



**University of Salento**  
Communication & SMM  
for IBTIKAR Project



# DISSEMINATION and elements of SOCIAL MEDIA MANAGEMENT

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Open Lab

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**Tunis**

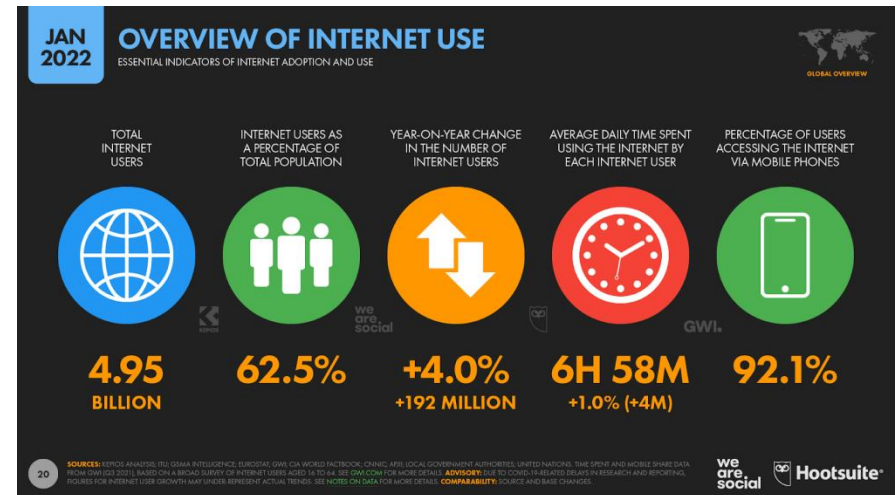
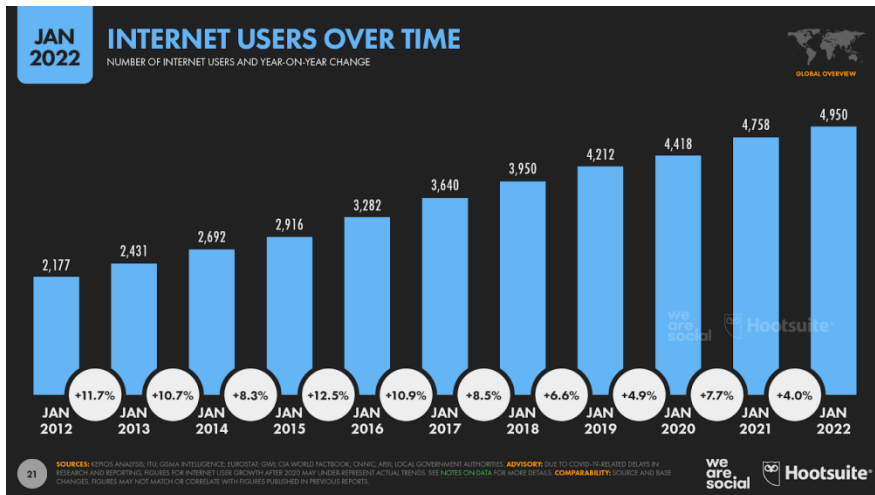
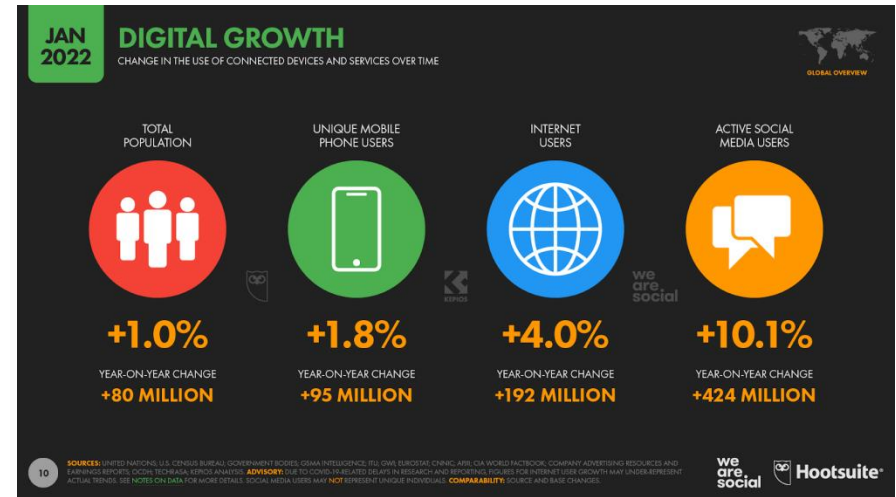
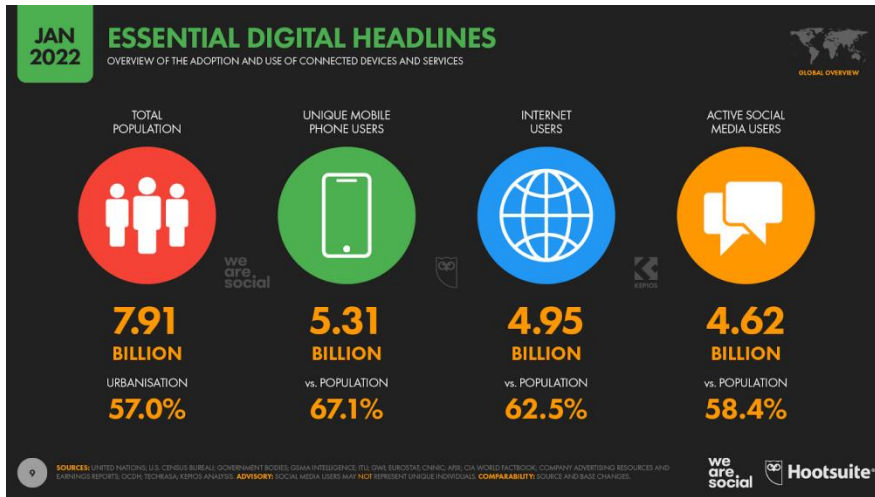
Co-funded by the  
Erasmus+ Programme  
of the European Union



