Interreg Euro-MED

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4th Call Thematic Projects

Communication Meeting
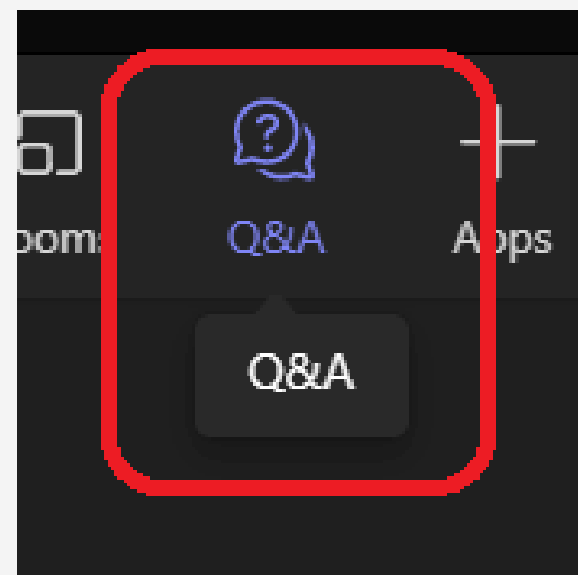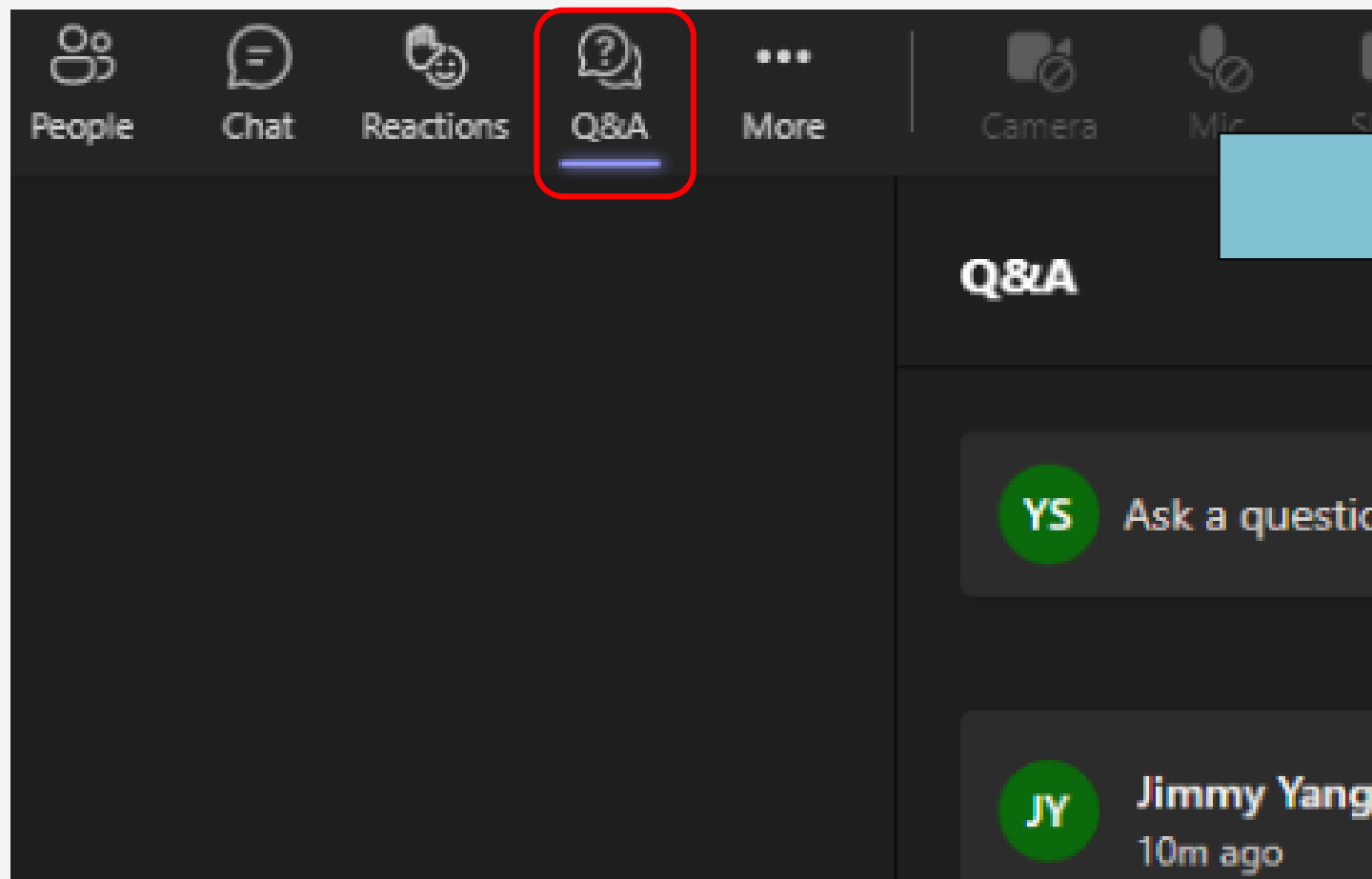
22nd April 2025

Online

Agenda

10h00 – 10h05	**Meeting objectives and overview**
10h05 – 10h30	**Communication obligations**
	Branding
10h30 – 10h50	**Website**
10h50 – 11h05	**Basecamp**
11h05 – 11h30	**Communication strategy**
11h30 – 11h50	**Content recommendations** **- best practices** **- calendar and ideas**
11h50 - 12h00	**Next steps (TM)**

The Communication team

Olga

Communication manager

omazzolini@maregionsud.fr

Céline

Communication officer

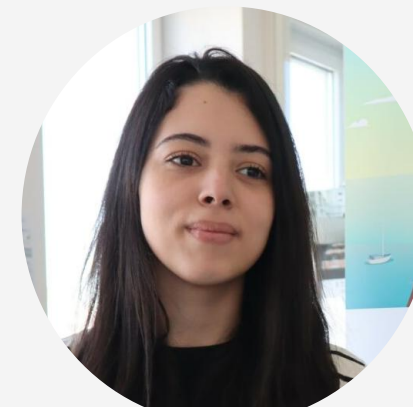clievre@maregionsud.fr

Thibaud

Communication officer

tmarijn@maregionsud.fr

Florian

IT manager

fjacquet@maregionsud.fr

Farah

IVY Volunteer

Rules & obligations

Communication obligations

- **Partners websites:** a short description of the project including its aims and results, budget, logo.

- Partners premises: a **project poster** at least in A3 size.

- **Use the project logo** (provided by the Programme) **on all project materials**.

- If other logos, **the Union emblem** shall have at least the same **size**, in height, as the biggest of the other logos.

Communication obligations

- A project **communication strategy**.

- A project **video** presentation.

- A project **media kit**

- **Goodies** must be validated by the JS to be considered an eligible expense.

- **Billboards/plaques** for infrastructure or equipment.

Available materials

The Programme provides for each project:

- 1 logo (in all different versions, updated on basecamp)
- [1 poster template](#)
- [1 billboard template](#)
- 1 media kit layout on website
- 1 website
- [Basecamp tool](#)
- [Communication strategy guidelines](#)
- [Video storytelling guidelines](#)

Branding

The Programme Name

Correct
Interreg Euro-MED

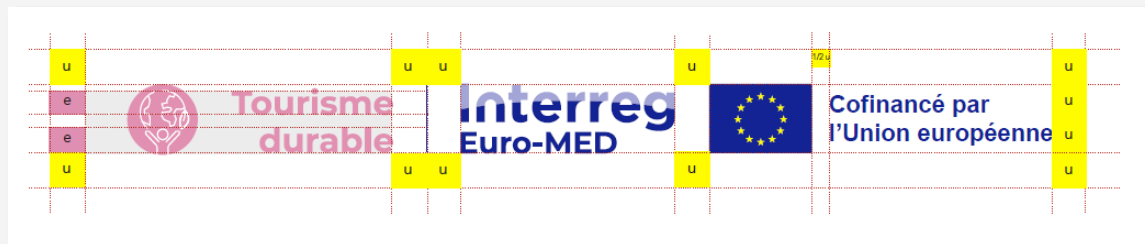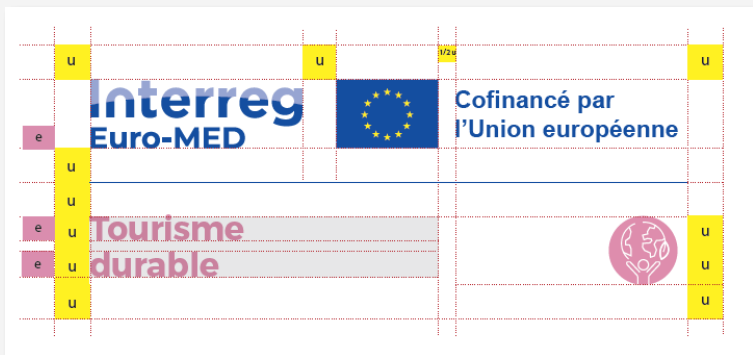| Incorrect			
EUROMED	Euro – MED	interreg med	Euro MED	Euro–MED
EURO MED	med	INTERREG MED	Interreg MED	MED
Euromed	Med	Euro-med	EuroMED	Euro med

The Project Logo

When to use the project logo?

