

# SIGA Seniors in Green Action

## Newsletter No. 4



### DIGITAL WORKSHOP IN PALMA

From March 18th to 20th, SIGA project partners gathered in Palma de Mallorca for an intensive digital marketing workshop aimed at improving our communication and awareness-raising strategies.

#### Who was there?

All project partners participated in this valuable learning experience: Narodno učilište ustanova za obrazovanje i kulturu, Rijeka, Hrvatska Education In Progress (EIP), Palma de Mallorca, Španjolska DOREA EDUCATIONAL INSTITUTE (DOREA), Limassol, Cipar Studio Naturalistico Hyla s.r.l., Tuoro Sul Trasimeno, Italija Ljudska univerza Ormož (LUO), Ormož, Slovenija

#### Workshop Highlights

Day 1: Exploring digital channels  
We began with an in-depth review of key communication platforms – Facebook, Instagram and LinkedIn – focusing on their unique features, audiences and strategic uses for visibility.



To discover more about the project, please visit our website and social media platforms.



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Agreement No. 2023-1-HR01-KA220-ADU-000156656

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### Day 2: Creating Effective Content

The second day focused on message personalization. We explored how to effectively use hashtags, keywords, and article writing techniques, and examined successful digital campaigns as case studies. Participants learned how to design and distribute digital articles to engage diverse audiences.

### Day 3: Practical application

The last day was marked by practical exercises. Participants developed posts and articles tailored to promote SIGA content, and gained practical skills and insight into digital marketing tools and best practices. This workshop not only broadened our expertise in digital marketing, but also deepened our collaboration with European partners. We will be happy to use these skills to improve the visibility and impact of our project and look forward to more opportunities for shared learning in the future!



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