



# KOPRIVNICA

.....

## **Mobility 2.0-Communication means for today and tomorrow**

DYN@MO Summer University 2015.

5 November 2015.

Palma de Mallorca

Vedrana Knežević, City of Koprivnica



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# Mobility 2.0 changes communication patterns

## Why Mobility 2.0.

- Information flow faster than ever
- Global news reaches you immediately
- Local news must compete efficiently
- Immediate communication with „active citizens of all ages”
- Feedback used for evaluation and revision of measures

# Koprivnica (Croatia) – Centre of regional administrative, commercial and social activities

- Centre of Koprivnica-Križevci county
- 30.872 residents
- 8 city settlements
- The 18th Croatian city by size
- One of three centers of high education in the northern Croatia
- Child friendly city, Family friendly city



# Koprivnica (Croatia) – Centre of regional administrative, commercial and social activities (2)

- Known as the „City of Bicycles”
- Naive Art Center in Croatia
- 2008 – European Mobility Week Award 2007
- City of Knowledge
- The Bold New Face of Koprivnica
- Tourism and attractions
- Leader in food and pharmaceutical industries (Podravka, Belupo)



# Mobility 2.0 in a local setting-Koprivnica, Croatia

## Small town setting for great development

- Koprivnica ID
  - Important spot at international crossroads
  - Town of developed industry and progressive ideas
  - Sustainable development champion
  - Energy efficiency champion
  - Sustainable mobility champion
  - History of public participation :  
LA 21



# The power of Facebook at the local scene

## The trial and error methodology

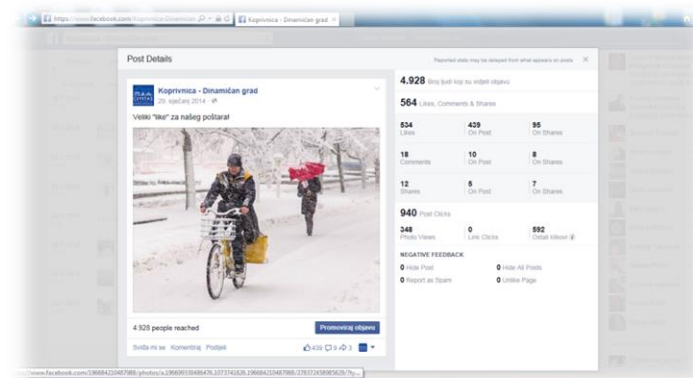
- **Koprivnica official web page:**
  - Important news and project information
- **CIVITAS DYN@MO Facebook pages:**
  - Koprivnica-Dinamican Grad: mobility themes overview
  - CIVITAS DYN@MO Koprivnica: project related news
  - CIVITAS DYN@MO blog: more detailed information
  - Twitter, Goole+, Linked-in – little attention
- **SEE SUMP Competence centre:**
  - Important channel to be further explored



# Facebook- a powerful channel for all our users

## Koprivnica –Dinamican grad offers a winning combination of content

- Local heroes
- Innovation in our town
- Project stories
- Exciting mobility news worldwide
- Excellent video collection



## Steady growth of followers and interaction rate

Recent numbers:

- October 20, 2015. 2997 people reached
- 52 likes, comments, shares
- 1307 likes reached in two years' time



