Social Media: The Big Questions

Communication and advocacy training for Interreg MED projects

17 November 2020

Arkam Ograk - Interact Programme

European Regional Development Fund

Contents - The Five Big Questions

1. What is social marketing?
2. Why should I care about social media?
3. Is social media a real job?
4. How can I use social media effectively?
5. How do I know I did well?

You will find additional comments I added after the training, in order to help you read the presentation, like this, in the bottom of slides. -Arkam

There is no stupid question.

And you will never know the answer to the question you were shy to ask.

Question 1:

Social media is a type of marketing.
But, what is marketing?

Marketing can be defined and divided in a dozen different ways.

We will use the most relevant ones today.

Why do we need to do good marketing?

Interreg
EUROPEAN UNION

Interreg
Danube Transnational Programme
EUROPEAN UNION
Interreg
CENTRAL EUROPE
European Union
European Regional
Development Fund
Interreg
Mediterranean
EUROPEAN UNION
Interreg
Europe
European Union | European Regional Development Fund
INTERact
EUROPEAN UNION

YOU

European Union
European Regional
Development Fund

The European Agricultural Fund
for Rural Development: Europe
investing in rural areas

European Union
European
Social Fund

Interreg

URBACT
Driving change for better cities

Interreg
Baltic Sea Region

Interreg
Mediterranean

Interreg
Europe

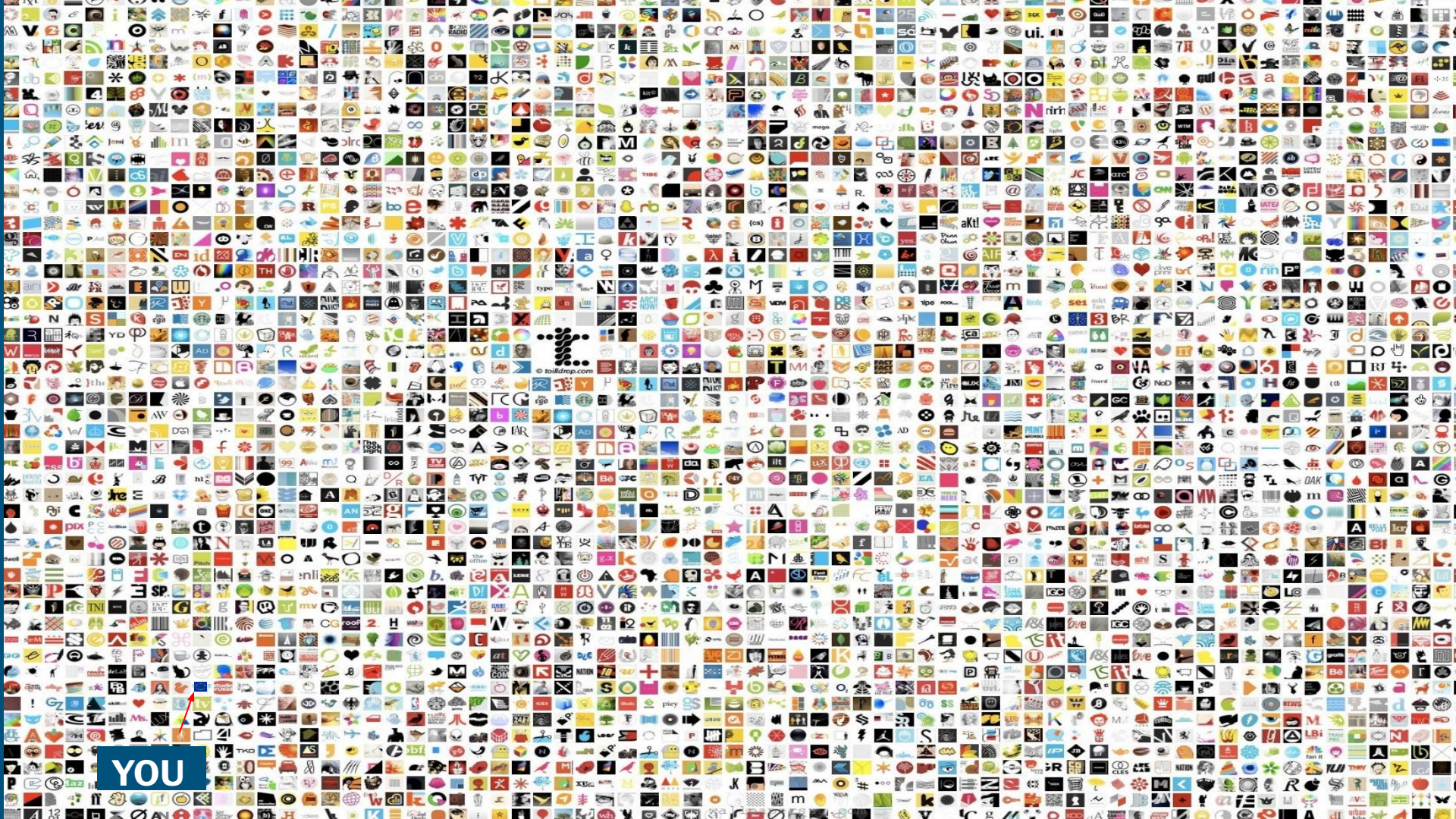
INTERACT

EUROPEAN UNION
European Maritime
and Fisheries Fund

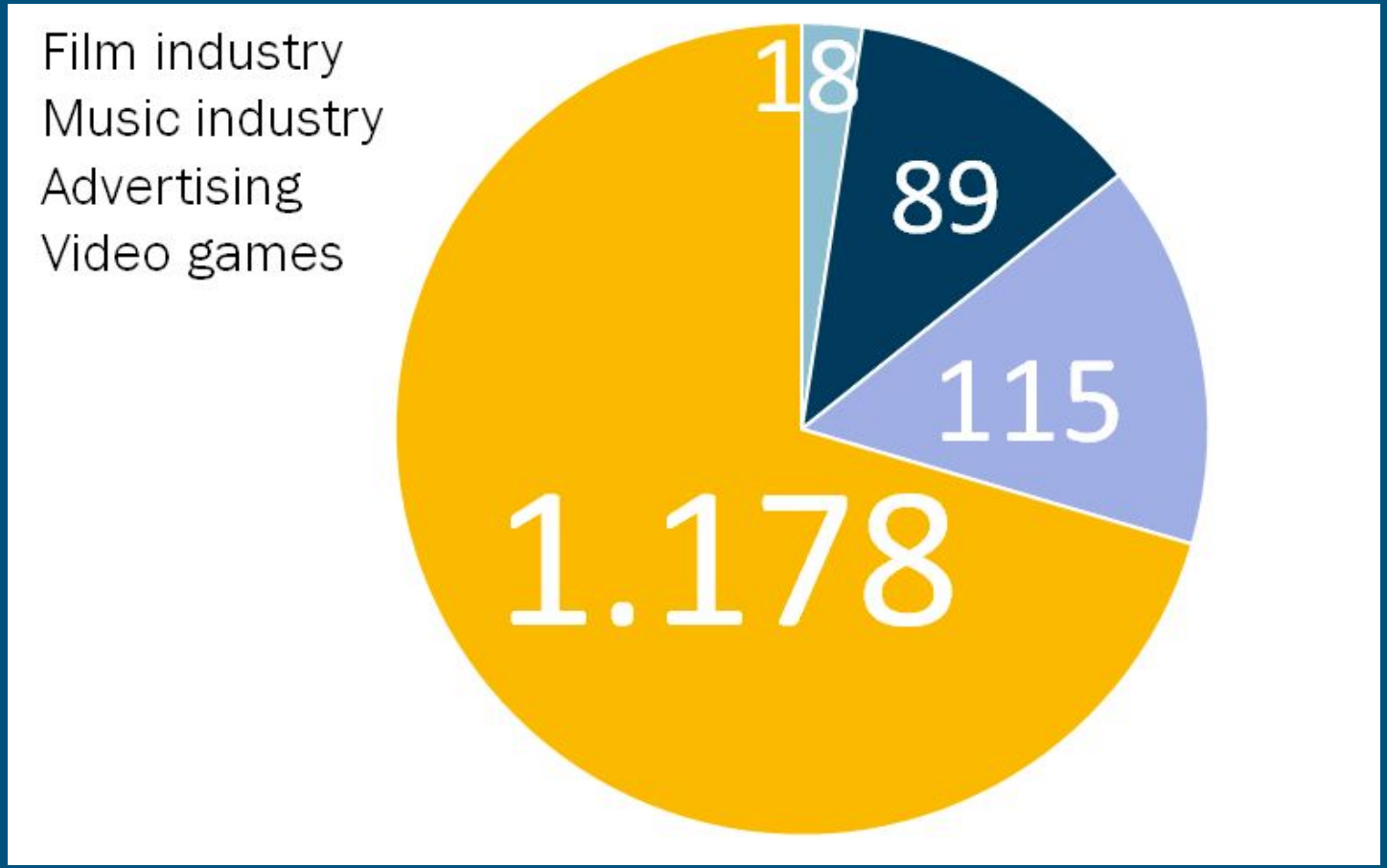
YOU

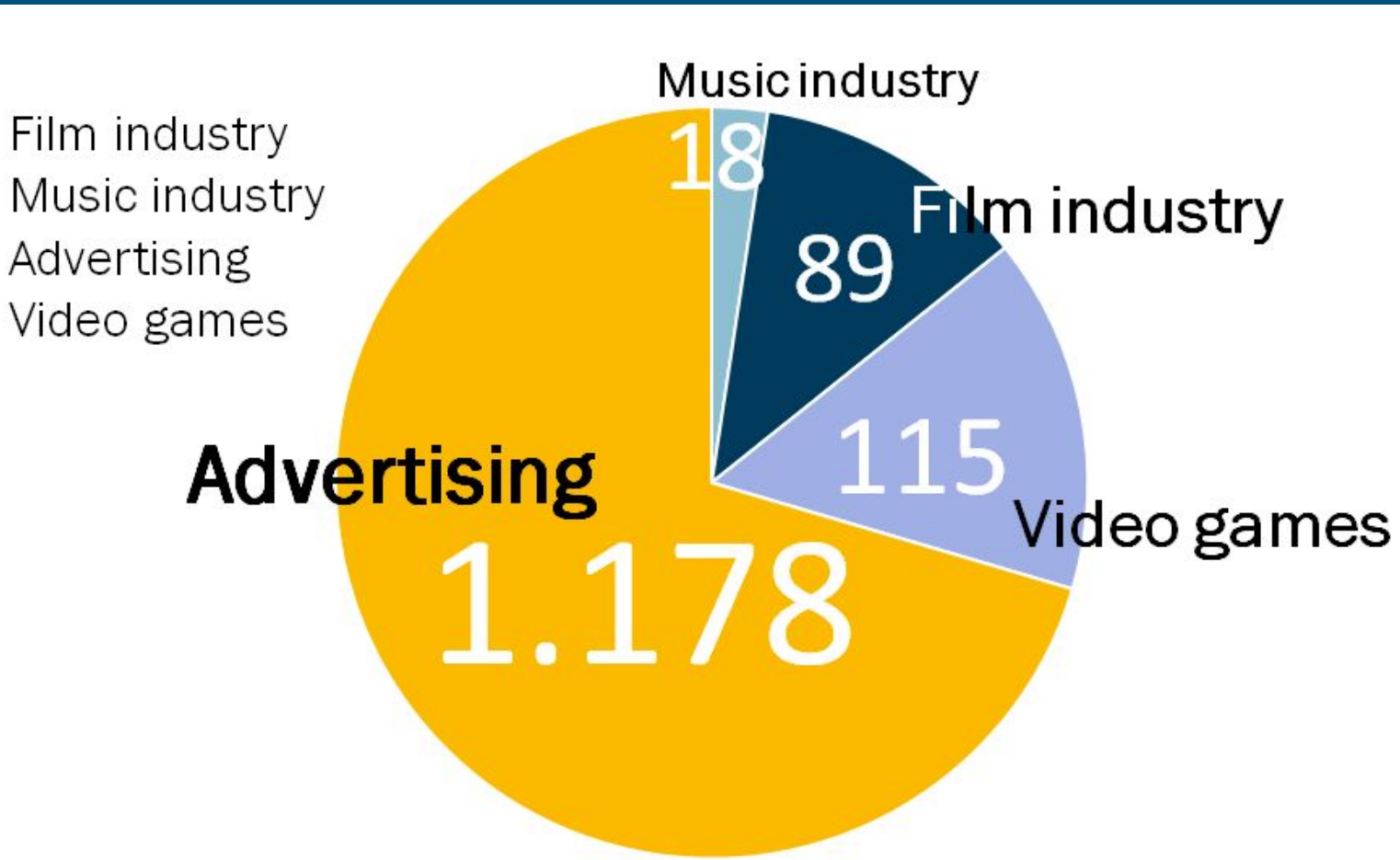
7UP
BEN&JERRY'S
Betty Crocker
Cadbury
Coca-Cola
DANNON
Doritos
Fanta
FROSTED FLAKES
Häagen-Dazs
KitKat
Ovaltine
OREO
Lay's
pepsi
PATAK'S
Milka
Special K
Pringles
Nestlé Pure Life
Knorr
pop-tarts
OLD EL PASO
Sprite
m&m's
Mazola
SNICKERS
Nesquik
Tropicana
RYVITA
TOBLERONE
NESCAFÉ
Uncle Ben's
WRIGLEY
Minute Maid
Slim-Fast!
Trident
Maggi
TWININGS
HELLMANN'S
Green Giant
Cheerios
Galaxy
DASANI
Kellogg's CORN FLAKES
evian
BONAFONT
Volvic
Actimel

YOU


YOU

Market share of industries (Billion $!)