29/30-11-2022

# The global state of digital (WAS)

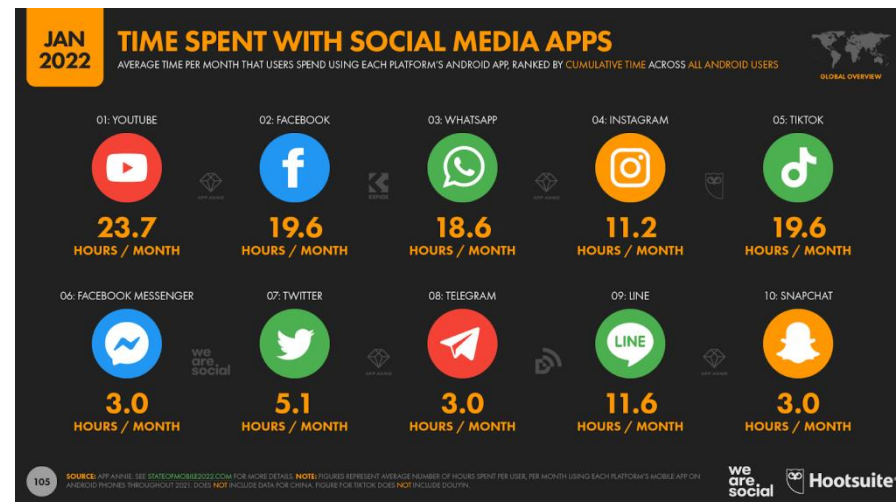
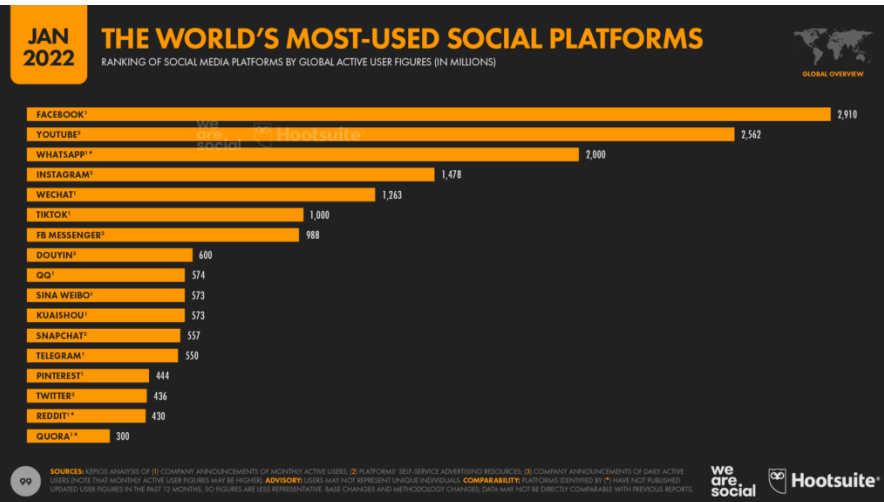
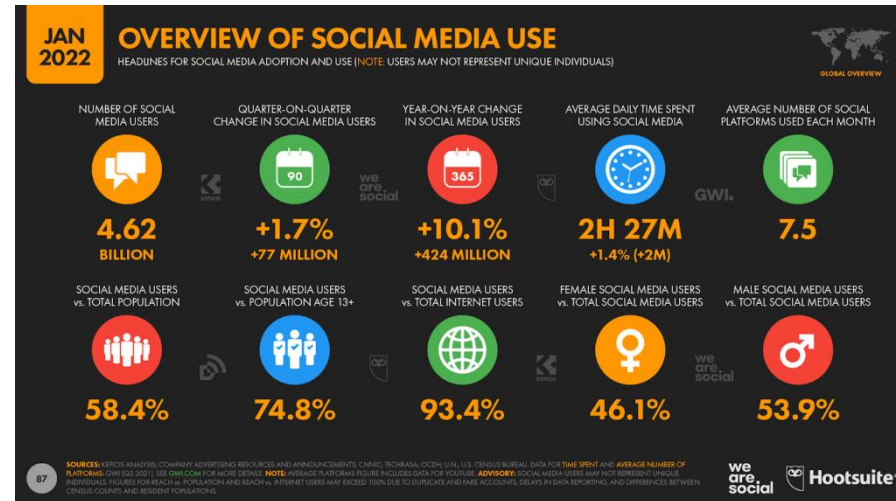
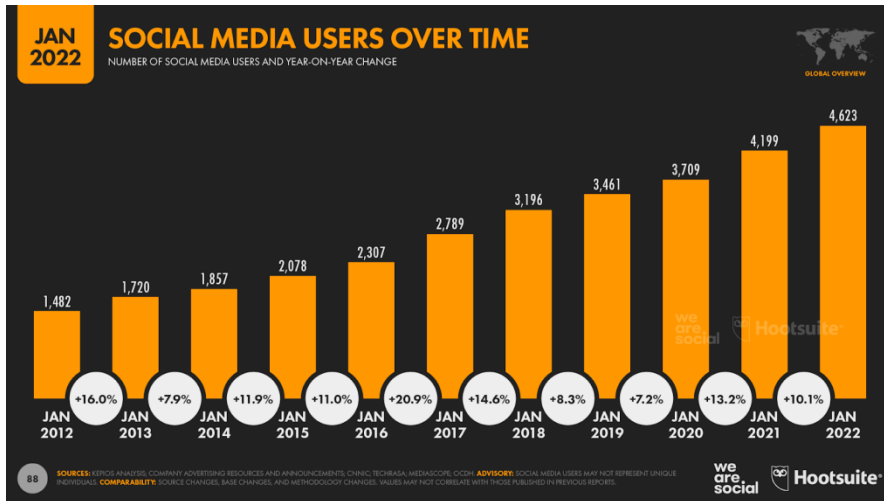
2