On all communication materials

- printed publications: reports, brochures, newsletters, studies, articles, etc.
- audio-visual: videos, audio podcasts
- digital or electronic materials (websites, videos, etc.)
- events (PPT presentations, agenda, conference material)
- stationery and office materials
- promotional goodies

When not possible (e.g.: scientific & press articles) explicitly mention the contribution from the Programme & the EU co-financing.

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How to use the project logo?

What if there is another logo?

If other logos are displayed in addition to the project logo, the **EU flag** shall have **at least the same size**, measured in **height**, as the biggest of the other logos.

Incorrect uses

THE TESTMED PROJECT

2nd Steering committee

Brussels, 19th February 2025

Use the project logo, not the mission one!

Sustainable tourism | Interreg Euro-MED | Co-funded by the European Union

Project name | Interreg Euro-MED | Co-funded by the European Union

Mission colours and icons

CMJN 89 / 18 / 0 / 0
RVB 0 / 145 / 218
HEX #0091DA
PANTONE 2192 C

MISSION 1 :
STRENGTHENING AN INNOVATIVE SUSTAINABLE ECONOMY
RENFORCER L'ÉCONOMIE DURABLE INNOVANTE

CMJN 0 / 32 / 100 / 0
RVB 242 / 169 / 0
HEX #F2A900
PANTONE 130 C

MISSION 2 :
PROTECTING, RESTORING AND VALORISING
NATURAL HERITAGE
*PROTÉGER, RESTAURER ET VALORISER
LE PATRIMOINE NATUREL*

CMJN 84 / 0 / 59 / 0
RVB 0 / 179 / 136
HEX #00B388
PANTONE 399 C

MISSION 3 :
PROMOTING GREEN LIVING AREAS
PROMOUVOIR LES BASSINS DE VIE VERTS

CMJN 4 / 51 / 7 / 6
RVB 213 / 146 / 170
HEX #D592AA
PANTONE 507 C

MISSION 4 :
ENHANCING SUSTAINABLE TOURISM
AMÉLIORER LE TOURISME DURABLE

Interreg Euro-MED font

Poster Template

Each partner MUST place a **poster** or equivalent electronic display:

- Clearly **visible to the public**

- **Minimum size A3** must be respected

- **Monserrat font** must be used (download it here);

- **Project logo**, **icon and colour** must be used

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Poster template

- A **poster template** is available on the Programme website:

- **Select the mission template** your project belongs to (look at your icon colour!)

Use professional printing for better quality posters!

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Your poster must contain

The project logo

Short project description

Project key figures including EU funding

Update website and social

PROMOTING GREEN LIVING AREAS

PROJECT NAME

OUR PROJECT

Interreg odit **evelluptum sollore quos** id mini con labo coupcusdae cus dest verepudam nonsequ magniamet liqui officil icaborit labo. Giae cus etum repellama tiassimin et vendio. Itatatem evenda quia nis dempell orepele storit et optium apis serum **eum cones eos exceatet etdfao** a conta perumen dandant magnigque idu rem ndolorporro magnima gnimagnatur sedionsenis dolum midolori saouin rem si ditatemqui endantio et**, volut ent autem fugitatem harit fugit**, ant eos minimin doluptatio maio que venihil luptatibus minisit, et ma plaut hilibus voluptas.

Total budget	Project duration	Interreg Funds
€ 000 000	XX months	€ 000 000

PROJECT PARTNERS

InterreModit evelluptum sollore · quos id mini cusdae cus · dest verepudam nonsequamet · liqui officil icaborit · labo ciae · cus etum repella tiassimin et vendio · Itatatem evenda quia · nis dempell orepele · storit et optium apis · serum eum cones · eos exceatet et a con perumen · ad · atempos endantio et · volut ent autem fugitatem harit fugit · ant eos minimin · cipsantes reium doluptatio

Visit our website www.interreg-euro-med/xxxxxxxxxxx.eu   Follow us on our social media

Social media

1. Social media without a banner image (like Instagram): option 1, with **full brand**.

2. Social media with banner image (like FB): option 2, with the Interreg logotype and the project name. *This is permitted for as long as you include the full brand in the social media banner image, as shown in the examples.*

Social media
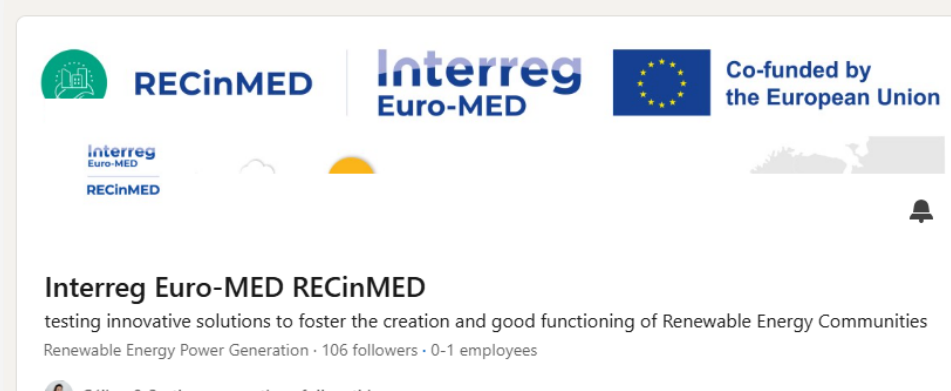
Billboards template!

If your project involves an investment in infrastructure, it will have to display a billboard.

→Billboard guidelines and template

Durable **plaques** or **billboards** must be affixed by all projects whose total funding exceeds 100,000€ and have an investment or purchase of equipment.

Art. 36 c REGULATION (EU) 2021/1059

Where?
On a visible location so public can acknowledge the support of the UE.

When?
As soon as the physical **implementation of the infrastructure** or the purchase of equipment **starts**.

What?
Key information on the project has to be provided to ensure transparency.

How?
There is no obligation on material (as long as it is **durable** and resistant, enabling long-lasting display) and format (horizontal or vertical).

The objective

→ To inform the public about a given action that has received financial support from the EU.

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Promotional items

All promotional items **must be expressly accepted by the JS before printing** and branded with the project logo.

- They are **necessary to reach one of the defined target groups** and objectives.

- They are **eco-friendly**.

The JS will assess the compliance with those criteria on a case-by-case basis.

Cost related to promotional items **not expressly accepted** by the JS is considered a **non-eligible expenditure**.

Promotional items

→ https://interreg-euro-med.eu/en/express-approval/
(you need to be logged in in to the Programme website)

Promotional items

Project partner concerned *(Required)*

Who will be bearing and claiming the expenditure?

You require validation for: *(Required)*

☐ General branding
☐ Goodies

Goodies: pen, notepad, water bottle, tote bags, usb key... / General branding: rollup, letterhead, ppt model, agenda template, leaflet, poster...

