Interreg Co-funded by the European Union

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

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1. Introduction

This interim report provides an update on the progress of Deliverable Y1.6 during the fifth reporting period, focusing on the continued implementation and strategic management of the project's social media presence. Building upon the communication activities carried out in previous reporting periods, efforts during this phase concentrated on promoting project achievements, technical developments, stakeholder engagement activities, and upcoming regional hackathons, while further increasing the visibility and impact of the EfxINNOs project.

The primary objective remained to communicate project news, activities, events, and results in a timely, accessible, and audience-oriented manner through the project's social media channels. Particular emphasis was placed on raising awareness of the project's innovative marine monitoring technologies, capacity-building initiatives, and contributions to sustainable marine management, while engaging a diverse audience that included researchers, policymakers, public authorities, industry stakeholders, students, and the wider public.

2. Achievements during the 5th Reporting Period

2.1 Content Creation and Publication

During the 5th reporting period, regular updates has been continued to be shared across the project's official social media accounts, including Facebook, and LinkedIn, and project official website. The content strategy focused on:

- Sharing updates from project activities (workshops, field missions, partner meetings)
- Highlighting milestones and deliverables
- Promoting relevant external events aligned with the project objectives
- Featuring visual content such as photos, infographics, and short videos to improve engagement

Posts published during this period:

- EfxINNOs National Workshop and Partner Meeting Successfully Held in Georgia
- EfxINNOs Local Türkiye Workshop Connects Today's Maritime Stakeholders with Tomorrow's Ocean Leaders
- EfxINNOs presented at the Kavala Forest Service "Environment & Economy" Event
- The Black Sea's Hidden Seagrass Meadows Brought into Focus with ROV
- EfxINNOs and European Maritime Day at Ilia State University

- Tech, Climate Action, Blue Growth: EfxINNOs Local Workshop in Greece Makes a Splash with Over 100 Participants!
- Innovative Marine Monitoring and Restoration: EfxINNOs Showcased to 50+ Young Scientists
- EfxINNOs Presented at the International BS-SEOS Seminar to Foster Scientific Collaboration in the Black Sea Region
- Stakeholder Consultation and Training Workshops under the EfxINNOs Project held in Romania
- EfxINNOs Participated in the BS-SEOS Webinar under the #EMDInMyCountry Initiative
- EfxINNOs Participates in the ALGAWA Living Lab Workshop in Constanța
- EfxINNOs Showcased at the ANEMONE PLUS Phase 1 Stakeholder Co-Creation Workshop
- Bringing EfxINNOs to the Stage
- Training the Next Generation of Marine Scientists for a Sustainable Black Sea
- Innovative Marine Technologies brings together Scientists, Local Authorities, and Young People from the Varna Region
- New Survey Video from Greece Added to the EfxINNOs Collection

