

OVERVIEW OF APPEARANCES IN SOCIAL MEDIA

(FACEBOOK & TWITTER)

1 March 2011 – 23 November 2011

SIMBIOZ@ E-PISMENA SLOVENIJA

1 SUMMARY

Facebook:

- Between 1 March and 23 November 2011, the Facebook page of the 'Simbioz@ e-pismena Slovenija' project (www.facebook.com/Simbioza.eu) recorded 240 wall posts, 211 comments and 2139 likes from page visitors.

- Between 26 September and 23 November 2011, we found 17 public posts on Facebook with keywords related to the 'Simbioz@ e-pismena Slovenija' project. We CANNOT see posts published by users with private profiles.

Twitter:

Between 1 September and 23 November 2011, we found 311 tweets on Twitter with keywords related to the 'Simbioz@ e-pismena Slovenija' project.

We saw the largest number of posts on Facebook and Twitter in October, when the 'Simbioz@ e-pismena Slovenija' project was running.

The 'Simbioz@ e-pismena Slovenija' project is the first pan-Slovenian volunteer project that linked two generations. The aim of the project is to raise computer literacy of the elderly through intergenerational collaboration. In the week from 17 to 21 October 2011, young volunteers tried to get people of their grandparents' generation excited about using computers. Training took place in libraries, schools and nursing homes throughout Slovenia. Such intergenerational collaboration is an opportunity worth experiencing and an experience that should be remembered.

*To get relevant search results, we limited the time interval to 42 days.

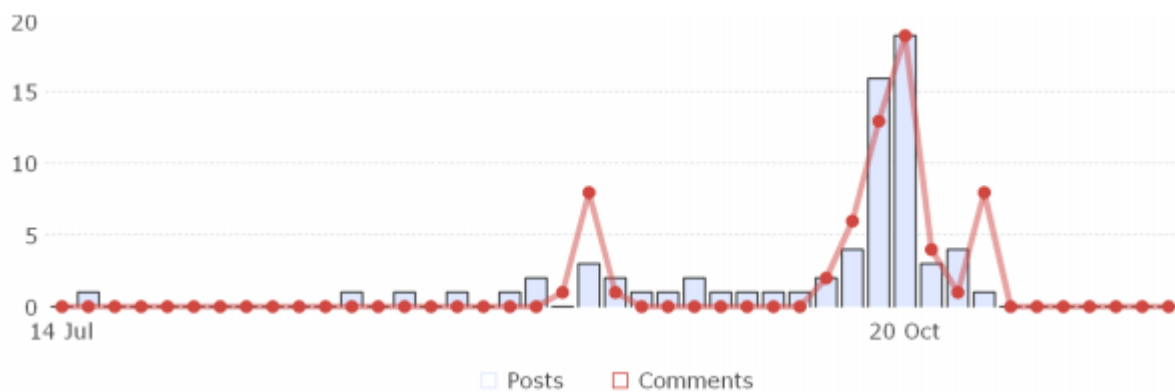
2 THE NUMBER OF POSTS

SOCIAL NETWORK	The Number of Posts
THE FACEBOOK NETWORK	17
SIMBIOZ@ E-PISMENA SLOVENIJA FACEBOOK PAGE	240
THE TWITTER NETWORK	311
Total	558

3 GRAPHIC PRESENTATION

3.1 FACEBOOK

FIGURE 3-1: POPULARITY CURVE FOR THE SIMBIOZ@ E-PISMENA SLOVENIJA FACEBOOK PAGE www.facebook.com/simbiza.eu