# The Social Media (WAS)

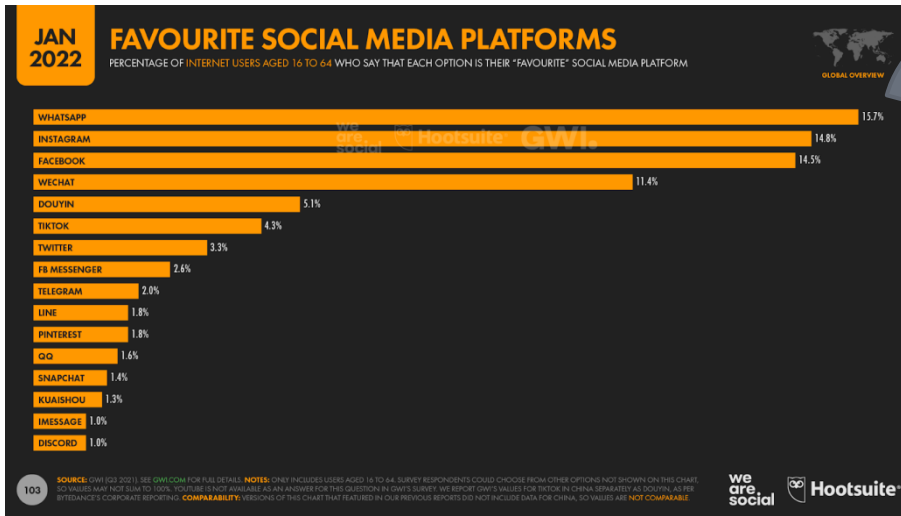
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# The Social Media (WAS)

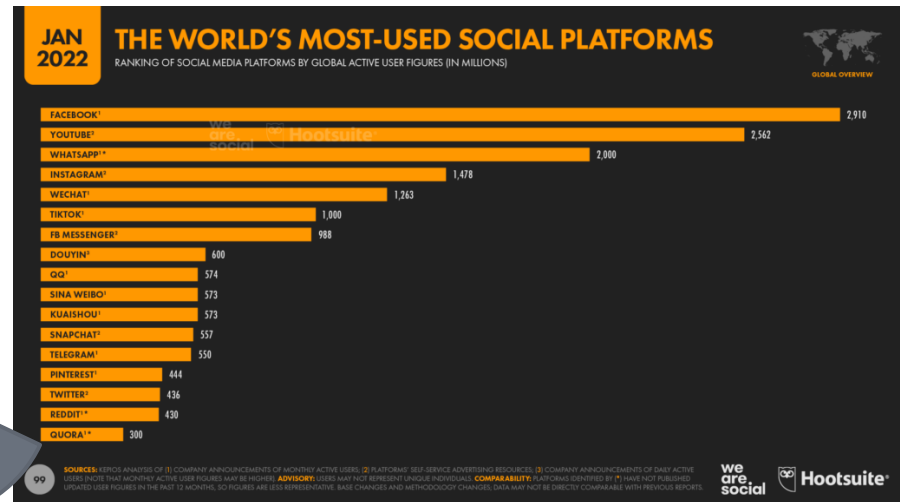
4



Source We Are Social

The winner is... WhatsApp!

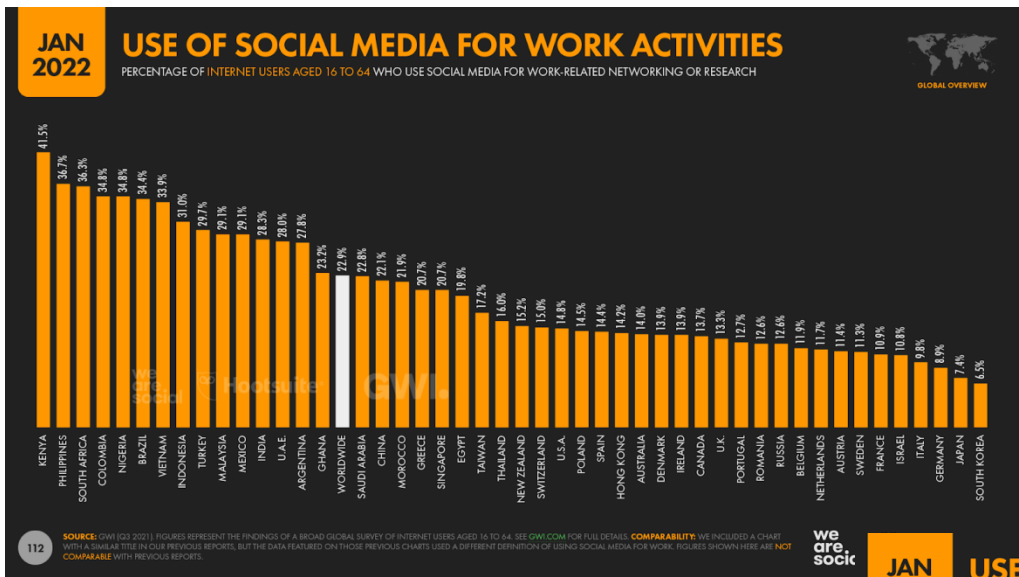
The winner is... Facebook!





