September 2025

D2.3
The List of Green Tick

Project Number: 101133365

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Content

Figures

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Evaluation of Social Media Accounts and Applications

1. Introduction

The Green Tick Project is an important initiative at a time when access to information is easier than ever, yet the dispersion and unreliability of sources pose significant challenges—especially when it comes to content that can directly influence the health and well-being of young people. The project brings solutions to raise information quality, strengthen digital literacy, and promote accountability across all stakeholders. Using the analysis undertaken within the Green Tick Project, we aim prepare concrete guidelines and standards for continued development and oversight of this field. In this context, this report presents the results of the analysis conducted within the Green Tick Project. It includes tables and charts, data explanations, feedback analysis, proposed methodological improvements, and screenshots demonstrating the data-collection checklist.

2. Methodology

The Green Tick consortium, made up of seven partners from six countries (Türkiye, Greece, Italy, Spain, Slovenia, and Portugal), conducted a systematic review of social media (SM) accounts and smartphone applications related to diet, health, and sports. **A total of 1,200** social media accounts and mobile applications were thoroughly reviewed; however, **only 955 met the criteria for full evaluation**. This evaluation produced three distinct types of outcomes.

✅ **Green Tick** – fully meets all key criteria.
⚠ **Needs Improvement** – some areas require enhancements.
❌ **Rejected** – Does not meet minimum requirements, and significant gaps

Social media accounts and applications were assessed using the collaboratively developed form outlined below, which enabled a critical evaluation of their professionalism, content quality, reliability, validity, and safety.

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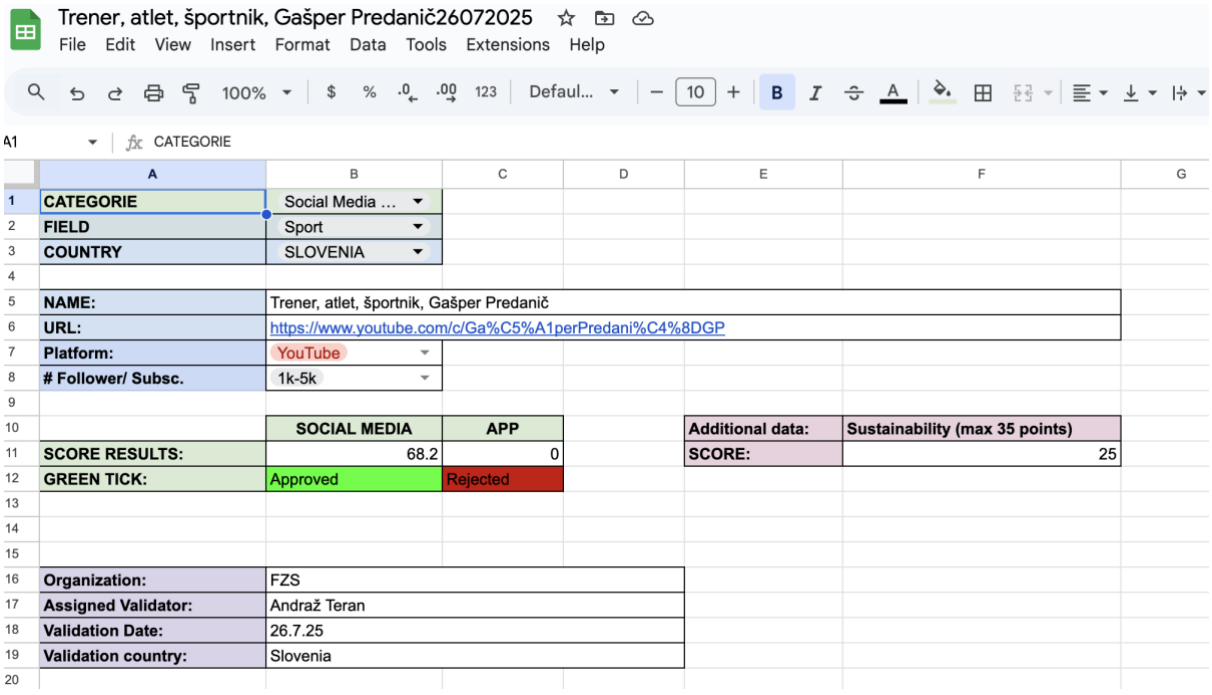
2.1. Green Tick Evaluation Form

The screenshots below present the evaluation forms. The form is structured into three distinct sections, specifically designed for assessing social media accounts, applications, and sustainability.



Trener, atlet, športnik, Gašper Predanič26072025

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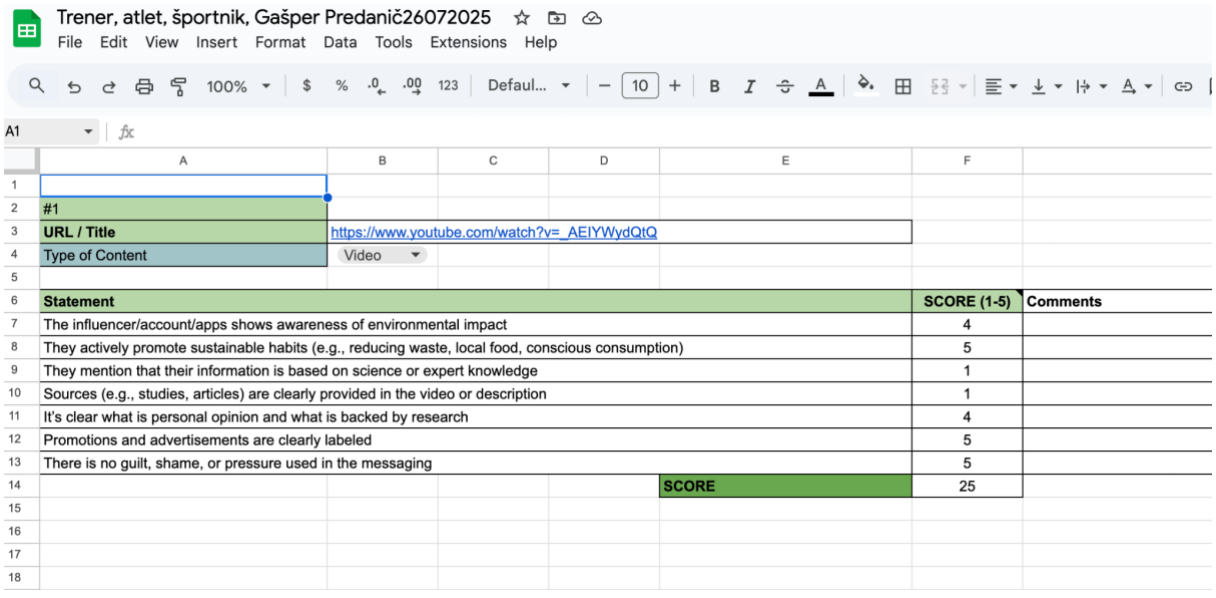
A1 CATEGORIE

	A	B	C	D	E	F	G
1	CATEGORIE	Social Media …					
2	FIELD	Sport					
3	COUNTRY	SLOVENIA					
4							
5	NAME:	Trener, atlet, športnik, Gašper Predanič					
6	URL:	https://www.youtube.com/c/Ga%C5%A1perPredani%C4%8DGP					
7	Platform:	YouTube					
8	# Follower/ Subsc.	1k-5k					
9							
10		SOCIAL MEDIA	APP		Additional data:	Sustainability (max 35 points)	
11	SCORE RESULTS:	68.2	0		SCORE:	25	
12	GREEN TICK:	Approved	Rejected				
13							
14							
15							
16	Organization:	FZS					
17	Assigned Validator:	Andraž Teran					
18	Validation Date:	26.7.25					
19	Validation country:	Slovenia					
20							



