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# D4.4 Social media campaign



*Work Package 4. Engaging young people in the construction ecosystem*



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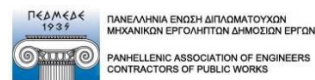
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# Social media campaign

The **Social media campaign (D4.4)** is a document that compiles the actions implemented on social networks to remove barriers and improve young people's perception of the sector through the activities carried out by the consortium. This includes making the industry visible, highlighting training opportunities, and bringing an unfamiliar industry closer to young people.

The campaign was carried out on the project's two social media profiles (not on YouTube, as this channel is intended as a repository and complicates the viralisation of content).

- ✓ **Instagram:** <https://www.instagram.com/pact4youtheu/>
- ✓ **TikTok:** <https://www.tiktok.com/@pact4youthproject>

These two social networks are designed with young people in mind, as they offer interactive, creative, and social formats that resonate with their interests and communication styles.

Instagram is a visually appealing platform that allows users to share photos, videos, and stories. Its focus is on aesthetics and social interaction, making it a key tool for connecting young people through visual content, trends, and real-time activities. On the other hand, TikTok is a platform centred on creating and consuming short videos, where users can add music, effects, and participate in viral challenges. It is designed to foster creativity and self-expression, providing a dynamic and fun space where young people can interact and share content quickly and engagingly.

# Campaign structure

All videos and content shared through the project's social media profiles were aligned with the main objective of informing about the project's actions, activities, and results, while also helping to demystify the construction sector. For this purpose, four video series were created and shared on Instagram and TikTok. They were also uploaded to the YouTube channel (organised into playlists):

1. **"Why should I be part of the construction sector in Spain/Italy/Greece/Cyprus?".** For this, the partners developed videos that highlighted the benefits of the construction industry in the four participating countries, focusing on working conditions and other attractive aspects.

[https://www.youtube.com/playlist?list=PL5SF5qKGui8JbkPt2qbes1IWjDpwBqi\\_h](https://www.youtube.com/playlist?list=PL5SF5qKGui8JbkPt2qbes1IWjDpwBqi_h)

2. **"Which are the most demanded professions in the sector in Spain/Italy/Greece/Cyprus?"**. The partners created a series of videos showcasing the most sought-after jobs within the construction industry in each country.

<https://www.youtube.com/playlist?list=PL5SF5qKGui8KStoIxPfmhz7BMB2zYz2kb>

3. **"Get to know the construction sector"**. Five videos were created explaining the most in-demand professions, such as construction trades, including bricklayer, site manager, site foreman, crane driver, and photovoltaic panel installer.

<https://www.youtube.com/playlist?list=PL5SF5qKGui8Iz6uj8FR0anmMTRXEFJopD>

4. **"Construction sector influencer in Spain/Italy/Greece/Cyprus"**. (Action that was part of the D4.2. Inspirational Figures). Each partner created a series of videos giving a voice to representatives from the construction sector, enabling them to become advocates for the industry. Through their experiences, they helped to demystify the sector. In this regard, students from vocational training, teachers, workers, and business owners from the sector in each country were consulted:

Spanish: <https://www.youtube.com/playlist?list=PL5SF5qKGui8Jh6pSnZYSFQeWDwXOSNHhT>

Italian: <https://www.youtube.com/playlist?list=PL5SF5qKGui8KdQOXvIKDrMZC22nBaByWZ>

Greek: <https://www.youtube.com/playlist?list=PL5SF5qKGui8I-B9XZ0s5W-0nspZwong9n>

Cyprus: [https://www.youtube.com/playlist?list=PL5SF5qKGui8Jo\\_8cN5vol3np04g2sxhen](https://www.youtube.com/playlist?list=PL5SF5qKGui8Jo_8cN5vol3np04g2sxhen)