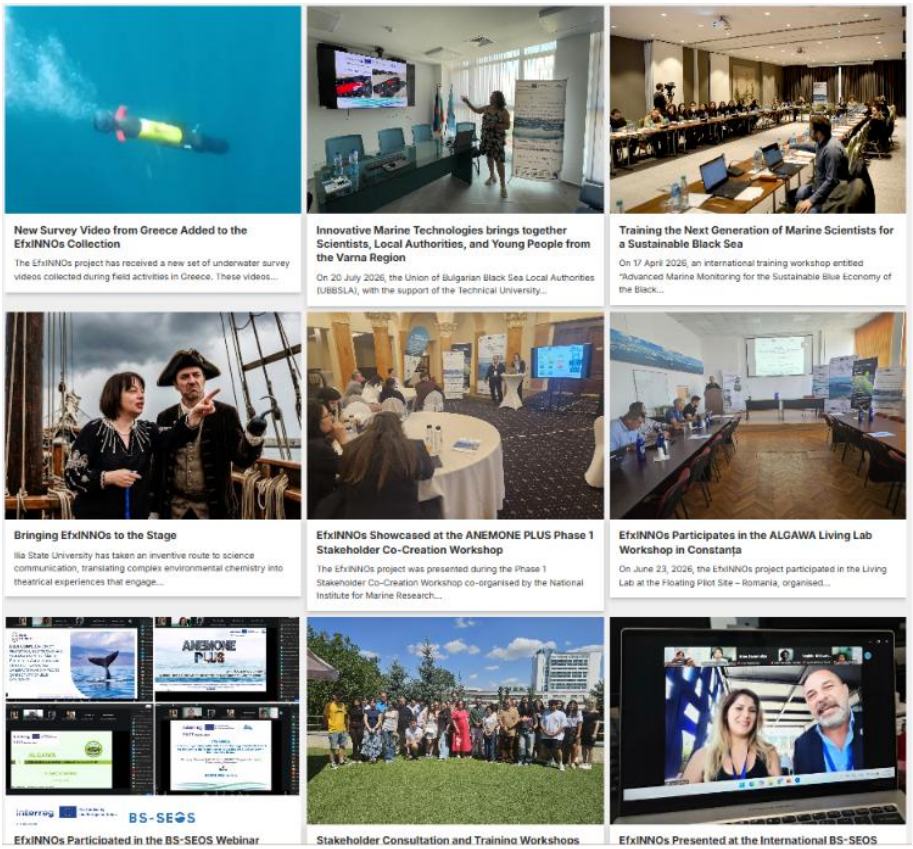


Figure 1: Project website "NEWS" section (Page 1)

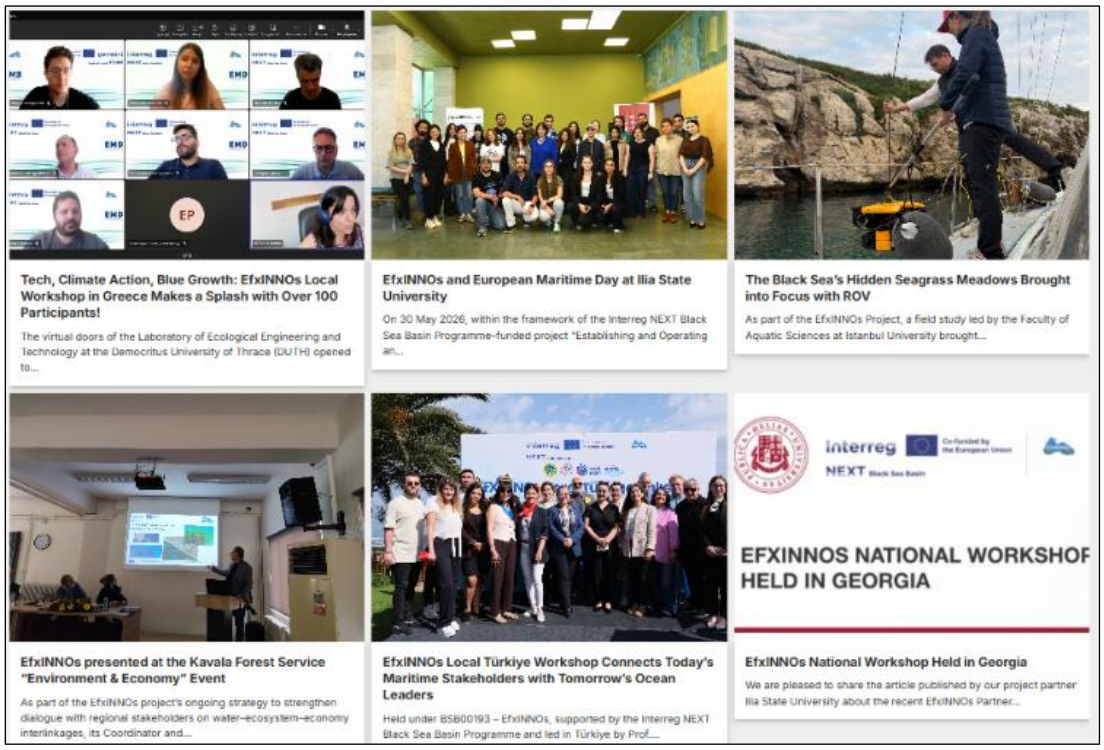


Figure 2: Project website "NEWS" section (Page 2)

