

# Address FOR FUTURE



## Appendix 19. Media Analytics of Address for Future Project

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## 1. LinkedIn

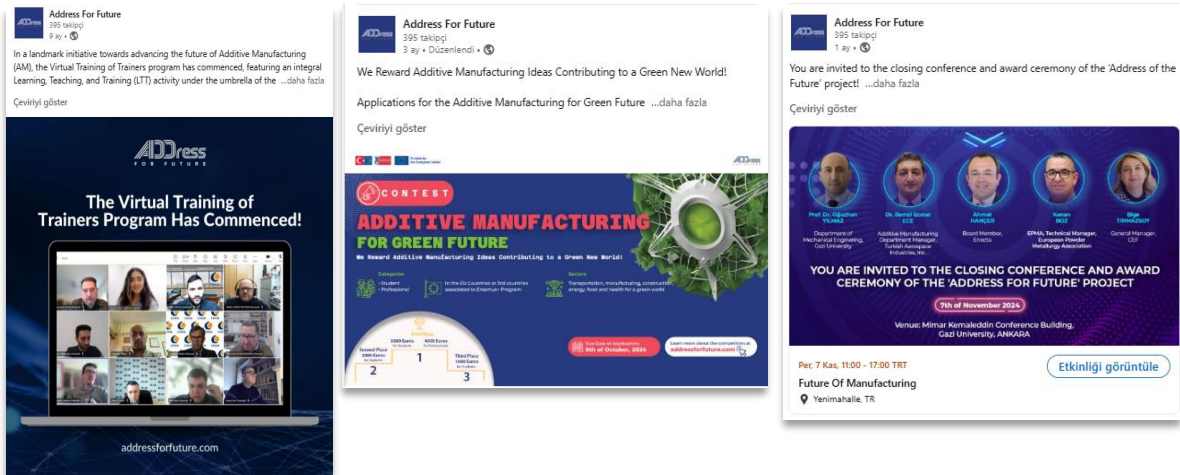
LinkedIn social media account aims to communicate about the project and its results, to carry out communication processes for conferences, to provide traffic to the project website, and to announce news and updates.

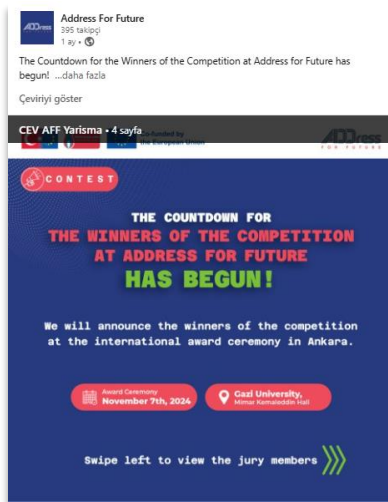
### LinkedIn Accounts

<https://www.linkedin.com/company/address-for-future/>

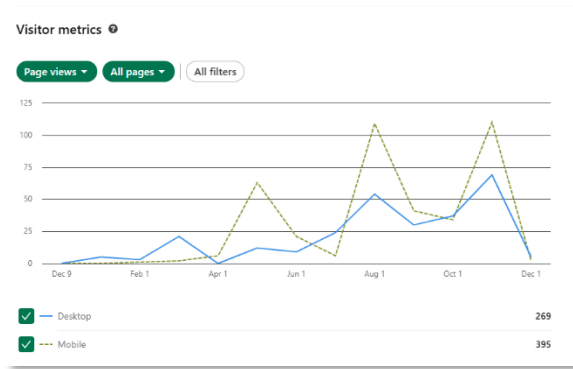
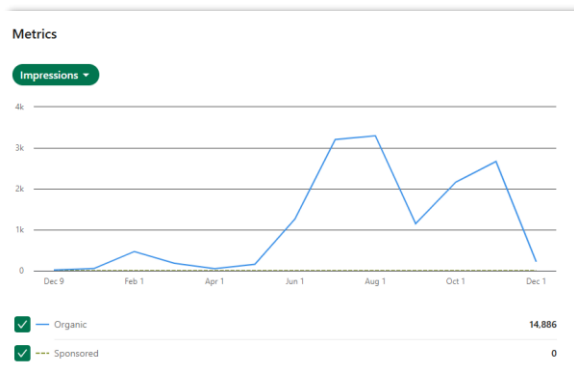


