

# Simo, The Baltic Seal

[an informational Instagram account](#)

**A project by: Luiza Rakhmatullina (Russia), Joy Laubenheimer (Germany) and Nadine Sippach (Germany/Lithuania)**

## **Brief description:**

„Simo the Seal“ is an educational and informational Instagram page.

Instagram is a social networking service where users can like posts and follow creators to add their content to a personal feed.

Since Instagram is the 6th largest network and quite popular with the youth (71% of people aged 18-29 have active Instagram accounts), it should be a great way to get youth involved and talk a bit about the Baltic Sea Region.

**The main goal** of our project is to involve the youth in a way they are familiar with and familiarize them with common Baltic Sea identity features using social media.

## **Project objectives:**

1. Create an interactive account on social media (Instagram) in English;
2. Highlight common features of the Baltic Sea citizens through posting pictures and texts;
3. Popularize the eco-approach, emphasize common ecological problems in the Baltic Sea region;
4. Introduce different universities around the region, encourage studying abroad and experience living in another member state.

**Platform:** Instagram is a really interactive platform allowing us to connect with people from all over the world and in this case all over the Baltic Sea Region. With every post, we (the Admins) set a topic and the like, comment and share functions of the platform allow everybody who sees the post to express their own opinion and thoughts about the topic. It's a way to amplify young voices and connect with each other.

**Target group:** Young people and adults (aged 14-50)

Our target groups are the younger generations, meaning Millennials but especially GenZ, so we can form a multigenerational dialogue. While our posts are mostly about the Baltic Sea Region and its inhabitants, everybody (even people in rural areas) is welcome to follow the page and learn more about the topic.

Thus, the project is gender equal and also available for hearing or speech impaired people.

### **Methods & programme:**

Our page has different elements to it. One element is our interview format with people from around the region to give them a platform. They can express their opinions freely and others can interact in the comments. Another element is our culinary format. We present dishes and foods from Baltic Sea Countries that they have in common and some that are unique to each. We share recipes and how-to's for everybody to try out and may find a new favorite. A third element are memes. Memes are a form of joke going around the internet and everybody can make one. People make memes to express themselves, their worries and their successes, and we use them to educate on the Baltic Sea Region. Lastly our page also gives travel advice as another culture based format. We plan to show different places one can visit and talk about its history, so young travelers get to know our Region better.

As we hopefully keep the project going, we formed content-plans on what we are going to post and came up with a schedule.

**Promotion** is heavily based on followers. Followers share our posts so their friends can see, who then may follow our project and share it again. Whoever wants to participate in our interviews can just write us a DM (direct message). Moreover, other platforms could be used for promotion, such as Meta, Facebook, Vkontakte and Tiktok. The last but not least, a target advertisement could be bought from Meta, but it requires foundation.

### **Required resources:**

Realization requires stock pictures, photo editors (Canva or Photoshop) and texts.

Human resources: content-creators and a designer.

### **Outcomes & impact:**

1. Raised awareness of the common Baltic region identity among youth through sharing posts;
2. Created network of Baltic Sea citizens and the followers through the interaction and introducing posts in the account;
3. Familiar with educational opportunities in the Baltic Sea region young people.

*All our work is on the page for every person to see, so everybody interested is able to read the texts and posts.*

*We also plan to post in the future as well and keep „Simo the Seal“ going and with a growing community maybe there will be future meet ups.*

### The main distinctive features

- Interactiveness (questions, comments, quizzes, opinion polls);
- Daily information in an easy to understand format (shorts texts with illustrations);
- Personal approach (Blog from the Simo's perspective creates deeper empathy and thus, more interest);
- Accessible (blog can be followed or checked without any registration)

### Partner Network

There's a possibility of using other platforms for promoting the 'Simo the Seal' project. For example, Simo's stories can be posted on Facebook. We can expect the target group of a Facebook page to be older and therefore adapt the content for them.

Another possible partner network could be TikTok. A social networking service popular with teenagers. Content would be presented in short informational videos. Both ways, we would broaden our geographic and interest more people in our content about the Baltic Sea Region.

Additionally, there can be established an informational partnership with other account owners to promote particular posts and share them.