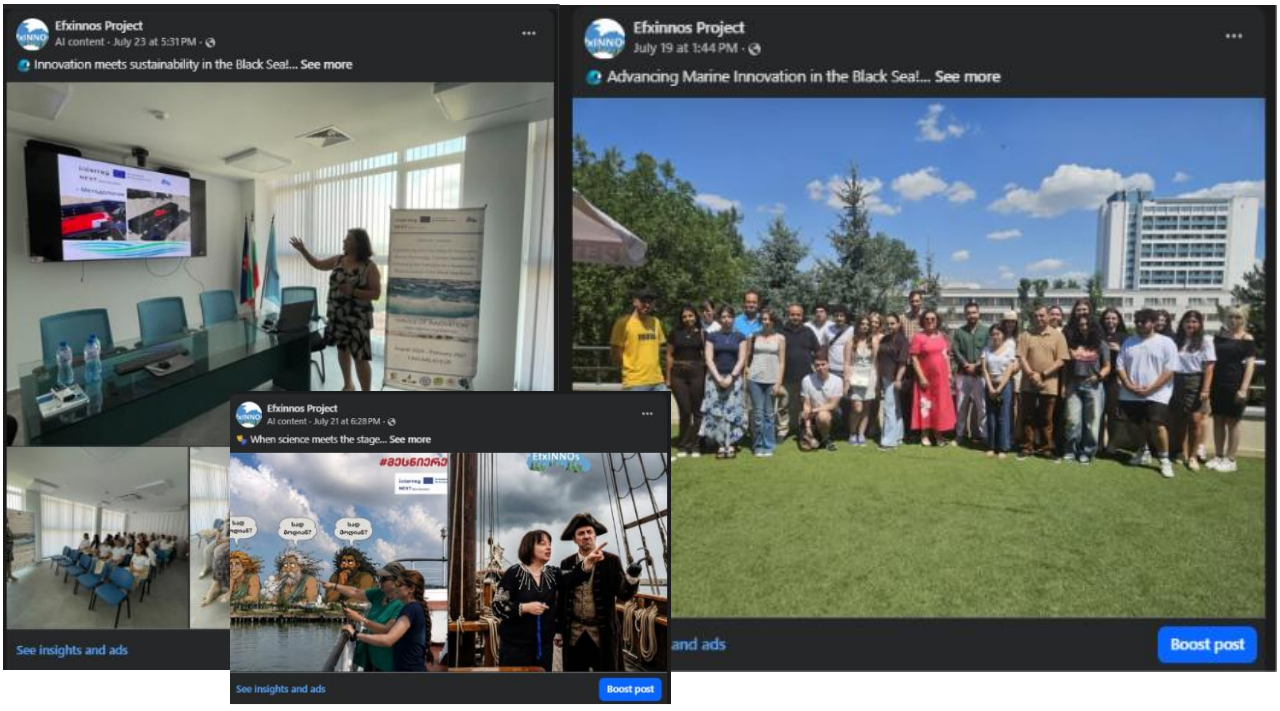


Figure 3: Project Facebook page with recent updates

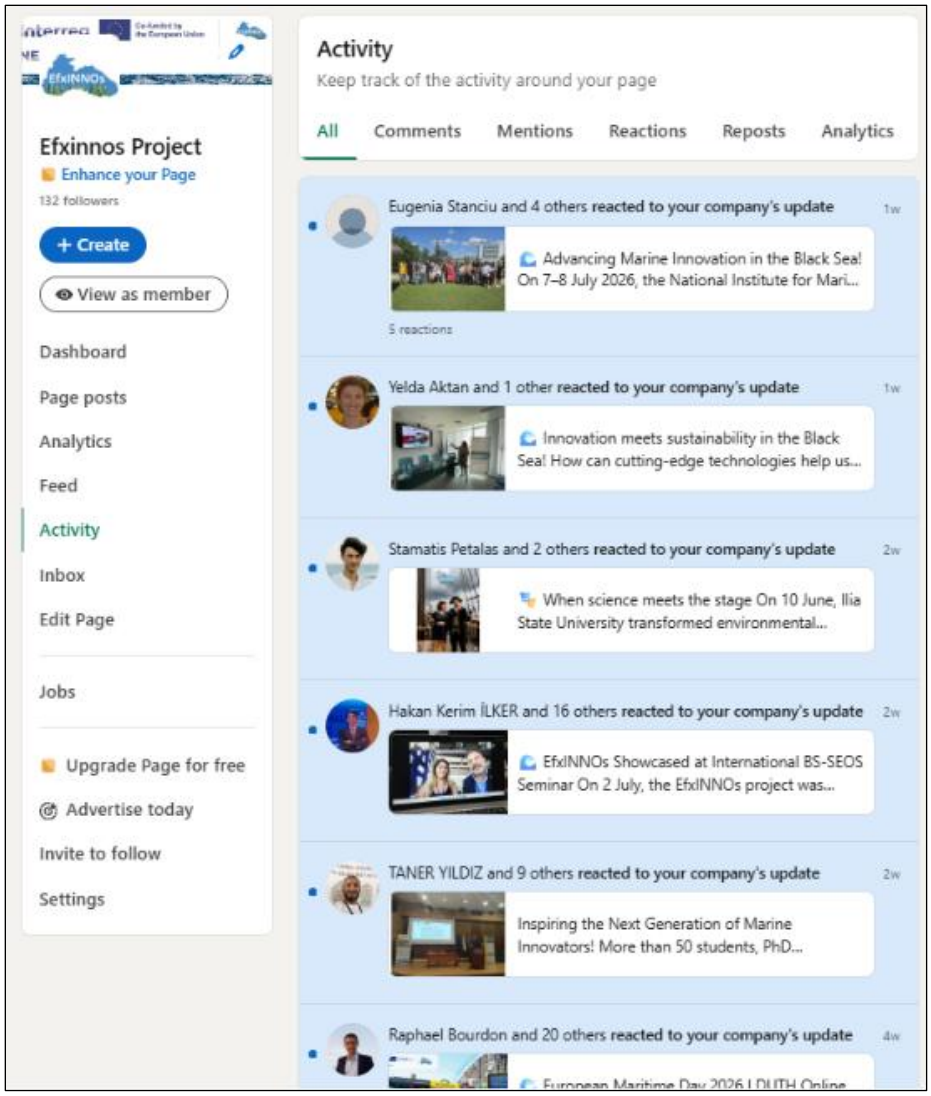


Figure 4: Project LinkedIn page with recent updates

2.2 Coordination with Partners

During the fifth interim reporting period, the project's social media presence continued to be strengthened through sustained and proactive collaboration with partners across the Black Sea Basin and North Aegean Sea regions. Building on the coordination mechanisms established in previous reporting periods, consortium members remained actively involved in providing communication materials, including updates on project activities, technical achievements, events, photographs, and stakeholder engagement highlights. This collaborative approach ensured a continuous, timely, and diverse flow of social media content reflecting the ongoing progress and impact of the EfxINNOs project.

A shared content calendar was continuously maintained and refined to align

publications with key project milestones, communication priorities, regional events, hackathon activities, and relevant international observance days. This supported a more structured and strategic approach to content planning, ensuring consistent visibility and effective dissemination across all project social media platforms.

Regular communication channels among partners facilitated the timely exchange of information, efficient review processes, and adaptation of materials for different social media audiences. Key coordination processes included:

Content Collection: Partners regularly submitted event summaries, visual materials, and key messages, with increased emphasis on highlighting results, impacts, and success stories to ensure timely and relevant communication.

Editorial Review: All submitted content was reviewed, edited, and adapted to ensure clarity, consistency, and alignment with the project's communication tone, branding standards, and EU visibility requirements.

Scheduling & Cross-Promotion: Posts were strategically scheduled using the shared editorial calendar. Partners were systematically informed about upcoming publications to encourage cross-posting through their institutional channels, thereby amplifying outreach and engagement.
Visual Standardization: Visual materials provided by partners were further refined into cohesive and professional graphics, ensuring consistent use of branding elements, including logos, typography, and color schemes.
Feedback and Optimization: Continuous feedback from partners, combined with performance insights from social media analytics, supported the ongoing refinement of content formats, posting frequency, and thematic focus.

