

Deliverable achievement report

**c05-e Twitter, Research Gate,
Google Scholar posts**

20th October, 2025

Description of completion

Overview

During the duration of the project, a total of 289 posts were published on X over 34 months, generating 700 likes, 22 600 visualizations, and 33 600 impressions.

Similar figures were achieved on Facebook and LinkedIn, showing a consistent trend in terms of audience engagement and interest across the main social-media platforms.

The majority of interactions came from stakeholders, researchers, development practitioners, and users sharing similar professional profiles and interests in agroecology and gender-inclusive innovation.

The Facebook page currently has 202 followers and over 110 posts, reflecting continuous engagement and growing visibility throughout the project's final phase.

1. Digital Channels

Platform	Details
Twitter (X)	@MountainHER – central account for project news
Facebook	MountainHER Official Page
YouTube	MountainHER Project Channel
LinkedIn	MountainHER on LinkedIn

2. Main Performance

Platform	Period	Total Posts	Likes / Reactions	Comments / Shares
X (Twitter)	Until April 2025	289	700	33 600
				22 600
Facebook	Until April 2025	110	650	120
LinkedIn	Until September 2025	35	485	149
Total		434	1 835	56 469

3. Representative Activities

- Major peaks of visibility coincided with SIAM 2025, Cibus Tec (Italy), and training module releases on YouTube.
- LinkedIn analytics show a steady increase in unique visitors and profile views (+62 % since June 2024).
- Facebook engagement mirrors LinkedIn trends, community reach expanded beyond 202 followers.
- X activity continued to drive fast dissemination of field updates and events in real time.

Over the entire period (2022 – 2025), MountainHER achieved a robust and well-coordinated online presence across multiple platforms. The combination of scientific dissemination, visual storytelling, and partner collaboration significantly enhanced the visibility of its agroecological and gender transformation objectives, while strengthening engagement among stakeholders across the Mediterranean region.

Annexes: Screenshots of selected posts on social-media pages







Home



My Network



Jobs



Messaging



Notifications



This project is part of the PRIMA programme supported by the European Union



MountainHER

Empowering women in Mountain farming communities

Farming · Parma · 172 followers · 2-10 employees



Inaam & 4 other connections follow this page

Message

Following



Home

About

Posts

Jobs

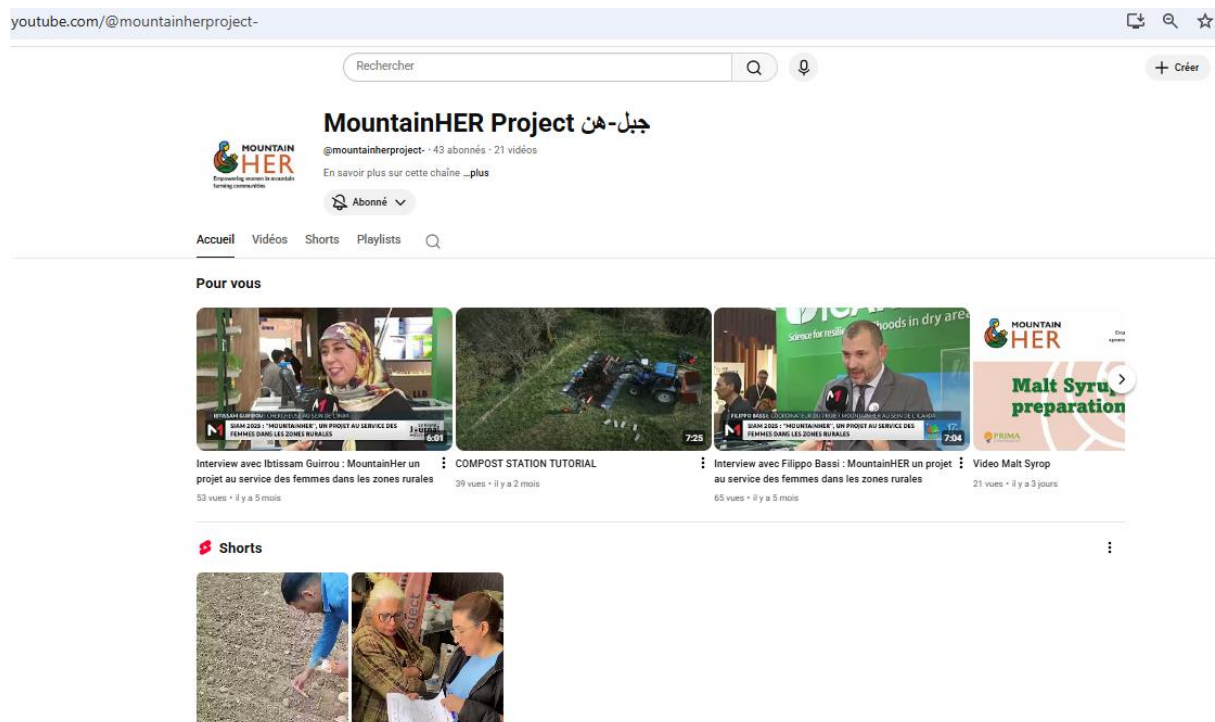
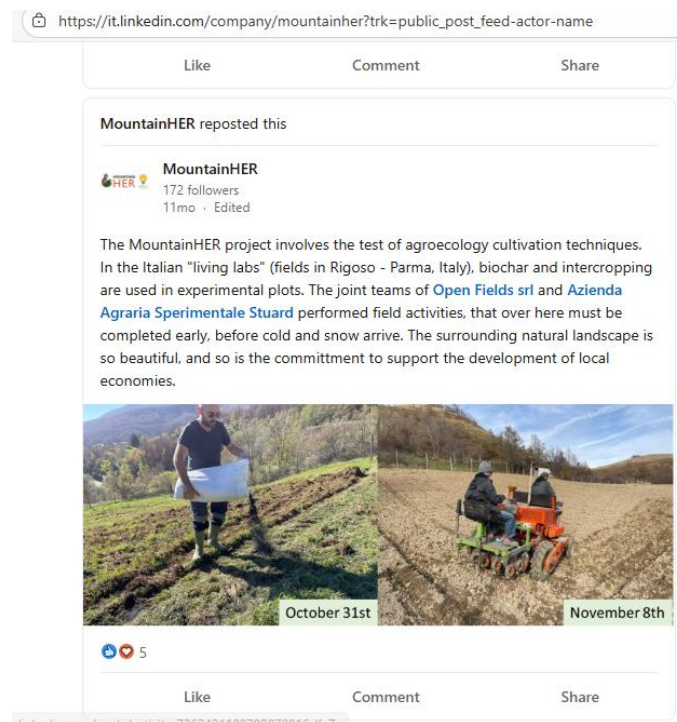
People

MountainHER
172 followers
9mo · Edited

When you cultivate barley, on mountains and with agroecological techniques, the best thing you can do is learning how to make your own special malt and malt extract, to be used for beer, but also for bakery products and a lot of other food products. A great opportunity to enrich production with nutritional positivity. This is why this morning a complete [MountainHER](#) malt production interactive training took place, with [Lorenzo Marini](#) from [Azienda Agraria Sperimentale Stuard](#), [Open Fields srl](#), and [Cooperativa Corte di Rigoso](#).



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**MOUNTAIN
HER**

Empowering women in mountain
farming communities



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