



EUROPEAN HUMAN BIOMONITORING INITIATIVE (HBM4EU) INDICATOR LEAFLETS

IMPACT OF HBM4EU WEBSITE & SOCIAL MEDIA

Indicator 11.3 Number of users and page views on the HBM4EU website

Indicator 11.4 Number of followers on Twitter, Facebook and LinkedIn

SPECIFIC GOAL 11: Engaging with stakeholders, including the general public, throughout the programme to ensure the credibility, accountability and legitimacy of activities and results.

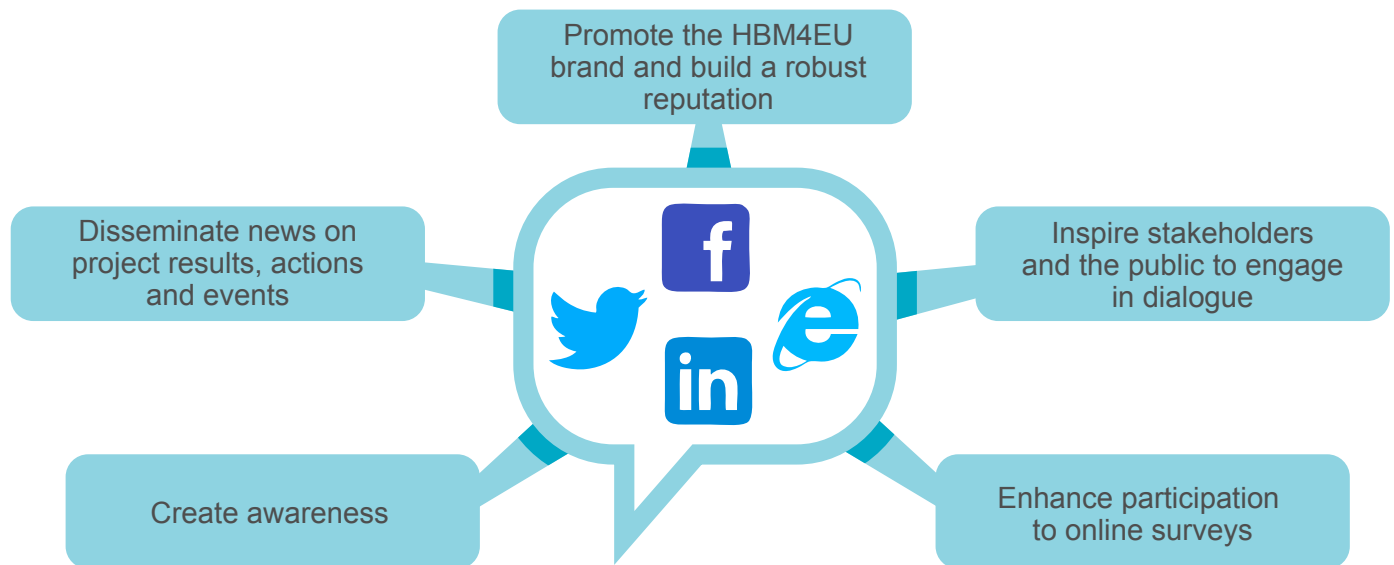
RESPONSIBLE: European Environment Agency (EEA) **WORK PACKAGE:** 2 (EEA)

KEY MESSAGES

- The statistics of social media accounts and the HBM4EU website indicate that HBM4EU communication reaches out to a wide range of users and geographical areas
- The website and social media play an important role in making HBM4EU research outputs and new knowledge available to a broad audience including the citizens, scientists and policy makers
- Dissemination of research outputs helps to foster stakeholder engagement in HBM4EU. Stakeholders can contribute to shape the research agenda and exploit the results in their own activities

WHY

Make HBM4EU research outputs available to a broad audience using a wide range of tools