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A1

	A	B	C	D	E	F	
1							
2	#1						
3	URL / Title	https://www.youtube.com/watch?v=_AEIYWydQtQ					
4	Type of Content	Video					
5							
6	Statement					SCORE (1-5)	Comments
7	The influencer/account/apps shows awareness of environmental impact					4	
8	They actively promote sustainable habits (e.g., reducing waste, local food, conscious consumption)					5	
9	They mention that their information is based on science or expert knowledge					1	
10	Sources (e.g., studies, articles) are clearly provided in the video or description					1	
11	It's clear what is personal opinion and what is backed by research					4	
12	Promotions and advertisements are clearly labeled					5	
13	There is no guilt, shame, or pressure used in the messaging					5	
14					SCORE	25	
15							
16							
17							
18							

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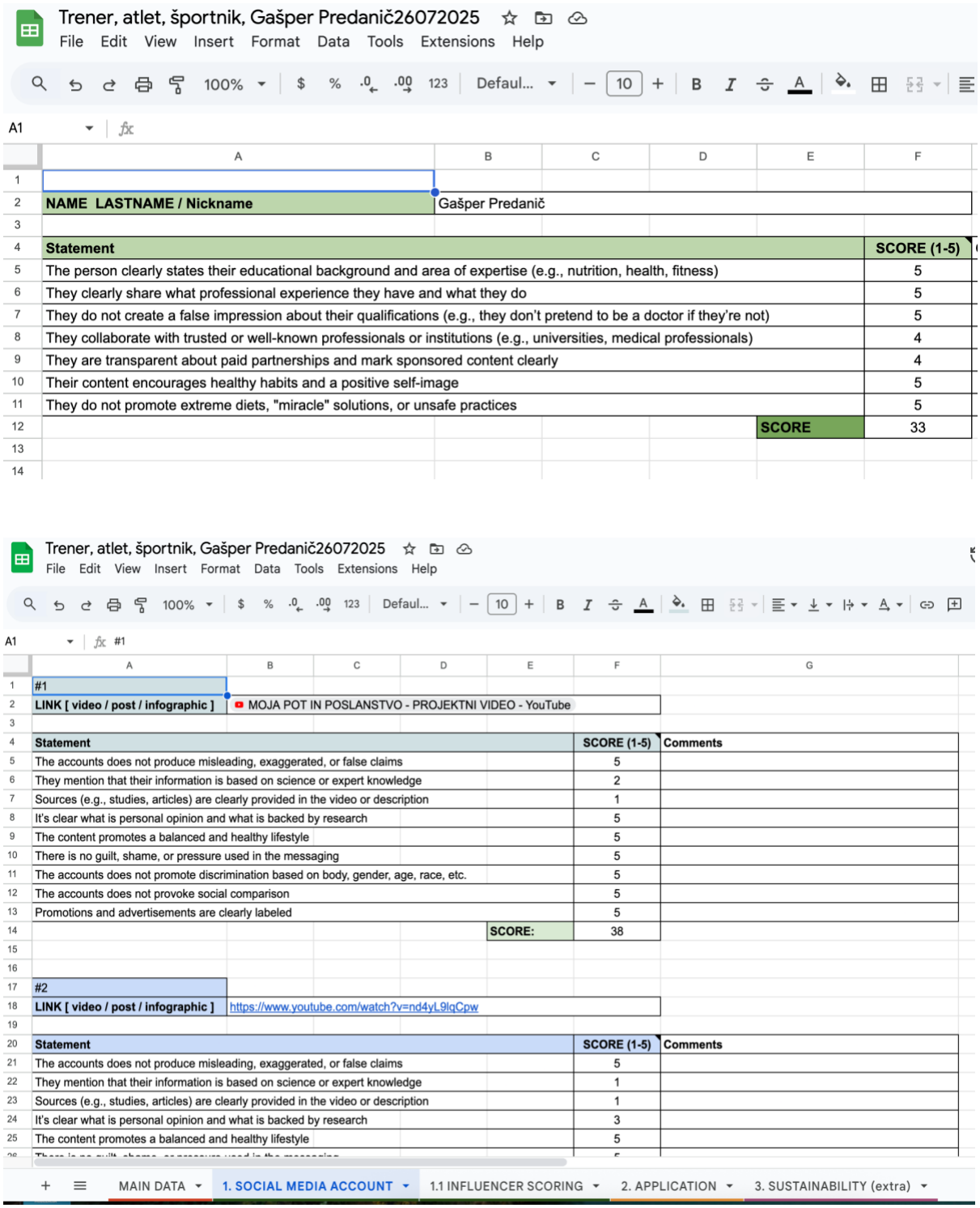

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NAME LASTNAME / Nickname	Gašper Predanič	

Statement	SCORE (1-5)
The person clearly states their educational background and area of expertise (e.g., nutrition, health, fitness)	5
They clearly share what professional experience they have and what they do	5
They do not create a false impression about their qualifications (e.g., they don't pretend to be a doctor if they're not)	5
They collaborate with trusted or well-known professionals or institutions (e.g., universities, medical professionals)	4
They are transparent about paid partnerships and mark sponsored content clearly	4
Their content encourages healthy habits and a positive self-image	5
They do not promote extreme diets, "miracle" solutions, or unsafe practices	5
SCORE	33

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File Edit View Insert Format Data Tools Extensions Help

#1

LINK [video / post / infographic]	MOJA POT IN POSLANSTVO - PROJEKTNI VIDEO - YouTube

Statement	SCORE (1-5)	Comments
The accounts does not produce misleading, exaggerated, or false claims	5	
They mention that their information is based on science or expert knowledge	2	
Sources (e.g., studies, articles) are clearly provided in the video or description	1	
It's clear what is personal opinion and what is backed by research	5	
The content promotes a balanced and healthy lifestyle	5	
There is no guilt, shame, or pressure used in the messaging	5	
The accounts does not promote discrimination based on body, gender, age, race, etc.	5	
The accounts does not provoke social comparison	5	
Promotions and advertisements are clearly labeled	5	
SCORE:	38	

#2

LINK [video / post / infographic]	https://www.youtube.com/watch?v=nd4yL9lqCpw

Statement	SCORE (1-5)	Comments
The accounts does not produce misleading, exaggerated, or false claims	5	
They mention that their information is based on science or expert knowledge	1	
Sources (e.g., studies, articles) are clearly provided in the video or description	1	
It's clear what is personal opinion and what is backed by research	3	
The content promotes a balanced and healthy lifestyle	5	

MAIN DATA | 1. SOCIAL MEDIA ACCOUNT | 1.1 INFLUENCER SCORING | 2. APPLICATION | 3. SUSTAINABILITY (extra)

Figure 1. Evaluation Form

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2.2. Research Strategy

Taking ethical considerations into account, only publicly available accounts and applications with open-access content were included. For mobile apps, the selection was limited to the Google Play Store and the Apple App Store, as both are fully accessible across the EU and Erasmus+ partner countries. For social media, the most widely used platforms were chosen, namely Instagram, YouTube, TikTok, Twitter, and Facebook. Content was reviewed in English and from the six partner countries' languages, using the search terms listed below.

#fitness(Country name or International Country code) #nutrition #healthylifestyle #fit(Country name or International Country code) #personaltrainer #homeworkout #healthyfood #nutritionist #physicalactivity #motivation #fitness content creator #gym influencer #workout coach Instagram #bodyweight training influencer #home fitness trainer #strength training influencer #HIIT workout influencer #female fitness influencer #male fitness influencer #fitness motivation #personal training coach social media #fitness transformation influencer #sport performance coach #nutrition influencer Instagram #healthy food blogger #vegan nutritionist influencer #plant-based diet influencer #holistic health coach #meal prep influencer #dietitian social media #weight loss coach #nutrition content creator #gut health influencer #low carb lifestyle influencer #intuitive eating coach #wellness influencer #healthy lifestyle blogger #mindfulness and wellness content creator #mental health and fitness influencer #self-care coach #well-being advocate social media lifestyle coach #recovery and injury prevention influencer #holistic wellness influencer #sleep and recovery coach

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2.3. Informing the SM Accounts and Apps for Evaluation

As consortium, we decided to inform accounts and apps owners/developers about evolution even though we only evaluated their open-access contents. In this context, below message is developed, and forwarded this below message to them.