Film industry
Music industry
Advertising
Video games
Music industry
18
Film industry
89
115
Video games
Advertising
1.178

There is a circle that is common to all strands of marketing and that is ADS. We can’t escape it, so we might as well start considering how we can exploit it!

Let’s explain a few marketing concepts.

You see a gorgeous girl at a Party:

You go up to her and say “I am very rich. Marry me”.

That’s Direct Marketing.

One of your friends goes up to her and pointing at you says, “He is very rich. Marry him”.

That’s Advertising.

You see a gorgeous girl at a Party:

You go up to her and get her telephone number. The next day you call her and say, “Hi, I am very rich. Marry me”.

That’s Telemarketing.

You go up to her and get her e-mail address. The next day you send her an e-mail and say, “Hi, I am very rich. Marry me”.

That’s E-mail Marketing.

You see a gorgeous girl at a Party:

You get up and straighten your tie, you walk up to her and pour her a drink. You open the door for her, pick up her bag after she drops it, offer her a ride, and then say, ‘By the way, I’m very rich. Will you marry me?’.

That’s Public Relations.

She walks up to you and says, “You are very rich”.

That’s Brand Recognition.

You see a gorgeous girl at a Party:

She is your friend and is surrounded by other gorgeous girls. You go to her, point at one of her friends and say “I’d like to marry her, introduce me.”

That’s Referral.

You then give that friend a token of appreciation.

That’s Affiliate Marketing.

You see a gorgeous girl at a Party:

You go up to her and say, “I am very rich. Marry me”.
She gives you a nice hard slap on your face.

That’s Customer Feedback.

You go up to her and say: “I am very rich. Marry me!” And she introduces you to her husband.

That’s Demand and Supply Gap.

You see a gorgeous girl at a Party:

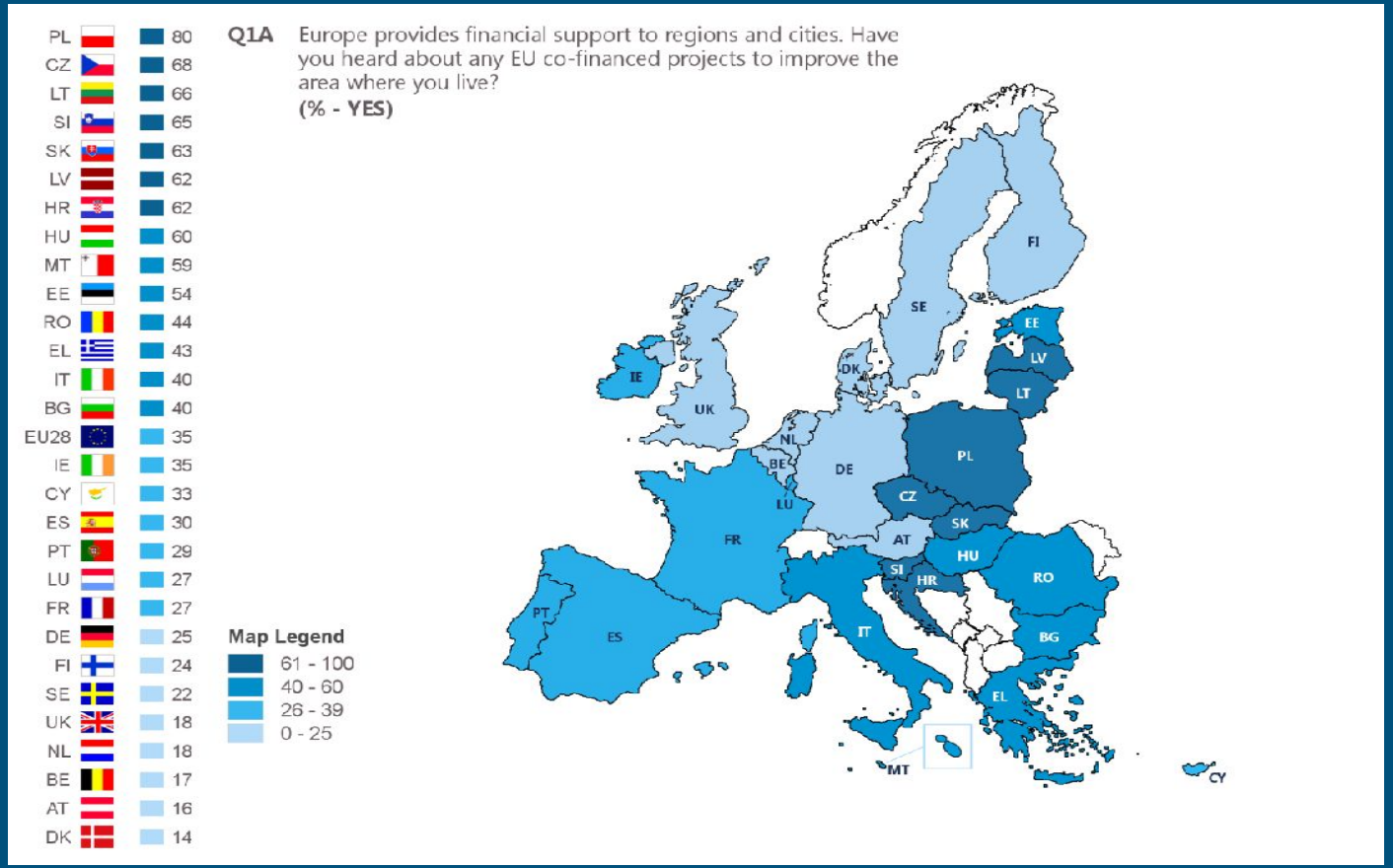
You find her on Instagram, go through her profile, then send her a message saying: “Marry me.”

That’s Stalki.. I mean Spam Marketing.

And so on...

The European Union is a product of many parts. The parts make up the entity of the EU.

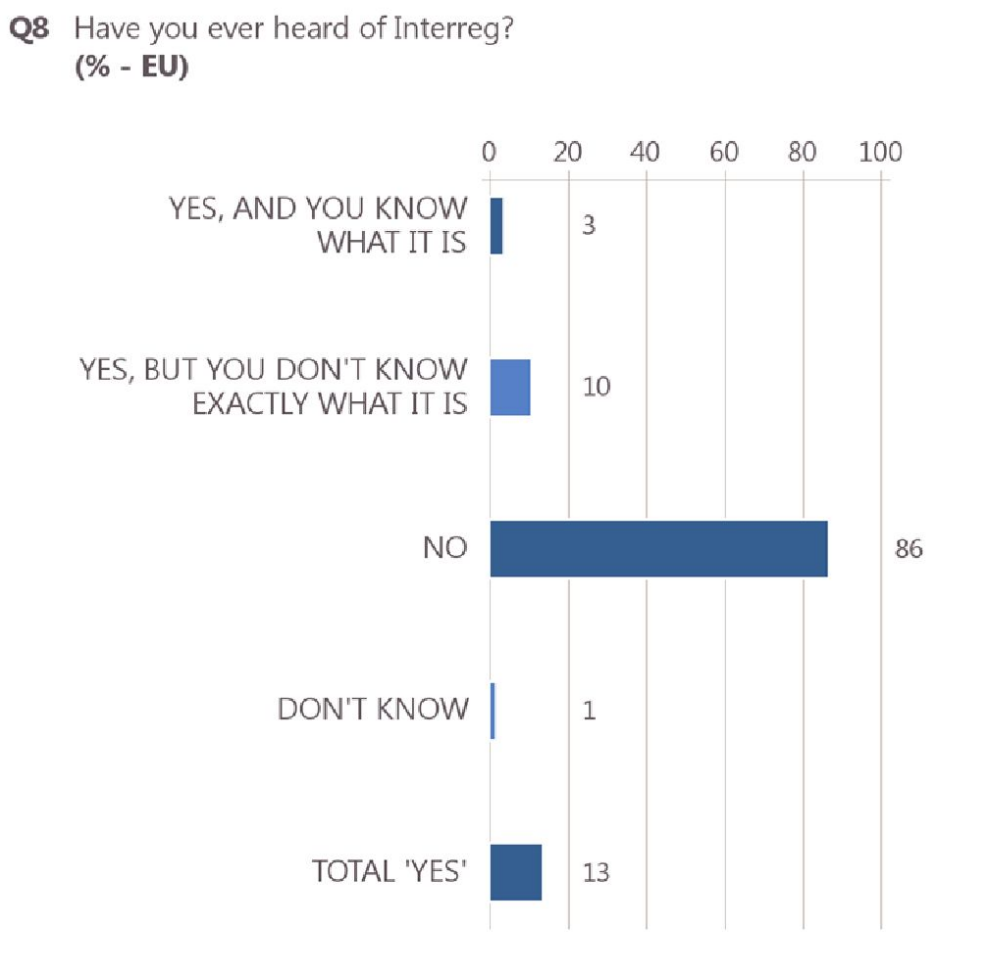
35% aware of EU investments, relatively good awareness in the Mediterranean



Interreg: 13% have heard about it

Eurobarometer website

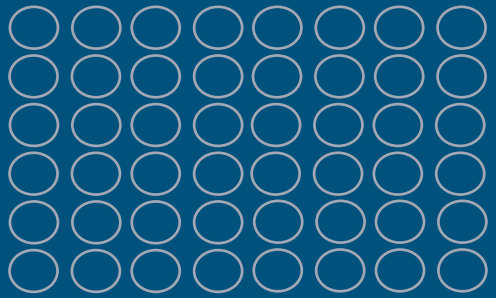
http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/General/index



Talking to the general public

YOU

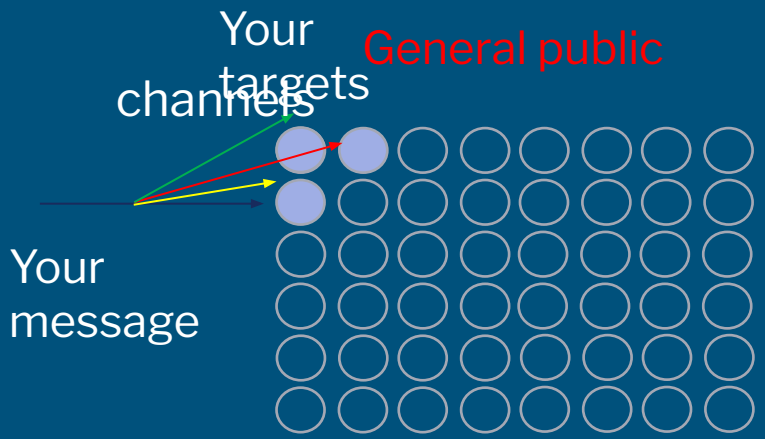
General public



First you must know who you want to talk to and what you want them to do.

Talking to the general public

YOU



Tools/channels are the last thing you identify.

We always design for someone and we always design for a reason.

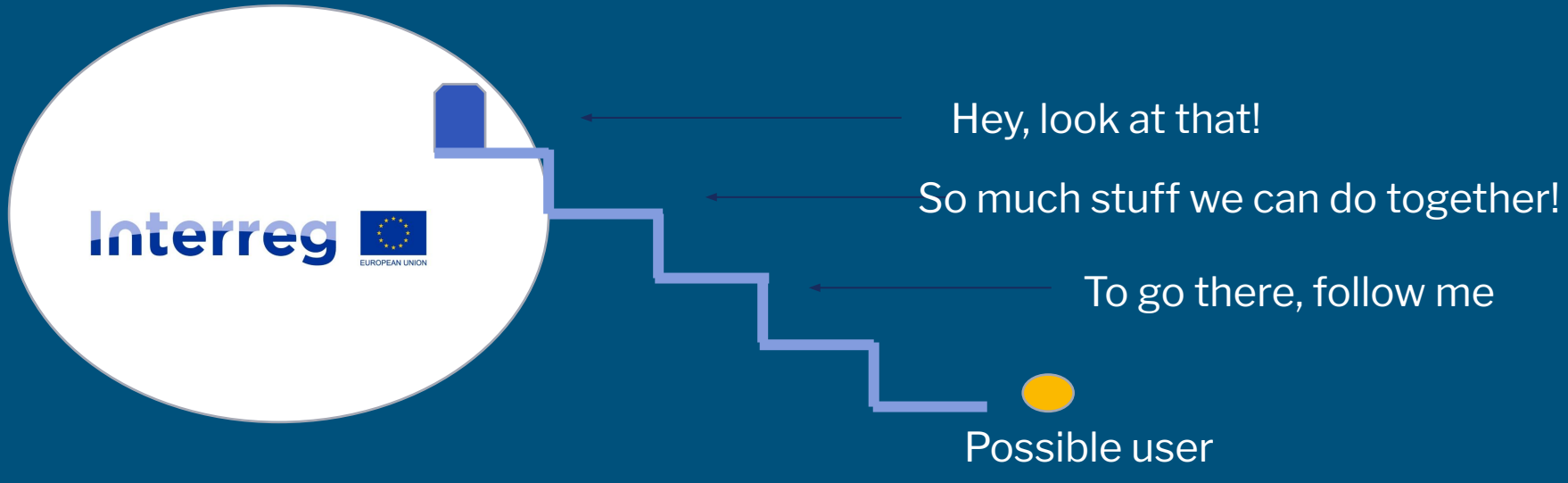
We talk to someone because we want this person to do something with us or for us.