# Know your audience

## Who are our users?

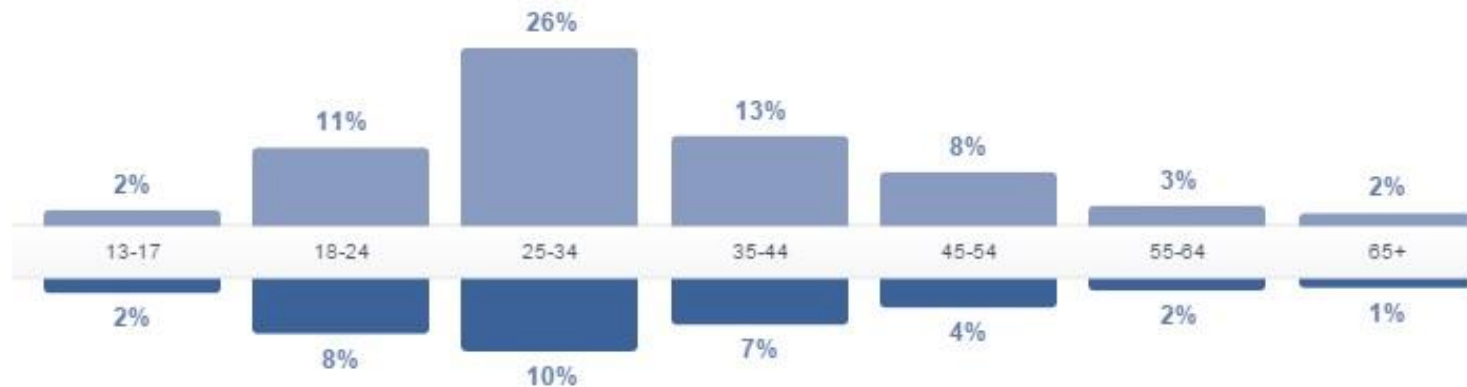
The people who like your Page

Women

65%  
Your Fans

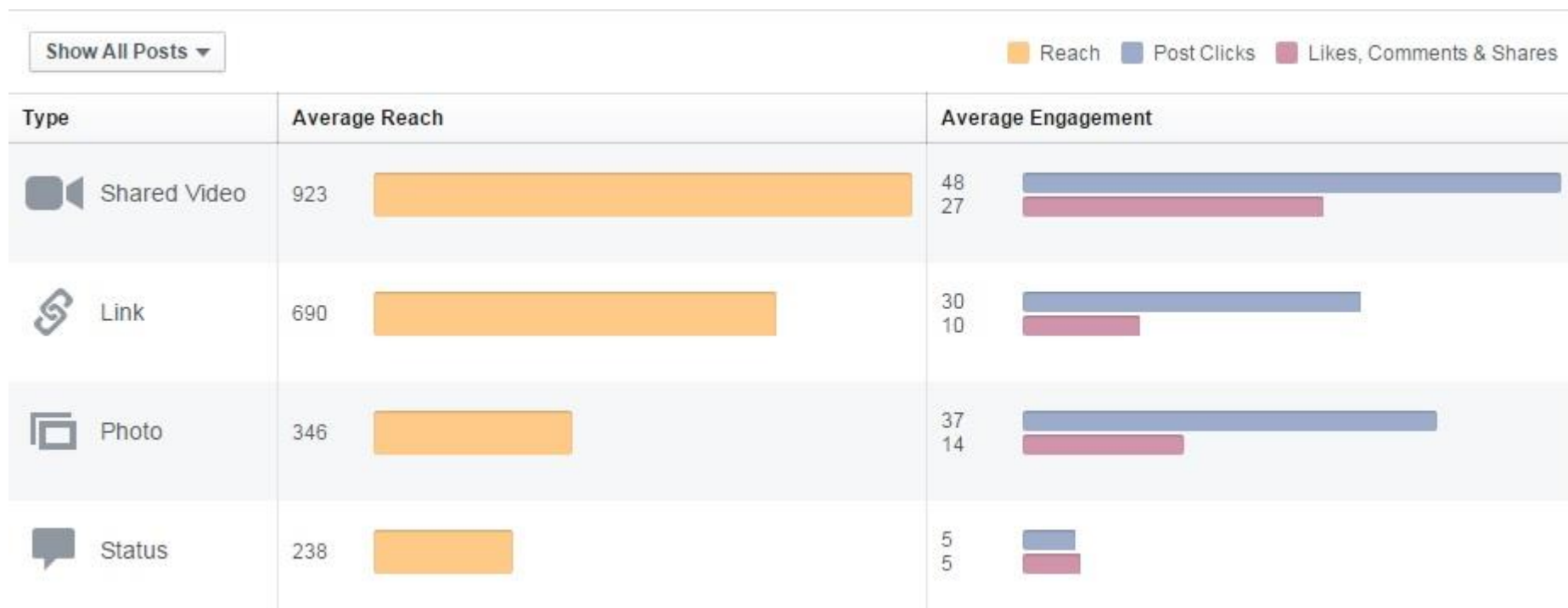
Men

34%  
Your Fans



## Check on other pages

### Civitas Dyn@mo- men more interested in project –related issues



# Interesting approach to lead- user concept: e-cars FB page

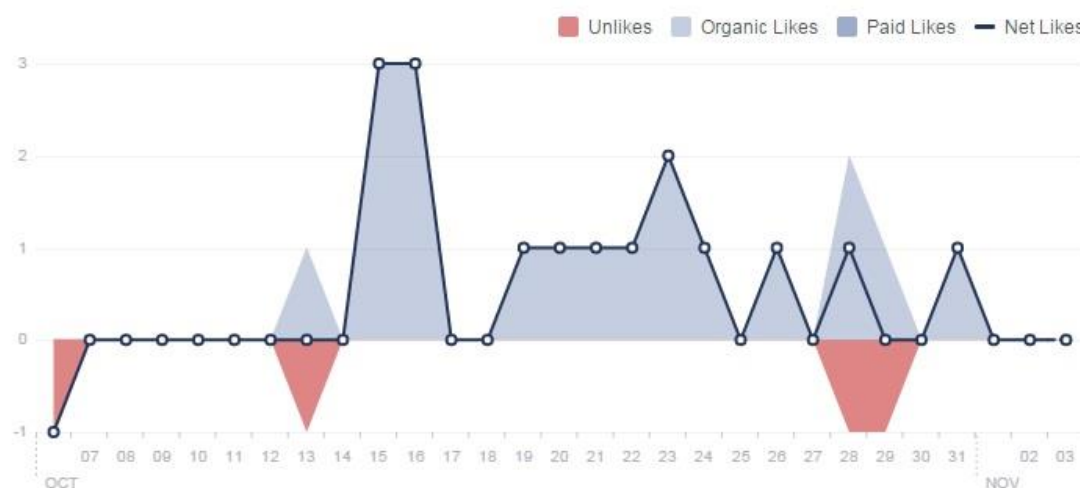
Users of the e-car-sharing scheme relate their experience:  
the break-down pattern similar throughout the range of pages-

Total Page Likes as of Today: 138



## Communication data: comments and shares

- „Likes” and „dislikes” records: much more common than comments



- Comments usually positive; negative comments lead to positive interaction: quick and relevant answer or comment is necessary
- Constructive dialogue: questions and additional information supply

# New audience to engage-students, men, professionals...

- Choice of lead users: various groups if possible
- Younger people are shifting to other social media, locate and expose them!
- Professionals not so much interested in social media?
- Language issues- SEE SUMP Competence centre in Croatian!



# Conclusions:

## Social media is there to explore

- Use statistics to your benefit
- Approach various user groups through various means