Subject: Notification of Profile Evaluation – Opportunity to Receive the "Green Tick" Label

We would like to inform you that your social media profile will be part of a professional evaluation as part of an Erasmus+ Sport Project (funded by the EU), which is an international initiative aimed at promoting high-quality and trustworthy content in the fields of sports, health, and nutrition.

The purpose of this evaluation is to ensure transparency, professionalism, and ethical integrity among influencers, content creators, and digital tools that impact public opinion—particularly among younger generations. Through this initiative, we aim to provide clear guidance on what is considered appropriate and responsible content in these fields.

The assessment will cover the following areas:

- **Your role as an influencer** – including your qualifications, affiliations with institutions, legal compliance, and transparency in partnerships.
- **Your social media content** – its reliability, accuracy, inclusivity, and overall impact.
- **Digital applications you promote or use (if applicable)** – focusing on data protection, safety, scientific accuracy, and support for healthy habits.

Note on the evaluation process:

The assessment will be based exclusively on publicly available content from your profile (such as posts, videos, descriptions, and public information about partnerships). This is a professional, non-intrusive review conducted as part of an EU-funded project, with the aim of recognizing and supporting creators who contribute to trustworthy, inclusive, and health-promoting digital communication.

Your participation in the process is not mandatory, but we warmly encourage you to engage actively—receive feedback, enhance your content, and join a growing network of recognized creators with the Green Tick label.
Following the evaluation, your profile will be assigned one of the following statuses:

✅ **Green Tick** – fully meets all key criteria.

⚠ **Needs Improvement** – some areas require enhancements.

❌ **Rejected** – Does not meet minimum requirements, and significant gaps

If your profile does not immediately qualify for the Green Tick, you will receive specific recommendations on how to improve and meet the required standards. That's how you can make your way onto the Green Tick list.

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3. Findings

Green Tick consortium, consisting of seven partners from 6 countries (Türkiye, Greece, Italy, Spain, Slovenia, and Portugal) systematically examined social media accounts and smartphone application related to diet, health and sport.

3.1. Analysis by Categories (Social Media & Apps)

Since there are more social media accounts focused on diet, health, and sports than on application-related topics in the digital world, the number of evaluations reflected this difference. The proportion of outcomes, such as the approval rates for social media accounts and applications, was relatively similar.

Category	n	Approved (A)	Need Adjustments (NAM)	Rejected (R)	A %	NAM %	R %
Application	263	109	94	60	45.7	49.4	4.9
SM Account	692	345	278	69	49.8	40.2	10
Total	955	454	372	129			

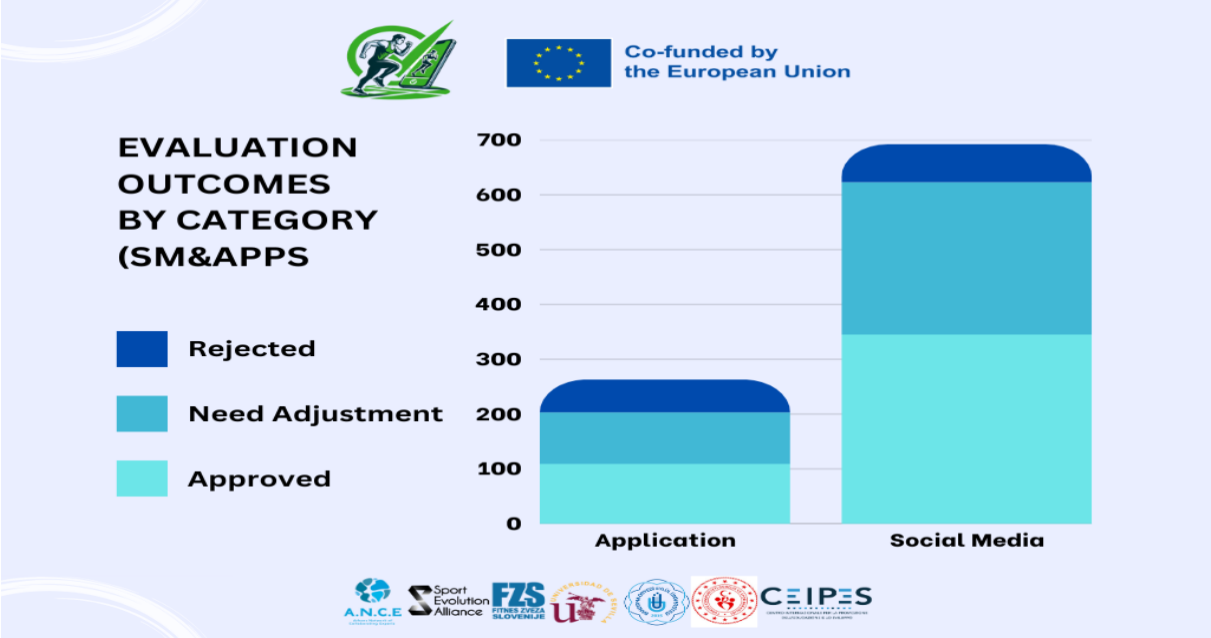

Figure 2. Evaluation Outcome by Category

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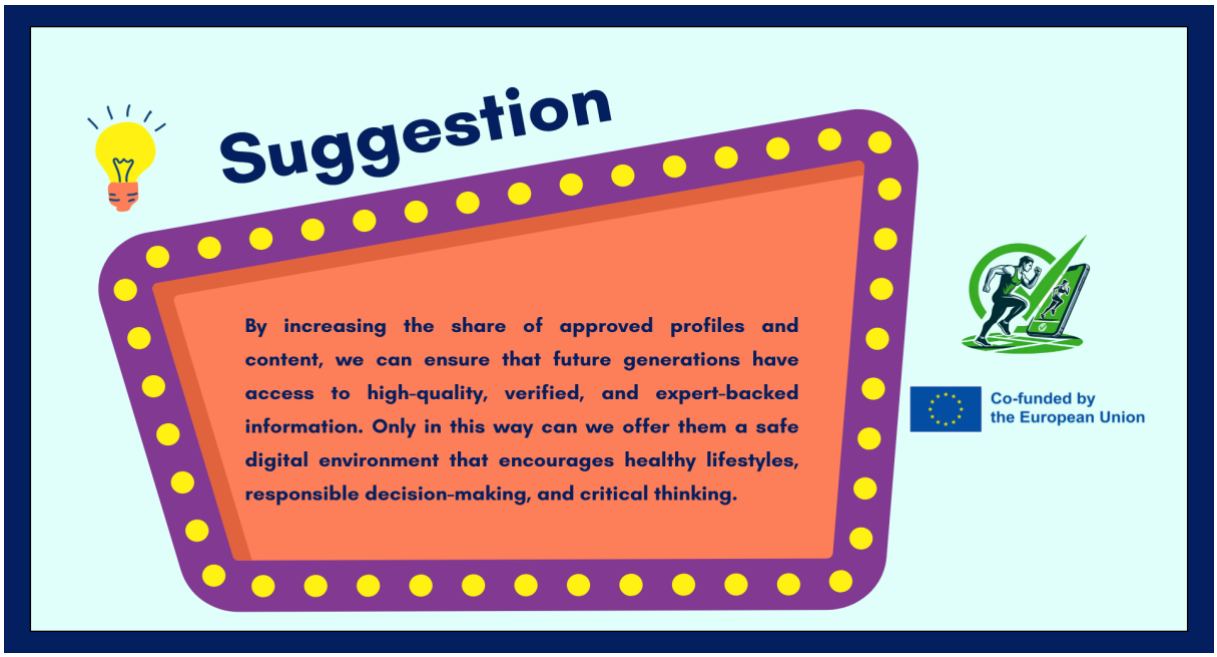
In today's digital world—where social media and apps are the primary source of information for young people—it is crucial to provide them with a safe and reliable environment. The analysis results are quite concerning: in the areas of health, sport, and nutrition, social media achieves only about 52% approvals, with roughly 6.5% of content rejected. Even more alarming are the figures for apps, where less than half(47.31%) of content is approved, 49.23% requires adjustments, and 3.46% is entirely unsuitable. On average, this means that only about half of the content regardless social media and digital application in these fields is appropriate, credible, and professionally supported. The other half is either questionable or even misleading. Given that research shows that almost half of young people directly modify their health behaviours because of engaging with social media content (Goodyear et al., 2018) the abundance of questionable or misleading digital content concerning diet, health, and sport poses substantial risks, including the development of health issues, eating disorders, and injuries, alongside broader psychological and well-being challenges.This further underscores the urgency of establishing a system, for verifying and certifying content, as envisioned by the Green Tick project.



