

# The power of visuals

## Finnish Rural Network support unit

A social media campaign combining alluring photos with interesting facts about rural life aiming to raise awareness of rural life and boost the profile of the Finnish countryside.

It included 12 beautiful photos and 12 interesting facts related to the countryside which were regularly shared with audiences on Facebook, Twitter and Instagram.

The campaign kicked off at the end of 2017 and was linked to celebrations of 100 years of Finnish independence.



### Target audience

Broader public

### Results

The campaign generated high organic post reach: 27 117 people reached, 1 867 reactions, 867 post clicks, 118 shares, and 13 comments.

The interest generated by the campaign inspired the Finnish NSU to continue collecting catchy photos and facts to use for their 'communication sprints' generating momentum within the entire network to communicate on specific issues on a set timetable.

The ultimate target is to create a visual identity that is easily recognisable by the broader public.

### Find out more

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