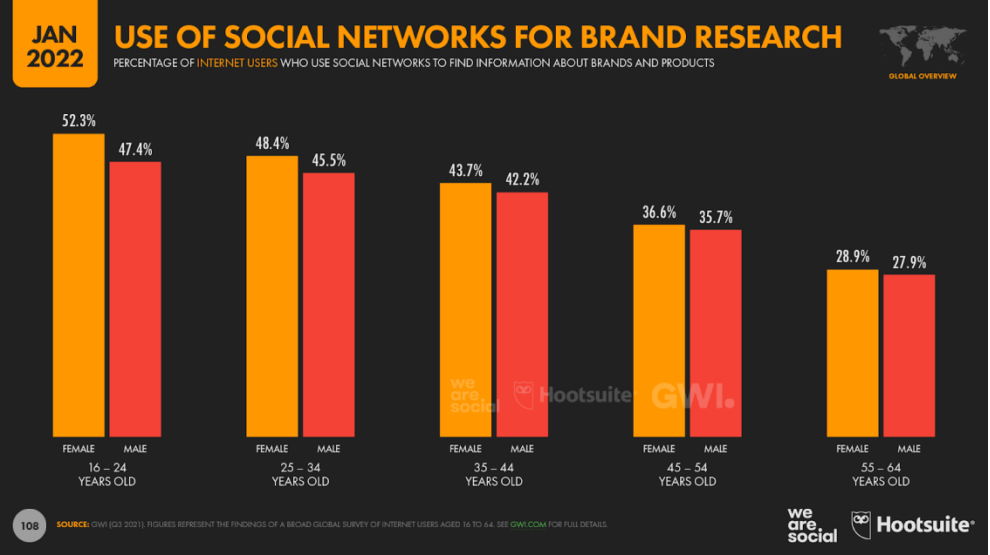
# Social Media for work in 2022

5



About one in four people use social platforms for work purposes, a number that rises significantly in some developing Nations.

Source We Are Social



## *Internet use in Libya in 2022*

6

There were **3.47 million** internet users in Libya in January 2022.

Libya's internet penetration rate stood at **49.6 percent** of the total population at the start of 2022.

[Kepios](#) analysis indicates that internet users in Libya **increased** by **320 thousand** (+10.1 percent) between 2021 and 2022.

For perspective, these user figures reveal that **3.52 million** people in Libya did **not** use the internet at the start of 2022, meaning that **50.4 percent** of the population remained offline at the beginning of the year.

However, issues relating to COVID-19 continue to impact research into internet adoption, so actual internet user figures may be higher than these published numbers suggest.

## *Internet connection speeds in Libya in 2022*

7

Data published by Ookla indicate that internet users in Libya could have expected the following internet connection speeds at the start of 2022:

Median mobile internet connection speed via cellular networks: **11.34 Mbps.**

Median fixed internet connection speed: **10.80 Mbps.**

Ookla's data reveals that the median mobile internet connection speed in Libya increased by 0.92 Mbps (+8.8 percent) in the twelve months to the start of 2022.

Meanwhile, Ookla's data shows that fixed internet connection speeds in Libya increased by 3.80 Mbps (+54.3 percent) during the same period.

## *Social media statistics for Libya in 2022*

8

There were **6.40 million social media users** in Libya in January 2022.

The number of social media users in Libya at the start of 2022 was equivalent to 91.4 percent of the total population, but it's important to note that social media users may not represent unique individuals.

Kepios analysis reveals that social media users in Libya increased by 400 thousand (+6.7 percent) between 2021 and 2022.

## *Facebook users in Libya in 2022*

9

Data published in Meta’s advertising resources indicates that Facebook had **5.45 million** users in Libya in early 2022. Meta made important changes to the way its advertising resources report audience reach data at the end of 2021 – including making significant revisions to its base audience data for Facebook – so the figures shown here are not directly comparable with figures published in previous reports.

The company’s revised audience figures mean that Facebook’s ad reach in Libya was equivalent to 77.9 percent of the total population at the start of 2022.

However, Facebook restricts the use of its platform to people aged 13 and above, so it’s also worth highlighting that 102 percent\* of the “eligible” audience in Libya uses Facebook in 2022.

For additional context, Facebook’s ad reach in Libya was equivalent to 157 percent\* of the local internet user base (regardless of age) in January 2022.

At the start of 2022, 39.4 percent of Facebook’s ad audience in Libya was female, while 60.6 percent was male.

## Instagram users in Libya in 2022

10

Numbers published in Meta's advertising tools indicate that Instagram had **1.65 million** users in Libya in early 2022.

This figure suggests that Instagram's ad reach in Libya was equivalent to 23.6 percent of the total population at the start of the year.

However, Instagram restricts the use of its platform to people aged 13 and above, so it's helpful to know that 30.8 percent of the "eligible" audience in Libya uses Instagram in 2022.

It's also worth noting that Instagram's ad reach in Libya at the start of 2022 was equivalent to 47.5 percent of the local internet user base (regardless of age).

In early 2022, 43.4 percent of Instagram's ad audience in Libya was female, while 56.6 percent was male.

## *LinkedIn users in Libya in 2022*

11

Figures published in LinkedIn’s advertising resources indicate that LinkedIn had **360.0 thousand** “members” in Libya in early 2022.

However, note that LinkedIn’s advertising tools publish audience reach data based on total registered members, rather than the monthly active users that form the basis of the ad reach figures published by most other social media platforms.

As a result, these LinkedIn figures are not directly comparable with the figures for other social media platforms published on this page, or in our Digital 2022 reports.

The company’s advertising reach figures suggest that LinkedIn’s audience in Libya was equivalent to 5.1 percent of the total population at the start of 2022

## *Twitter users in Libya in 2022*

12

Numbers published in Twitter’s advertising resources indicate that Twitter had **489.2 thousand** users in Libya in early 2022.

This figure means that Twitter’s ad reach in Libya was equivalent to 7.0 percent of the total population at the time.

However, Twitter restricts the use of its platform to people aged 13 and above, so it may be helpful to know that 9.1 percent of the “eligible” audience in Libya uses Twitter in 2022.