If you know who you talk to, you will always find the best way to do it: Remember when you explained to your mum what you were doing as a job.

If you know why you are doing something, you will always find the best way to do it: Remember why you explained to your mum what you are doing in the first place.

What do we (usually) communicate?

- Our project is doing a lot of good stuff!
- You can join us and do a lot of stuff that benefits both of us!
- Brought to you by the EU. The EU is good, yummy!



Communication is about change.

Communication is the business of influencing behaviour. You want to bring about a behavioural/attitudinal change in your target groups. You must have a clear target for your messages and a clear reason for why we're telling something.

Private companies -> urge costumers to buy a product.

Interreg projects -> urge citizens to take part in projects that solve problems and improve lives with EU funding across territories, then raise awareness about these achievements.

Question 2:

Why should I care about social media?

“Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.”

SOCIAL MEDIA STATISTICS

Updated statistics about the most used social media in the world (only based on official information).

Social Media	Registered Users	Monthly Active Users	Daily Active Users	Source
Facebook	n.a.	2500000000	1660000000	Facebook
YouTube	n.a.	1900000000	n.a.	YouTube blog
Instagram	n.a.	1000000000	500000000	Instagram
Qzone	n.a.	571100000	n.a.	Tencent
Douyin - Tik Tok	n.a.	800000000	400000000	China Daily
Weibo	n.a.	431000000	190000000	Weibo
Reddit	n.a.	330000000	n.a.	Reddit
Twitter	n.a.	(E)330000000	210000000	Twitter
Quora	n.a.	300000000	n.a.	Quora
Snapchat	n.a.	(E)250000000	186000000	Snapchat
Pinterest	n.a.	322000000	n.a.	Pinterest blog
Linkedin	645000000	(E)200000000	n.a.	LinkedIn
VK	n.a.	97000000	n.a.	VK
Odnoklassniki	n.a.	71000000	n.a.	OK
Foursquare	60000000	50000000	n.a.	Venture Beat

https://vincos.it/world-map-of-social-networks/

WORLD MAP OF SOCIAL NETWORKS

January 2019

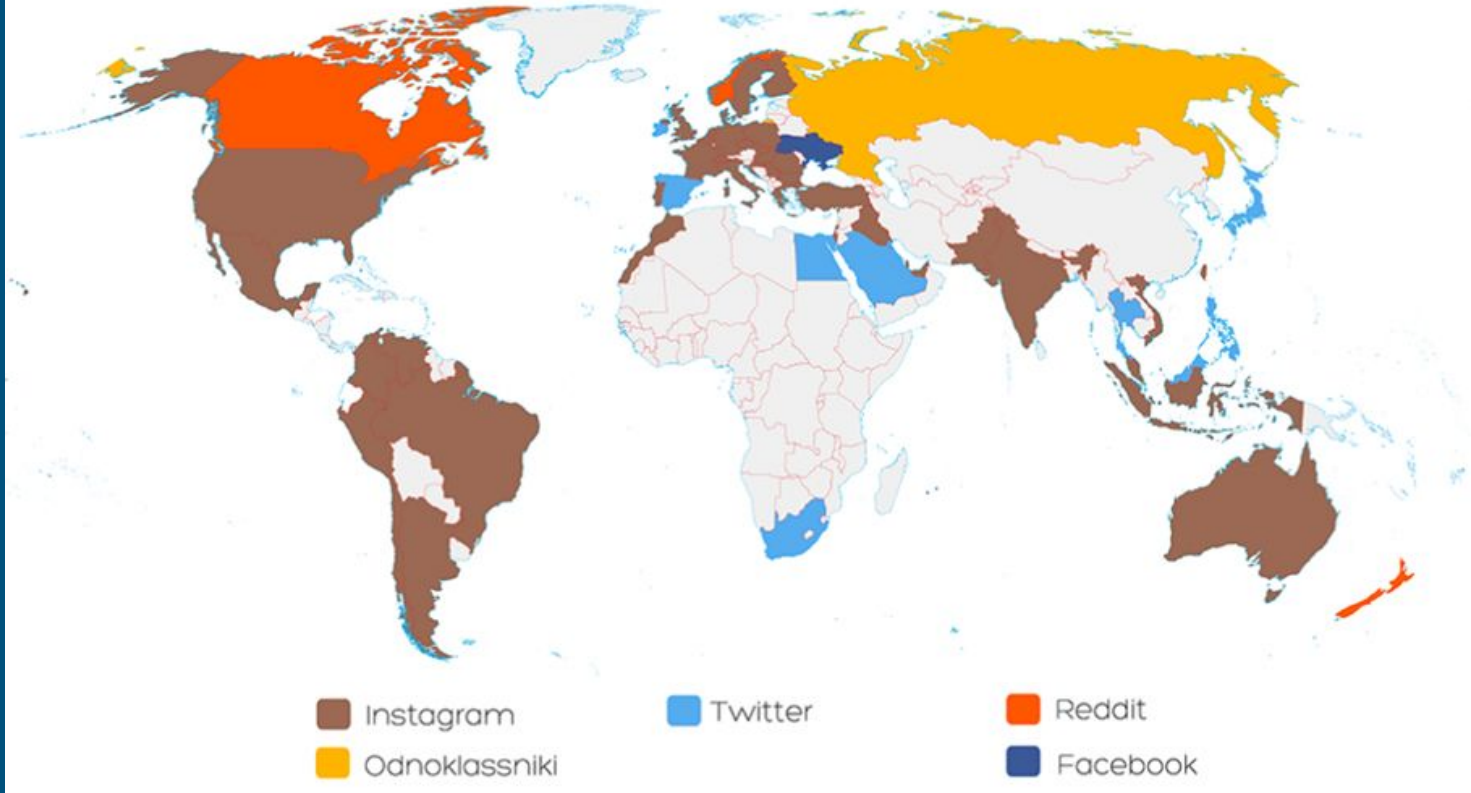
credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa/SimilarWeb

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2019



credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: SimilarWeb/Alexa

Most users around the globe, including in Europe.

Often used for private purposes but people follow corporate pages.

Provides an opportunity to reach out to private individuals.

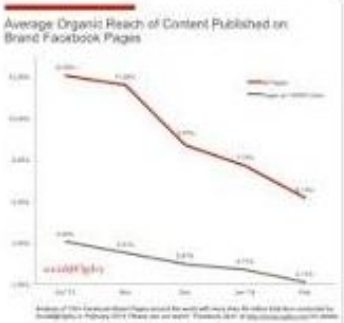
Compared to other social media channels, the average of users' age is higher.

percentage of organic reach on facebook

All News Images Videos Shopping More Settings Tools

About 14.100.000 results (0,49 seconds)

2 percent



The agency studied more than 100 brand pages and found organic reach dropped by half for brands with fewer than 500,000 fans in 2014, from 12 percent to about 6 percent. For the biggest brands, organic Facebook reach fell from 4 percent to **2 percent**. Jul 17, 2018

www.kunocreative.com › blog › facebook-reach-in-2018

Facebook Reach in 2018: How Many Fans Actually See Your ...

About Featured Snippets Feedback

Primarily used for following news updates

Has nearly half a billion users including a massive amount of journalists, both from mainstream media outlets and freelancers.

Average user age is younger than Facebook, but older than SnapChat.

One billion users

Less messy, more chronological timeline than Facebook

30% organic reach – for now

Facebook, but younger and more visual

More and more users migrate to Instagram

LinkedIN

Allows you to connect with professionals and is mostly used in a professional capacity.

People interested in job opportunities and technical knowledge.

Posting very specific information about your expertise or technical guidance is the ideal post content for LinkedIN.

The network grouping features of LinkedIN also allows you to cluster your target audiences.

Moves away from ‘video search engine’ towards a more ‘social platform’

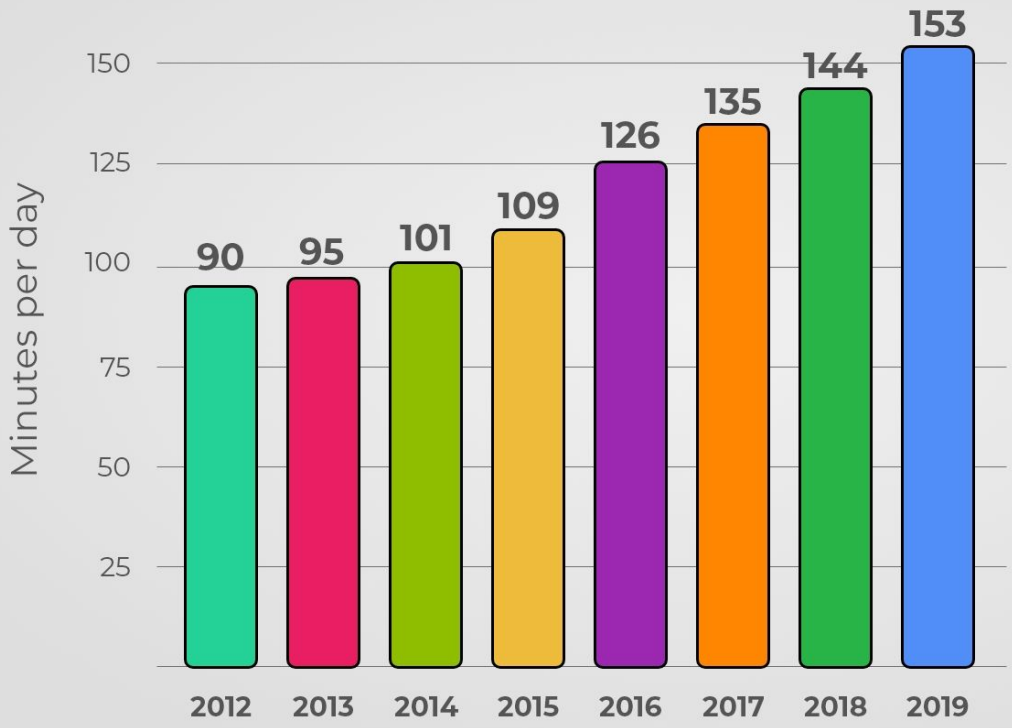
Two billion users

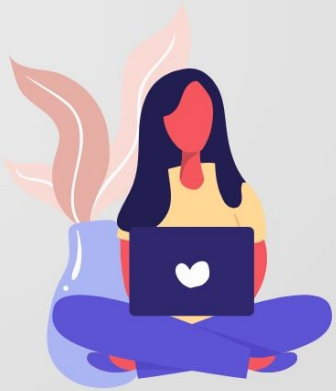
Question 3:

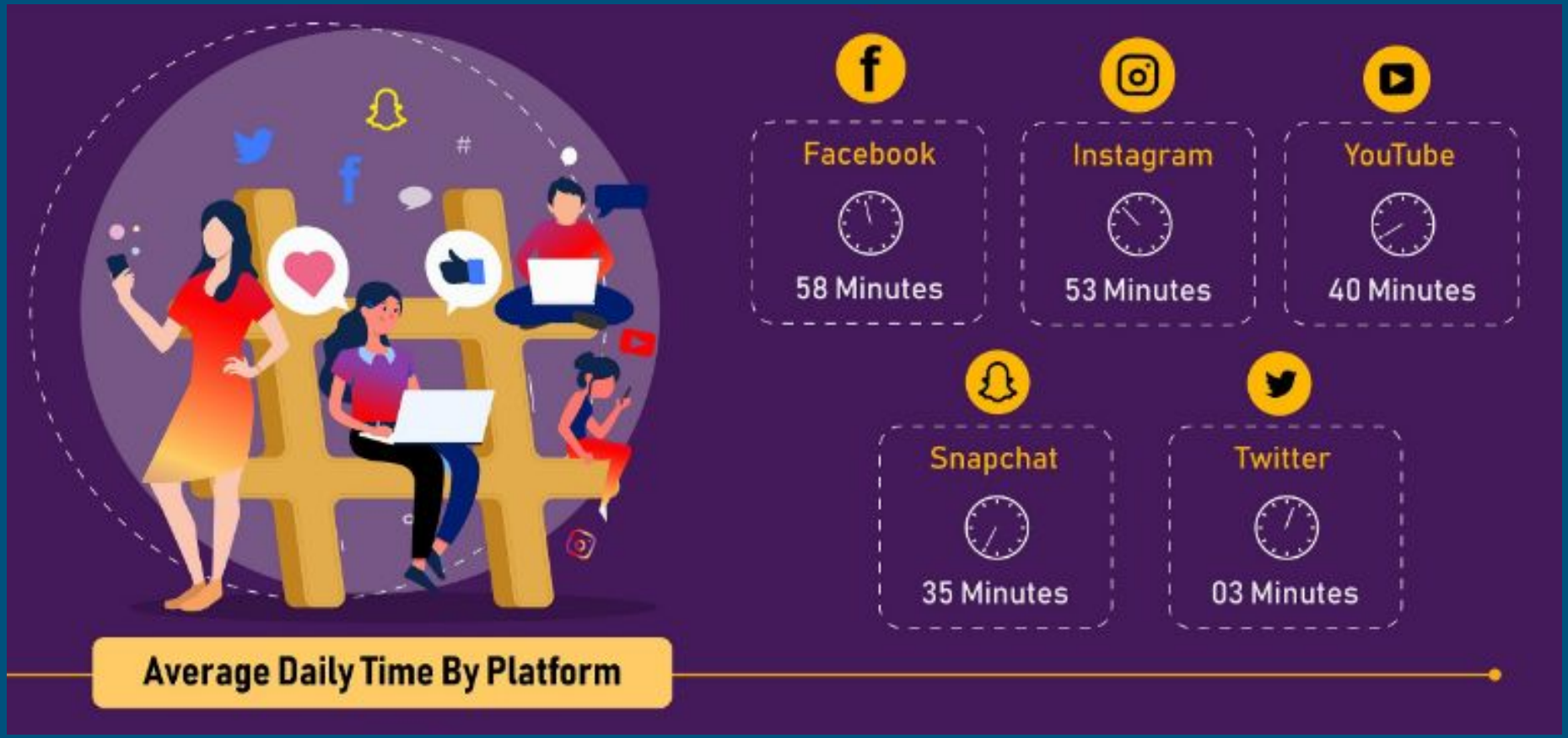
Is social media a real job?