### 1.1 Posts

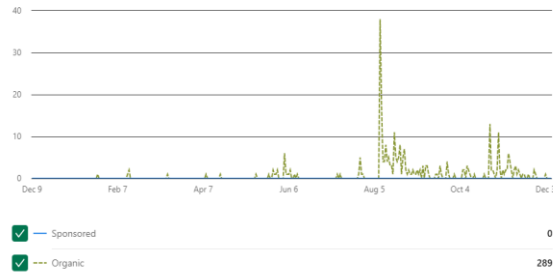




## 1.2 LinkedIn Analytics:



## Follower metrics



## Visitor demographics

Location

Greater Ankara, Türkiye - 50 (61.7%)

Greater Bursa, Türkiye - 41 (54.2%)

Greater İstanbul, Türkiye - 13 (16.6%)

Greater Eskişehir, Türkiye - 8 (6.7%)

Greater Balıkesir, Türkiye - 3 (2.5%)

Greater Antalya, Türkiye - 2 (1.7%)

Afyonkarahisar, Türkiye - 2 (1.7%)

Bozüyük, Türkiye - 1 (< 1%)

Solan, India - 1 (< 1%)

Greater Kayseri, Türkiye - 1 (< 1%)

\* LinkedIn only provides data for the last 365 days.

## 2. Website

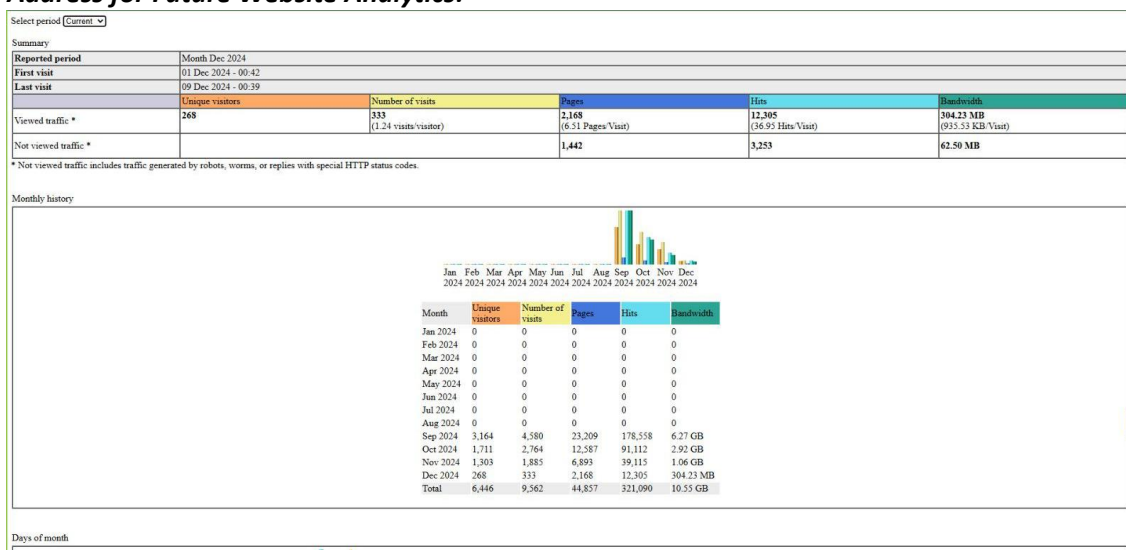
Websites are a powerful public tool for reaching the target audience and promoting the project, and can be used by anyone. Address for Future website was prepared and published in English and Turkish to reach a wider audience.

In the website;

- Detailed information about the project,
- E-learning platform,
- Project partners,
- News and events,
- Contest and
- Contact sections are available.

**Website** <https://www.addressforfuture.com/>

### 2.1 Address for Future Website Analytics:



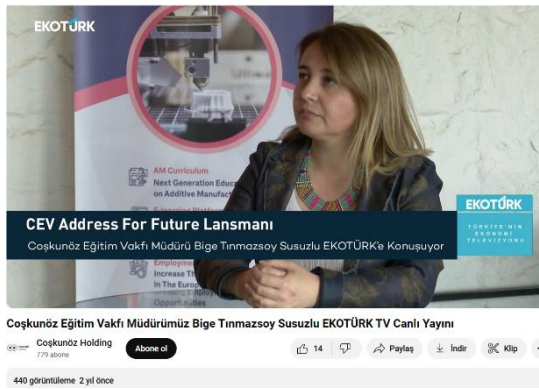
### 3. Newspapers – Print Media

In order to achieve the goals of the Address for Future Project, a total of 3 press releases were served during the project.

The news releases were published on websites and printed newspapers, reaching more people for the dissemination of the project.

The first news report included the project introduction, the second one is for the announcement of the education platform, and the third one is the closing meeting of the project, and the winners of the Additive Manufacturing for Green Future Contest.

