



Partner: Mulab
Project: #DiOtherCity

TERAMO

Digital Tour

16th November 2022



Serena Cipolletti
Italy

TERAMO



Why I chose Teramo?

Small urban centre. My town

Peripheral compared to cities such as Rome. No mass tourism.

Great Offer: HISTORY/ARCHEOLOGICAL, ARCHITECTURE, FOOD, NATURE (MOUNTAINS + SEASIDE)

Great potential in terms of:

accessibility: easy to reach but needs improvement for public transports (you may need a car to move easily), local communities are friendly and provide support in general.

inclusion: all targets will find something for them, local communities are friendly and help to overcome language barriers but needs of improvement on multilanguage directions/signs

STEPS

1

- Research material:
- informations
 - images

DIGITAL TOOLS & METHODS

- google search
- in person interviews
- on field researches

2

- Content Production:
- filming videos/clips
 - editing

DIGITAL TOOLS & METHODS

- iphone X
- Canva
- instagram reel editor

3

- Publishing contents:
- choosing the channel
 - planning the posts

DIGITAL TOOLS & METHODS

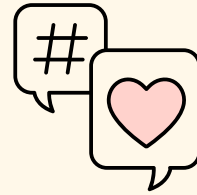
- Instagram reel
- Digital Storytelling
- Call to Action/challenge

CONTENTS



Channel:

- social media: Instagram
- PILOT/TEST: through my personal account where I talk about nature, animal, local communities
[@filo_da_torcere](#)
- When the material is more consistent:
possibility to open a dedicated IG profile



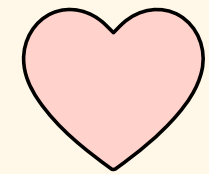
Digital Format:

- Digital storytelling
- gamification
- video, IG reel
- ENG text on the reel
- bilingual caption ITA/ENG



Digital Tools

- Ig reel
- hashtags
- Call To Action
- Canva
- Editing App



Results

- n.1 Trailer about the Urban area of Teramo:
[link trailer Teramo](#)
- n.2 Digital Tour Episodes:
-[DELLA MONICA CASTLE PT1](#)
-[DELLA MONICA CASTLE PT2](#)
- digital tour of roman history of Teramo
-[LINK TEATRO ROMANO](#)