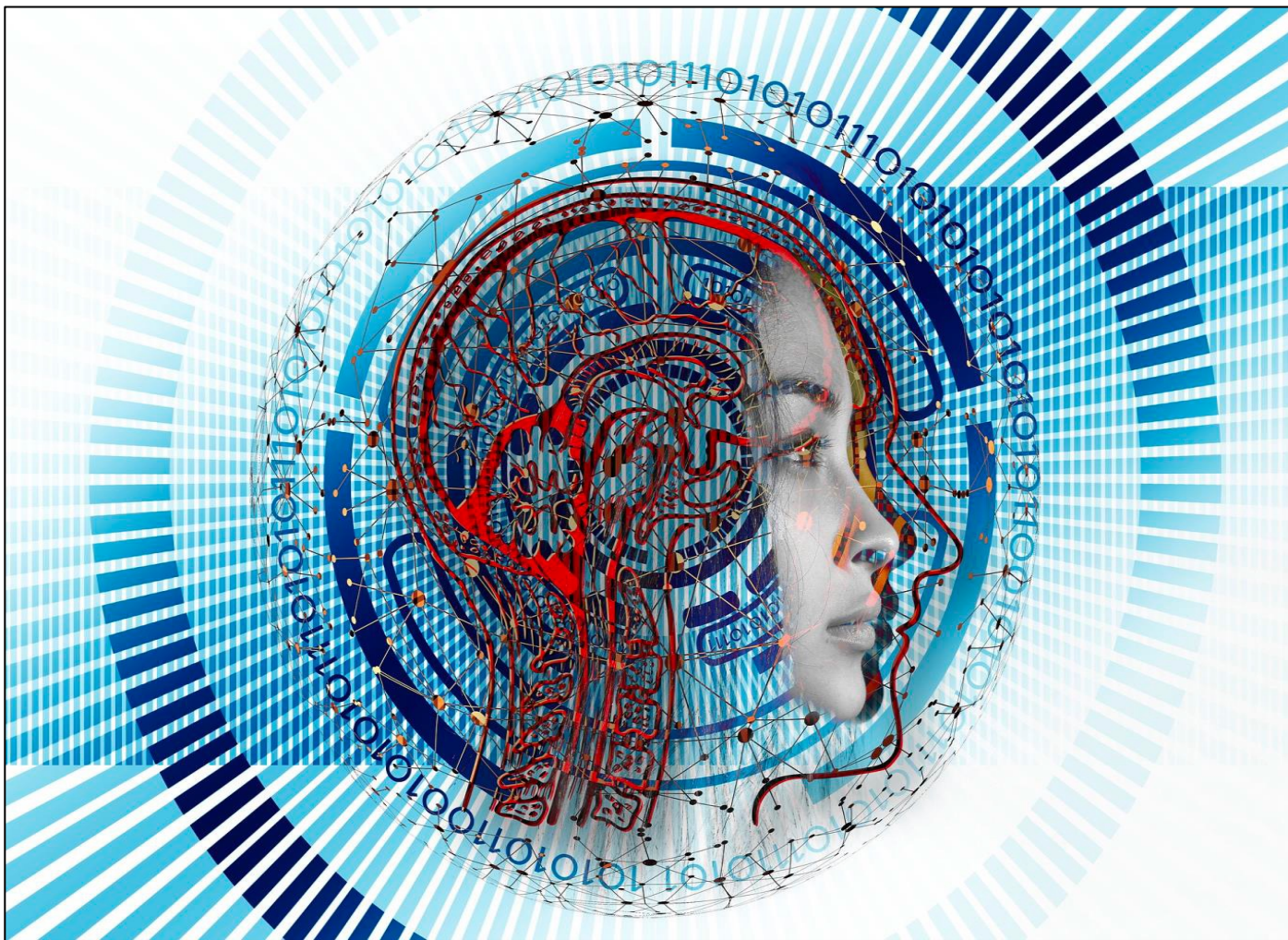


## Social media e promozione della salute OnLife

Giuseppe Fattori



# Clubhouse!

## ESG INVESTING



Following

Environmental, social, and governance (ESG) has arrived with force in markets around the globe. Assets under management (AUM) have doubled in the last four years, representing greater than \$40T today. The ESG Investing club brings together thought leaders, asset managers, and investors alike to discuss the ESG Industry and where it needs to go in order to save the planet for everybody.

Climate · Markets · Social Issues

3k Members



**Andrew Rodriguez** @andrewro...  
CEO + Chief Investment Officer  
@ Change Finance...

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**Dr MK Dorsey** @drrenewables  
Renewable energy investor  
(IberSun 🇪🇸, Pahal Solar 🇮🇳, Uni...

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**Hunter Lovins** @hlovins  
President Natural Capitalism  
Solutions www.natcapsolutions...