3.2 TWITTER

FIGURE 3-3: POPULARITY CURVE FOR TWITTER POSTS

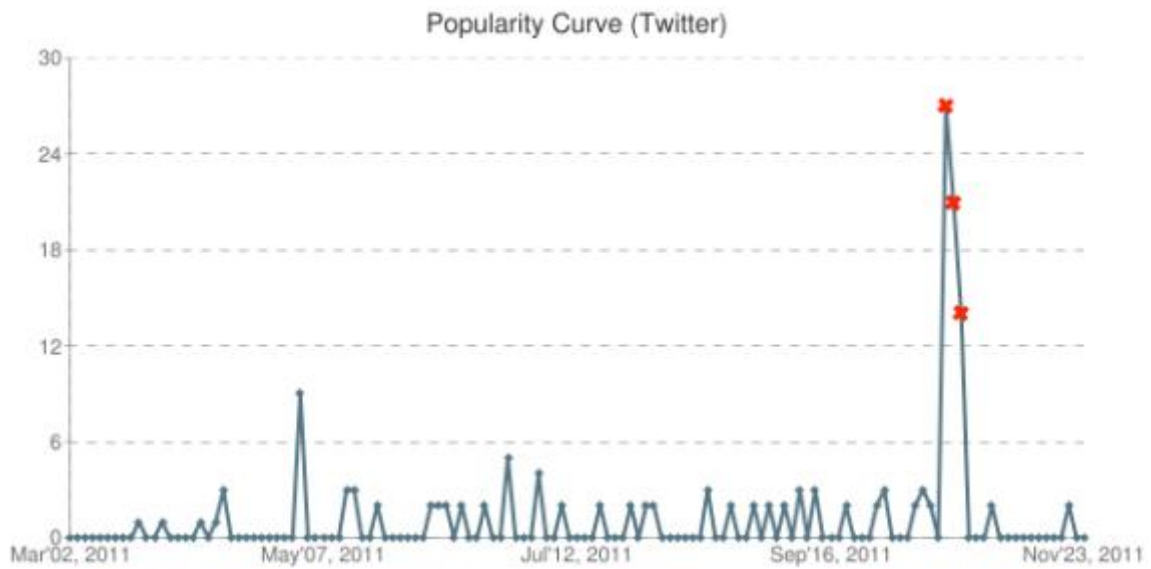


FIGURE 3-4: SHARE OF USERS WHO MOST OFTEN MENTIONED THE KEYWORDS RELATED TO THE 'SIMBIOZ@ E-PISMENA SLOVENIJA' PROJECT (IN %)

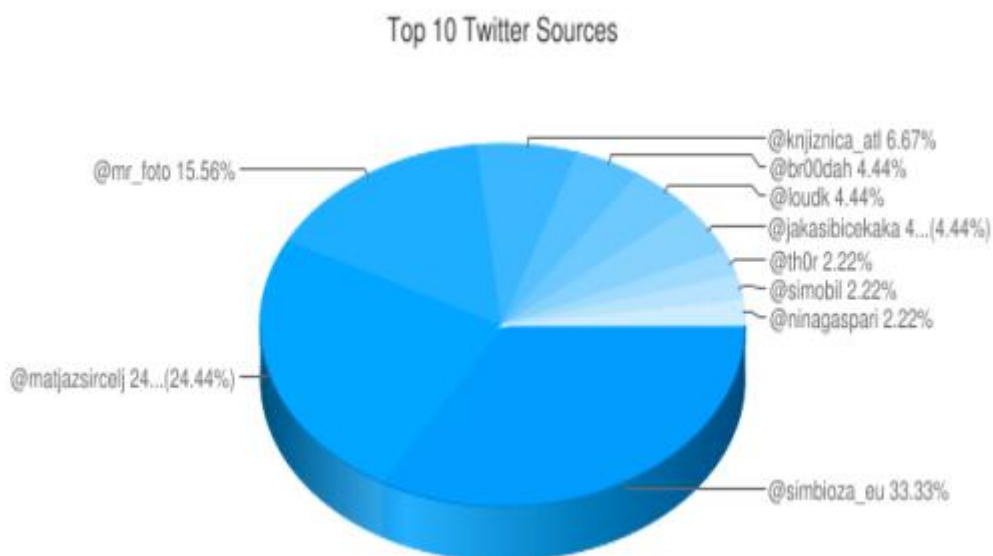
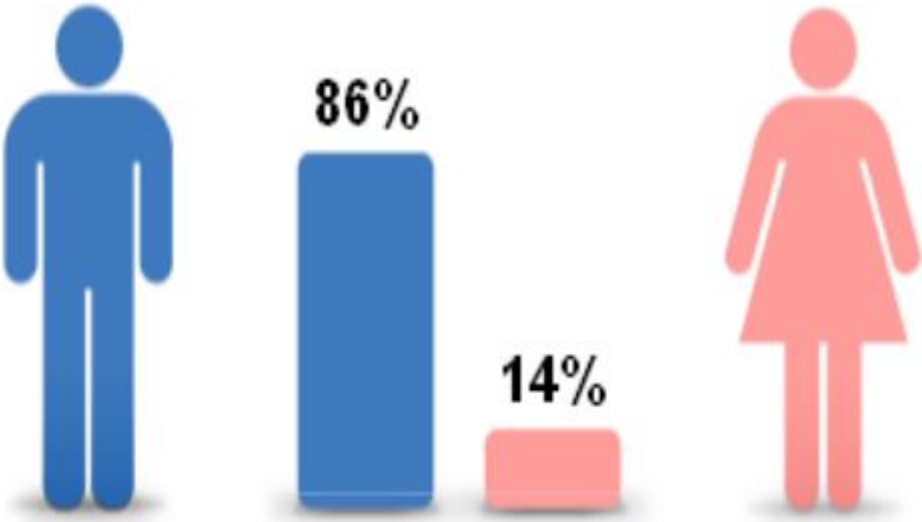


FIGURE 3-5: SHARE OF USERS ON TWITTER ACCORDING TO GENDER (IN %) *(N-21)



**Sample size (N) – the number of analysed accounts*

FIGURE 3-6: WORD CLOUD FROM TWITTER POSTS