Daily Time Spent On Social Networking

2012-2019 (in minutes)







Source: https://medium.com/@JBBC/how-much-time-do-people-spend-on-social-media-in-2019-infographic-cc02c63bede8

Social media is more real than many jobs on the market.

Social media ≠ social medium.

There is no “one size fit all” approach in digital marketing.

The content you put online shall serve a purpose, corresponding to your digital strategy.

A lot depends on budget and human resources.

Organic and Paid Marketing

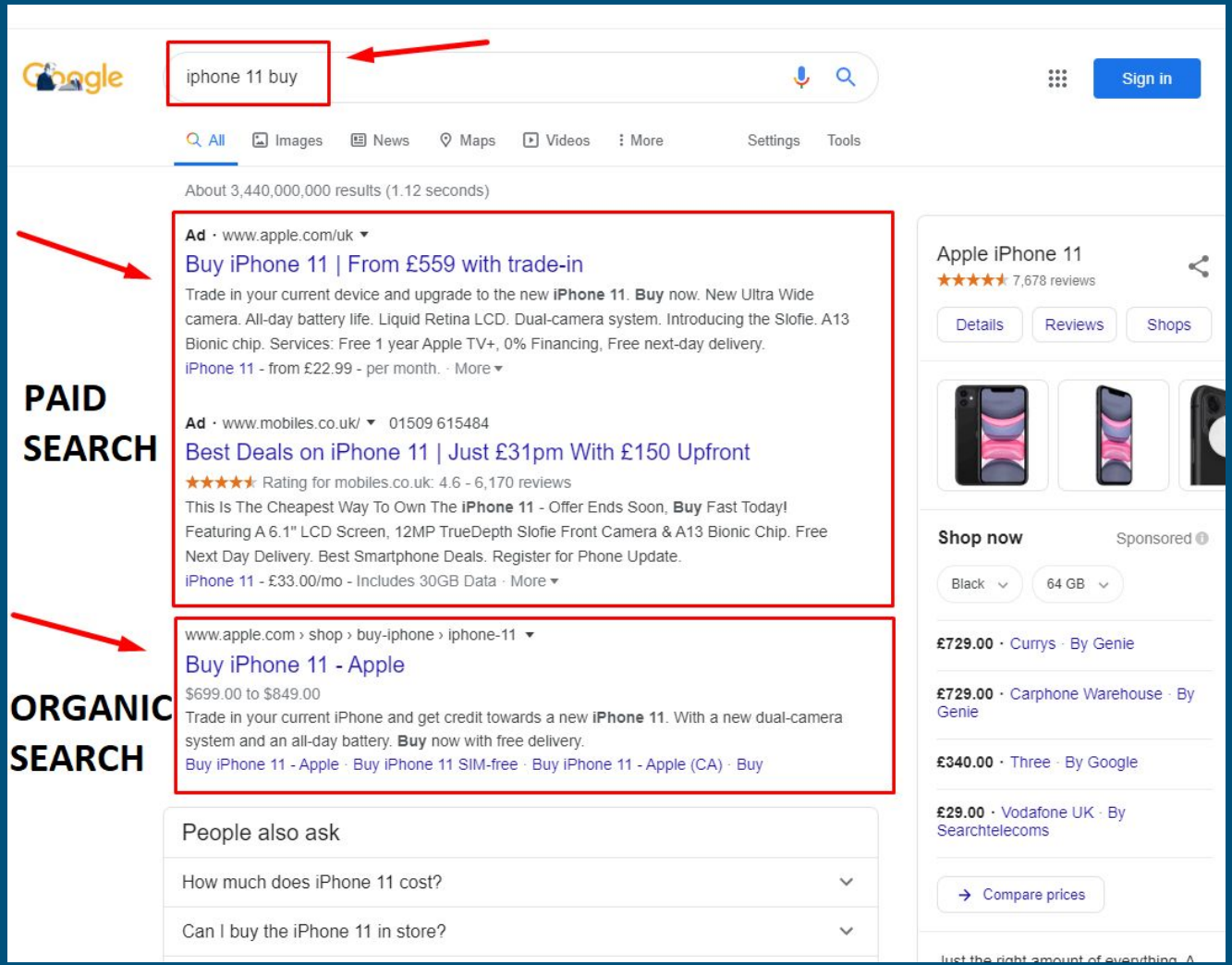
ORGANIC Marketing

Organic search; Organic search results are determined by search engine algorithms and are based on the merits of each site.

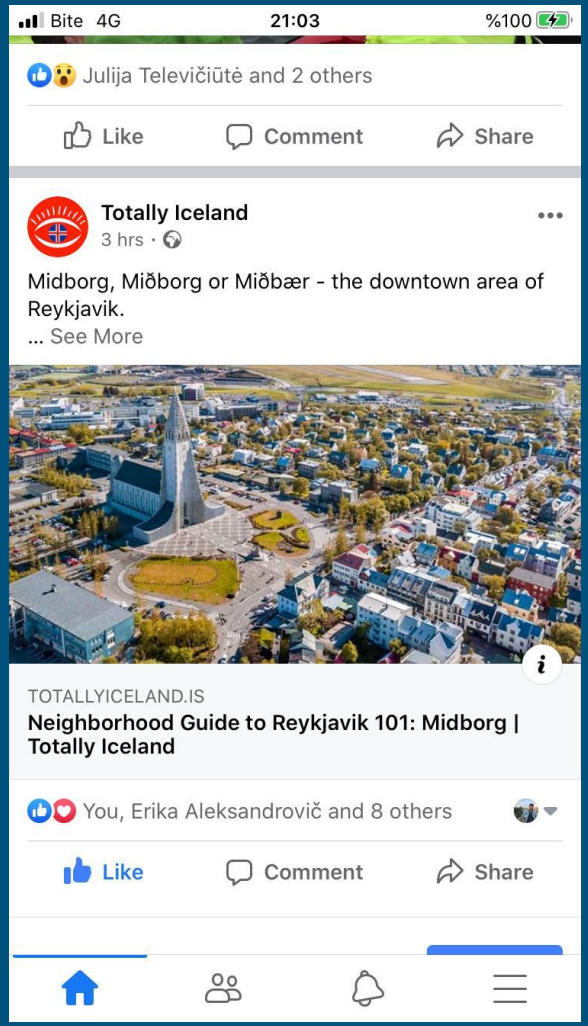
Organic social; Using free tools provided by each social network to build a social community and interact with it, sharing posts and responding to customer comments.

PAID Marketing

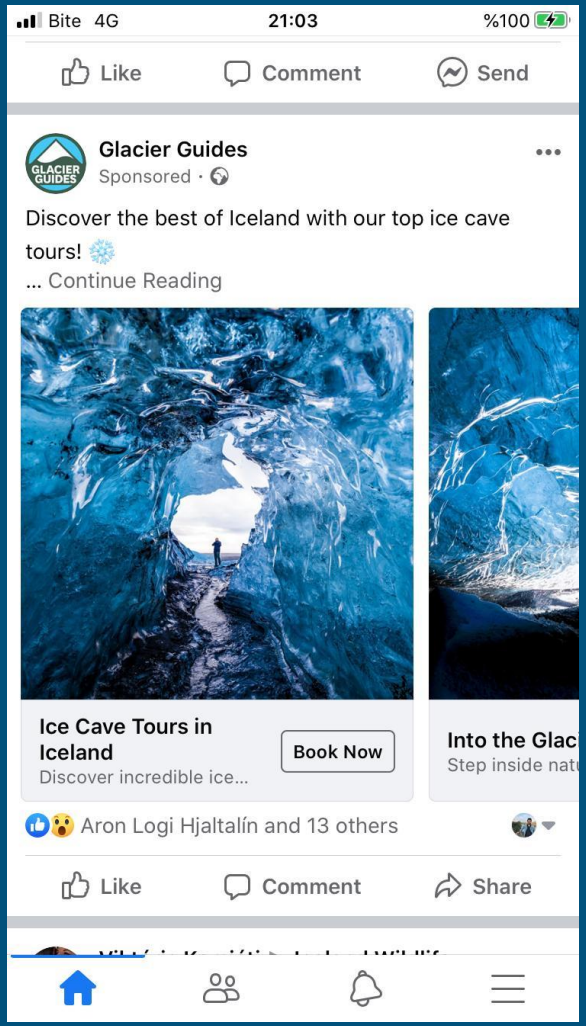
Paid advertisements sit alongside organic results and are bought rather than earned.


iphone 11 buy
Sign in
All
Images
News
Maps
Videos
More
Settings
Tools
About 3,440,000,000 results (1.12 seconds)
PAID SEARCH
Ad · www.apple.com/uk
Buy iPhone 11 | From £559 with trade-in
Trade in your current device and upgrade to the new iPhone 11. Buy now. New Ultra Wide camera. All-day battery life. Liquid Retina LCD. Dual-camera system. Introducing the Slofie. A13 Bionic chip. Services: Free 1 year Apple TV+, 0% Financing, Free next-day delivery.
iPhone 11 - from £22.99 - per month. · More
Ad · www.mobiles.co.uk/ 01509 615484
Best Deals on iPhone 11 | Just £31pm With £150 Upfront
Rating for mobiles.co.uk: 4.6 - 6,170 reviews
This Is The Cheapest Way To Own The iPhone 11 - Offer Ends Soon, Buy Fast Today! Featuring A 6.1" LCD Screen, 12MP TrueDepth Slofie Front Camera & A13 Bionic Chip. Free Next Day Delivery. Best Smartphone Deals. Register for Phone Update.
iPhone 11 - £33.00/mo - Includes 30GB Data · More
ORGANIC SEARCH
www.apple.com › shop › buy-iphone › iphone-11
Buy iPhone 11 - Apple
$699.00 to $849.00
Trade in your current iPhone and get credit towards a new iPhone 11. With a new dual-camera system and an all-day battery. Buy now with free delivery.
Buy iPhone 11 - Apple · Buy iPhone 11 SIM-free · Buy iPhone 11 - Apple (CA) · Buy
People also ask
How much does iPhone 11 cost?
Can I buy the iPhone 11 in store?
Apple iPhone 11
7,678 reviews
Details
Reviews
Shops
Shop now
Sponsored
Black
64 GB
£729.00 · Currys · By Genie
£729.00 · Carphone Warehouse · By Genie
£340.00 · Three · By Google
£29.00 · Vodafone UK · By Searchtelecoms
Compare prices

Organic Social



Paid Social



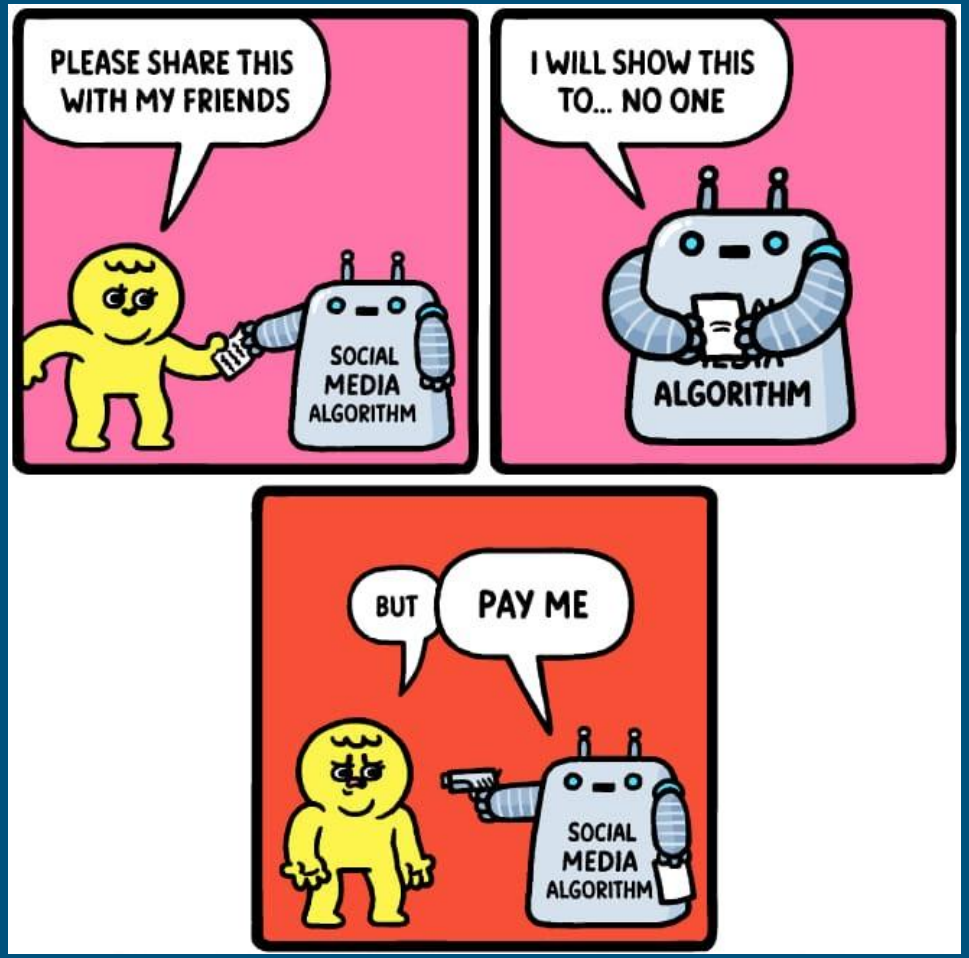
Organic vs Paid

Organic Marketing

- Free
- Long-term
- Limited Reach
- Competitive
- Not precise
- Delayed results

Paid Marketing

Paid -
Efficient results -
Reach Audience -
Measurable -
Precise targeting -
Quick results -


PLEASE SHARE THIS WITH MY FRIENDS
SOCIAL MEDIA ALGORITHM
I WILL SHOW THIS TO... NO ONE
ALGORITHM
BUT
PAY ME
SOCIAL MEDIA ALGORITHM

Cost to Reach 1000 Potential Customers
Newspaper: $32
Magazine: $20
Radio: $8
Cable TV: $7
Google AdWords: $2.75
LinkedIn Ads: $0.75
Facebook Ads: $0.25

BUYER PERSONA

AGE: 25 - 35
GENDER: Female
STUDIES: Degree in Advertising
LOCATION: Madrid, Spain

JOB: Publicist
INCOME RANGE: $1500-$2000
HOBBIES: Sports and social media
MARITAL STATUS: Single

- Motivations
- Behavior
- Personality
- Interests

Building buyer persona is a method used by companies to target the ideal costumer.
Building a buyer persona (your perfect target person) will help you craft your messages in a better way.