The news was published in **40 printed newspapers, 2 television programs and 320 websites. 2,456,884 people** were reached with these news reports.



### 4. Conferences

Conferences provided a great opportunity for projects to be disseminated and easily reached by the community. Experts and non-experts came together at conferences and participants had the opportunity to learn face to face.

#### 4.1 Address for Future Kick Off and Press Conference

An opening and a closing meeting were held for the dissemination of the Address for Future Project. The project was introduced at the opening meeting and a press conference was also held. 33 journalists attended the meeting, ensuring that the project reached more people.



## 4.2 Additive Manufacturing Workshop and Conference – San Sebastián (Donostia) / Irún (Spain)

At the conference, attended by approximately 200 people and where developments in the Address for Future Project were conveyed, training, employment requirements and solution suggestions for Additive Manufacturing, one of the sustainable production technologies of the future, were shared in the light of information obtained in workshops held all over Europe.



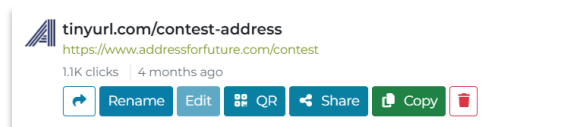
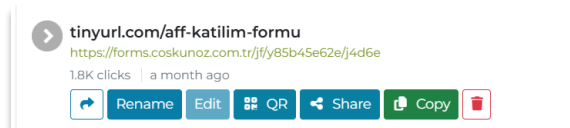
## 4.3 Closing Conference and Award Ceremony of the Address for Future Project

The Closing Meeting of the Address for Future Project was held in Ankara, the capital of Turkey. The award ceremony of the Additive Manufacturing for Green Future Contest was also held at the closing meeting of the project. A total of 247 people attended the conference, 128 in person and 119 in virtual environments.

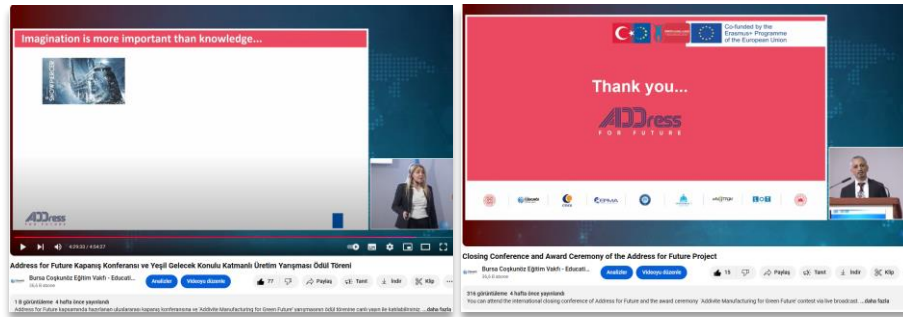


## Conference Records:

| Address for Future - Closing Conference and Award Ceremony |      |              |         |              |                      |         |      |         |       |
|------------------------------------------------------------|------|--------------|---------|--------------|----------------------|---------|------|---------|-------|
| #                                                          | Name | Organization | Role    | Phone        | Email                | Address | City | Country | Notes |
| 1                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 2                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 3                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 4                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 5                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 6                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 7                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 8                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 9                                                          | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |
| 10                                                         | Ali  | Yildiz       | Student | 0532 123 456 | ali.yildiz@gmail.com |         |      | Turkey  |       |

