

# SOCIAL MEDIA AND INFLUENCERS CAMPAIGN

Low cost way to reach thousands of people



**Interreg**  
Polska-Słowacja

Europejski Fundusz Rozwoju Regionalnego



UNIA EUROPEJSKA





POSTY    FILMY    ZAPISANE    Z OZNACZENIEM

Delektujemy się wspólną podróżą  
Dziękujemy za spoločný cestu

Zapraszamy w podróż po programie polsko-słowackim.  
Pojďte sme do sa spolu polsko-slovenským programom

2 311 ↑ 255

Followers

9 239 ↑ 9 227

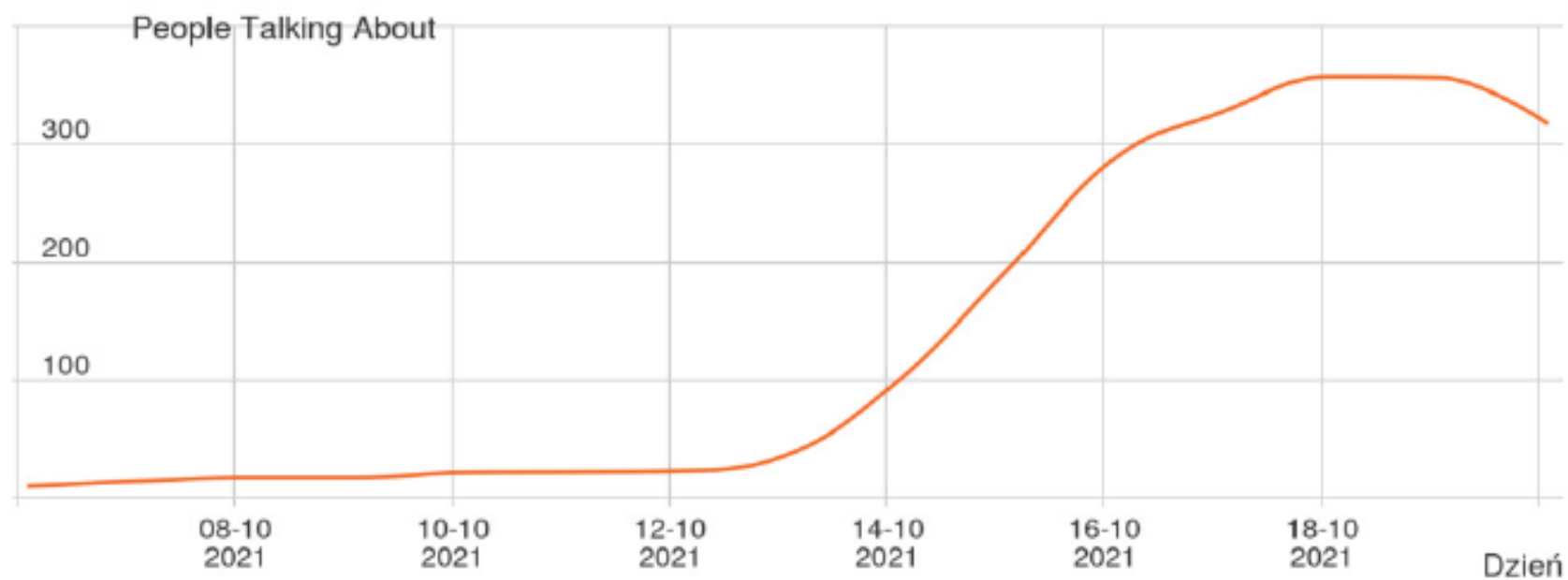
Average daily reach



2,8%    96,66%    0,54%  
organiczny    płatny    wirusowy

Organic    Paid reach    Viral





Dzienna mediana PTAT

**36**

↑ 34

Odsetek PTAT

**1,56%**

↑ 0,1%

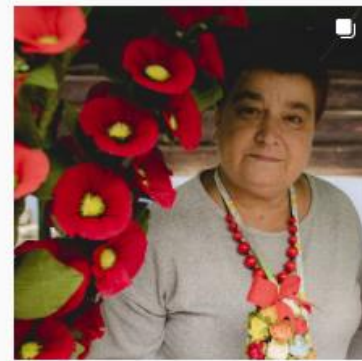
# Boosted posts on programme fanpage

## **Objective: likes**

- **Facebook - 0.25 eur / 1 person**
- **Instagram - 0.02 eur / 1 person**

## **Objective: reach**

- **Facebook - 0,0043 eur to reach 1 person**



# Influencers – campaign and webinar

**CAMPAIGN - Posts of influencers reached  
over 350 000 viewers**

**WEBINAR – over 1000 viewers, 77 likes /  
shares / comments**

**Feedback:**

*A great idea to show the attractions  
of the borderland through the eyes of  
bloggers who were able to find real  
beauties. Way to go!*

*Interesting, inspiring! Thanks.*



**Thank you for your attention**

**Aleksandra Gierat**

**Communication Officer, Interreg Poland-Slovakia  
programme**

***Social media is  
here. It's not going  
away; not a  
passing fad. Be  
where your  
customers are: in  
social media.***

**Lori Ruff, speaker, author**