This coordinated and structured approach ensured a consistent stream of high-quality, engaging content and significantly contributed to strengthening the project's digital visibility and outreach.

3. Technical Support Provided

During the fifth interim reporting period, the technical support team continued to provide comprehensive assistance to ensure the effective implementation, maintenance, and further optimization of the project's social media presence. Support activities focused on coordinating content preparation, improving the quality and consistency of communication materials, adapting content for different social

media platforms, and ensuring the timely dissemination of project updates, achievements, and events.

The support provided included:

- Drafting, editing, and optimizing social media and website content in English, with increased focus on communicating project results and impact
- Designing and producing high-quality visual materials, including banners, infographics, and standardized branded templates
- Planning and scheduling coordinated posts across multiple platforms to ensure consistency and maximum visibility
- Providing technical support for the promotion of events, campaigns, and key milestones
- Monitoring engagement and responding to comments and messages to foster interaction and audience engagement

These services contributed to maintaining a professional, coherent, and responsive digital communication environment, while enhancing the overall effectiveness and reach of the project's online presence.

4. Next Steps

In the upcoming period, social media activities will increasingly focus on consolidating project results and maximizing their visibility and impact. Greater emphasis will be placed on storytelling approaches that highlight project achievements, success stories, and real-world applications.

To further expand audience reach and engagement, more dynamic and interactive content formats—such as short video interviews, reels, animations, and interactive posts—will be progressively integrated into the communication strategy. Targeted hashtag campaigns and thematic content series will also be utilized to improve discoverability and audience targeting.

Collaboration with partner institutions will be further strengthened to leverage their communication channels and networks, ensuring wider dissemination across regional and international audiences. In parallel, social media performance metrics will continue to be monitored and analyzed on a regular basis to support data-driven decision-making and continuous improvement of communication approaches.

Programme disclaimer

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