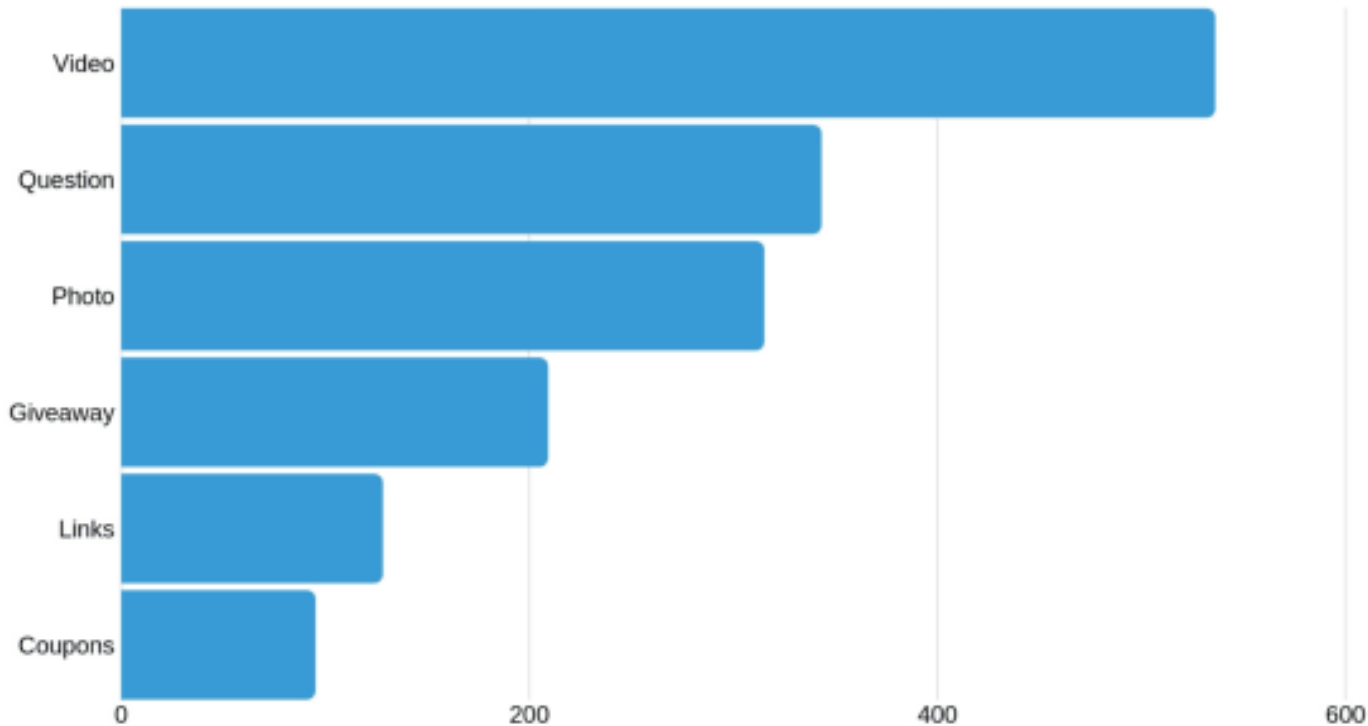
For additional context, Twitter’s ad reach in Libya was equivalent to 14.1 percent of the local internet user base (regardless of age) at the start of the year.

# How to create an effective post on Facebook

13

## Best Facebook Post Format

(Based on average number of engagements)

The BuzzSumo logo consists of the word 'BuzzSumo' in a blue, sans-serif font, followed by a stylized signal icon with three curved lines.

2018 Ultimate Guide to  
Facebook Engagement

# How to create an effective post on Facebook

14

## Top 20 phrases starting headlines on Facebook: 2019/2020

Source: BuzzSumo

Chart shows the most popular three-word phrases starting headlines, out of 100m articles, based on average (median) Facebook engagements

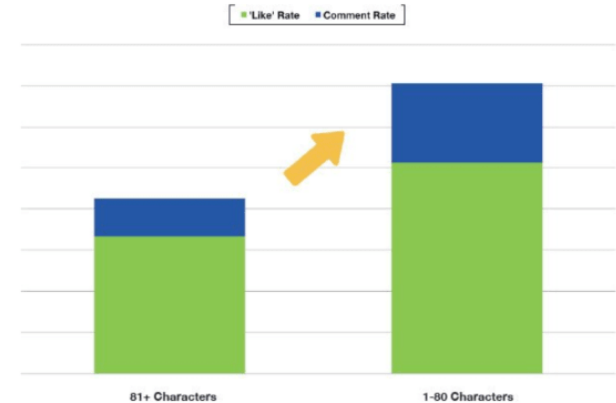


	Trigrams	Average Facebook Engagement
1	X ways to	2,237
2	X of the	2,222
3	how to make	2,133
4	the X best	1,917
5	X reasons why	1,651
6	what is the	1,277
7	X things to	1,155
8	X things you	1,136
9	how to get	1,092
10	everything you need	921
11	this is the	855
12	why you should	834
13	the top X	826
14	this is how	816
15	X reasons to	803
16	what you need	737
17	the X most	736
18	the story of	706
19	what are the	699
20	what is a	669

Powered by BuzzSumo

BuzzSumo Research

Posts with 80 characters or less receive 66% higher engagement.



## Examples of effective post on Facebook

15

**National Geographic** 

23 dicembre alle ore 21:15 · 

Il ghiacciaio argentino Perito Moreno si estende per oltre 250 km quadrati, innalzato a 60 metri sul Lago Argentino. Gli scienziati ritengono che il Perito Moreno, che insieme a un'altra decina di ghiacciai fa parte del Parco nazionale Los Glaciares in Patagonia, risalga a 18.000 anni fa.


 Peter Essick [#natgeoit](#) [#yourshot](#)

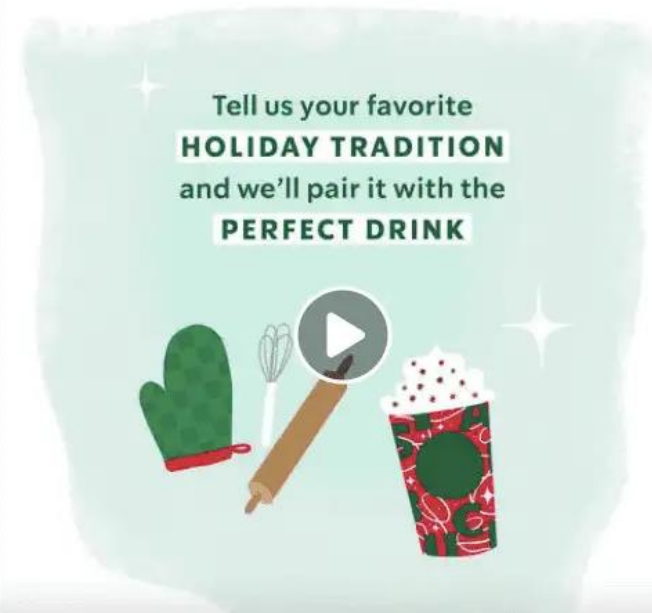
Scopri di più sul mondo National Geographic:  
[www.nationalgeographic.it](http://www.nationalgeographic.it)




**Starbucks** 

3 dicembre alle ore 17:00 · 

You can find us sipping Chestnut Praline Lattes and ice skating all season long. ❤️ 



## Facebook post: example 1

 **Dipartimento di Ingegneria dell'Innovazione - UniSalento** 😊 in splendida forma presso **Campus Universitario Ecotekne**.