Digital advertising channels you need to explore

- Google Ads
  - Google Search Ads
  - Google Display Ads
  - YouTube Ads
- Facebook Ads
  - Facebook Audience Platform
- Twitter Ads
- LinkedIn Ads

There was no time to go through all of these during the training. If you are considering to release ads, I recommend checking out how these platforms work.

Question 4:

How can I use social media efficiently?

Everything starts with a good channel design.

You need a good avatar and header

You need a well written bio

Our Story

INTERREG CENTRAL EUROPE · WEDNESDAY, 23 MAY 2018

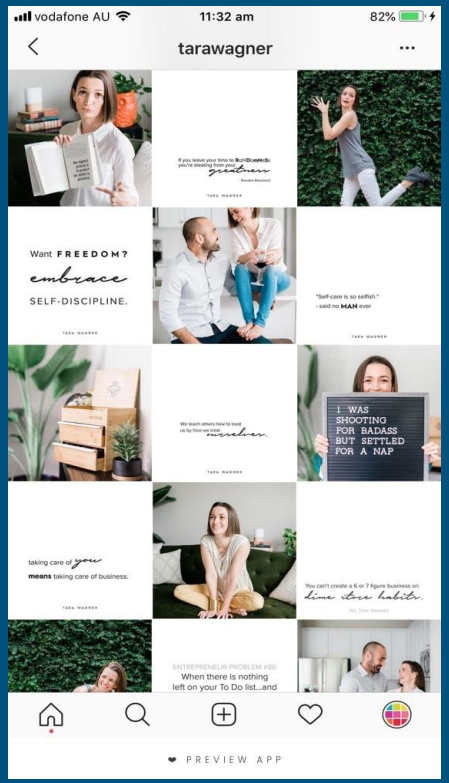
We are a European Union funding programme that encourages transnational cooperation beyond borders in central Europe.

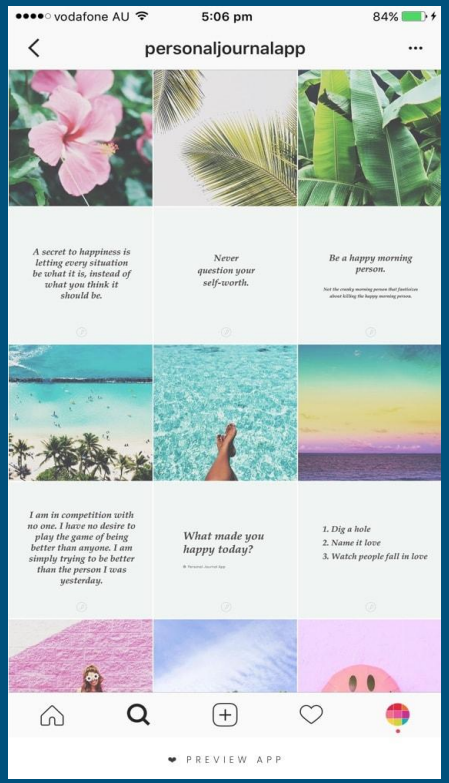
We provide funding to partners who face common problems in the fields of innovation, carbon dioxide reduction, protection of natural and cultural resources, and sustainable transport. We help them to join forces and solve challenges beyond borders.

For more than 20 years we have been connecting cities and regions to share their interests and experiences because we believe that cooperation is central. We currently fund 85 projects and with our support many isolated ideas have the opportunity to grow and create visible results for a stronger and more united central Europe.

Find some of our project stories at http://www.interreg-central.eu/cooperationiscentral

Need a visually consistent page





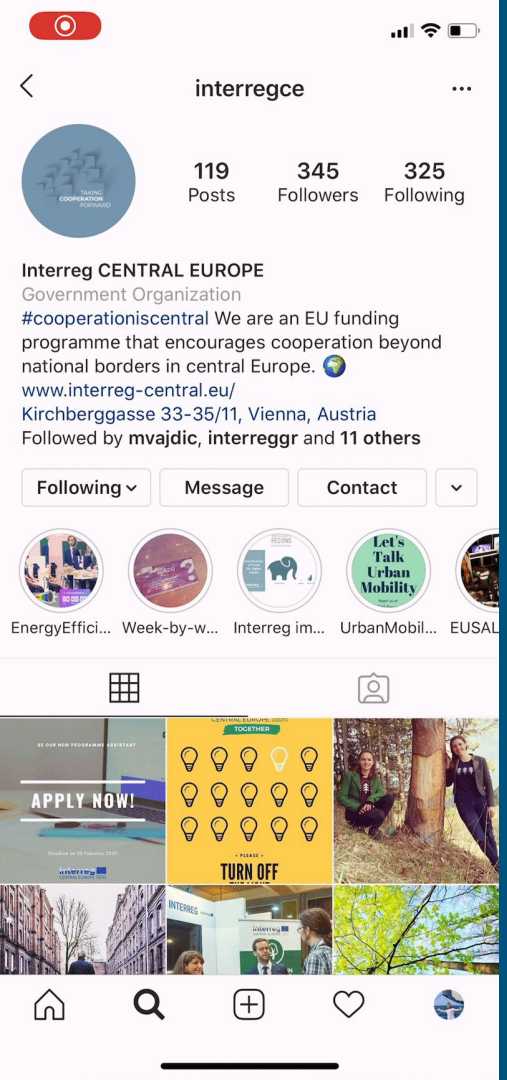
Need to pin the most important post

Pinned Tweet

Interreg Baltic Sea @baltic_sea_prog · Feb 22

There are at least 10 things to know about #transnational #cooperation and some more about transnational cooperation in the #BalticSeaRegion! bit.ly/2opOq3p

15 18



Make use of cool features

Just the day after we talked about these cool features, Twitter launched its own story feature which they call “Fleets”. They keep changing and we need to keep adapting ourselves.

How do I draft and publish good posts?

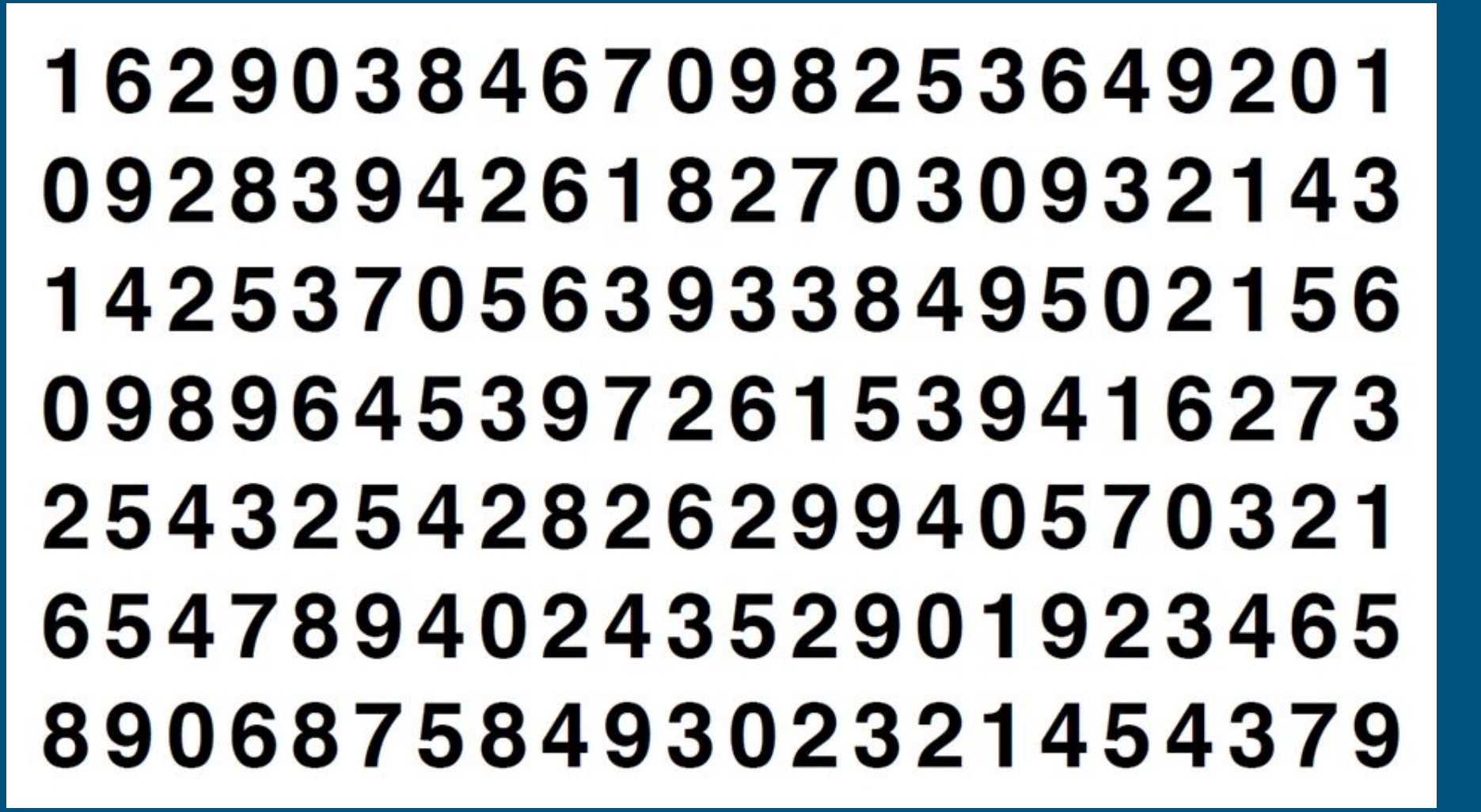
Our brains focus on vivid, social accounts more than dry, boring, statistical accounts.

– Daniel Levitin, neuroscientist

Also, recommended read for bookworms: Thinking: Fast and Slow, by Daniel Kahneman
This book will give you a lot of insights on how ‘the way our brains work’ constantly manipulates us into favouring something over others. Good read for communicators.