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3.2. Analysis by the Fields

The Green Tick project, and consequently this report, concentrates on three interconnected areas: diet, health, and sport. Particular emphasis is also placed on sustainability within these fields.

Domain	n	Approved (A)	Need Adjustments (NAM)	Rejected (R)	A %	NAM %	R %
Diet	286	148	120	18	51.75	41.96	6.29
Health	314	180	112	22	57.32	35.67	7.01
Sport	298	115	168	15	38.59	56.38	5.03
Sustainability	57	22	8	27	38.6	14.04	47.37
Total	955	465	408	82	48.69	42.72	8.59

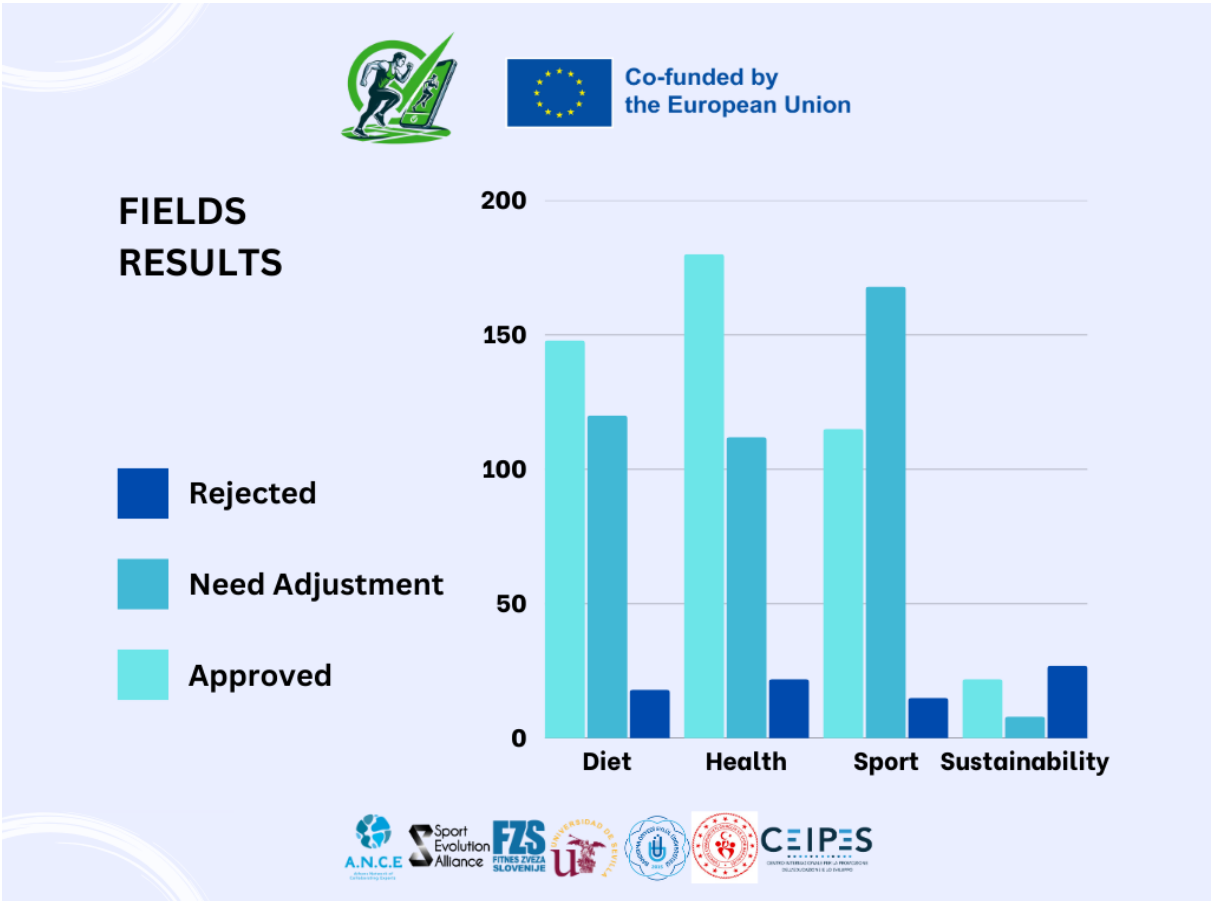

Figure 3. Analysis by the Fields

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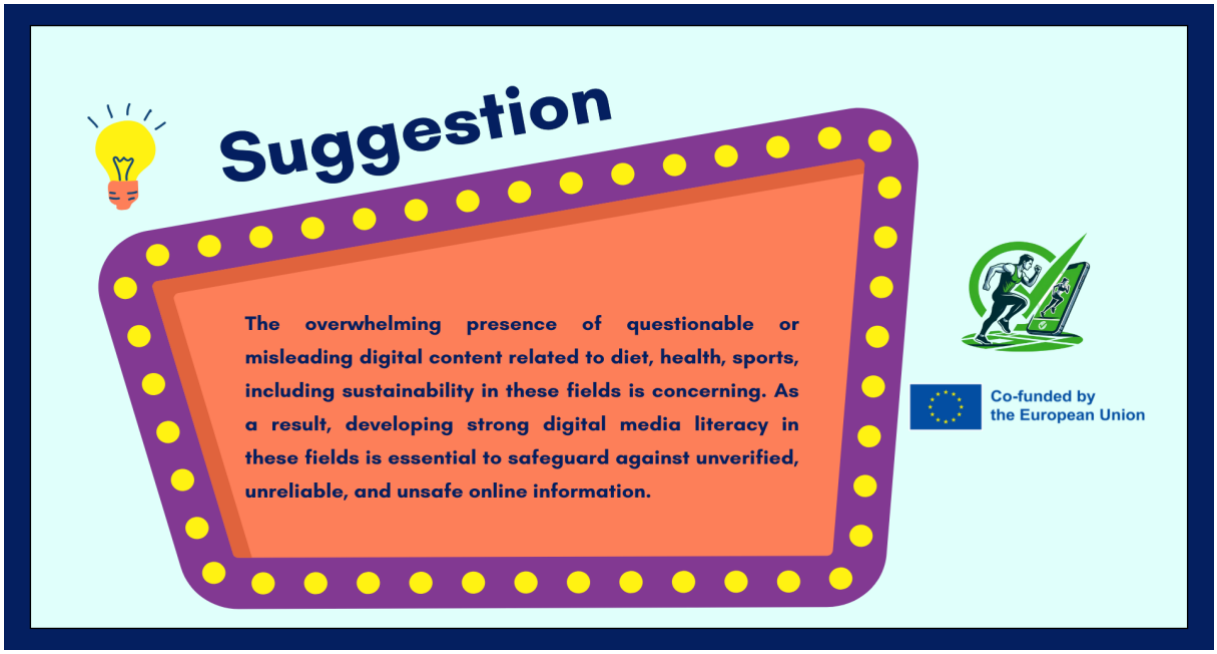
The analysis of content across individual domains clearly shows that there are significant differences in the quality of information that young people and users receive daily through social media and apps. The health and diet domains stand out as the most reliable, achieving the highest approval rates—57.3% for health and 51.7% for diet. This indicates that these areas contain relatively more professionally supported and verified content, although the situation is still far from satisfactory. In sport, the analysis shows a larger share of content that requires adjustments (56.3 %), suggesting considerable room for improvement—content is often not sufficiently clear, comprehensive, or professionally validated.