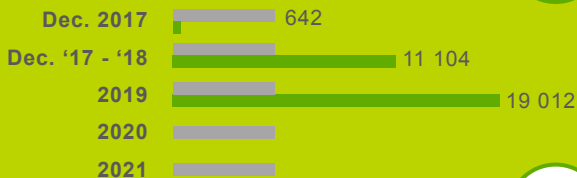




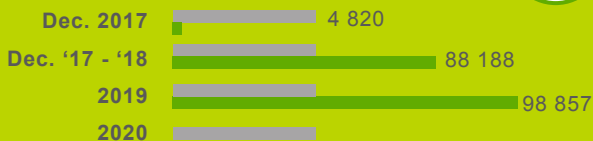
RESULTS

HBM4EU WEBSITE

TARGET: 5.000/YEAR WEBSITE USERS

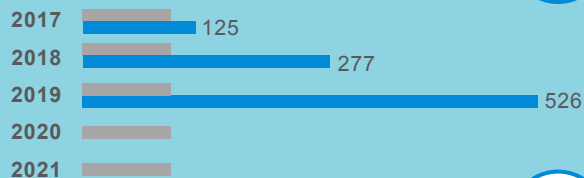


TARGET: 48.000/YEAR WEBSITE VIEWS

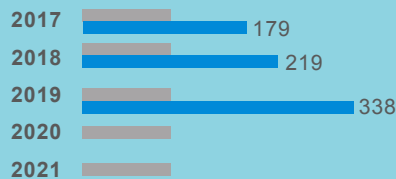


SOCIAL MEDIA

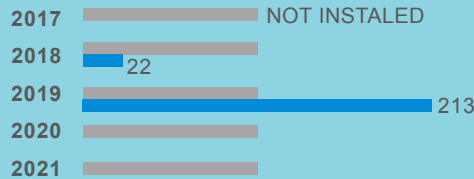
TARGET: 100/YEAR FOLLOWERS



TARGET: 100/YEAR FOLLOWERS



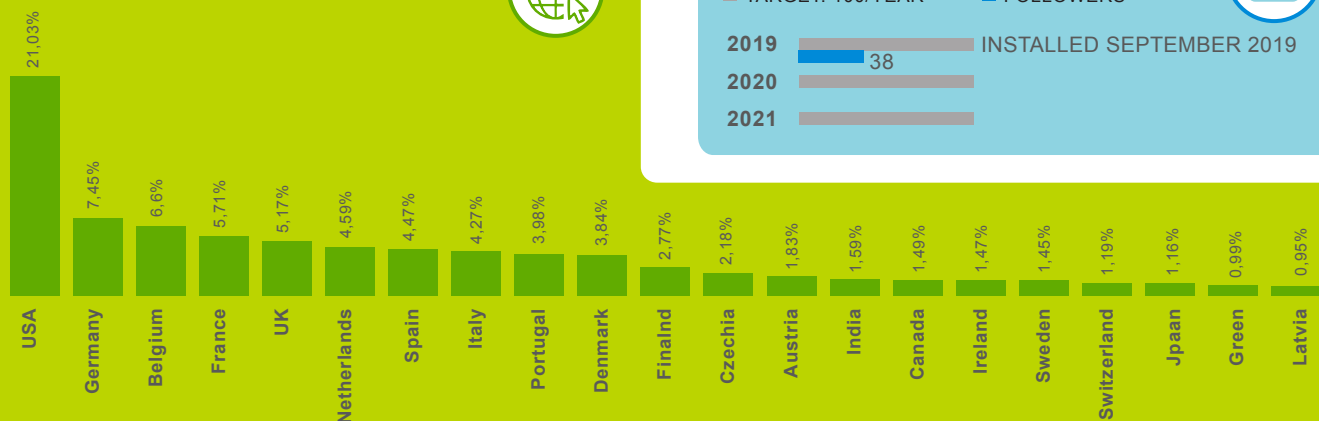
TARGET: 100/YEAR FOLLOWERS



TARGET: 100/YEAR FOLLOWERS



USERS PER COUNTRY



ON TRACK

- The Facebook and Twitter pages of HBM4EU show a higher number of followers than targeted.
- The number of website users and pageviews are also above the expected levels.

WORK IN PROGRESS

- Google analytics will be replaced by Matomo due to better GDPR-compliance.
- Instagram account has been launched in September 2019.





METHODOLOGY

WEBSITE STATISTICS



Google Analytics



Tracks and reports website traffic

2019: Google analytics will be replaced by Matomo
• Better GDPR compliance



SOCIAL MEDIA STATISTICS



Number of followers on social media is registered through the analytics of the respective social media channels

Last version 27/07/2020



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733032.

For more information please contact:
HBM4EU@uba.de
gezondheid.omgeving@vlaanderen.be