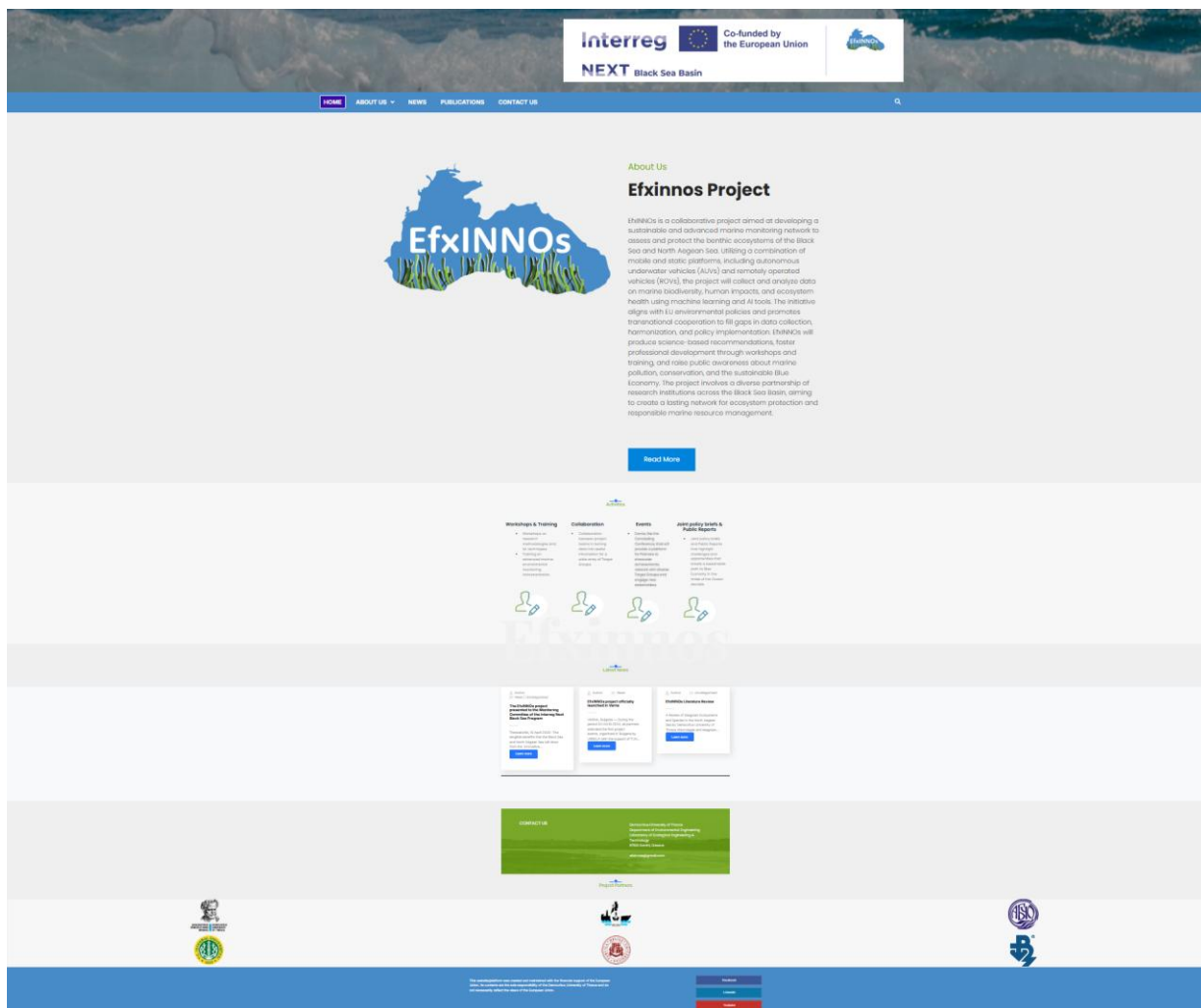


Figure 4: Screenshot of the Project Website's homepage

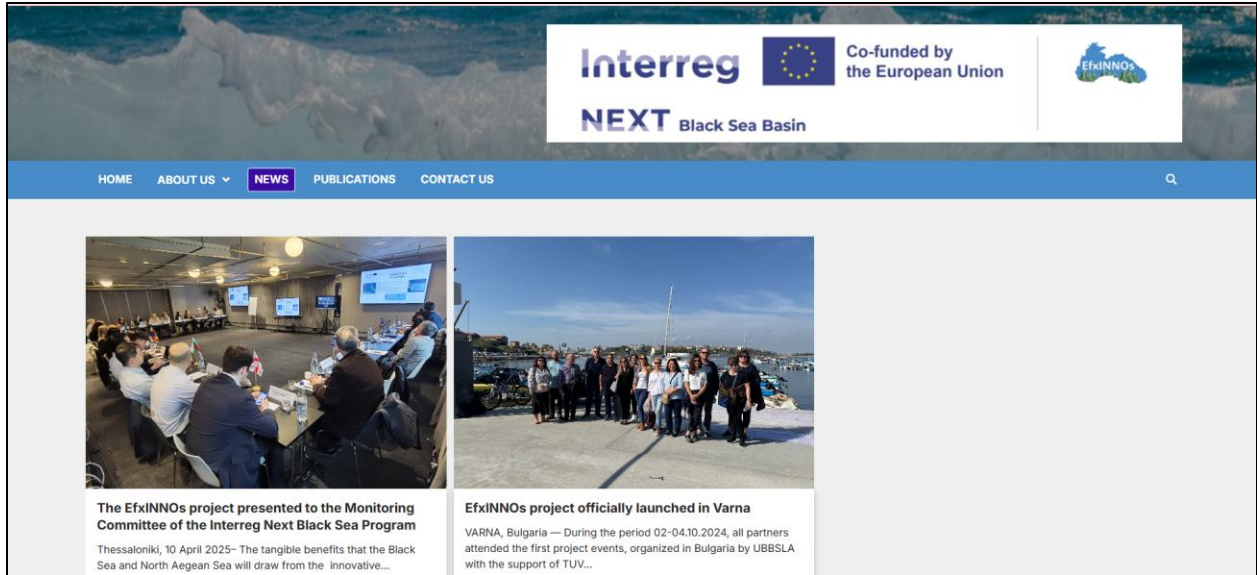


Figure 5: Screenshot of the Project Website’s “News” section

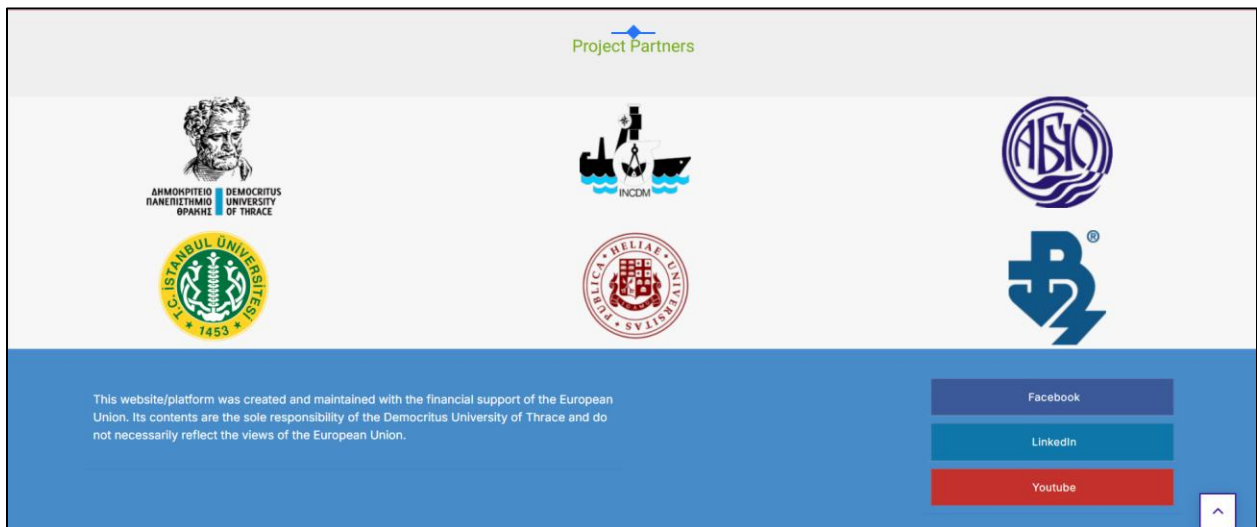


Figure 6: Screenshot showing social media integration and partner logos

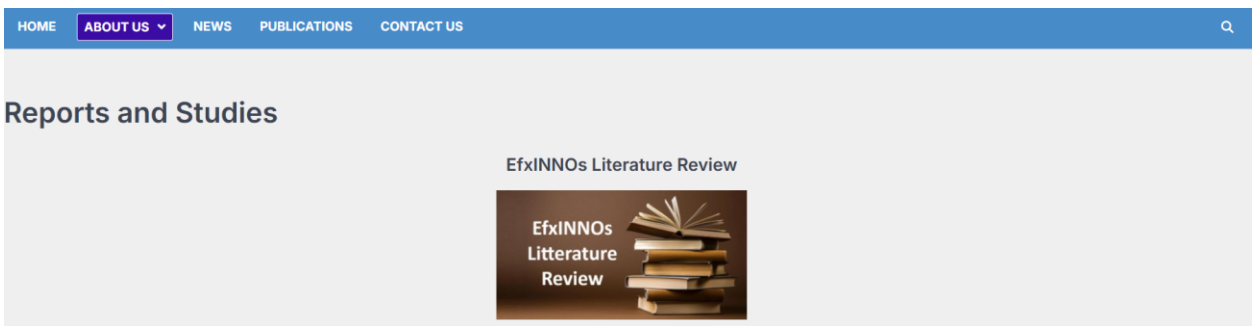


Figure 7: Screenshot of the Project Website’s “Reports and Studies” section

5. Conclusion and Next Steps

The initial phase of the project's digital communication efforts has focused on building a professional and coordinated online presence through both social media platforms and the official website. This deliverable has supported the successful setup and technical configuration of key communication channels, ensuring that the project's identity, messages, and updates are effectively shared with its target audiences.

By launching and managing dedicated accounts on Facebook, LinkedIn, and YouTube, and linking them to the official project website, the team has established a solid foundation for outreach and stakeholder engagement. These platforms have already begun to increase visibility and foster connections with relevant communities.

Looking ahead, the focus will shift toward strengthening the impact of this online presence through more consistent content planning, expanded audience targeting, and deeper engagement. Planned actions include implementing a content calendar, enhancing visual and video content production, tracking analytics to guide strategy. Increased collaboration with partners will also be encouraged to extend reach and amplify the project's voice across regional and international networks.