General branding: use this section to ask for **Branding Deliverables** validation

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Where to find communication guidelines?
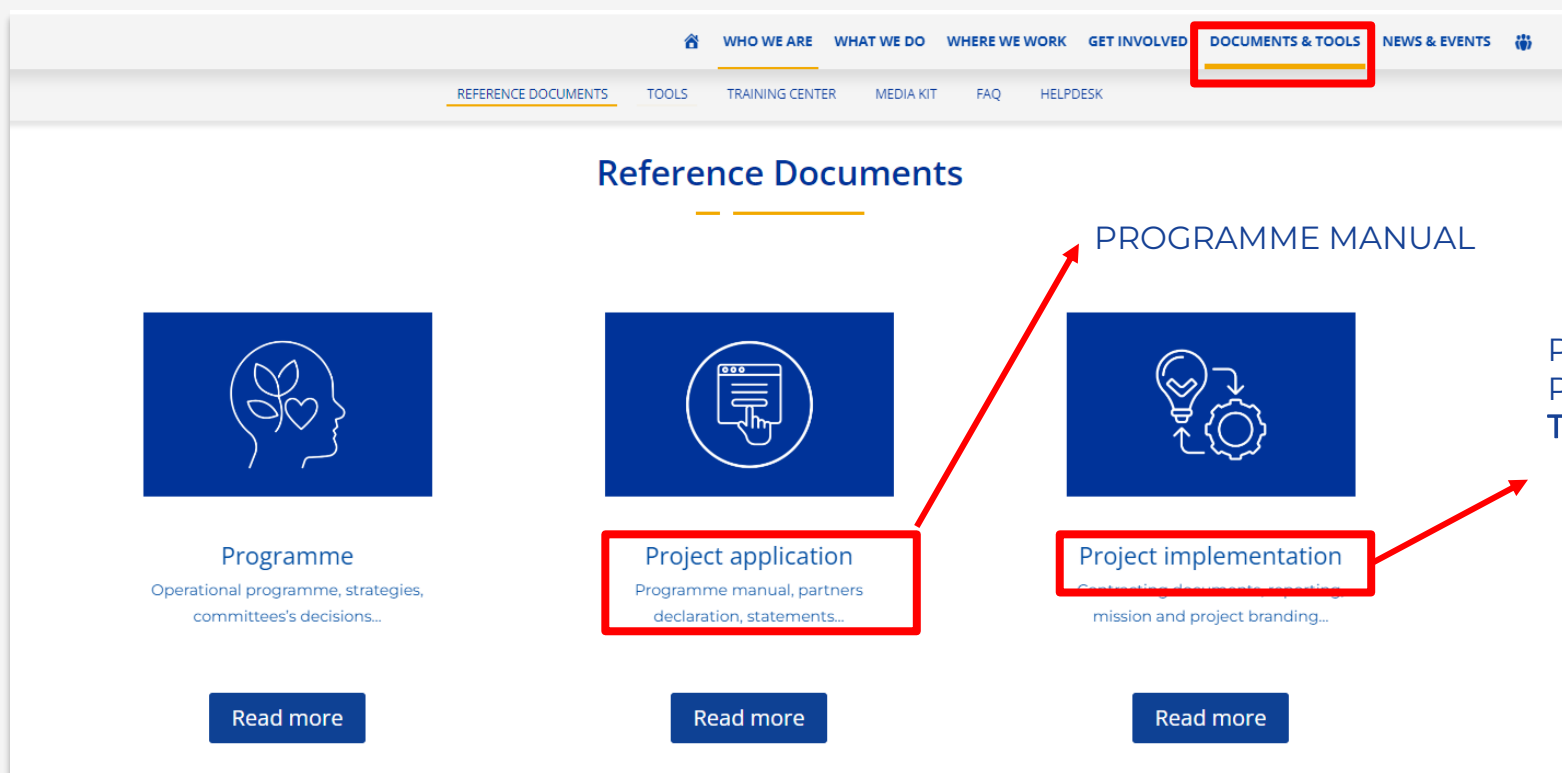
The Project Brandbook

THEMATIC PROJECTS BRANDING

Projects logos and icons

Project logos are provided by the Programme to each project in all the available versions and must not be changed under any circumstances.

Before using the project logos, *read carefully* the ☁ **Thematic Project Brand book**.

§ Download mission icons

Poster template

Before using the poster template, please read the ☁ thematic project poster guidelines.

Download the template: § Innovative sustainable economy – § Natural heritage – § Green living areas – § Sustainable tourism

Billboards and plaques templates

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Where to find communication guidelines?

- **Programme manual**

III. Financial Issues
   A. Eligiblity of expenditure
     viii. Project branding and information and publicity rules

V. Annexes
F. Graphic identity of projects

- **Website – Document and tools**

Project implementation
Projects communication

- **THEMATIC PROJECTS BRANDING**
Brandbook, Poster templates, Billboards template

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Questions & answers

Your website

Content Management System

- Most popular CMS platforms

- User friendly
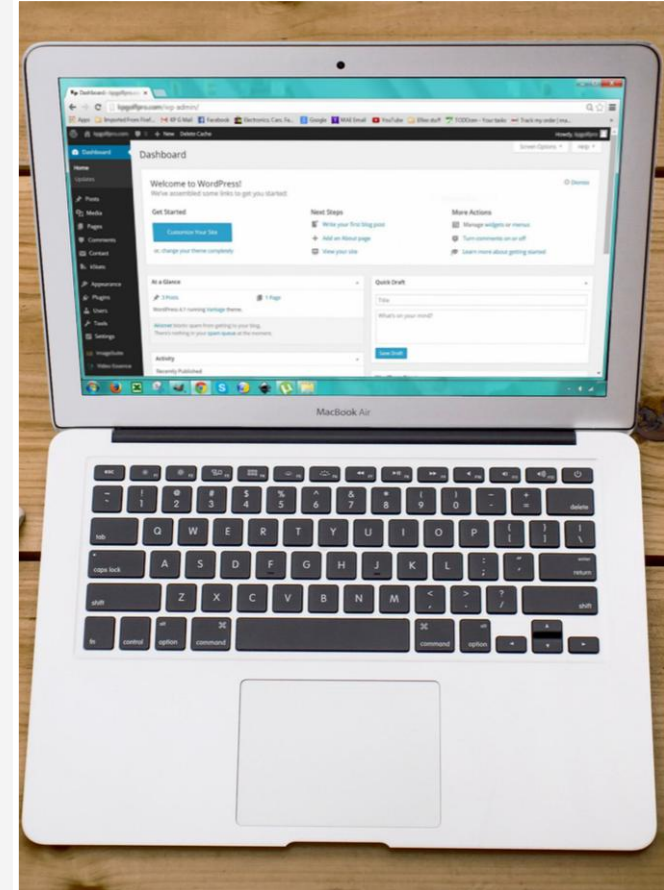
You already received

- Website URL

- Login + Password to WordPress

✅ **16th April**

Who can manage the website?

- An email has been sent to the **Lead partner** & the **Communication officer** of each project on 16th April.

- **Other accesses** can be add if necessary:

  1 **Create** your own **account** on the Programme website

  2 The Lead Partner or Communication officer sends an **email to the JS** to ask for an extra access
  → programme@interreg-euro-med.eu

Site map

Menu items	WHAT WE DO	WHAT WE ACHIEVE	OUR STORY	EVENTS	NEWS
Content	Daily activities	Deliverables *On a second time*	Who we are When & where	Project Events	News on the project / thematic news Media kit

⚠️ **Menu order and titles in blue must NOT be modified**

Content recommendations

- Be clear and inviting on your content: **visitors are looking for information**

- *Beware of the **wording of your deliverables** files: the user must understand it quickly BEFORE opening it.*

➡ **This is the main window of your project! Take good care of it.**

Checklist

- Homepage requirements

- Content requirements (pages, events, posts, etc.)

- General recommendations for writing for the web and media content

Checklist

I.   HOMEPAGE

Sections	Instructions	Compulsory
Navigation menu	The menu must not be modified (no change of name, no additional items). All pages displayed on the menu have to be published. The menu items not filled are hidden.	Yes
Introduction text	The presentation of the project is drafted and displayed.	Yes

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News	There should be at least 3 news (you can publish past news. *Remember that this is a website that should reflect the entire life of the project, from the beginning*).	Optional
Events	There should be at least 3 events (you can publish past ones. *Remember that this is a site that should reflect the entire life of the project, from the beginning*).	Optional
Key figures	Put 3 key figures (one mentioning the Interreg funds co-financing + other 2 e.g. partners number/countries number/total budget/project duration...).	Yes

How to get your website online?

- Fulfill all minimum requirements of the **checklist** (available on our [website](#))

- Website **ready**: ask the JS (programme@interreg-euro-med.eu) **Deadline: 30th June**

- JS gives **feedback** to implement corrections (if needed)

- After revision, the **JS turns your website ONLINE**

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Where to find help?

→ https://interreg-euro-med.eu/en/documents-tools-project-implementation/

IT TOOLS

WEBSITE

To prepare at best your project website, we prepared some documents to help you go through this important activity:

⛅ WordPress User Manual

§ WordPress tutorials

⛅ Checklist

Basecamp

What is Basecamp?

- Single online collaborative tool

- Files sharing and storage

- Easy to use

Your Basecamp account

All **project partners can access** to Basecamp **upon registration**.