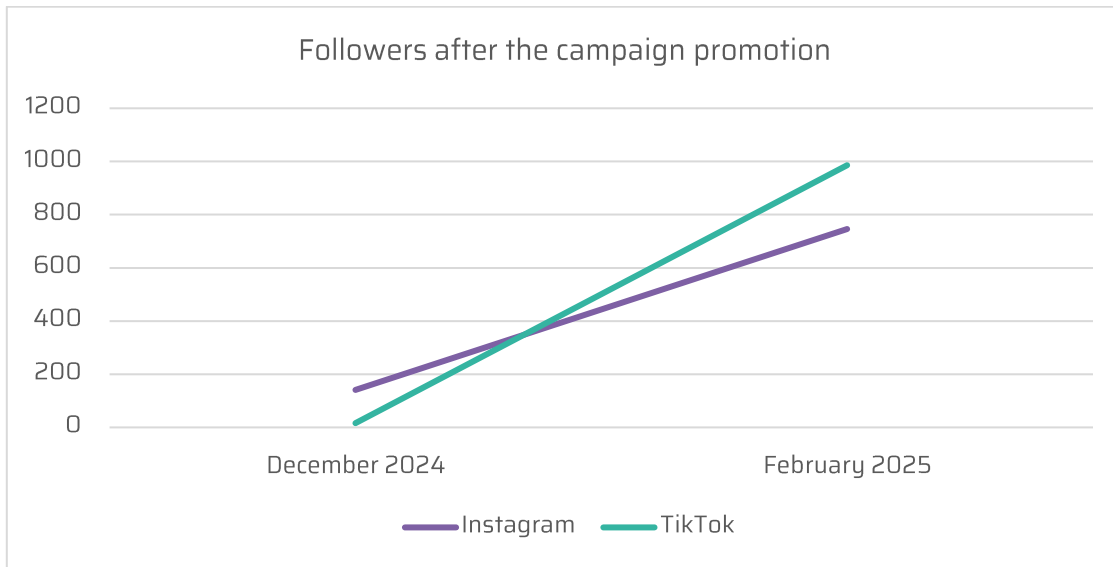
Once the publication of content on all the project's social media channels had been completed, and after evaluating the reach, impact and interactions of the publications, we decided to launch a promotional campaign to reach more profiles than those reached through organic publications, as established in the proposal.

To this end, we carried out two advertising campaigns:

- ✓ **TikTok**: Targeted at videos in Spain, Greece, and Italy, as Cyprus was not an eligible country.
- ✓ **Instagram**: Focused on Spain, Greece, Italy, with a special emphasis on Cyprus.



This strategic action has helped position the project and sustain efforts to bring the construction sector closer to young people. In fact, although the campaign was launched in late 2024, its impact persisted in the following months in such a way that:



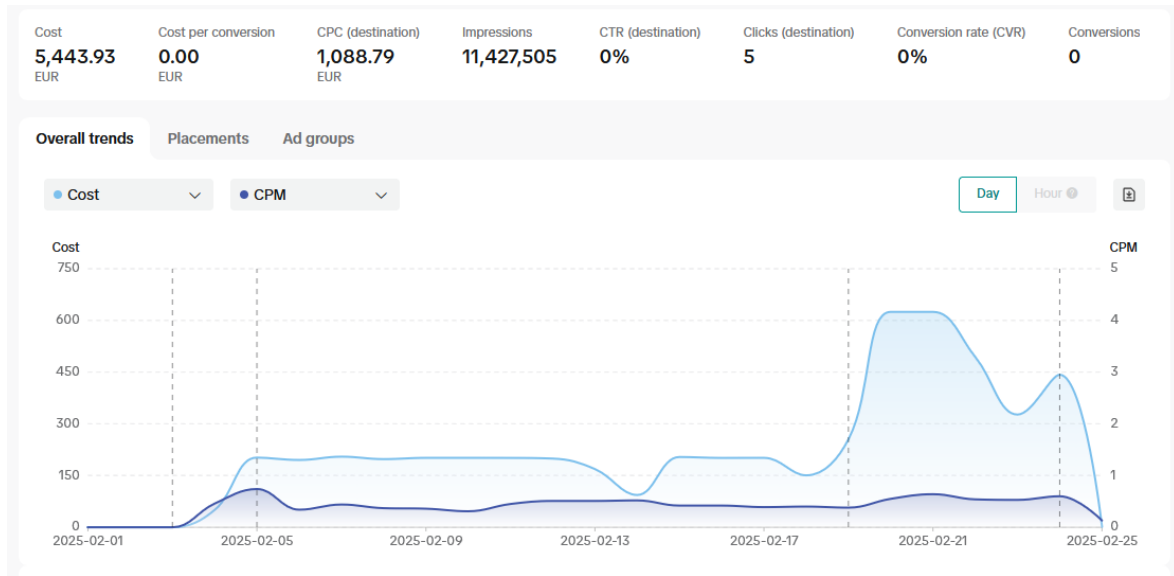
The following graph illustrates the significant increase in followers across both social media platforms, driven by the promotional campaign launched on these profiles. Specifically, **Instagram followers increased by 581 new followers, while TikTok followers grew by 970 new followers.**

## TikTok

TikTok is a platform designed for young people to create, share, and discover short, engaging videos. It offers a space for self-expression and connects users globally through creative content, music, and interactive features. For this, we decided to open <https://www.tiktok.com/@pact4youthproject>

The most relevant data from the campaign are as follows:

- **Impressions:** 11,427,505 - the number of times the ads/videos were viewed
- **Reach:** 3,690,802 people
- **Video views of over 6 seconds:** 495,367
- **Clicks:** 37,099