What is particularly concerning is the state of the sustainability domain which, despite some approved content, also records by far the highest rejection rate (47.3%). This suggests that sustainability practices and environmental responsibility are frequently accompanied by inadequate or even misleading information, which can lead users to poor decisions. In summary, these results confirm the importance of systematically verifying the quality of digital content and establishing clear standards for awarding the Green Tick label. Only in this way can we ensure that young people have access to reliable information and avoid misleading content that could harm their health, the environment, or their lifestyle.



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3.3. Analysis by Countries

The Green Tick project is being implemented across six countries—Greece, Italy, Portugal, Slovenia, Spain, and Türkiye (Coordinator). This report also includes an assessment of international social media accounts and mobile applications focusing on diet, health, sport, and sustainability within these areas.

Country	n	Approved (A)	Need Adjustments (NAM)	Rejected (R)	A %	NAM %	R %
Greece	93	27	62	4	29.03	66.67	4.3
International	234	106	112	16	45.3	47.86	6.84
Italy	133	91	26	16	68.42	19.55	12.03
Portugal	106	76	19	11	71.7	17.92	10.38
Slovenia	111	70	37	4	63.06	33.33	3.6
Spain	130	60	67	3	46.15	51.54	2.31
Türkiye	148	35	85	28	23.65	57.43	18.92
Total	955	465	408	82			

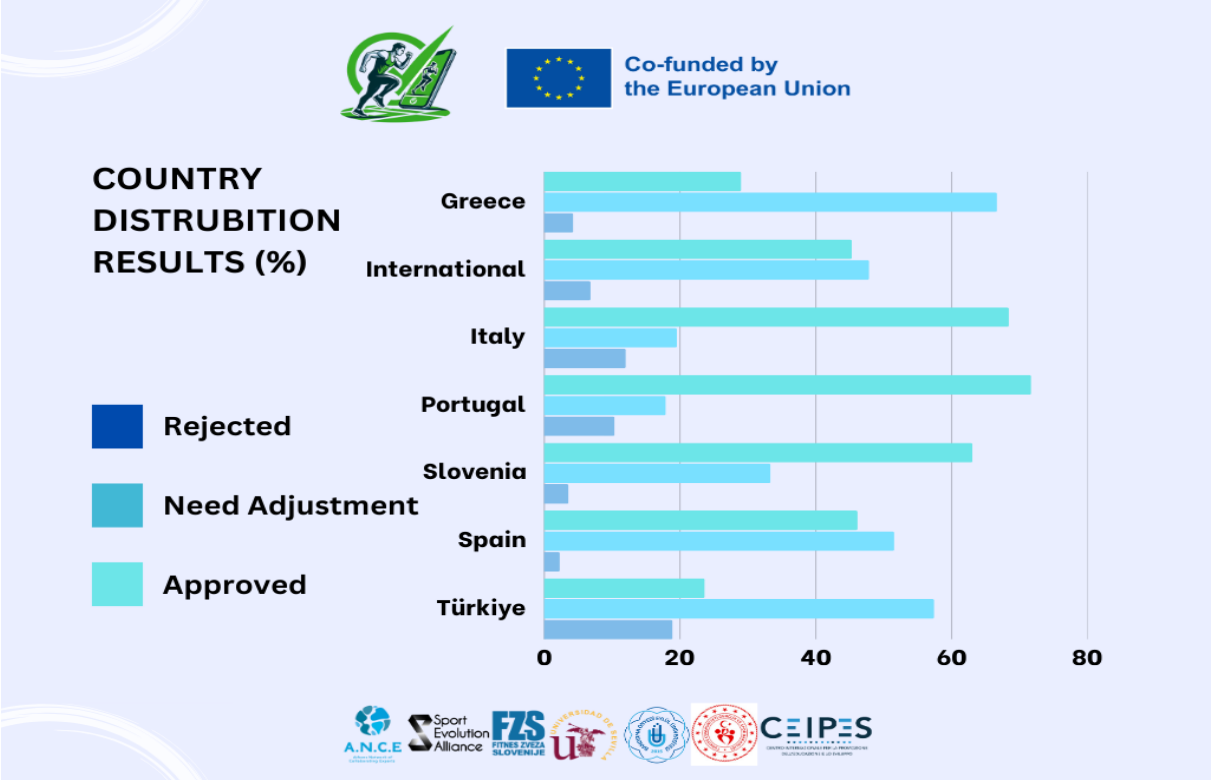

Figure 4. Country Distribution for Evaluation

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The analysis of content related to health, sport, diet, including sustainability in these fields clearly shows large differences between countries. These differences are likely the result of varying quality standards, access to expert sources, and local practices in creating digital content. The figure below illustrates how the countries compare in this evaluation. Turkey and Greece display similar patterns, while Italy and Portugal align closely with one another. Spain's results are close to the international average, whereas Slovenia performs better than the international benchmark but still falls short of the top-performing countries.

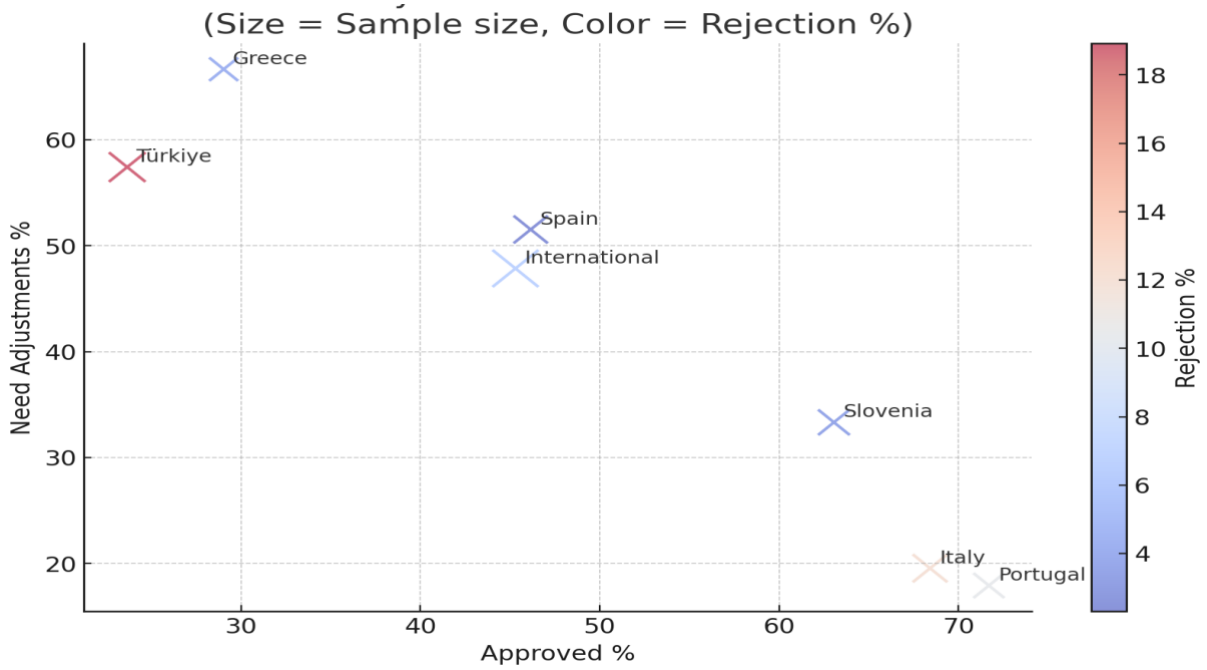

Figure 5. Bubble Chart for Countries

However, it is worth to note that the evaluation of social media accounts and apps was carried out by staff members of each partner organisation as a single review rather than through peer review, due to financial, time, and language constraints. This inevitably introduces a degree of subjectivity into the process, even though the evaluation form was jointly developed and internal training for evaluators was provided. To ensure greater objectivity in future assessments, the adoption of a peer review process will be necessary.