24 Ott · Monteroni di Lecce · 🌐

 **ORIENTAMENTO** 🗣️👩🎓👨🎓👩🎓👨🎓

#orientamento #unisalento #ingegneria Università del Salento... Altro...



 **Dipartimento di Ingegneria dell'Innovazione - UniSalento** 😊 in splendida forma presso **Campus Universitario Ecotekne**.

24 Ott · Monteroni di Lecce · 🌐

 **ORIENTAMENTO** 🗣️👩🎓👨🎓👩🎓👨🎓

#orientamento #unisalento #ingegneria Università del Salento

➡️ C'era grande attesa per gli incontri di orientamento organizzati per oggi dall'Università del Salento nel campus #Ecotekne e l'evento è stato un successo! Gli incontri di oggi erano indirizzati a ragazzi e ragazze dell'ultimo anno degli Istituti Superiori e a cura del COtT - Centro orientamento e tutorato. Oggi focus sull'ambito tecnico-scientifico ed economico-giuridico. INGEGNERIA presente! 🙌

Le scuole superiori coinvolte sono del territorio pugliese e di quello lucano: ottomila le presenze totali stimate per le due giornate.



## Facebook post: example 2



**Dipartimento di Ingegneria dell'Innovazione - UniSalento**

6 g · 🌐

Vi ricordo gentilmente che si avvicina la scadenza finale (25 novembre 2022) per la candidatura all'edizione 2023 del Premio En...  
Altro...

⚙️ · Valuta questa traduzione

Eni Award 2023



**Young Researcher of the Year**

Eni, in the framework of the 2023 Edition of the Eni Award Prizes, announces

**TWO PRIZES**

addressed to graduates born in or after the year 1990 who have defended their Doctorate Thesis at an Italian University during 2022 or 2021 in the various scientific areas covered by the Eni Award: decarbonization and energy transition, new energy frontiers and advanced environmental solutions

Each Prize will consist in

a specially struck gold medal of the Italian State Mint and the sum of € 25,000 (twenty five thousand Euros)

Registration deadline: November 25<sup>th</sup>, 2022 (in line with ENI's - General Terms and Conditions)

For more information regarding the requirements, the registration procedure and deadlines, please consult the Official Announcement and Regulations of the Prize:

Eni Award 2023



**Giovane Ricercatore dell'Anno**

Eni, nell'ambito dell'Edizione 2023 del Premio Eni Award, annuncia

**DUE PREMI**

destinati a laureati nati nel 1990 o successivamente che abbiano svolto la loro Tesi di Dottorato di Ricerca in un'Università Italiana nel corso del 2022 o del 2021 sui temi di carattere scientifico promossi dall'Eni Award: decarbonizzazione e transizione energetica, nuove frontiere dell'energia, soluzioni ambientali avanzate

Ogni Premio consistirà in

una medaglia appositamente conata dalla Zecca dello Stato Italiano e l'importo in denaro di € 25.000 (venticinquemila Euro)

Termine per la presentazione delle candidature: 25 Novembre, 2022 (in linea con ENI's - General Terms and Conditions)

Per ulteriori informazioni riguardo ai requisiti di partecipazione, alle procedure di registrazione e ai

📣 Metti in evidenza questo post per raggiungere fino a 1886 persone in più al giorno se spendi 10 €.

**Metti in evidenza il post**

👤 Piero Mondello e altre 2 persone

👍 Mi piace

💬 Commenta

➦ Condividi



**Dipartimento di Ingegneria dell'Innovazione - UniSalento**

4 g · 🌐

"Agile Mindset" è il titolo del seminario organizzato per Mercoledì 16 novembre, nell'ambito del corso di Project Manage... Altro...



UNIVERSITÀ DEL SALENTO  
LABORATORIO DI INGEGNERIA ECONOMICO-GESTIONALE  
DIPARTIMENTO DI INGEGNERIA DELL'INNOVAZIONE

INVITED SEMINARS

**Agile Mindset**

Dott. Alessandro Ingresso  
PMP, ACC, ACP, PSM II, PSPPO I

**Senior Agile Trainer & Coach**

Wednesday November 16<sup>th</sup>, 2022, (09.00 – 10.30)

Corso di Project Management – LM in Management Engineering

**Prof.ssa Valentina Ndou**

📣 Metti in evidenza questo post per raggiungere fino a 1886 persone in più al giorno se spendi 10 €.

**Metti in evidenza il post**

👤 Tu, Piero Mondello e altre 4 persone

Condivisioni: 2

👍 Mi piace

💬 Commenta

➦ Condividi

What is the best?