How to request an account?

1/ Log in or create your account on the interreg-euro-med.eu website

2/ Fill in the **dedicated form**

3/ The request is sent to the JS

4/ The JS asks the LP or partner to check the contact

5/ Once validated, the JS will add the contact to the Basecamp project account and mission

[Form, guidelines & tutorials]

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Project account
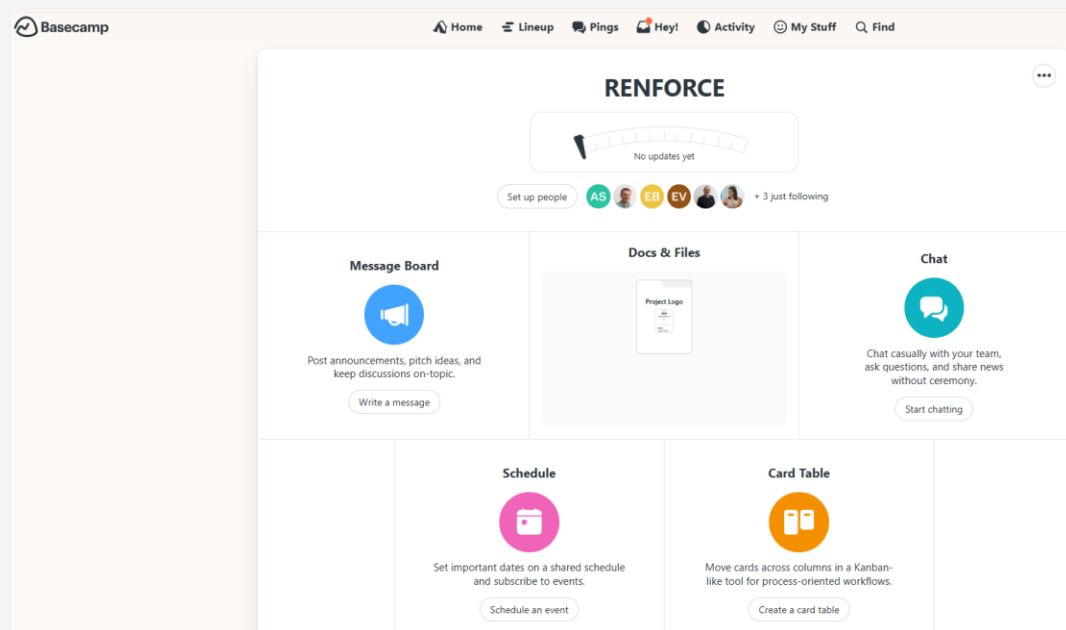
Mission group
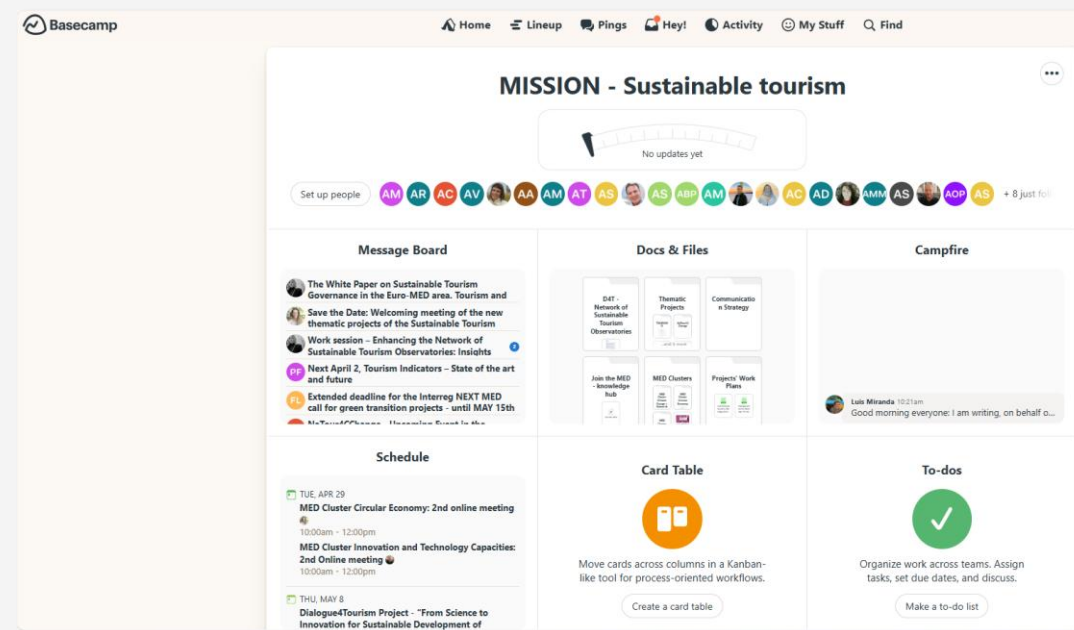
Euro-MED Communication Officers Network

A space for exchange and discussion and to optimise the communication of the projects and the of the programme aswell.

Set up people   AC   AS   ABP   AM   AS   AFB   AV   AA   AO   CI   CK   CP   DV   DM   DD   DDZ

Information & ideas

✍️ **Communication officers meeting - 19 March**   2
Dear Communication officers,   We are pleased to

Communication reporting   25
📕 Announcement — Dear Communication

[Call02] Project video 🎥 | Guidelines   22
Dear Partners, As some of you seems to not have

[CALL02] Communication strategy   8
✊ Question — Dear Communication Officers,

Projects opened initiatives   4
✊ Question — Dear communication officers, we

Branding

XC **Project Rollup**   3
Dear Olga, I hope you are doing well, I'm

XC **Question about a branding issue**   2
Dear Olga, I hope you are doing well. I am

XC **NT4CC Deliverable template**   2
Dear Olga and Celine, I hope you are doing well. I

📋 **Project branding in a nutshell**
👓 Logo — Looking for a simple explanation 🙇 of

Website and basecamp

XC **Issues with the project website**
Dear Olga and Celine, I hope you are doing well. I

[Basecamp TIP] How to NOT notify all the group members when replying to a message?

Untitled
MA/JS Reporting Package check Vérification du

Communication strategy_NUDGES   1
Dear Celine and Olga, Knowledge Network, as

XC **Untitled**   2
Dear Olga, It's me again :) I hope you are doing

Docs & Files

Newsletter feed - TP   Strategy   Website
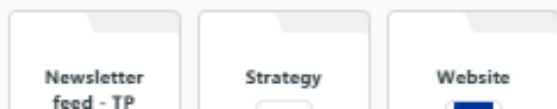
Schedule

📅 WED, MAR 19

Communication Officer meeting - Online 🧑

Your Basecamp account

How to add new contacts to basecamp?

https://interreg-euro-med.eu/en/basecamp-account-creation/

To access the link, **logged in** to the Programme website:
https://interreg-euro-med.eu/en/account/

To add new user on Comm Officers basecamp
https://interreg-euro-med.eu/en/interreg-euro-med-communication-officers-network/

When you write a comment, an e-mail notification will reach everyone who is 'subscribed' to the discussion.

To send '**private**' messages, so that everyone is not notified, write with 'pings'!

Getting help on Basecamp

Guidelines in the **Documents & Tools** section:

Tools

BASECAMP

All projects partners received an access to Basecamp, the collaborative project management tool. Here below you will find a user manual to guide you using this tool:

⛅ Basecamp User Manual

⛅ Tutorial for file management

Questions & answers

Communicate strategically

Where to find Communication strategy guidelines?

1. Programme manual

C. Designing the project activities
v. Designing your communication strategy

2. Website – Document and tools

Project implementation

Projects Communication
→ Communication strategy guidelines

Communication strategy

- The communication strategy serves to get a general idea of the **objectives, targets and channels of the project** and then direct the concrete actions of communication.

Objectives

Communication needs to be **goal driven**. <u>We communicate to achieve or change something</u>.

The communication objectives derive from the project objectives.

Project's overall communication objectives can be expressed in short bullet point format and clearly indicate what the project communication will bring to the project.

It is important to **define SMART goals** that are broad enough to allow flexibility and room to adapt to changing circumstances.