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## IMPACT INVESTMENT CLUB



Follow

Welcome to the IIC

A space to share ideas, explore better ways to allocate capital in all its forms, accelerate ESG investing and sustainability, and create solutions together

[www.impactinvestment.club](http://www.impactinvestment.club)

Past sessions include:

- Investing in Oceans with Dr. Sylvia Earle of Mission Blue, Jeremy McKane of Ultramarine
- Criminal Justice Reform with Jason Flom, poet Amir Sulaiman, Eliza Orlins and Aida Murad
- Future of Food series on Cellular Agriculture and Plant-Based Innovation with Bruce Friedrich of Good Food Institute, Jenny Stojkavic of VWA, New Crop Capital, 50 Years



**DRMICKLIVE**

*(GAME) SESSIONS WITH A THERAPIST*

*MENTAL HEALTH | PSYCHOLOGY | THERAPY | GAMING | COMMUNITY*




Am I done..?

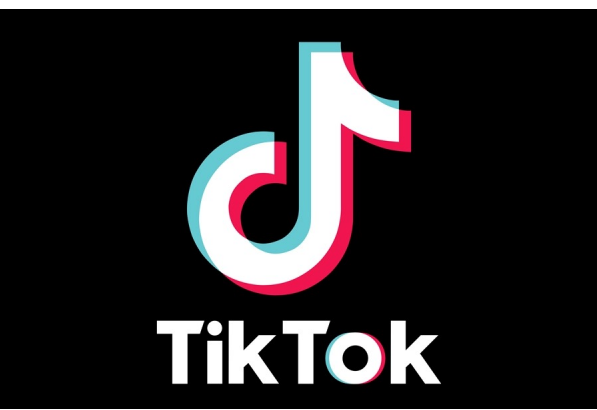