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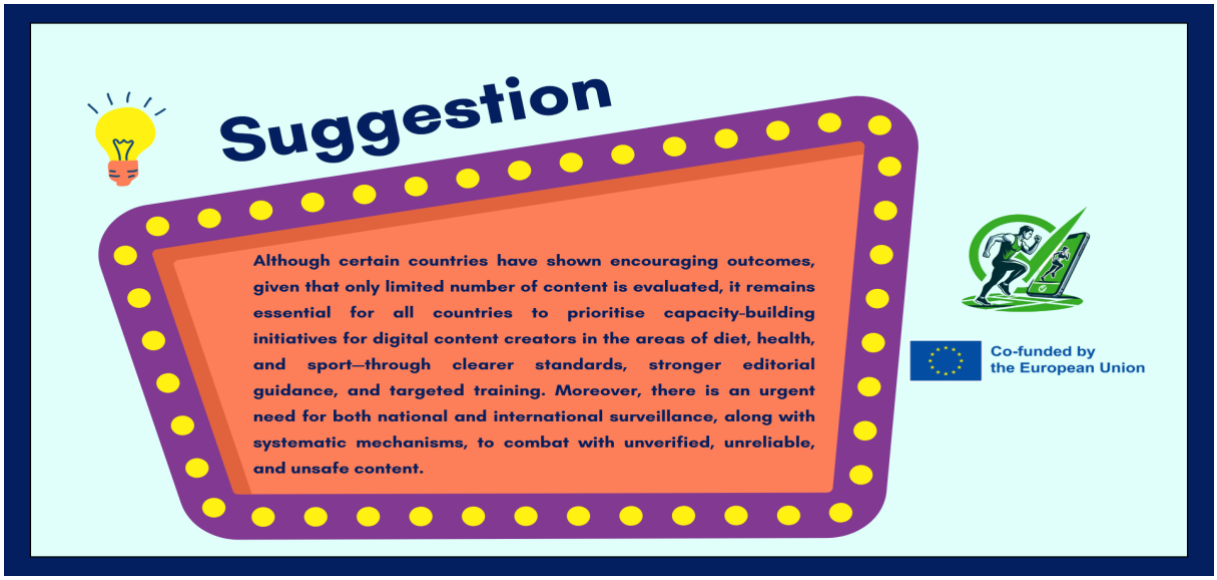
Italy and Portugal stand out as the strongest examples, achieving approximately 70% approvals. This means that content from these countries mostly meets professional criteria, is mostly verifiable, and offers users a high level of reliability. These results point to effective approaches to digital content creation and greater creator awareness of the importance of information quality. In contrast, Greece and Türkiye record the lowest approval rates—Greece 29% and Turkey only 23%. In these two countries, most content is therefore either questionable or inadequate. Particularly noteworthy in Greece and Türkiye is that more than half of digital contents require adjustments, indicating that posts are often incomplete, insufficiently supported by expertise, or misleading.

Slovenia ranks above average, with 63% approvals. The content is relatively high quality, but there is still considerable room for improvement, especially in terms of consistency and completeness of the information presented. Lastly, although some countries show strong results such as Italy and Portugal, Spain, and international evaluations reveal that, on average, fewer than half of the digital content in these fields are deemed acceptable (45%). Put differently, over half of the digital content is often incomplete, lacking sufficient expert backing, or potentially misleading.



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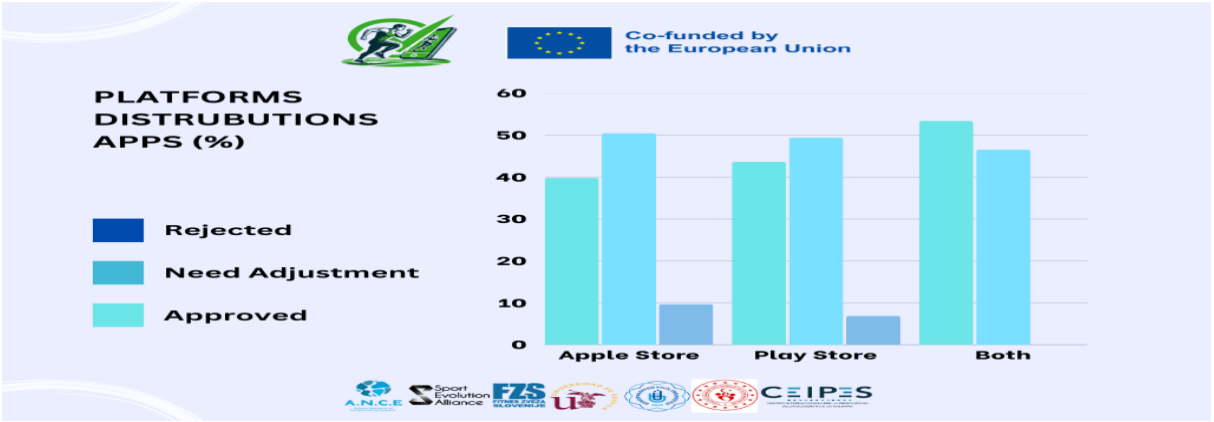
3.4. Analysis by Platforms

While the two main mobile application platforms several most common social media platforms were selected for analysis.

Platform	n	Approved (A)	Need Adjustments (NAM)	Rejected (R)	A %	NAM %	R %
Apple Store	103	41	52	10	39.81	50.49	9.70
Play Store	87	38	43	6	43.68	49.42	6.9
Both	73	39	34	0	53.42	46.58	0.0
Instagram	275	135	116	24	49.09	42.18	8.73
YouTube	113	50	54	9	44.25	47.79	7.96
Facebook	89	54	29	6	60.67	32.58	6.75
Twitter	80	46	23	11	57.5	28.75	13.75
TikTok	135	60	56	19	44.44	41.48	14.08
Total	692	345	278				