S	Specific	Your goal is detailed
M	Measurable	You can quantify your goal
A	Attainable	Your goal is realistic
R	Relevant	Your goal improve your project
T	Time-based	Your goal has a deadline

Map your key target

High

Influence/Power

Keep satisfied → **Manage closely (the ones to focus on)**

Monitor (minimum effort) → Keep informed

Low

Low   Interest   High
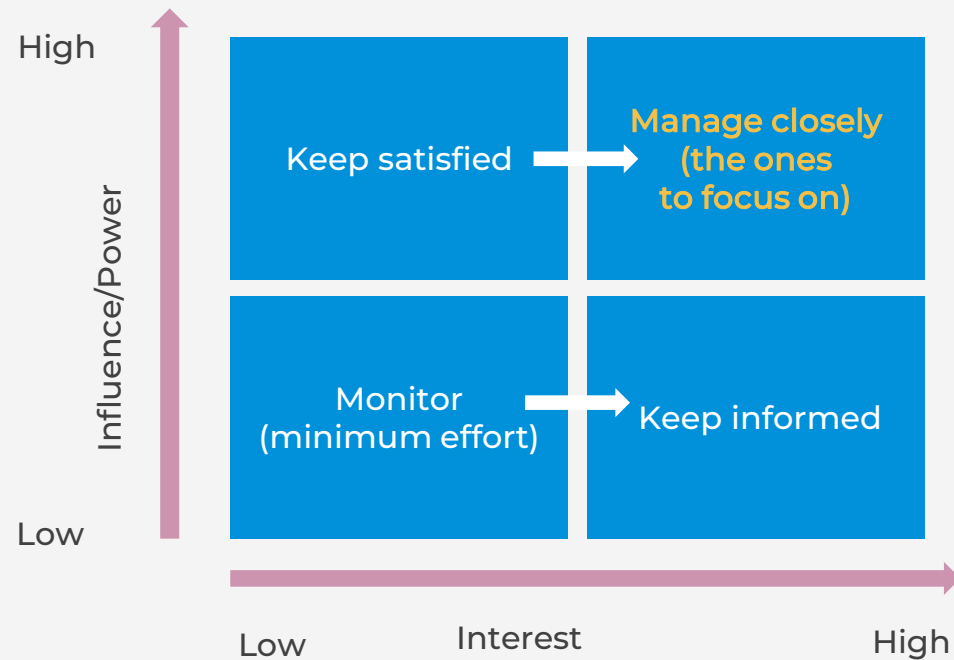
- **What interest** do they have in your information?

- **What power** of influence do they have?

- Who are they: Children? Adults? Technicians? Politicians?

- How to build a lifelong relationship with them?

- How to turn them into our ambassadors?

Draft your messages

- What information do they need?

- What do they need to know?

- How to tell them what we want?

- How many times do we have to repeat the message until they change their behavior?

- How many messages do we have to build?

Channels and tools

Project partners need to **define the channels** that they will use to achieve their objectives and set in place a work plan. The choice of the channels must address the targets in an effective manner.

It is up to the project to decide which channels other than the Interreg Euro-MED Programme web platform are the most appropriate to reach their target audience.

There is a wide variety of channels, each with different purposes.

- Where do they look for information?

- How to reach them? Traditional media, meetings, social media, videos, apps?

- What is the right timing to reach them?

Key activities

Once the channels selected in the communication strategy, project partners may **define the key activities** that will help them achieve their communication objectives.

The details of the activities will be further elaborated in the annual communication plan if applicable.

All activities must comply with EU and Programme publicity and information rules (Cf Chapter III. A. Eligibility of expenditures - viii Project branding and information and publicity rules of this manual).

Timeline

A timeline will help to ensure that deadlines and opportunities are not missed.

- **Thematic projects:** communication activities should be in line with the Governance projects ones.

Projects shall keep the Programme informed about the planned activities.

Figure 2: Model of calendar for communication activities of governance projects
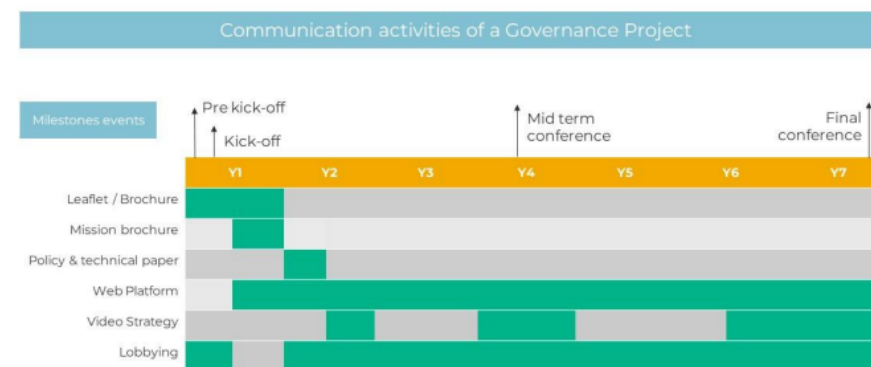
Financial and human resources

All projects **should not allocate** resources to the development of a **website** and a **logo** as those are provided by the Programme.

However, financial and human resources should be assigned to develop communication content and regularly update the project web portal.

Evaluation

It is highly important to **assess the effectiveness of a communication strategy** to know whether the objectives have been met, which activities were successful, and which ones should be improved or left aside.

In order to assess its real impact also in the area of communication, the Programme requires projects to complete a report **once a year**.

At the end of the year, the JS will send you an **online form** to be completed by the **15/02/2026.**

Communication reporting

What data?

For reporting purposes, we request data on:
- Events
- Social media

Guidelines to help you will be available together with the form at the end of the year.

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What data? - Events

PROJECT EVENTS

Please fill in the cumulative number for the refering period

Number of events organised by the project

Number of total participants

Level of satisfaction

Average of all events

Types of events:

Information / Communication events
organised to promote projects, the Programme, a specific topic...

Capitalisation events
Organised to facilitate reuse, transfer, mainstreaming of project results.

Capacity building events
Organised to increase the knowledge, skills and capacities of participants.

Citizen awareness raising events
organised to engage with citizens and to raise awareness

Participation as a speaker to a EU and/or Mediterranean events
EU Green Week, European Week of Regions and Cities, Mediterranean Coast & Macro-regional Strategies Week, EU Sustainable Energy Week (EUSEW), EU Maritime Day, EU Cooperation Day, UfM and WestMED major events.

What data? – Social Media

SOCIAL MEDIA

Social media platform used *

- ☐ **Select All**
- ☐ Facebook
- ☐ X (Twitter)
- ☐ Linkedin
- ☐ Instagram
- ☐ YouTube
- ☐ Other
- ☐ No social media

Any other information to add?

For platform:

- Number of followers
- Number of posts and stories
- Average engagement rate

Some tips

- It is important to **collect data month after month** in order to develop good monitoring habits

- Monitor the effectiveness of your communication and identify the **most effective content**

→ *This will make it easier to report data to the JS*

Questions & answers

CONTENT RECOMMENDATIONS

Best practices

"If we want to communicate efficiently with people from other cultures, we must learn their language."