#BLACKLIVESMATTER

LINKS



**\_novaxpage\_**  
 Novaxpage   
 Follow

9942 Following 9412 Followers 40.6K Likes



**Importantissimo!**

▶ 1108

**Ascoltate attentamente!!**

Learn more about COV etc >  
 ▶ ID: 19 vaccines

▶ 158

▶ 427

▶ 1247

No Green Pass

**Green pass pt.1**

ANTONIO MARIA RINALDI  
 Lega  
 CONTRO COMMENTO

**Attenzione!!**


▶ 771

**E' UN NOSTRO DIRITTO  
 CHE SI PARLI  
 DOMICILIARI**

▶ 538

**Ascoltata attentamente!**

▶ 838

*Ascoltate questo signore!!* 

**NON ESISTE  
 ALCUN  
 OBBLIGO**

**Fate attenzione  
 Pt.1**

▶ 1166

▶ 903

# amazon alexa

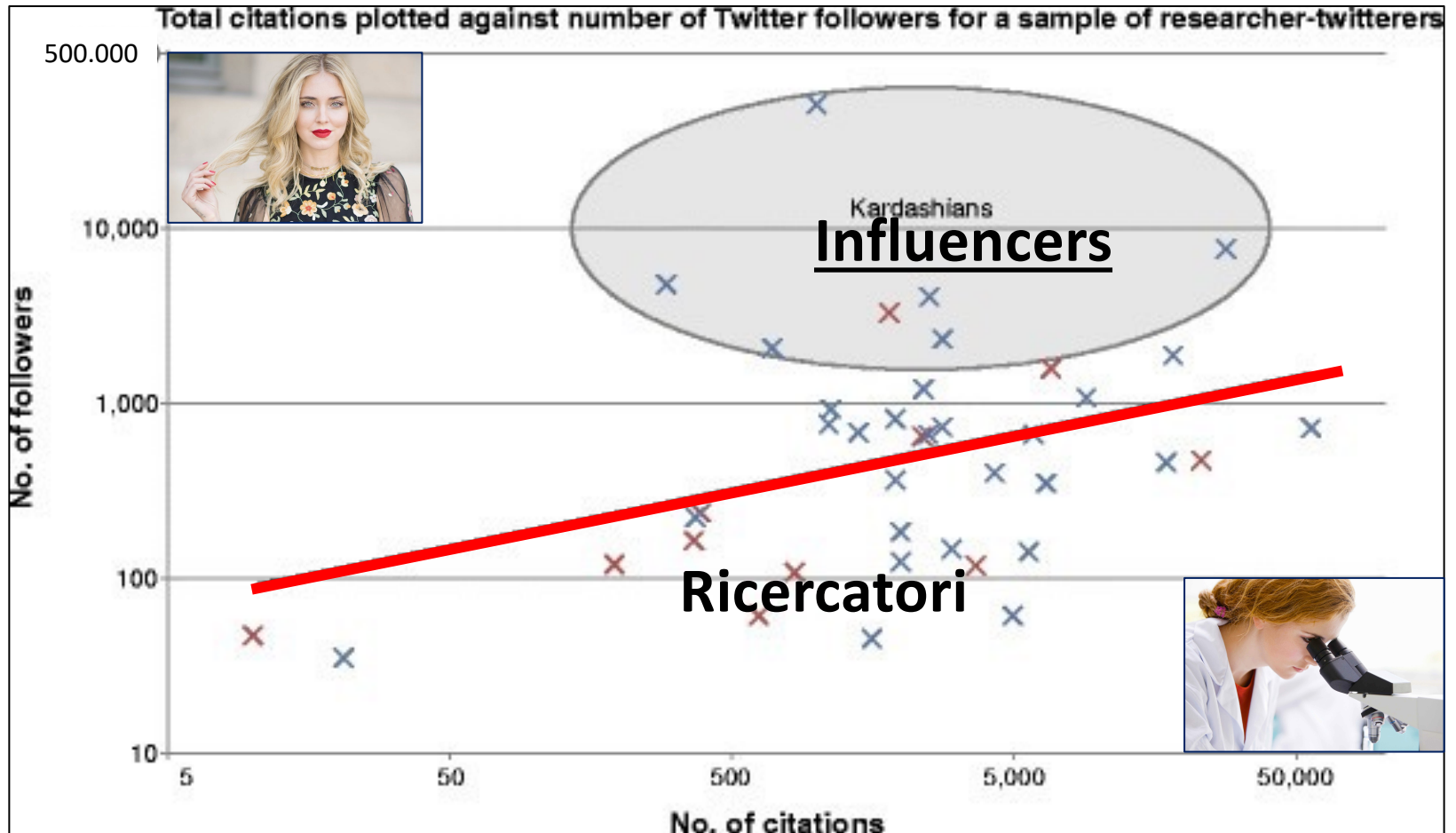
NHS

Get 24/7 advice on  
breastfeeding

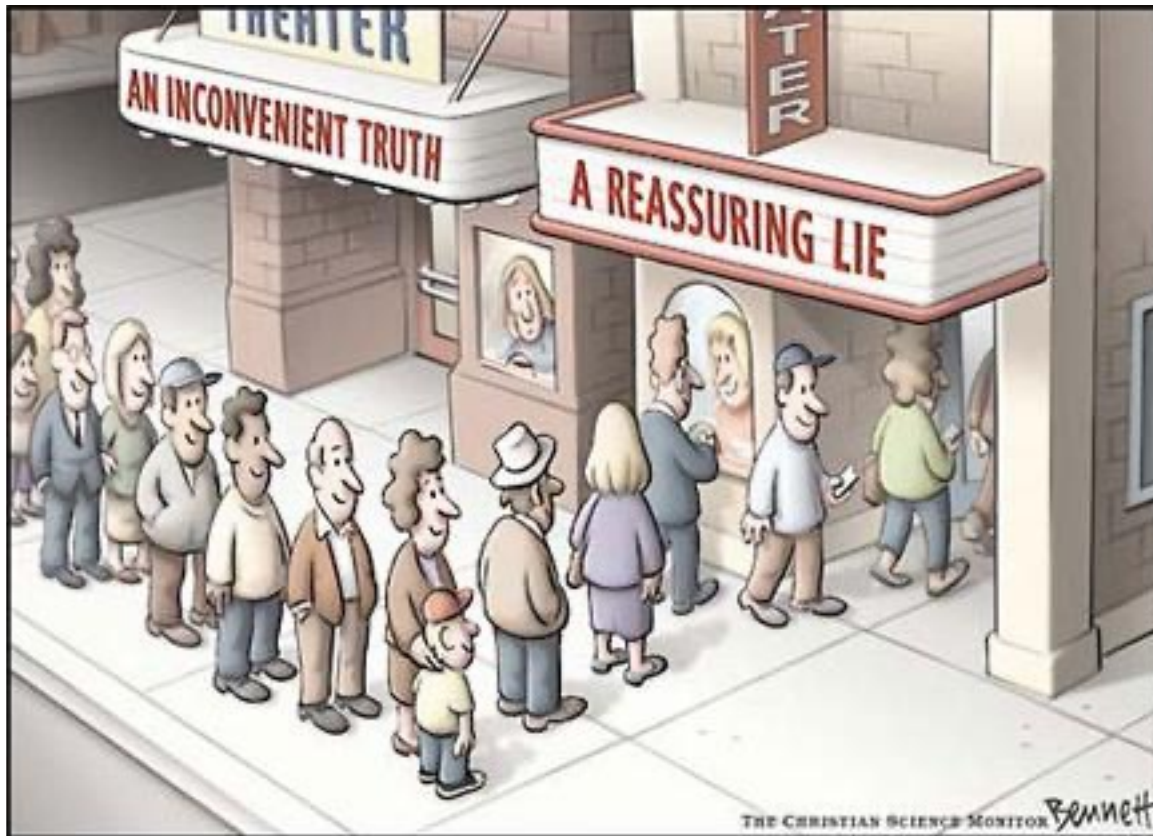
start 4 life  
BreastFeeding Friend



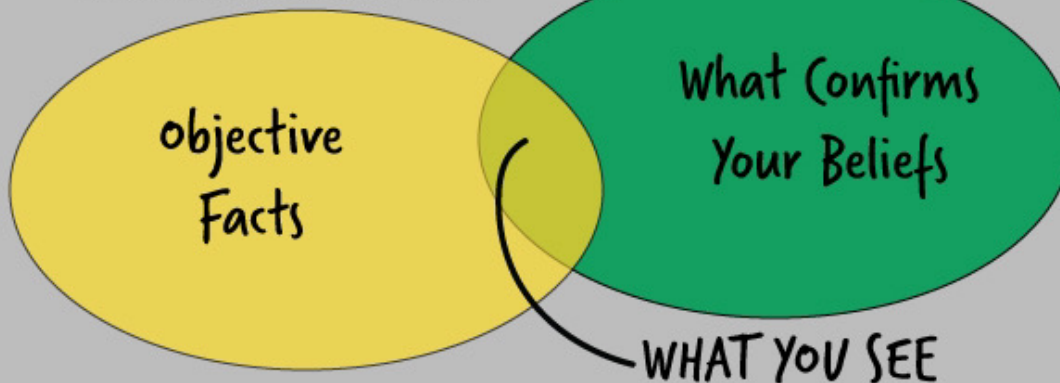
## Kardashian Index

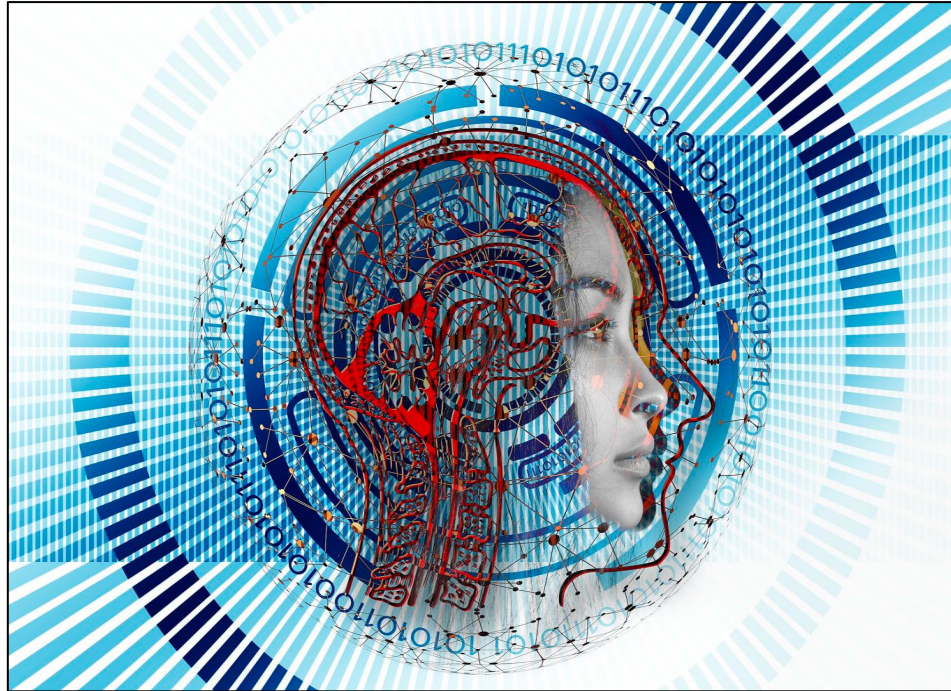


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### CONFIRMATION BIAS





- **Convergenza** tre interazioni fisiche “reali” e interazioni digitali “virtuale”;
- Progressiva e crescente **integrazione** tra **uomini, macchine e natura**;
- **Trasformazione** degli oggetti “**isolati**” in oggetti “**connessi**” che interagiscono e creano **reti**;
- **Transizione** da uno stato di scarsità di informazioni a uno stato di **sovrabbondanza** delle stesse.

# Il "Sistema comunicazione"

**Valori – Obiettivi**

**Organizzazione**

**Strumenti  
Integrati \***



## Coordinamento

- Budget
- Comunicazione
- URP
- Ufficio Stampa
- Unità di crisi
- Formazione
- Epidemiologia
- Verifiche

## Esempi:

- Radio/TV
- Stampa
- Social Media
- Pubblicazioni
- Eventi/Fiere
- .....
- Internet/Intranet

<https://marketingsociale.net/>

<http://www.scoop.it/u/social-marketing>

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