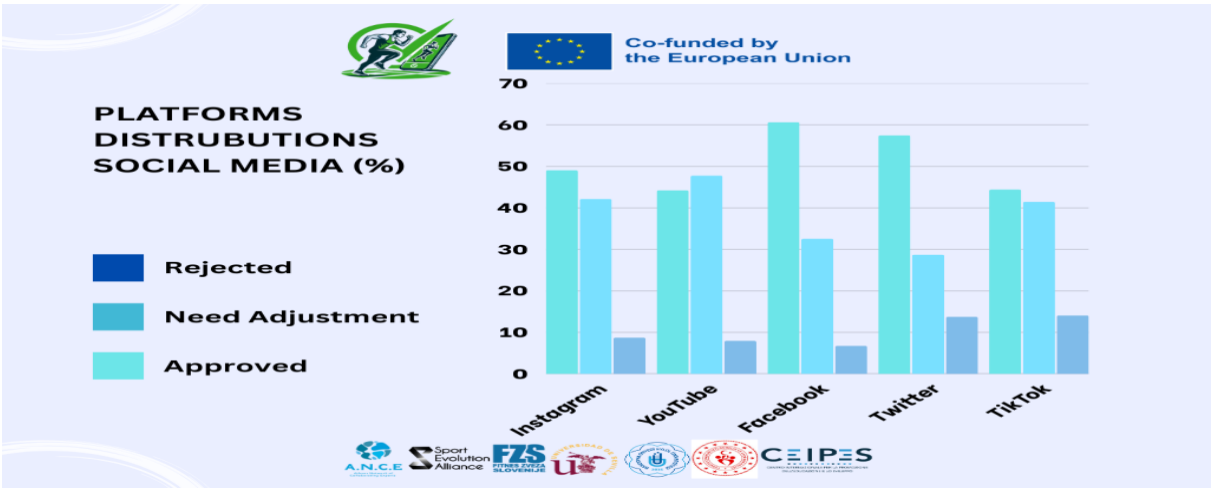


Figure 6. Evaluation of Platforms (Apps & SM)

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The analysis of digital content by platform reveals differences in the quality, reliability, and professional backing of information that users receive via apps and social media platforms. Results shows that social media platforms show a higher approval rate overall compared to apps. However, they also require more adjustments and face a greater level of rejection than app-based content. Regarding app stores, both platforms show very similar results, indicating comparable app quality in the areas of health, sport, diet, and sustainability. Unsurprisingly, apps available on both platforms demonstrate greater reliability, with content that is more verifiable and secure. Approximately 40% of content in apps is approved, while almost %50 content requires adjustments, indicating that apps often contain incomplete or insufficiently substantiated information.

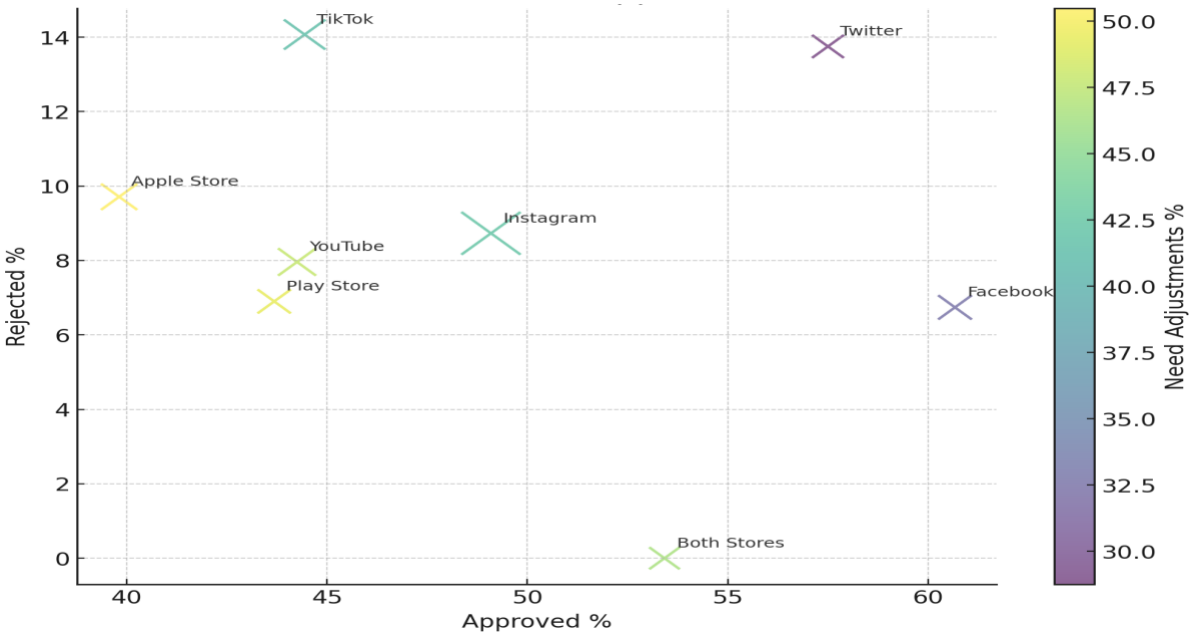

Figure 7. Bubble Chart for Platforms

On average, in the case of social media, slightly over half of content is approved, while nearly 40% requires adjustments, and more than 10% was considered significantly risky and therefore rejected during evaluation. That said, the differences in content quality are even more pronounced.

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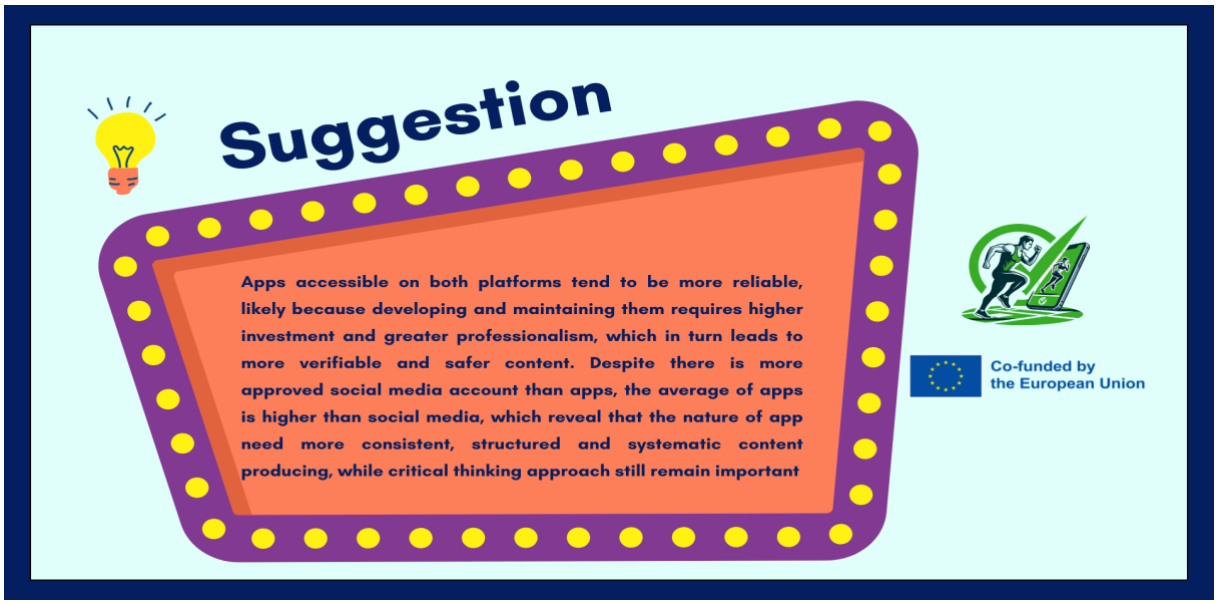
Facebook and Twitter stand out with the highest approval shares, meaning most verified content on these platforms meets solid professional standards and is suitable for broader use. This also suggests better-structured content-checking mechanisms or greater accountability among creators. Instagram achieves roughly 50% approvals. While this is relatively good, nearly half of the content remains questionable. This is particularly concerning because, alongside TikTok, Instagram is one of the most widely used platforms among young people, which increases the risk of spreading unverified information about health, diet, and sport. YouTube records around 45% approvals, placing it among the platforms with lower reliability together with TikTok. A large share of content requires adjustments or rejection, which reflects the challenges of a video-based platform where quality control is often more difficult—also because videos are longer. TikTok also shows the highest level of rejection compared to all other platforms, whereas Facebook—the oldest among them—records the lowest rejection rate. Although the overall rejection rate appears relatively low (approximately %9), there is still a substantial share of content requiring adjustments (%42) for both social media and apps. Given that we do not know the extent to which participants engage with which content, the widespread availability of questionable or misleading content poses considerable health risks.