Use simple & clear language

ADAPT your language
to your **TARGET** audience

Quadruple Helix

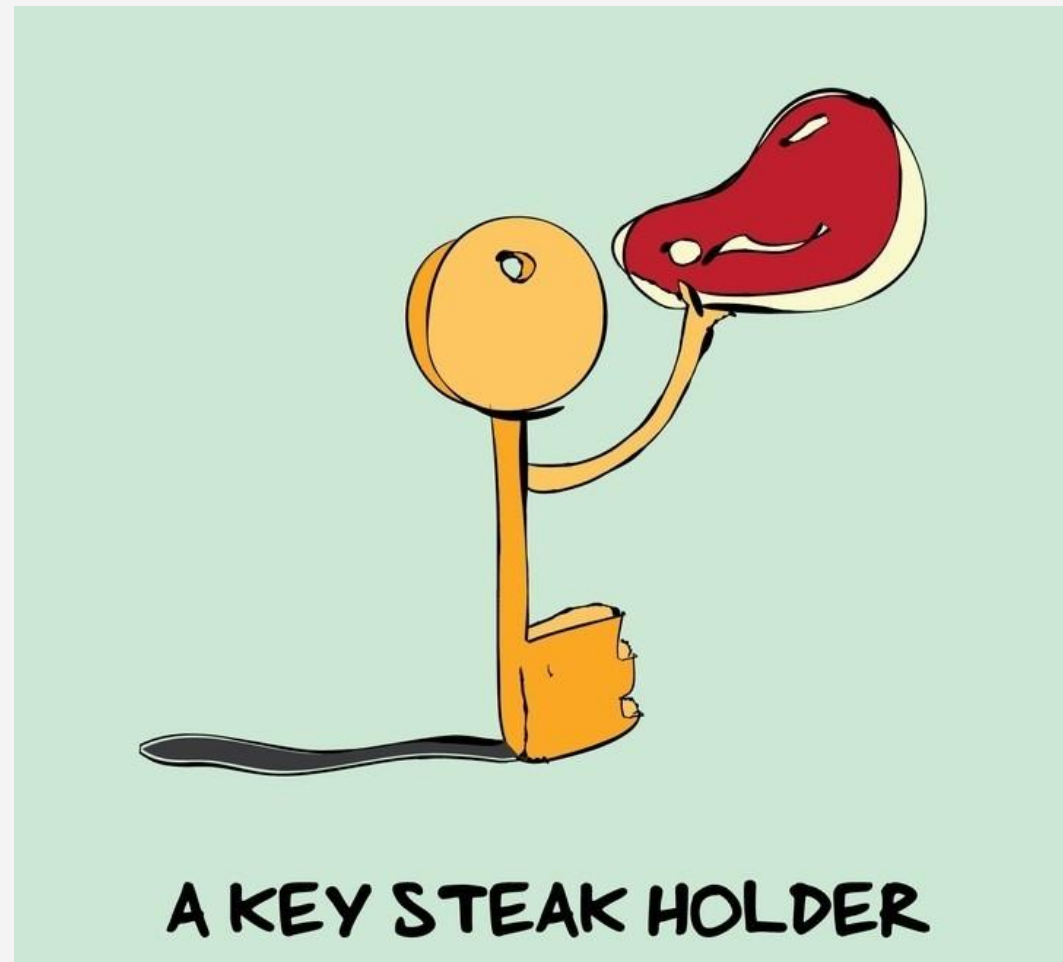Stakeholder

Output

Work Package

A KEY STEAK HOLDER

Use simple & clear language - TIPS

✓ Use **short sentences** (15-25 words)

✓ Use **storytelling** technique: it works all the time!

✓ Use **everyday language**

✓ **Use active (out with passive)**

🚫 Avoid **jargon**

🚫 Avoid **technical/scientific terms:** Speak to a broader audience

🚫 **No acronyms** – Spell out terms to ensure clarity

How to do it? Examples

🚫 **Website content**

Activation & engagement of TWGs comprising both the partnership & local tourism QH SHs into a dialogue on the test of the STM.

✅ **Bringing together local working groups, including project partners and tourism stakeholders, to discuss and test the Sustainable Tourism Model.**

How to do it? Examples

🚫 WP3 results indicate the need for enhanced stakeholder engagement.

✅ **Our latest findings show that working closely with partners helps make projects more successful.**

Communication materials – Be creative

➡️ Infographics

➡️ Newsletters

➡️ Podcasts

➡️ Comic books

➡️ Videos

➡️ Etc.

IMOLA PUBLIC GREEN AREAS

1. Europa Unita garden
2. Imre Nagy garden
3. Sorelle Mirabal green area
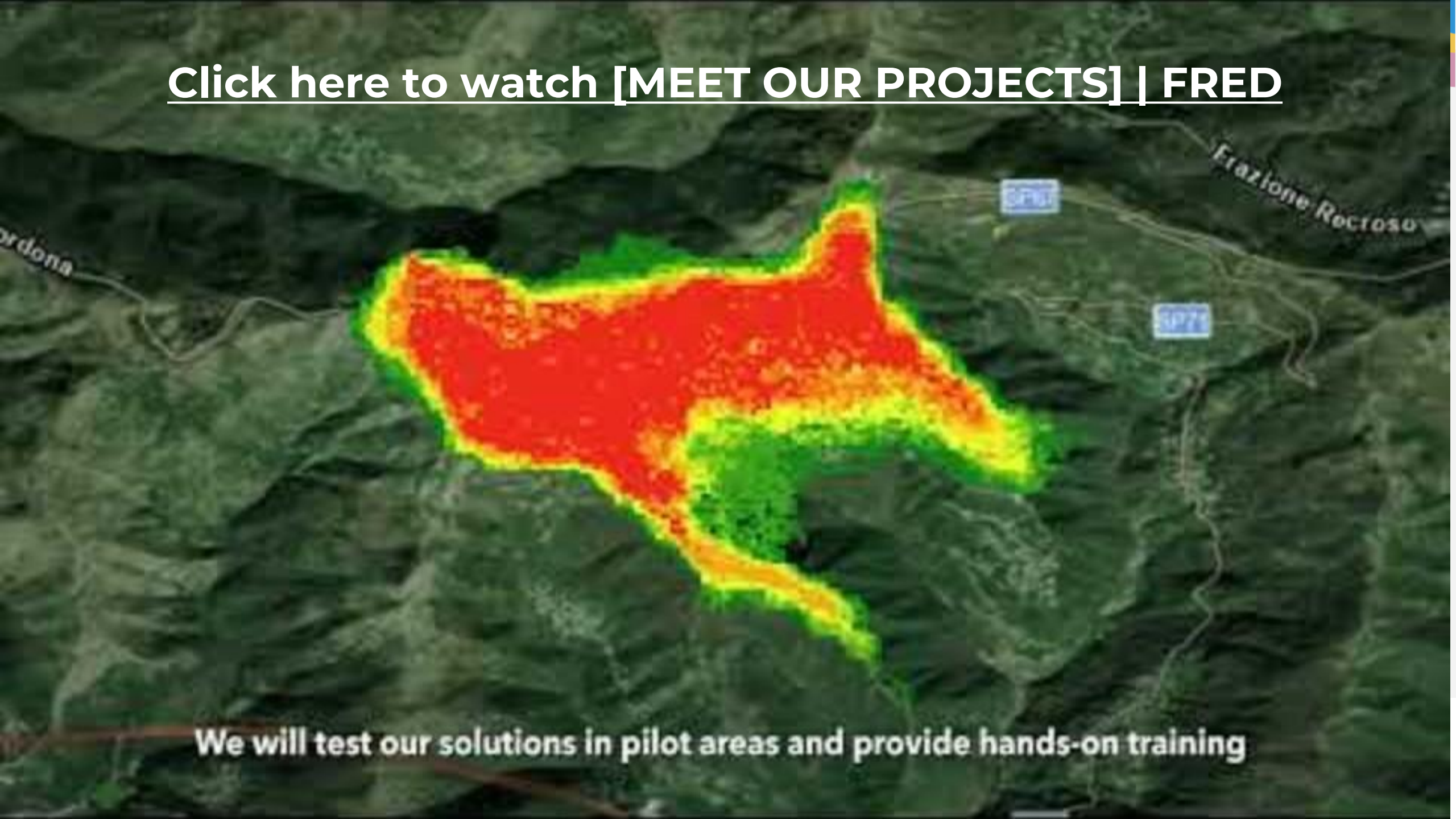4. Caduti in servizio dell'Arma Carabinieri green area
5. Dal Monte Casoni garden
6. Rita Levi Montalcini green area
7. Vittime innocenti di tutte le mafie green area
8. Hina Saleem green area
9. Nella Marcellino green area
10. Agenti Polizia Locale caduti in servizio green area
11. Emanuela Sansone green area
12. Vittime della strage del 2 agosto 1980 park
13. Benvenuto Rambaldi garden
14. Marco Valerio Marziale garden
15. Giulia Cavallari green area
16. Cardinale Dino Staffa garden
17. Le Lavandaie green area
18. Tredici Maggio 1944 pinewood
19. Generale Wladyslaw Anders garden
20. Walter Grandi garden
21. Anna Maria Mozzoni green area
22. Della Pace park
23. Teresa Gullace green area
24. Vigili del Fuoco Caduti in servizio green area
25. Ildegarda di Bingen green area
26. Vittime dell'11 settembre 2001 park
27. Antifascismo's garden
28. Stefanino Curti garden
29. Martiri delle Foibe già Limonaia park
30. Odone Martelli garden
31. Caduti in Servizio Guardia di Finanza green area
32. Giulio Minardi garden
33. Aviatori d'Italia garden
34. Ten. Col. Aurelio Barnabè garden
35. Donatori del Sangue garden
36. San Giovanni Paolo II green area
37. Vittoria Guadagnini green area
38. Sibilla Aleramo green area
39. Ondina Valla green area
40. Chico Mendes garden
41. Ragazzi della piazza Tien An Men park
42. Giuseppina Strepponi green area
43. Vittime di Chernobyl park - G.Tabanelli green area
44. Maria Grazia"Lella" Lombardi green area
45. Margherita Hack green area
46. Caduti in servizio Polizia di Stato green area
47. Monache's garden
48. Monsignor Giovanni Signani historic garden