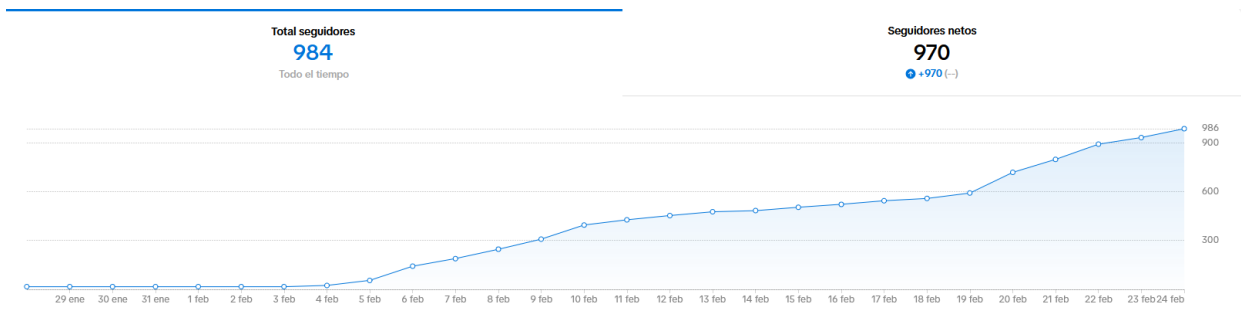
The advertising campaign started at the last quarterly of 2024. The impact of the campaign and its effect on the profile were reflected in the months that followed. According to the metrics, at the close of this report the profile had reached:

- 970 new followers (986 total followers).
- Over 12 million video views (almost 11.5 million from the advertising campaign).
- 14,474 profile views.
- 16,193 likes on the videos.
- 245 comments.
- 535 shares.

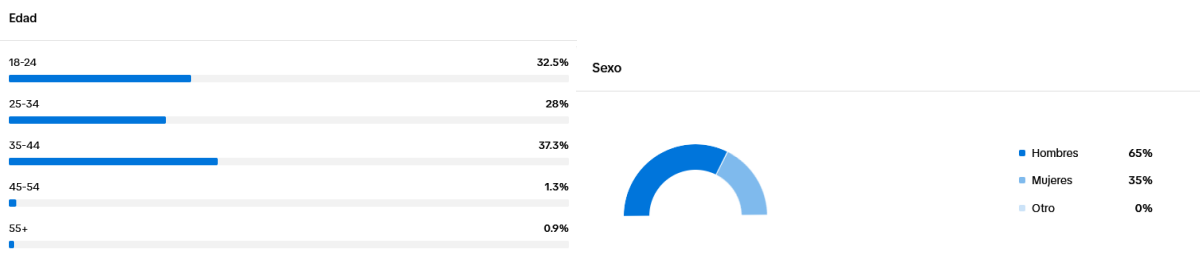




Over 3.5 million viewers, of which 3.4 million were new (one of the campaign's objectives was to reach new profiles).



These followers are 65% male and 35% female. The majority age group is 18 to 24 years, representing 32%, followed by 34 to 44 years, which accounts for 37%. A total of 98% of the followers are under 44 years old.



# Instagram

The selection of Instagram is based on its *raison d'être*: ‘a Young and Dynamic social network aimed at sharing photos and videos in a fact, attractive and innovative way’.

The most relevant data from the campaign are as follows:

- **Video views:** 974,313
- **Reach:** 535,874 people
- **Interactions:** 70,925
- **Clicks:** 4,905

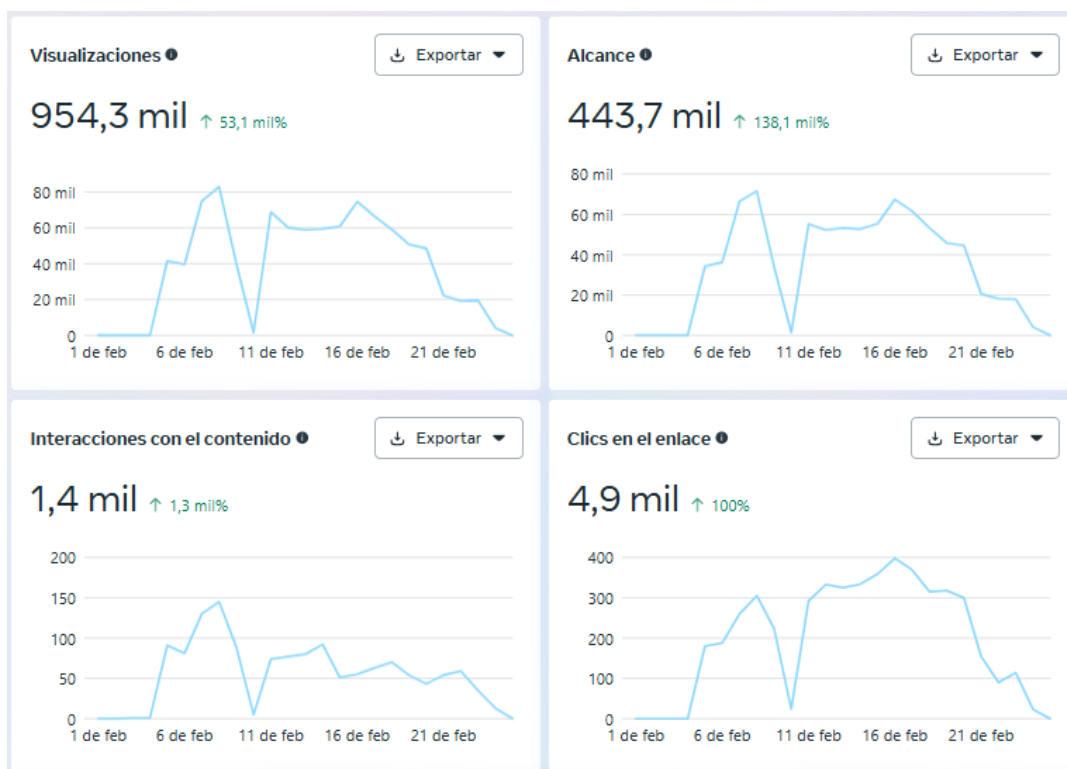
Regarding the ads and their key data:

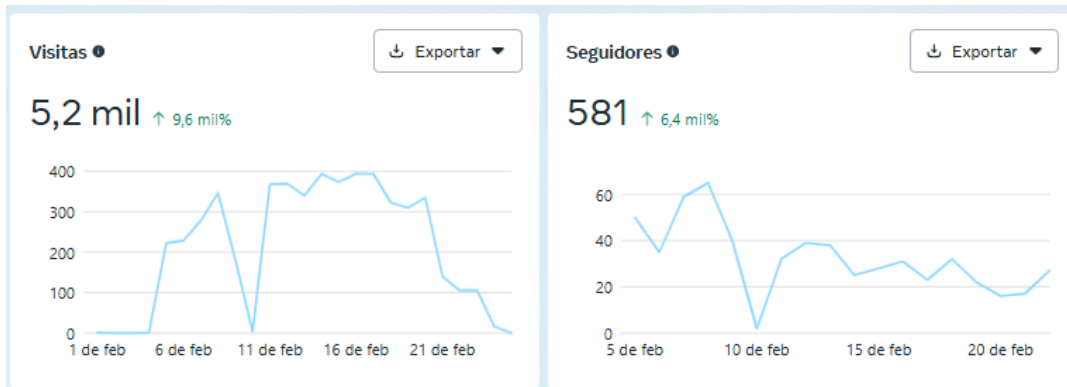
<p>Finalizado • 5 de feb</p> <p>Contenido multimedia de Instagram promocionado</p> <p>Did you know that construction is one of the industries with the brightest...</p>	38.250	31.203	179	€56,89	
	Reproducciones	Alcance	Clics en el enlace	€20,00 gastados por día	
<p>Finalizado • 5 de feb</p> <p>Contenido multimedia de Instagram promocionado</p> <p>Do you know the opportunities that the construction sector can offer you? ...</p>	36.395	31.174	122	€91,13	
	Reproducciones	Alcance	Clics en el enlace	€25,00 gastados por día	
<p>Finalizado • 5 de feb</p> <p>Contenido multimedia de Instagram promocionado</p> <p>Learn more about the construction sector and the importance of training an...</p>	223,1 mil	136,5 mil	692	€377,39	
	Reproducciones	Alcance	Clics en el enlace	€25,00 gastados por día	
<p>Finalizado • 5 de feb</p> <p>Contenido multimedia de Instagram promocionado</p> <p>Discover why the construction sector is attractive to young people...</p>	45.899	34.310	128	€68,66	
	Reproducciones	Alcance	Clics en el enlace	€20,00 gastados por día	
<p>Finalizado • 5 de feb</p> <p>Contenido multimedia de Instagram promocionado</p> <p>We spoke with a Cypriot entrepreneur who tells us why he chose construction a...</p>	348,3 mil	182,4 mil	1.248	€474,64	
	Reproducciones	Alcance	Clics en el enlace	€25,00 gastados por día	



Next, we present the main statistics of the profile, which largely align with the advertising campaign. Key data of interest:

- 581 new followers (746 total followers).
- 954,341 video views.
- 443,747 people reached.
- 1,363 interactions (likes, reactions, comments, etc.).
- 4,905 clicks.
- 5,232 profile visits.





The audience following the account primarily resides in Spain, Greece, Cyprus, and Italy, the four countries where the project is being carried out. It consists of 60.7% men and 39.3% women, with the majority falling within the age range of 35 to 44 years.