Mini task:

Count the “7”s in the next slide in 5 seconds!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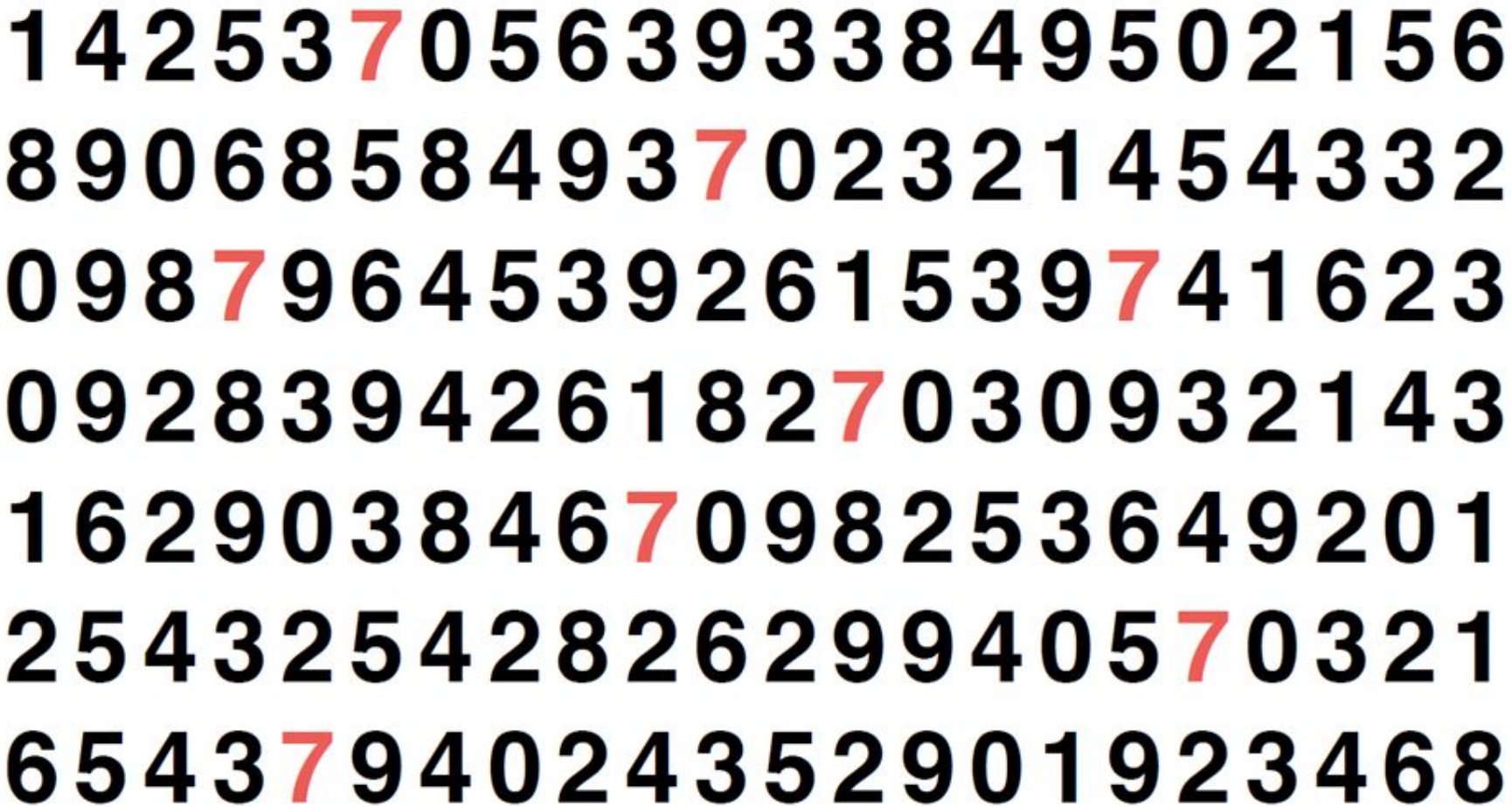
Now try again.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6543794024352901923468

First slide of numbers was pure information.

We do the second slide: communication.

Communicator's perspective:

Missing Missy

From: Shannon Walkley
Date: Monday 21 June 2010 9.15am
To: David Thorne
Subject: Poster

Hi
I opened the screen door yesterday and my cat got out and has been missing since then so I was wondering if you are not to busy you could make a poster for me. It has to be A4 and I will photocopy it and put it around my suburb this afternoon.

This is the only photo of her I have she answers to the name Missy and is black and white and about 8 months old. missing on Harper street and my phone number.
Thanks Shan.

From: Shannon Walkley
Date: Monday 21 June 2010 10.24am
To: David Thorne
Subject: Re: Re: Re: Re: Poster

yeah thats not what I was looking for at all. it looks like a movie and how come the photo of Missy is so small?

From: David Thorne
Date: Monday 21 June 2010 10.28am
To: Shannon Walkley
Subject: Re: Re: Re: Re: Re: Poster

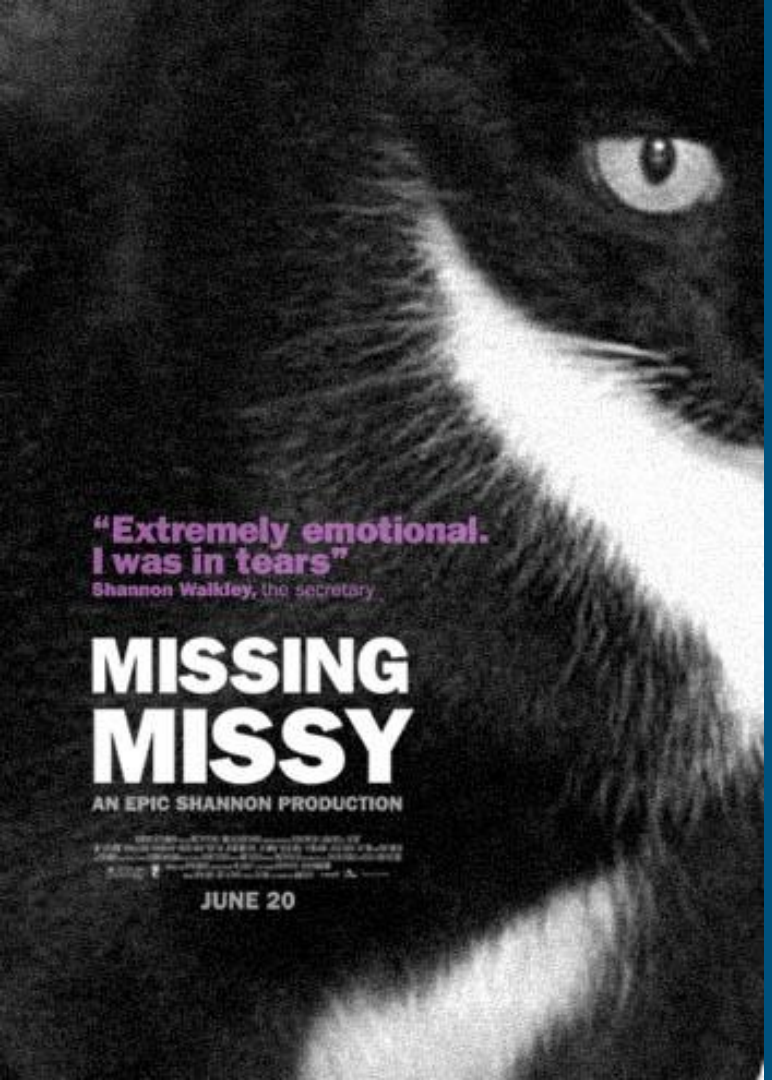
Dear Shannon,

It's a design thing. The cat is lost in the negative space.

Regards, David.

From: Shannon Walkley
Date: Monday 21 June 2010 10.33am
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Poster

Thats just stupid. Can you do it properly please? I am extremely emotional over this and was up all night in tears. you seem to think it is funny. Can you make the photo bigger please and fix the text and do it in colour please. Thanks.



From: Shannon Walkley
Date: Monday 21 June 2010 10.59am
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Re: Re: Poster

This is worse than the other one. can you make it so it shows the whole photo of Missy and delete the stupid text that says missing missy off it? I just want it to say lost.

From: Shannon Walkley
Date: Monday 21 June 2010 11.21am
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Poster

yeah can you do the poster or not? I just want a photo and the word lost and the telephone number and when and where she was lost and her name. Not like a movie poster or anything stupid. I have to leave early today. If it was your cat I would help you. Thanks.

LOST

MISSY THE CAT

MISSING FROM HARPER STREET
ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 11.47am
To: David Thorne
Subject: Re: Awww

Thats not my cat. where did you get that picture from? That cat is orange. I gave you a photo of my cat.

From: David Thorne
Date: Monday 21 June 2010 11.58am
To: Shannon Walkley
Subject: Re: Re: Awww

I know, but that one is cute. As Missy has quite possibly met any one of several violent ends, it is possible you might get a better cat out of this. If anybody calls and says "I haven't seen your orange cat but I did find a black and white one with its hind legs run over by a car, do you want it?" you can politely decline and save yourself a costly veterinarian bill.

I knew someone who had a basset hound that had its hind legs removed after an accident and it had to walk around with one of those little buggies with wheels. If it had been my dog I would have asked for all its legs to be removed and replaced with wheels and had a remote control installed. I could charge neighbourhood kids for rides and enter it in races. If I did the same with a horse I could drive it to work. I would call it Steven.

Regards, David.

From: Shannon Walkley
Date: Monday 21 June 2010 12.07pm
To: David Thorne
Subject: Re: Re: Re: Awww

Please just use the photo I gave you.

LOST

MISSY THE CAT

REWARD OFFERED

$2000

MISSING FROM HARPER STREET ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 12.34pm
To: David Thorne
Subject: Re: Re: Re: Re: Re: Awww

I didnt say there was a reward. I dont have $2000 dollars. What did you even put that there for? Apart from that it is perfect can you please remove the reward bit. Thanks Shan.

LOST

MISSY THE CAT
NO REWARD

MISSING FROM HARPER STREET ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 12.51pm
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Re: Awww

Can you just please take the reward bit off altogether? I have to leave in ten minutes and I still have to make photocopies of it.

LOST

MISSY THE CAT

MISSING FROM HARPER STREET
ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 1.03pm
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Re: Re: Re: Awww

Fine. That will have to do.

Your post needs to be interesting.

If you are working with professionals supply them with the right amount of information and what you want. Allow them creative space.

Public communications: common pitfalls

- Assumption that people care (about your work)
  - Why is this relevant to me?
- Assumption that people see the need (for your expertise)
  - I didn't realise this was a problem
- Assumption that people understand (your language)
  - Written by insiders, for insiders
- Assumption that process matters more than outcome
  - Describing bureaucracy isn't communications

Humans are biologically wired to process the world visually, which is why making content more visual increases its impact and efficacy.

Mini task:

What is this about?
3 seconds.

In a hundred meters there is a stretch of increased danger of falling stones from the right side of the mountain.

Now try again.

100 m

Same thing.

In a hundred meters there is a stretch of increased danger of falling stones from the right side of the mountain.

100 m

Visual communication encompasses everything related to visual design, even fonts.

Message essentials

Driving emotions and storytelling

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

– Maya Angelou, poet

Link to the video: https://www.youtube.com/watch?v=NemtQx0m0Ss&feature=emb_title

Emotions do not only refer to happy or sad,
but a range of emotions.

How does it make you feel?

Click on the image to read about the story of this photo.

A lot of scare-vertising tactics can be seen in commercials to prevent drunk driving and cigarette smoking. The World Wildlife Fund is one brand known for its controversial and fear-inducing imagery.

Tak nak!
EVERY BREATH YOU TAKE WILL EVENTUALLY SHORTEN YOUR LIFE.

Are our jobs too boring to get creative?

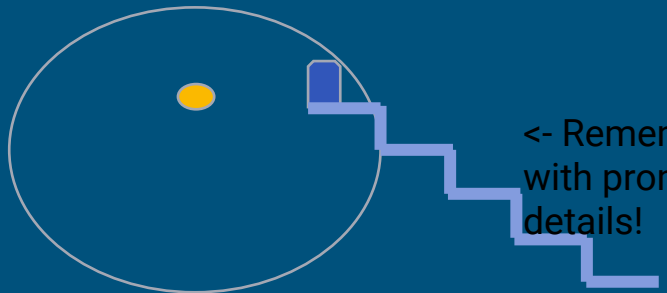
Link to the video: https://www.youtube.com/watch?v=zrS3Zzqz5Wo&feature=emb_title

If you think you are too small to make a difference, try sleeping with a mosquito.

– Dalai Lama.

Public storytelling –pick the killer stat

- Avoid cramming every relevant statistic into your communication
- Use the killer stat to craft your story (e.g. press release) and tuck the rest into supplementary materials (e.g. website or fact sheet)
- Use the killer stat to lure people into your world –then hit them with the detail



<- Remember: you want to get them into your world with promotional messages before hitting them with details!

82%

Less bikers injured per year cycling through Italy-Slovenia border due to accidents since a bike lane was constructed as a result of Interreg project BySLOIT! [link]

Ok then, what can I post and how?

Project news

Interreg EMR
August 16 ·

The World Health Organisation (WHO) just selected the Interreg-project "Senior Friendly Community"👵🧍 as a BEST PRACTISE and an example for Europe!!! 👊👊👊🏆Congrats!🎉🎈👏

Read more on our website:
https://www.interregemr.eu/…/senior-friendly-community-quot…

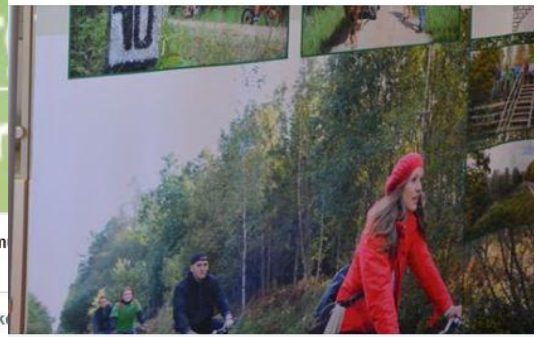
And don't forget to like&share!!🎁

Like

Remke van der Linden, Ch

Estonia - Latvia Programme
October 4 at 10:30 AM ·

🗓 OCTOBER 2018
From the opening of new green routes to hackathons!!
Check out the events, that are organized by #estlat projects in October - https://estlat.eu/en/events
#estlatinaction #jointevents #estlatcooperation



ESTLAT.EU
Events - EstLat

Like Comment Sh

Danube Transnational Programme
September 6 ·

"Sustainable Transportation Planning in the Carpathians" conference in #Bratislava, 5-6th Sep 2018, part of the #TRANSGREEN project, brings together a wide array of decision makers and practitioners from transport planning to environment from across the Carpathian countries and beyond to discuss expert solutions, policy initiatives and commitments to #integratedtransportplanning.
#interreg #connectivity #naturebasedsolutions #greeninfrastructure

Central Baltic @CentralBaltic · Sep 13

Project @WATERCHAIN aimed to reduce inflows of nutrients and hazardous substances to the Baltic Sea. Project has published tips on what citizens can do to save the sea. Available in five languages! waterchain.eu #cp_fin #CBresults

…k – Recovering the Baltic Sea
…he inflows of nutrients and hazardous substances
… Sea.