IMOLA GREEN

GREEN AREAS AND CYCLEWAYS MAP

THIS MAP DECRIBES THE RICHNESS AND DIVERSITY OF OUR CITY'S GREEN SPACES, FROM LARGE HISTORICAL PARKS, TO SMALL GARDENS, THE RIVERSIDE PARK AND "THE WOODS OF NEWBORNS", HIGHLIGHTING THAT THIS ECOSYSTEM IS EASILY ACCESSIBLE WHETHER WALKING OR CYCLING

The paths and areas presented in this map are result of mapping and testing of Cool Noons (Test round 1: Summer 2024 Test round 2: Summer 2025). Cool Noons is an Interreg Euro-MED project in Sustainable Tourism with the main goal of improving the visiting experience of tourists and residents of Mediterranean urban areas during the hottest hours of the day

www.coolnoons.interreg-euro-med.eu

IMOLA GREEN

RAILWAY

WOOD OF NEWBORNS VIA LASIE

WOOD OF NEWBORNS SAN PROSPERO

TRAIN STATION

ROCCA SFORZESCA

OSSERVANZA PARK

SAN TERNO CYCLEWAY

SANTERNO RIVER

FRATTONA NATURAL RESERVE

SANTE ZENNARO PARK

TOZZONI PARK

RIVERSIDE PARK

RACETRACK ENZO E DINO FERRARI

ACQUE MINERALI PARK

WOOD OF NEWBORNS VIA MORINE

SANTERNO CYCLEWAY

Green area
Wood of Newborns
Sport area
Vegetable garden
Community center
Cycleway
Drinking water

We will test our solutions in pilot areas and provide hands-on training

Podcasts

Digital media consisting of audio episodes that relate to a specific theme

- Easy to create and to listen

- Share it on your website and platforms like YouTube / Spotify / Apple podcasts

INTERREG

CO2 PACMAN

BAUHAUS4MED

Visual contents

Recommendations for pictures

- Tell a **story**
- Be **creative**
- Good **quality** (*hire a professional!*)
- True and authentic → original

  (bank image should be avoided whenever possible)
- Min. one good quality photo (300 dpi) **representing the project concept**
- **Don't use administrative/meeting pictures** or Teams/Zoom screenshots to promote the project

Provide the Programme with all the pictures produced in high definition + credits

Videos

- Be **short** (*max 1m30 min*)

- Beware of the **audio**

- Use **storytelling** technique

- **Adapt** the video to the channel
  (*YouTube vs social media*)

- Hire **professional**

- Use a good **videographic design** to increase impact

- Put English **subtitles**

- Videos spoken in national languages must have **English subtitles**

➡ **Provide the Programme with all the videos produced in high definition + credits**

WHAT HAPPENS TO THE COLLECTED TEXTILE WASTE IN THE EU?

10% Directly sent to incineration or landfill

10% Re-used locally

30% Sent for recycling

50% Exported to third countries

6% We're better and we have more talent

7% Let's not get into positive discrimination

2% Women aren't interested in posing

3% Hypocritical profession

40% It's always the same ones who get a piece of the cake

42% Male chauvinism

For men: why aren't there more female panel members at our festivals?
Information collected and analysed through the form on our site.

clubdecreativosydecreativas.com

The visual tools

Visual creation

Canva – Create visually appealing posts & presentations

Adobe Express – Easy-to-use templates for social media, presentations, and videos.

Piktochart – Best for infographics, reports, and presentations.

📸 Picture Databases

Unsplash – High-quality free images

Pexels – Free stock photos & videos

Pixabay – Royalty-free media

Emojis – Emojis for social media posts

Bold – Italic font – Put your text in relief

Social Media: Tips for engaging content

☑️ **Know Your Audience** – Adapt your language & tone accordingly

☑️ **Map and tag the relevant accounts** – Programme / Mission / Partners accounts

☑️ **Visual Content Wins** – Use images, videos & infographics

☑️ **Short & Catchy Messages** – Attention spans are short, keep it brief

☑️ **Call-to-Action** – Encourage interactions (e.g., Quiz, "Share your thoughts in comment!")

☑️ **Post Regularly** – Once a week minimum

☑️ **Use hashtags** – Use the official ones: #InterregEuroMED + relevant project topic

Social media – Don't

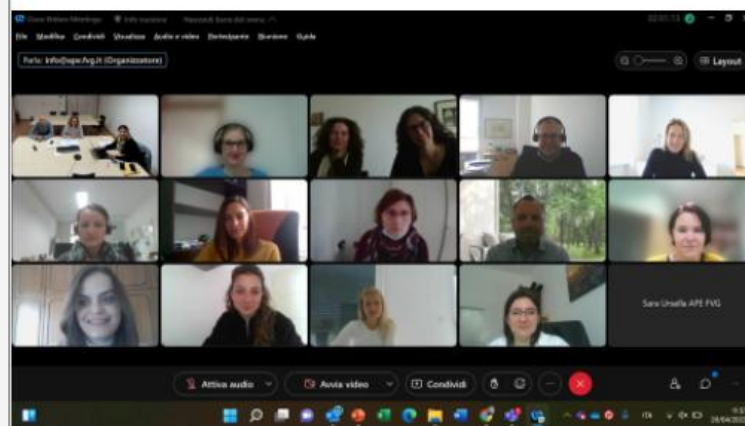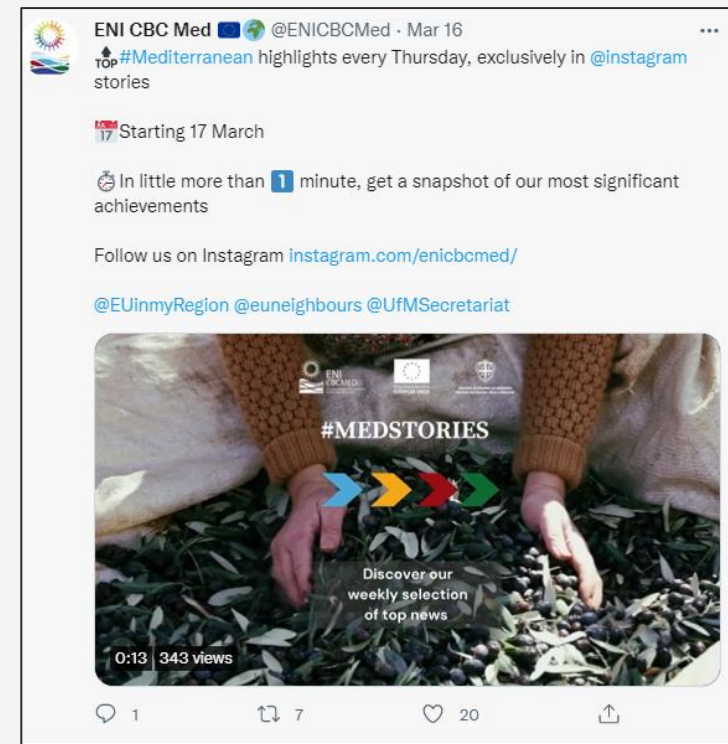# Social media – Do's
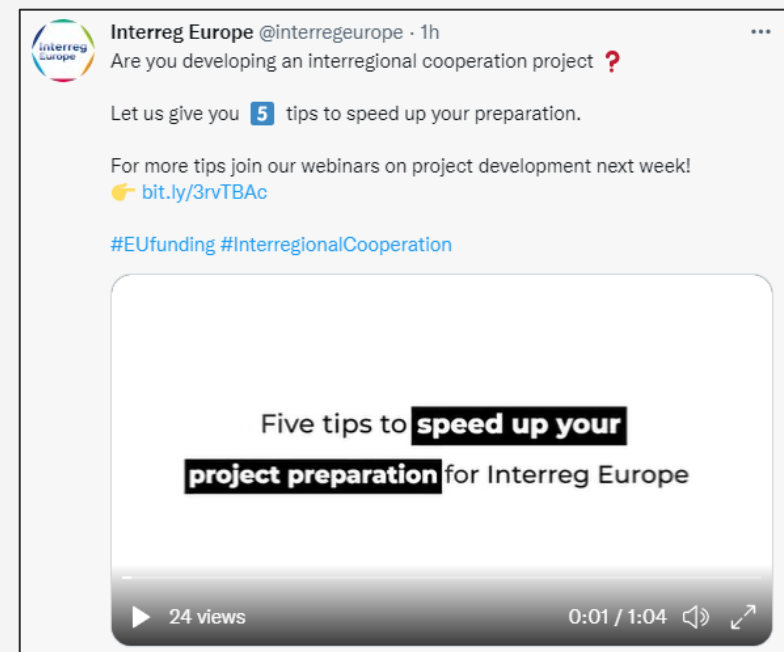
People / Stories

Sharing stories on projects and final beneficiaries allows to engage partners and citizens in a smart and easy way, avoiding technical expert language.

