

English summary

Action D.5 - Monitoring of communication activities:

Annual report of Natura 2000 digital media

Beneficiary responsible for implementation: Štirna, Institute for sustainable solutions

Description of the purpose - planned and executed activities:

Annual report of Natura 2000 digital media includes digital media managed by LIFE-IP NATURA.SI project:

- website natura2000.si
- Facebook page [Živim z Naturo 2000](#)
- Instagram profile [Živim z Naturo 2000](#)
- YouTube channel [Natura 2000 Slovenia](#)
- Info e-mail
- Newsletter Natura 2000

Outcomes and results:

The new website natura2000.si was launched in April 2020 after 13 years of the digital presence of Natura 2000 in Slovenia. After 8 months of the new website, the bounce rate dropped significantly (from 52% to 39%). It is one of the essential digital metrics for websites. The duration of the visit per user is longer than before (4:33 min in 2020, 3:00 in 2019). This is the consequence of many new useful and practical information we have

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added within the renovation. With responsive design, the website has more users from mobile phones (30 % in 2020, 19% in 2019).

In the LIFE-IP NATURA.SI project we prepared 38 web news in 2020.

Info e-mail is also part of the new website, and we got 25 questions from 25 different users about Natura 2000. In cooperation with partners, we prepared comprehensive answers.

Newsletter Natura 2000 was issued 12 times a year (every month).

Social media channels for Natura 2000 in Slovenia were established on April 16, 2020 (Facebook page, Instagram profile, YouTube channel). We created 134 Facebook posts, 120 Instagram posts and 11 video clips for the YouTube channel.

Facebook total reach in 2020: 88,175 users

Instagram total reach in 2020: 8.480 users

YouTube channel video views: 1,590 views

Conclusion:

With the organic growth approach based on quality content creation, we are building the digital community of Natura 2000 in Slovenia. The first year showed us that we have a lot of potential for digital content creation and still many opportunities to inform and achieve understanding of digital users.

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