18

**Do you prefer Example 1 or Example 2?**

**Why?**



**What do you notice in Example 1?**

**And in Example 2?**

# The Facebook Insight

19



19:05

## Post e storie

**Crea**

**Post** Storie Menzioni e tag Foto Str

Publicati Lista

**ORIENTAMENTO** 24 Ottobre 2022 13:51

44

507 Persone raggiunte > **Metti in evidenza post**

**Orientamento** #orientamento #unisalento #in... 24 Ottobre 2022 13:51

20 Condivisioni: 8

1.877 Persone raggiunte > **Metti in evidenza post**

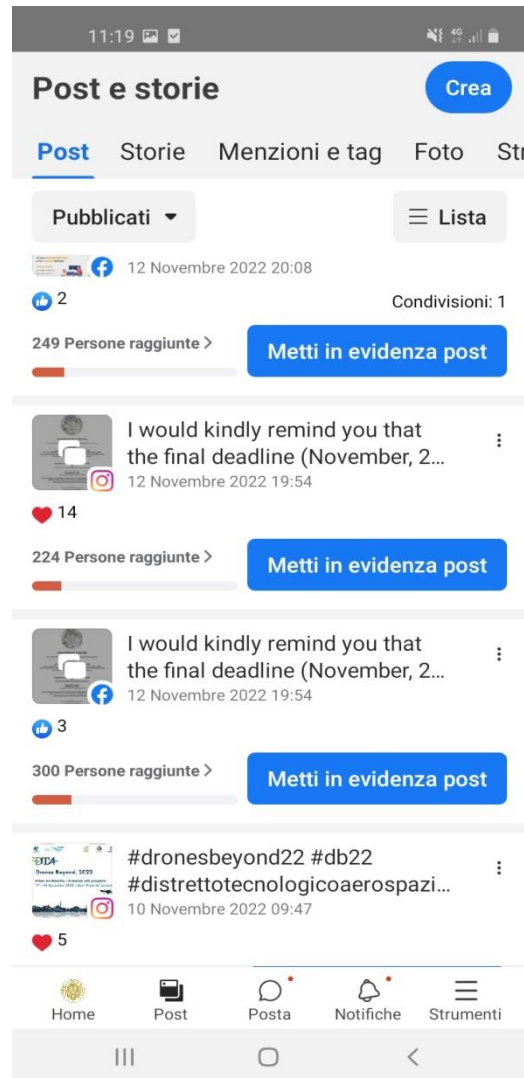
**#24ottobre #donne #violenzadigenere** 23 Ottobre 2022 18:48

8

1  
9  
3

**Impossibile mettere in evidenza il post**

Home Post Posta Notifiche Strumenti



11:19

## Post e storie

**Crea**

**Post** Storie Menzioni e tag Foto Str

Publicati Lista

12 Novembre 2022 20:08

2 Condivisioni: 1

249 Persone raggiunte > **Metti in evidenza post**

**I would kindly remind you that the final deadline (November, 2...** 12 Novembre 2022 19:54

14

224 Persone raggiunte > **Metti in evidenza post**

**I would kindly remind you that the final deadline (November, 2...** 12 Novembre 2022 19:54

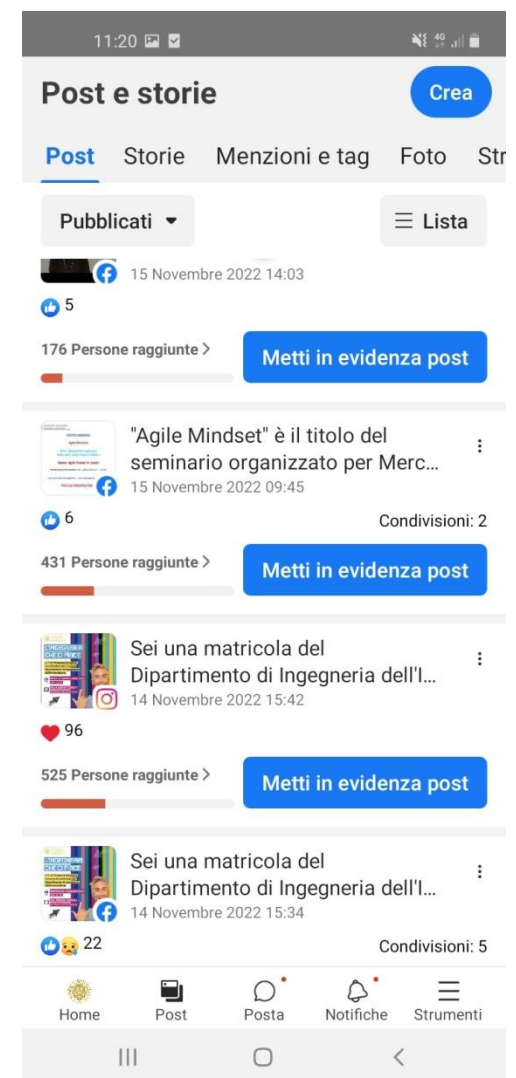
3

300 Persone raggiunte > **Metti in evidenza post**

**#dronesbeyond22 #db22 #distrettotecnologicoaerospazi...** 10 Novembre 2022 09:47

5

Home Post Posta Notifiche Strumenti



11:20

## Post e storie

**Crea**

**Post** Storie Menzioni e tag Foto Str

Publicati Lista

15 Novembre 2022 14:03

5 Condivisioni: 1

176 Persone raggiunte > **Metti in evidenza post**

**"Agile Mindset" è il titolo del seminario organizzato per Merc...** 15 Novembre 2022 09:45

6 Condivisioni: 2

431 Persone raggiunte > **Metti in evidenza post**

**Sei una matricola del Dipartimento di Ingegneria dell'I...** 14 Novembre 2022 15:42

96

525 Persone raggiunte > **Metti in evidenza post**

**Sei una matricola del Dipartimento di Ingegneria dell'I...** 14 Novembre 2022 15:34

22 Condivisioni: 5

Home Post Posta Notifiche Strumenti

# Example: Ibtikar Facebook post

20



11:18

Ibtikar Project

Post Informazioni Foto Menzioni

Tu, Rachele Lallacafini e altre 6 persone

Mi piace Commenta Condividi

**Ibtikar Project** 😊 in splendida forma. 23 Ott · 🌐

🔥 Progetto IBTIKAR 🤝👥🎓👩🏫👨🏫👨🏫

#ibtikar #Euromed #cooperation  
Università del Salento Dipartimento di Ingegneria... Altro...