Social media – Do's

Smart formats

Short videos and smart contents are recommended on social media to catch the attention even on technical topics.
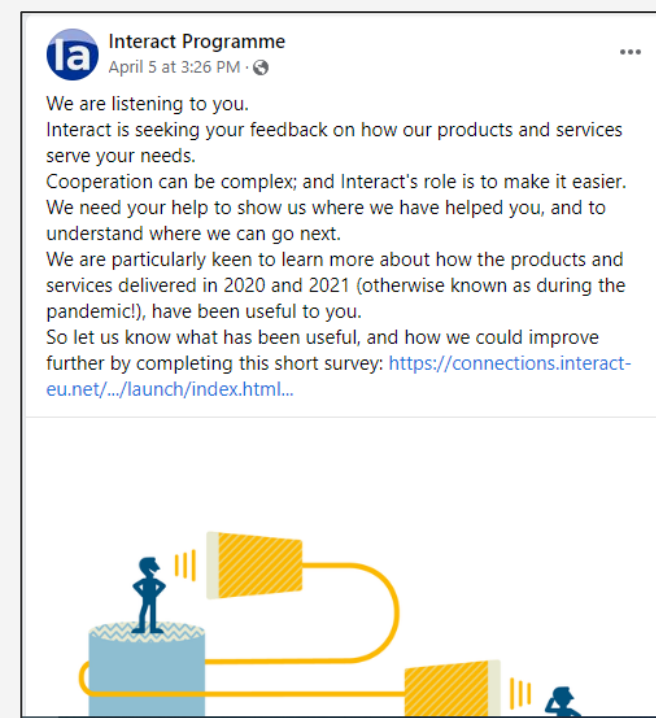
Social media – Do's

Engage

Social media are made to **share** and **engage**.

The use of **contests**, user generated contents **and call to actions** are always a good practice, making the audience participate as a spotlight and giving voice to partners and beneficiaries.

ENI CBC - European Neighbourhood Instrument Cross Border Cooperation
April 14 at 10:37 AM · 🌐

[YOUTH SPEAKING - TIME TO LISTEN]

😮 "I'm coming from the conventional energy economy. My purpose was to enter the world of green economy. Before that programme and that training I was like blind" - Ahmed Ben Moussa, a young trainee from 🇹🇳Tunisia.
👧 "Through the training sessions I learned how to link the knowledge we learn through the skills, how to present it, how to debate, how to search for information and how to brand our services" - Mai Darwish, a young trainee from 🇪E... See more

Interact Programme
April 5 at 3:26 PM · 🌐

We are listening to you.
Interact is seeking your feedback on how our products and services serve your needs.
Cooperation can be complex; and Interact's role is to make it easier. We need your help to show us where we have helped you, and to understand where we can go next.
We are particularly keen to learn more about how the products and services delivered in 2020 and 2021 (otherwise known as during the pandemic!), have been useful to you.
So let us know what has been useful, and how we could improve further by completing this short survey: https://connections.interact-eu.net/.../launch/index.html...

Interreg Euro-MED

Co-funded by the European Union

Your website news

We can repost it on the Programme website and Missions can as well!

→ More visibility for your project

→ Possibility to be included in our Newsletter
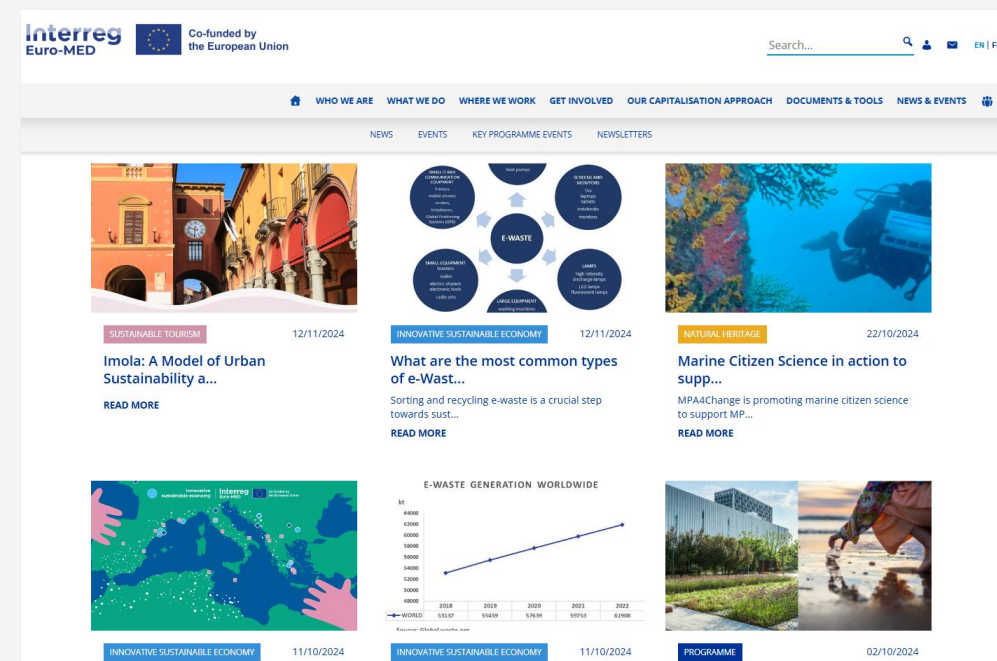
CONTENT RECOMMENDATIONS

Calendar and ideas

Basic tools for planning your communication

You do not need too specific or time-consuming planning tools.

An **Excel document** will allow you to plan and track:

- Website content: **news**
- **Social media** posts
- **Newsletter** content and distribution
- Project and partners **events**

Interreg Euro-MED — Co-funded by the European Union — Editorial Plan AOUT 2022

Date	Topic	Channel	Copy	Lien
SEMAINE 1				
01/08/2022	QUIZ !	Facebook	Summer Quiz! Can you identify this city? A small clues: founded in 1461 by the Ottoman empire, it is often defined as the "Jerusalem of	
		Twitter	Summer Quiz! Can you identify this city? A small clues: founded in 1461 by the Ottoman	
		Linkedin	Summer Quiz! Can you identify this city? A small clues: founded in 1461 by the Ottoman	
04/08/2022	Annonce Poste PM	Facebook	Do you want to join an international team and make the Mediterranean green transition happen	https://bit.ly/ 3Scak7z
		Twitter	Do you want to join an international team and	
		Linkedin	Do you want to join an international team and	

My project has just started: What do I talk about?

Do not produce content unless you have something relevant to say...but **keep your audience engaged** by posting on a regular basis.

- 1 social media post/week
- 1 news item/month

Meetings and committees are important for your project... but should not be the only material to display to engage your audiences.

Good practice
reuse your contents in several channels as long as you adapt it to:
1) the audiences;
2) the format of the channel.

Simple ideas to start communicating your project

Local context of each partner city/region	▪ Articles for each **location** specific challenges (website, social media) ▪ **Key figures** (social media) ▪ Did you know? Series of **educational articles/posts** to inform the general audience about the wider issue addressed by the project. (social media)
Interviews	▪ **Interview** with the Lead Partner (website, social media, brochure, podcasts) ▪ **Meet our partners**: cross-interview of several partners on one sub-theme, showcasing collaboration (website, podcast). ▪ Reuse **quotes** in other contents.
ID of the project	▪ **Timeline** of the project (website, social media) ▪ Our ambitions for the 1st year (website, social media) ▪ **Geographical map** of the cities/regions (website, social media) ▪ ID card: main **objectives,** target groups, duration, partners, etc. (social media, brochure)
Field visit	▪ **Photos** and explanations (social media, website) ▪ Focus on the **practical issues**/challenges identified during the visit.

Communication and capitalisation training

5 Meetings to help you **better communicate on your project**!

- **13/05** - Storytelling Workshop
- **22/05** - Improving and refining your core story
- **05/06** - Exploring story angles tailored for project presentation and capitalisation
- **10/06** - Reaching your target audiences through strategy and best stories.
- **19/06** - Building the communication tools: editorial, social media, video case study.

→ **NEXT EDITION – beginning 2026 (date tbc)**

Questions & answers

Next steps

Thank you!