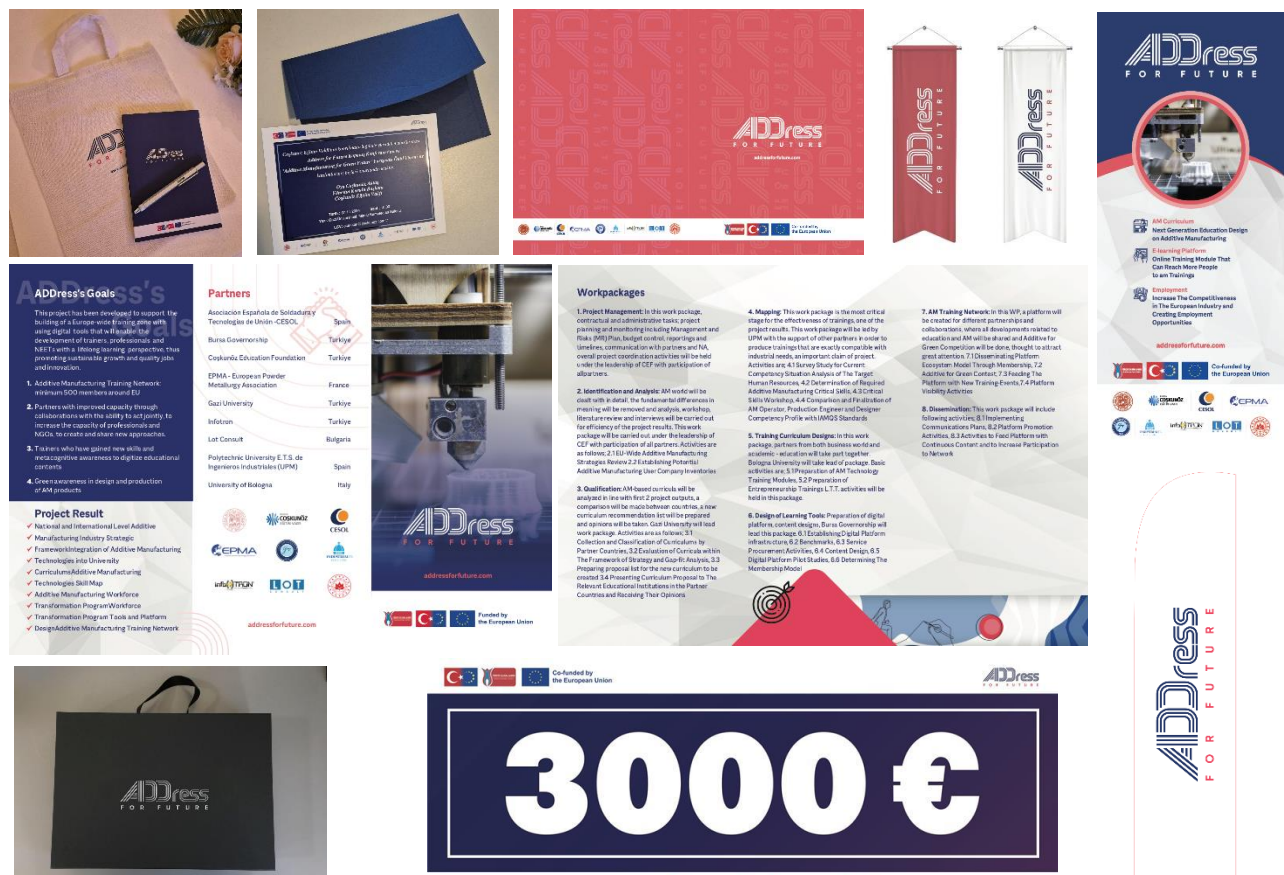


## Kapanış Konferansı Conference YouTube Live Broadcast Analytics:



|    |      |
|----|------|
| TR | 1089 |
| EN | 316  |

## 5. Printed Materials



## Summary

Social media platforms, television channels, digital content and communication tools that include news contribute to the awareness of a subject reaching larger audiences.

In all national and international communication studies carried out in the Address for Future Project, the aim is to convey the right message to the right person. The goal is to contribute to social change by spreading the impact of the project and reaching people who want to be aware of the professions of the future.

| Platform           | Subject                                        | Participation Type                    | Number of People                              |
|--------------------|------------------------------------------------|---------------------------------------|-----------------------------------------------|
| Website            | Address for Future                             | Visitor                               | 6446                                          |
| LinkedIn           | Address for Future                             | Views                                 | 14218                                         |
| LinkedIn Posts     | Address for Future                             | Post                                  | 14                                            |
| LinkedIn Followers | Address for Future                             | Followers                             | 395                                           |
| LinkedIn Visitors  | Address for Future                             | Visitors                              | 657                                           |
| Youtube            | Closing Conference                             | Views                                 | 1405                                          |
| News               | General News                                   | People Reached                        | 2.456.884                                     |
| News               | Newspaper                                      | Number of Publications                | 40                                            |
| News               | Online news                                    | Number of Publications                | 320                                           |
| News               | TV                                             | Number of Publications                | 2                                             |
| Conference         | Opening Conference and Press Meeting           | Journalist                            | 33                                            |
| Conference         | Closing Conference and Award Ceremony          | Number of Participants                | 128 in the event, 119 in virtual: totally 247 |
| Conference         | Closing Conference and Award Ceremony          | Number of Clicks on Registration Form | 1800                                          |
| Conference         | Closing Conference and Award Ceremony          | Number of Clicks on Contest Form      | 1100                                          |
| Conference         | Additive Manufacturing Workshop and Conference | Number of Participants                | 200                                           |



[addressforfuture.com](http://addressforfuture.com)