6

Interreg Greece Italy @Interreggr_it · Feb 3

🚩Do you have an ideas 💭 related to
✔ Innovation, Creativity, Art and Imagination
👉Interreg SPARC&Chamber of Achaia launch a **CONTEST** 🏆 to select 5 **INNOVATIVE&CREATIVE BUSINESS IDEAS** 💡
⏳ Deadline 16 February
👉 bit.ly/2RQGuYU

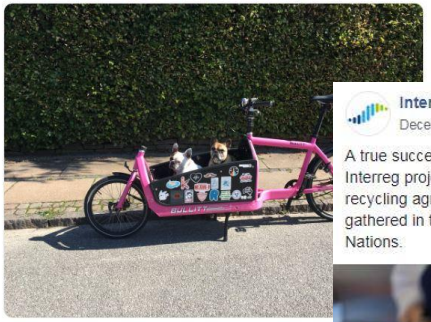
Europe Direct Patra and 9 others

5 5

Highlight the real added value of your project

South Baltic
@SouthBaltic
Following

Our project #CoBiUM promotes cargo bikes in #southBaltic cities!
Partner cities will give the chance to see or test cargo bikes for your daily commuting instead of using the car: your city and your health will both benefit!😉Follow their next steps at ➡️
energikontorsydost.se/en/cobium



2:55 PM - 17 Oct 2018

3 Retweets 6 Likes

Interreg AlpineSpace @EUAlpineSpace · Sep 20

Alpine Space cities are facing many challenges! Exposure of green spaces, heavy land use pressures...
#LOS_DAMA! is fighting to preserve our landscapes.
Find out more here: alpine-space.eu/projects/los_d...

Follow #MadewithAlpineSpace here: bit.ly/2LE4Eo4
#MadewithInterreg

5 5

Interreg Baltic Sea Region
December 1, 2017 ·

A true success story of the BERAS project implementation! Launched as an Interreg project in 2003, BERAS has initiated change towards an ecological recycling agriculture and society in many regions in Europe. The experience gathered in transforming food systems was now picked up by the United Nations.

INTERREG-BALTIC.EU
Transforming food systems – Baltic Sea region experience goes global

Like Comment Share

Interreg Alpine Space
September 26 at 1:00 AM ·

The #CaSCo project has solutions to reduce CO2 emissions!

Climate change is real, and increasing material flows along processing chains in the timber industry are dangerously contributing to it.

With the development of transnational operating tools it promotes low carbon timber processing chains in the Alpine space.

The #CaSCo project also created an Alpine Space Regional Timber Award, which has nominated public and private institutions with outstanding construction projects involving buildings made of wood or urban furniture built with regional timber. Read more about it here: http://www.alpine-space.eu/projects/casco/en/home

Follow #MadewithAlpineSpace here: https://bit.ly/2LE4Eo4

#MadewithAlpineSpace
#MadewithInterreg

Like Comment

Use catchy visuals that tell the story

Project RaNTrans @ProjectRaNTrans · Sep 28

At @UoPMarineBiol, @AndyVDSOlivier and @marinebio_zoe along with the help of the rest of the team have been busy carefully emptying tanks of a variety of marine life in order to prepare them for the upcoming experiments. #ScienceTwitter #portsmouth #allthebeasties

You and 4 others

6 14

North Sea Region
@NorthSeaRegion

The hard work of friends, families, volunteers and other informal #caregivers of vulnerable people is rarely acknowledged. It's time to care for the invisible carers in the #NorthSeaRegion: bit.ly/376r344

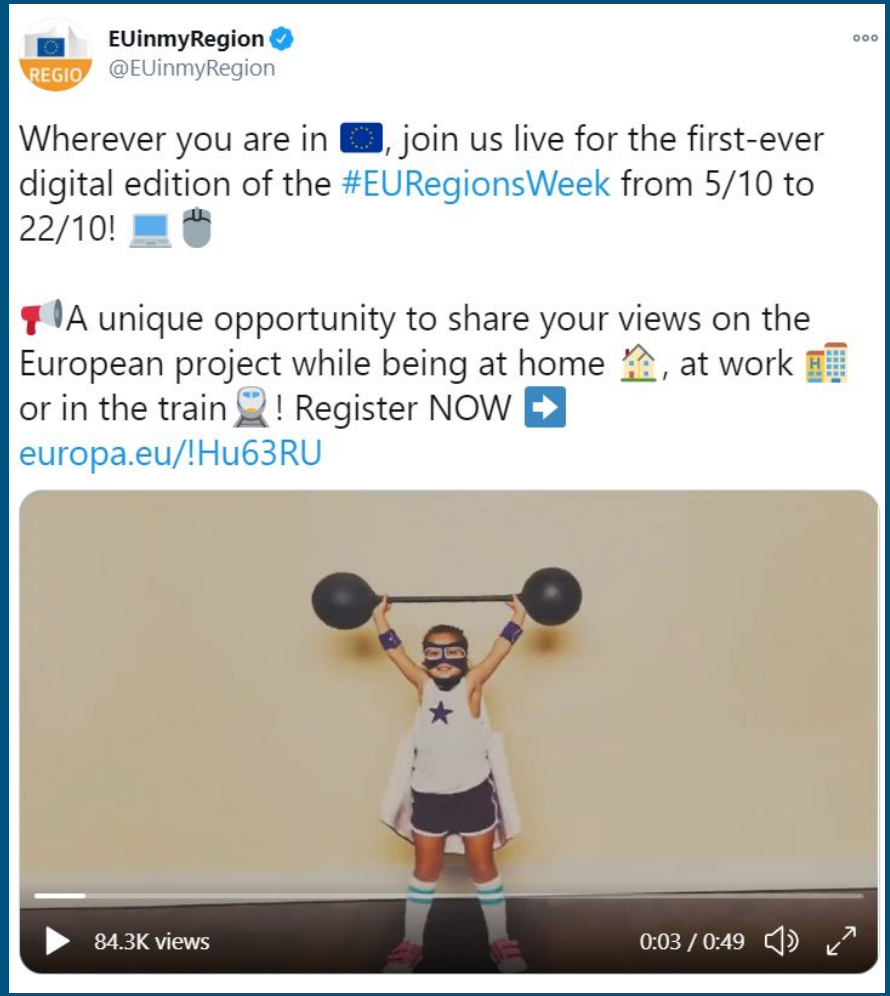
You and 6 others

10:26 AM · Jan 17, 2020 · Twitter Web App

2 Retweets **6** Likes

Videos dominate the bandwidth!

Link to the video:
https://twitter.com/EUinmyRegion/status/1308724891328356352



Live posts from events

Interreg Central Europe is in National Palace of Culture, Sofia.
23 hrs ·

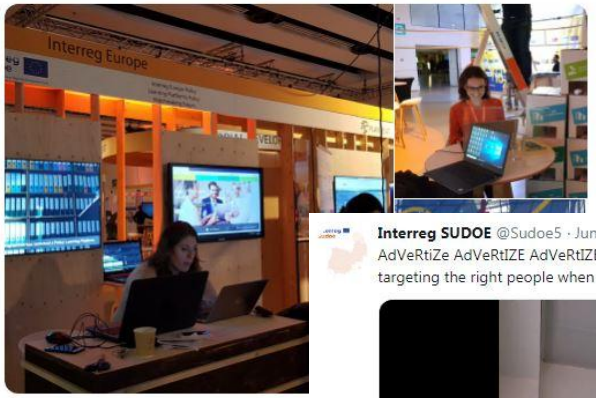
Ok, let's go... what an opening ceremony!!! 💃🚶 Today and tomorrow we are in Sofia at the EU Danube Strategy Forum. If you are around come to our meeting corner. You will see why #cooperationiscentral at the heart of Europe and why also many regions and cities along the Danube river benefit from our projects. 🚤⚓

167 Views

Like Comment

Helena Järviste, Agnès Monfret, Diana Zsoldos and 8 others like this.

Interreg Europe @interregeurope · Oct 8
Exciting week ahead! We're busy setting up our stand in the #Agora exhibition - come and say hi if you are at #EURegionsWeek this week and check our programme too: interregeurope.eu/policylearning...



5 20

Interreg SUDOE @Sudoe5 · Jun 28
AdVeRtiZe AdVeRtIZE AdVeRtIZE is KEY @kwinlambrecht on the importance of targeting the right people when advertising #advocacy @InterregMed

9

Interreg SUDOE @Sudoe5 · May 15, 2019
We're ready for the #EUGreenWeek2019 !Visit our #MadeWithInterreg stand & discover what all the Interreg transnational programmes our doing for a greener life! 🌱

You and 9 others

6 15

‘Non project, but relevant news

Interreg EMR
June 4 ·

Maastricht University ranks among the top 10 international universities, with 49.9% international students. 🎓📚

This shows that the Euregion Meuse-Rhine definitely is the #HeartofEurope!

Times Higher Education World University Rankings

TIMESHIGHEREDUCATION.COM

International student table 2018: top 200 universities

Explore the universities with the highest percentage of international studen…

Like Comment Share

Willem Kleinendorst and Karen Coenegrachts like this.

Interreg NWE @INTERREG_NWE · Sep 18

@EU_Commission’s President Juncker has delivered his State of the Union Address to the @Europarl_EN last week. The speech and the main proposals are available online in all EU languages:

State of the Union 2018

In 2018, President Juncker made a rallying cry for a more sovereign Europe that allows its nations to be global players. Looking to 2019, he used the s...

ec.europa.eu

1 1

News from your Programme

Atlantic Area @AtlanticArea · 16h

📢Results of the second call! 📍27 projects approved for funding📍
Congratulations to all new @AtlanticArea beneficiaries!
Check out the list of projects approved: atlanticarea.eu/news/91 (further info soon)
#Interreg @GLePalud

4 5

Danube T. Programme @Interreg_Danube · Sep 27

Our project @TransdanubeP won the Austrian VCÖ #Mobility #Award 2018 🥰🥰😎 in the category "Leisure and Tourism" and has been titled as "exemplary project"!
Out of 321 projects and concepts, 12 projects received a prize – and luckily, Transdanube.Pearls is one of them.

Interreg 2 Seas @Interreg2Seas · Aug 31

Our team in Lille is looking for a Finance Unit Assistant! Apply before 9 Sep | Read more: interreg2seas.eu/en/news/2-seas...

4 2

Central Baltic Programme
October 3 at 6:45 AM ·

The registration to the Central Baltic programme Annual Event 2018 - Cross-border cooperation, from theory to concrete results- just opened: https://www.lyyti.fi/reg/Annual_Event2018. We look forward to see you in Turku on 14-15 November 🙂

For more information please visit the Annual Event page on our website: http://centralbaltic.eu/content/annual-event-2018...

Like Comment

Terhi Johanna Jantunen, Agnès Monfret, Merike Niitepõld and 6 others like this.

Topics directly relevant to your project

Interreg Baltic Sea @baltic_sea_prog · Apr 26

#Transnational #cooperation builds trust within EU and beyond. #Interreg @Baltsenior project proves it also offers opportunities to learn from each other and tap into methods & solutions developed elsewhere. #innovation #BalticSeaRegion

BaltSe@nioR @Baltsenior

During @baltic_sea_prog BaltSe@nioR exhibition at #MilanDesignWeek we talked with #designers, #engineers and #interiordesigners from all over the world: Norway, Brazil, Japan, Iran, Australia, Germany, Lithuania and...

3 4

Interreg MED @MEDProgramme · Apr 27

RT @andsmartcity 👏 to the @projectcamarg. The @MEDProgramme projects results are starting to become real.

Andalucia Smart City @andsmartcity

Today at @forogreencities we have presented the 1st results of the @MEDProgramme @projectcamarg and how it will be a model to promote zero-km #agrofood marketplace

4 6

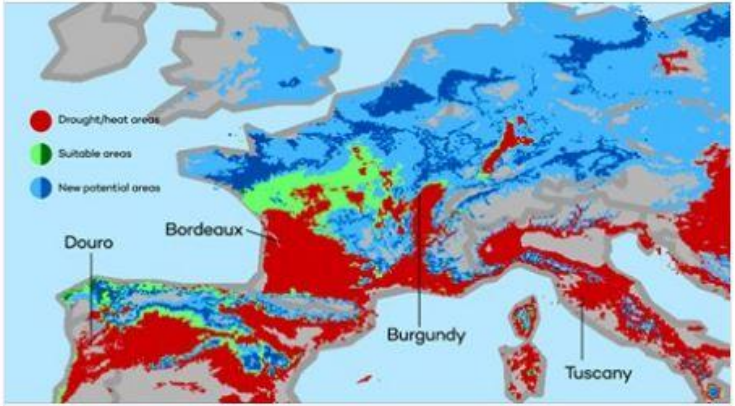
Interreg 2 Seas shared a post.

11 April ·

SCAPE

11 April ·

It may not seem like it right now, but things are really heating up. Want to see where global warming will take its toll through the lens of wine? Take a look at this 'wine' map for the Interreg 2 Seas area.