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4. Interpretation of Feedback Given to SM Accounts/Apps

There were more than 150 individual comments and feedback entries collected for evaluation, provided in the relevant languages. While a fully systematic and comprehensive analysis of this qualitative data was not possible, a summary is presented below to offer insights into the nature of digital content on diet, health, and sport across the examined platforms. This summary is provided under the 6 titles

1. ***Need for Scientific Credibility***

- The most frequent comment highlights the lack of references to scientific research, peer-reviewed sources, or expert collaboration.
- Users consistently request more science-backed information, citations, and transparent sourcing across both social media and apps.

2. ***Transparency of Expertise***

- Both SM accounts and apps fail to provide details about educational background, professional qualifications, or collaborations with experts.
- This lack of clarity undermines trust and raises concerns about reliability.

3. ***Content Quality and Structure***

- **Apps**: Often more structured and systematic, but many still lack tutorials, educational depth, or peer-reviewed grounding.
- **Social Media**: While accessible and motivational, content is frequently anecdotal, promotional, or entertainment-driven, with limited evidence-based support.

4. ***Commercialisation and Promotional Bias***

- Several comments note that channels or apps serve primarily to **promote products/brands** (supplements, apparel, cosmetics) without clearly indicating.
- Promoting products/brands often at the expense of informative, educational, or balanced content, which is quite concerning

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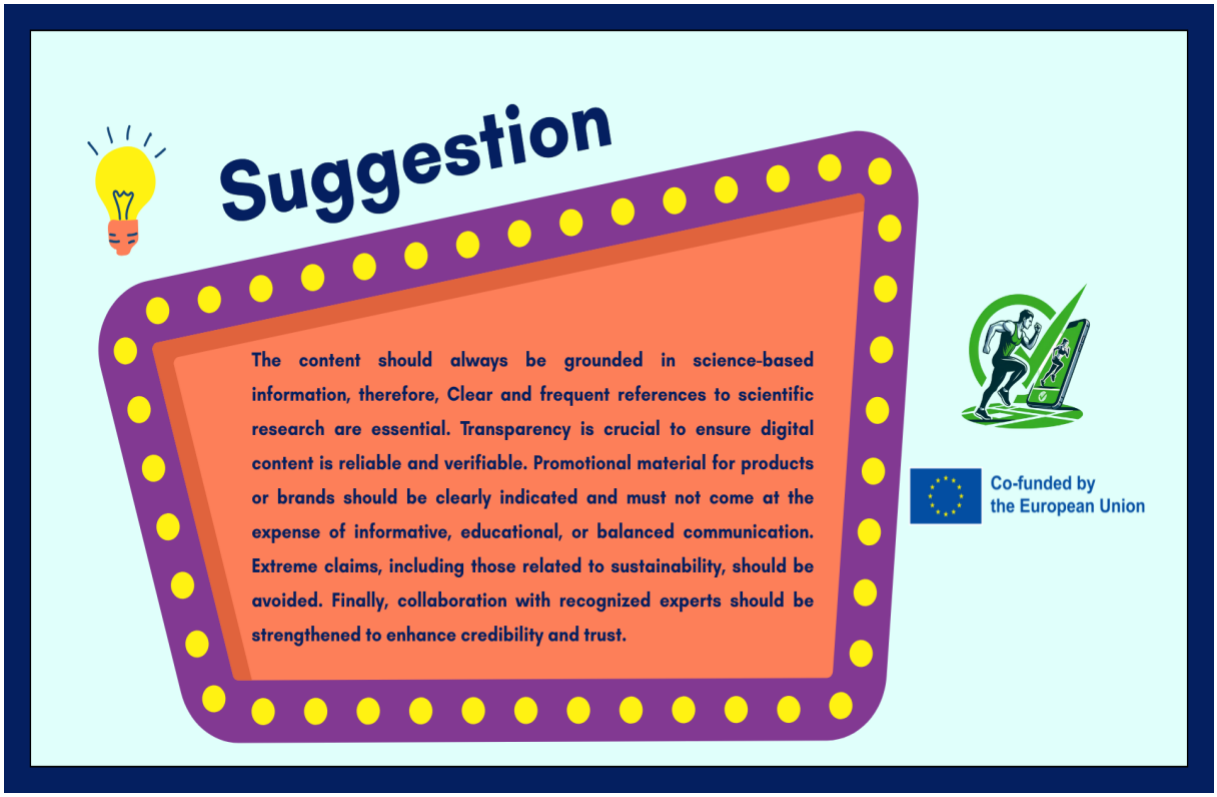
5. ***Sustainability and Safety***

- Unsafe/misleading practices remain a concern for sustainability-oriented content, therefore, clearer safety guidance is needed particularly for extreme claims

6. ***Engagement and Professionalism***

- Positive mentions highlight accounts that collaborate with recognized experts, provide transparent qualifications, or use credible studies.
- Weakly active or poorly curated profiles (few videos, no verification) were rated low and often “rejected.”

In summary, significant SM accounts and apps (approximately %50) demonstrate professionalism, cite studies, collaborate with experts, and present structured, concise content. However, the majority lack transparent credentials, rely on anecdotal or promotional content, and provide little scientific grounding.



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5. Proposed Improvements

The analysis indicates a clear pattern: greater willingness to cooperate is associated with higher content quality. This opens opportunities for strategies focused on increasing creator engagement:

Encouraging proactive communication

• In countries with low response rates, communication should be strengthened and the benefits of the Green Tick label clearly presented to creators.

• Greater awareness can increase willingness to collaborate, which in the long term translates into more competent content.

Using best-practice countries as models

• Portugal and Italy can serve as examples of good practice, as they combine a high share of quality content with a positive attitude among creators.

• Organising workshops, webinars, training and exchanges of experience between countries could improve outcomes where content quality is weaker.

Linking content competence to positive reputation

• Profiles that receive the “Green Tick” label can use it as a trust signal and added value for their audience. This motivates creators to engage actively and improve the quality of their content.

Targeted support for challenging areas

• For Greece and Türkiye, it would be sensible to develop targeted campaigns aimed at increasing responsiveness and improving digital literacy.

Proposed methodological improvements:

• Adapt the checklist to different influencer styles and split questions by domain (diet, health, sport, sustainability).

• Involve subject-matter experts from each domain for more detailed content evaluation.

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- Peer review helps minimise subjectivity in evaluations, thereby enhancing the objectivity of the findings.
- Use AI to verify references, detect claims, and semi-automate fact-checking.

5. Conclusion

The analysis of content in the areas of health, sport, nutrition, and sustainability clearly shows that the quality of information on digital platforms is uneven and often insufficient. On average, only about 50% of content is competent, meaning the other half is questionable or inadequate. While social media receives more approvals overall, apps show a higher average, reflecting more structured and verifiable content policies. Nevertheless, sponsorship policies, commercial interests, limited expertise, and weak control mechanisms against misleading or questionable content continue to pose risks for both platforms. The best results come from Portugal and Italy, where content is of the highest quality and creators also show the greatest willingness to cooperate. In contrast, Greece and Türkiye stand out for the lowest share of approved content and low creator engagement. Among social networks, Facebook and Twitter achieve the highest approval shares, while Instagram, YouTube, TikTok and apps in the Apple Store and Play Store show a larger share of incomplete, questionable, or unsuitable content. The results confirm that, to ensure a safe digital world, it is essential to:

- Increase the share of verified and approved content,
- Encourage creators to collaborate, and
- Establish clear quality standards through the Green Tick label.

Therefore, continuing and expanding the Green Tick project is of crucial importance. The project offers an opportunity to establish robust quality frameworks on the basis of which online content will be evaluated, trustworthy profiles prioritized, and users given access to safe, professionally supported, and verified information.
Only in this way can we, in the long term, create a reliable digital environment and enable younger generations to use the web responsibly.

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