- Take your users' comments seriously, it takes them more effort to write them than to simply „like” or „dislike”
- Appreciate your users, there are many other attractive themes
- Follow the trends if you want to keep interest
- Allow enough time and have an enthusiastic person on board

**VOZNI RED**  
za probni gradski prijevoz Grada Koprivnice



STAJALIŠTE	KM	12:00	13:00	14:00	15:00	16:00
Isprazniti (Spor - Kampa)	0	12:00	13:00	14:00	15:00	16:00
Isprazniti (Spor - Kampa)	1	12:05	13:05	14:05	15:05	16:05
Isprazniti (Spor - Kampa)	2	12:10	13:10	14:10	15:10	16:10
Isprazniti (Spor - Kampa)	3	12:15	13:15	14:15	15:15	16:15
Isprazniti (Spor - Kampa)	4	12:20	13:20	14:20	15:20	16:20
Isprazniti (Spor - Kampa)	5	12:25	13:25	14:25	15:25	16:25
Isprazniti (Spor - Kampa)	6	12:30	13:30	14:30	15:30	16:30
Isprazniti (Spor - Kampa)	7	12:35	13:35	14:35	15:35	16:35
Isprazniti (Spor - Kampa)	8	12:40	13:40	14:40	15:40	16:40
Isprazniti (Spor - Kampa)	9	12:45	13:45	14:45	15:45	16:45
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Isprazniti (Spor - Kampa)	100	20:20	21:20	22:20	23:20	24:20

INFORMACIJE: Promjena voznice dnevno od ponedjeljka do petka.

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# Questions and recommendations?

# Thank you!

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