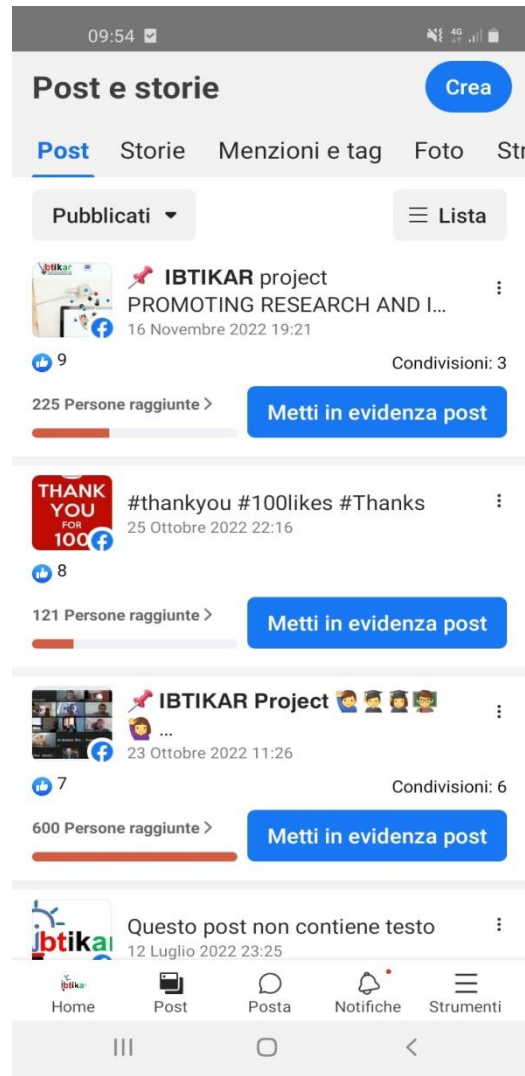
🔧 Valuta questa traduzione

Metti in evidenza questo post per raggiungere fino a 4680 persone in più se spendi 10 €.

Metti in evidenza il post

Tu, Rachele Lallacafini e altre 5 persone Condivisizioni: 6

Mi piace Commenta Condividi



09:54

Post e storie

Post Storie Menzioni e tag Foto Str

Publicati Lista

**IBTIKAR project** PROMOTING RESEARCH AND I... 16 Novembre 2022 19:21

9 Condivisizioni: 3

225 Persone raggiunte > Metti in evidenza post

**THANK YOU FOR 100** #thankyou #100likes #Thanks 25 Ottobre 2022 22:16

8 Condivisizioni: 3

121 Persone raggiunte > Metti in evidenza post

**IBTIKAR Project** ... 23 Ottobre 2022 11:26

7 Condivisizioni: 6

600 Persone raggiunte > Metti in evidenza post

**Ibtikar** Questo post non contiene testo 12 Luglio 2022 23:25

Home Post Posta Notifiche Strumenti



09:54

Post e storie

Post Storie Menzioni e tag Foto Str

Publicati Lista

Questo post non contiene testo 17 Marzo 2022 10:07

7 Condivisizioni: 3

99 Persone raggiunte > Metti in evidenza post

Questo post non contiene testo 17 Marzo 2022 10:06

4 Condivisizioni: 3

91 Persone raggiunte > Metti in evidenza post

Questo post non contiene testo 17 Marzo 2022 10:03

2 Condivisizioni: 3

75 Persone raggiunte > Metti in evidenza post

Questo post non contiene testo

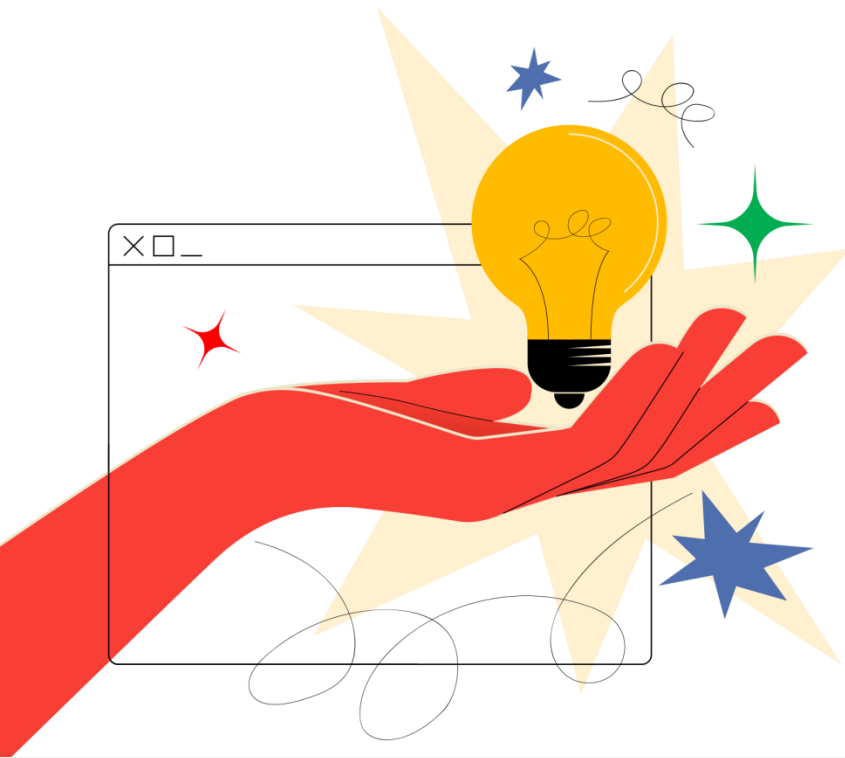
Home Post Posta Notifiche Strumenti

## *Basic rules for Facebook post*

21

- Attention to **detail** to write successful posts
- Choose the **best time** to post
- Try writing a **colorful post** on Facebook
- Use **pic** of high quality and **video**
- Use the scarcity rule on Facebook
- Choose who to show the post content to
- Use **emojis** in Facebook posts carefully
- Add a call to action with a question
- Write **multilingual posts** on Facebook pages
- Use apps and tools to write posts on Facebook
- Use the content that is most successful
- Write **short and simple** Facebook posts
- Use numbers to write an effective post on Facebook





*Thanks for the attention!*

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