WINEFOLLY.COM

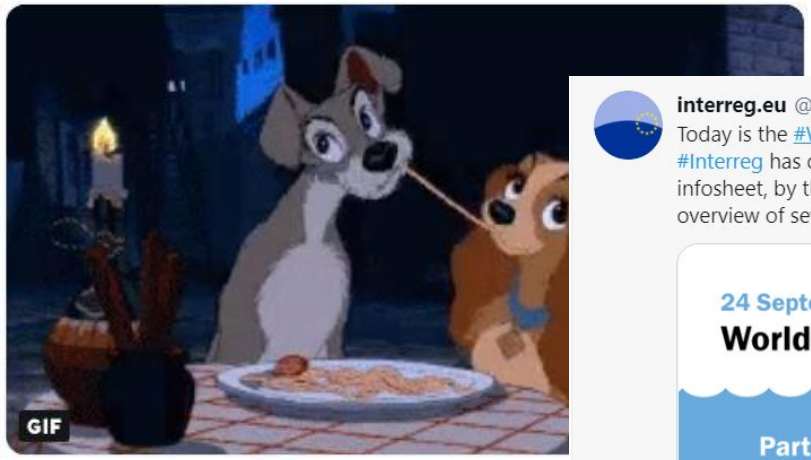
Climate Change vs Wine: A Snapshot of Year 2050 | Wine Folly

1

Make use of special days

Interreg CE @InterregCE · Jan 5

Did you know that today is World Spaghetti Day? Our projects like Slow Food-CE and @strefowa are working on #gastronomic #CulturalHeritage and #foodwaste issues Have a look interreg-central.eu/Content.Node/E... @RegioInterreg @EU_Regional



9 13

Danube T. Programme @Interreg_Danube · May 1

Happy #LabourDay2018 ! Check out #RARE and #YOUMIG projects working on labour integration of ROMA people & youth migration. #InclusiveGrowthNetwork #Interreg bit.ly/2qTd8uX bit.ly/2HmXWRd

and Mercedes Acitores

interreg.eu @Interreg_eu · Sep 24

Today is the #WorldMaritimeDay - a perfect time to check out what #Interreg has done to tackle the challenges related to plastic litter! In this infosheet, by the Interreg Knowledge of the Seas Network, you get a quick overview of several great actions: interact-eu.net/library#3034-i...

Even more special days

Interreg FWVL @InterregFWVL · Jul 10

Exceptionnel !! @InterregFWVL qui va voir ses équipes non pas coopérer mais s'affronter lors du match ⚽ de ce soir ! #WorldCup

RDV à 20h pour ne louper aucune miette de cette demi-finale ! 🇫🇷🇧🇪🇪🇺

#FRABEL #FiersdetreBleus #REDTOGETHER

Translate Tweet

Equipe de France ⭐⭐, French Team ⭐⭐, FIFA World Cup and 7 others

19 38

Ride the wave - be relevant

European Commission posted a video to the playlist **#EUsolidarity**.
3 April ·

Doctors are working on the front line.

The Cerdanya Hospital at the border between Spain and France treats patients affected by #coronavirus from both sides. 🇪🇺

Find out more about this hospital co-financed by the EU programme Interreg →
https://europa.eu/!Vr33xq

#EUsolidarity

EU Regio Interreg @RegioInterreg · Sep 24

Cooperation across borders in the health sector is essential, as #Covid19 has shown. 👉

On 15/10, don't miss our unique workshop at the #EURegionsWeek highlighting successful Interreg projects focusing on health. 🦠

RSVP & check the whole programme ➡️ bit.ly/2HnfJZj

Interreg-IPA BG-TR CBC and 9 others

9 15

Not necessarily ‘new’ news

Post real time info but “new story” is not an essential. You can always highlight a good, still relevant story.

Not necessarily news

Interreg MED @MEDProgramme · Sep 18

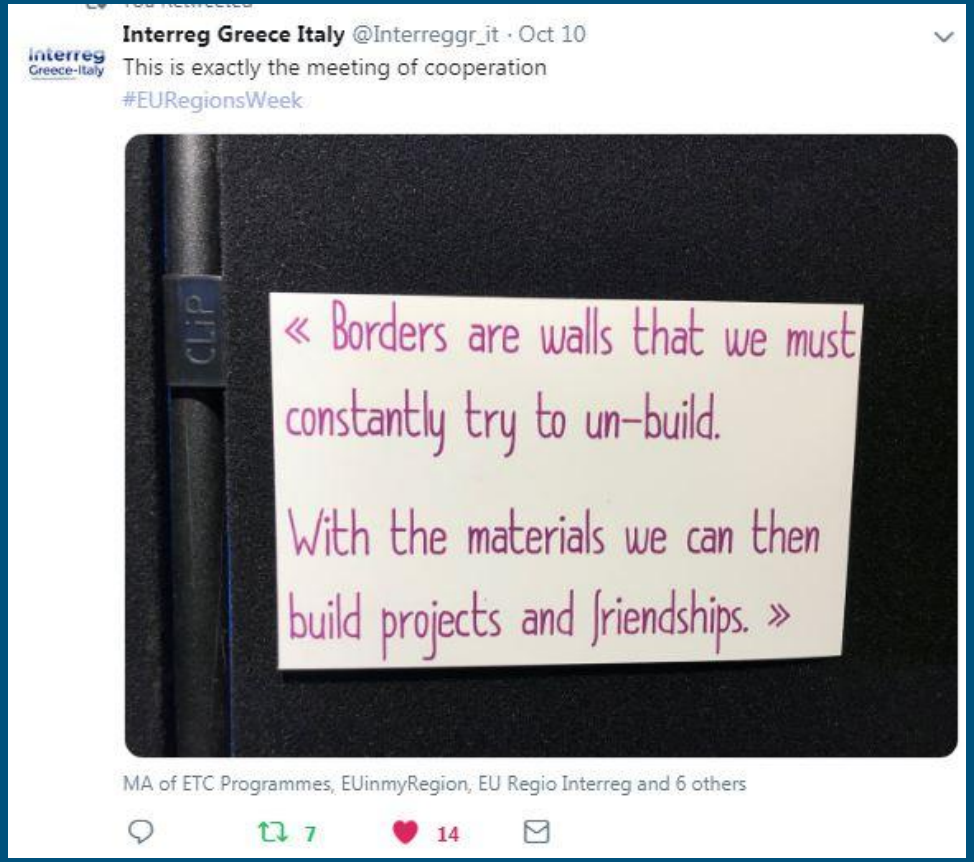
The growth of cruise ships 🛳 stopovers in #Mediterranean port cities induces traffic jams 🚗🚕🚙. Discover the solutions of LOCATIONS project of @MEDProgramme at the stand #madewithinterreg at the #EURegionsWeek. @Interreg_eu @RegioInterreg @EU_CoR.

5 5

Give context in event announcement

Give context in ‘any’ announcement

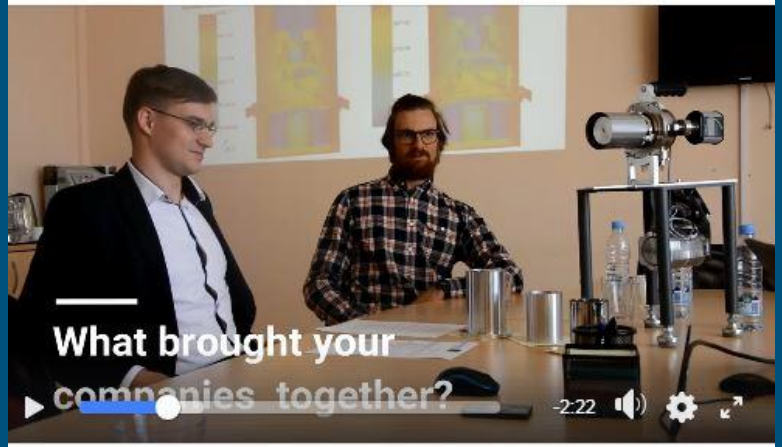
A small detail at event hall can give the message



Testimonials for authenticity

Estonia - Latvia Programme shared their video.
October 17 at 11:19 PM ·

Looking for a good #SMEcooperation example? This spring we met Oleg and Marti, who represent Latvian and Estonian SMEs. They are working together on new design of the radiation spectrometer. Project is only in the middle of it's implementation, but the first prototype already is made.
HADEDE - https://estlat.eu/en/estlat-results/hadede.html
Video on YouTube - https://www.youtube.com/watch?time_continue=4&v=DATO7z3lHdI
4th call information - https://estlat.eu/en/for-applicants/for-4th-call-applicants



366 Views

Central Baltic @CentralBaltic · Sep 20

On #ECDay2018 we asked passers-by what European cooperation means to them and it turned out that Miguel is in Finland thanks to the cooperation. #cp_fin

North Sea Region @NorthSeaRegion · Oct 14

Louise Napier of @HyTrEc2 at #Regiostars finalists talk: "I am so proud of our partnership! We've been able to scale up hydrogen transport far exceeding our expectations. We're already delivering the EU #hydrogen strategy!" #Interreg30

Language: Use questions

North Sea Region @NorthSeaRegion · Oct 15

Are you an #Interreg transnational superstar, expert, or beginner? Take the quiz to find out! #MadeWithInterreg ow.ly/RnV530mcOk8

Interreg SUDOE, Interreg MED, Danube T. Programme and 7 others

8 11

Interreg Europe shared their event.

October 11 at 12:50 AM ·

Are you interested in digital transformation? Register for a webinar 'Enabling the digital transformation. Regional business support ecosystems.'

Learn about the current challenges, successes and lessons learnt from Interreg Europe projects.

The webinar is open to everyone. ... See More

MON, OCT 22

Webinar: E

Interreg Euro

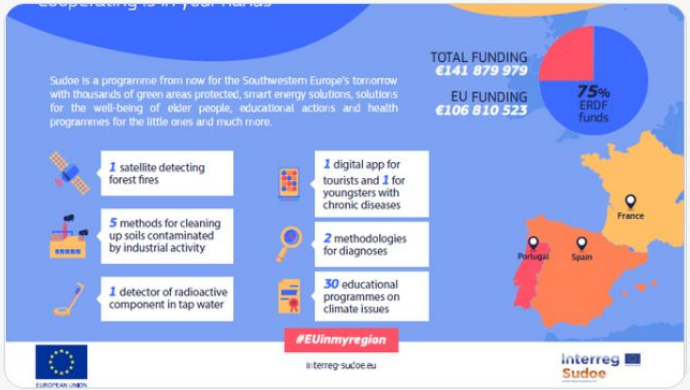
Networki

Ana Cristina Fe

Interreg SUDOE @Sudoe5 · Oct 19

What do U know about Interreg Sudoe?

Have a look to our infographics & discover some actions co-financed in #SouthwesternEurope thanks to #Interreg to tackle climate change, protect our environment, promote innovation & boost competitiveness



You and 5 others

3 13

Interreg SUDOE @Sudoe5 · Mar 29

📢HEY!Do U want to work with us?🤔😍 We're hiring an administrative assistant & a project officer 🎉 & u can be one of those 😇 Looking to receive ur applications 👩‍🎓👨‍💼👩‍💼 (deadline: 20/04)

interreg-sudoe.eu/programa/ofert...

9 10

Language: Be friendly

Make use of local languages

Interreg Deutschland-Nederland shared euregio rhein-maas-nord's post.
1 hr ·

Auch das INTERREG-Programm Deutschland-Nederland war auf der AVERE E-Mobility Conference in Brüssel vertreten! #interreg #europaomdehoek #euinmyregion #emobility

euregio rhein-maas-nord
1 hr ·

An den vergangenen zwei Tagen fand in Brüssel die AVER
Conference mit internationalem Publikum statt. Mit dabei a
Programm: Verena M...
See More

Like

Interreg FCE
@Channel_Manche
Following

Le projet @InterregCPES va améliorer la qualité de l'eau dans la #Manche par la mise en place de Paiements pour Services Ecosystémiques dans 6 bassins versants pilotes en France & en Angleterre ♒

Rendez-vous sur leur nouveau site pour en savoir plus! 👇
cpes-interreg.eu

Translate Tweet

Interreg España-Portugal @poctep · Jun 3, 2019

📱#Regiostars Public VOTE! 🏆🇵🇹Estes são os projetos #POCTEP🇪🇺 que concorrem este ano. 🇪🇸Consulta las diferentes gategorías aquí: ec.europa.eu/regional_polic... #PleaseVote #Regiostars2019 #Interreg

EUinmyRegion and 6 others

1 7 13

Show this thread

8

5

interreggr

26 Posts
130 Followers
57 Following

Interreg GR 🇧🇪🇫🇷🇩🇪🇱🇺
Public Service
Programme européen pr la coopération transfrontalière #granderegion
EU-Förderprogramm für grenzüberschreitende Kooperation #grossregion... more
www.interreg-gr.eu/
11 bd J.F. Kennedy, Esch-sur-Alzette
Followed by **interregce** and **interregeurope**
See Translation

Following | Message | Contact

EU context: We all are EU programmes

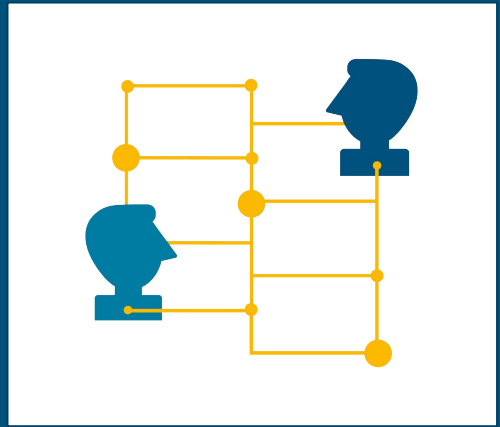
What else can I do?

Photography/video contests

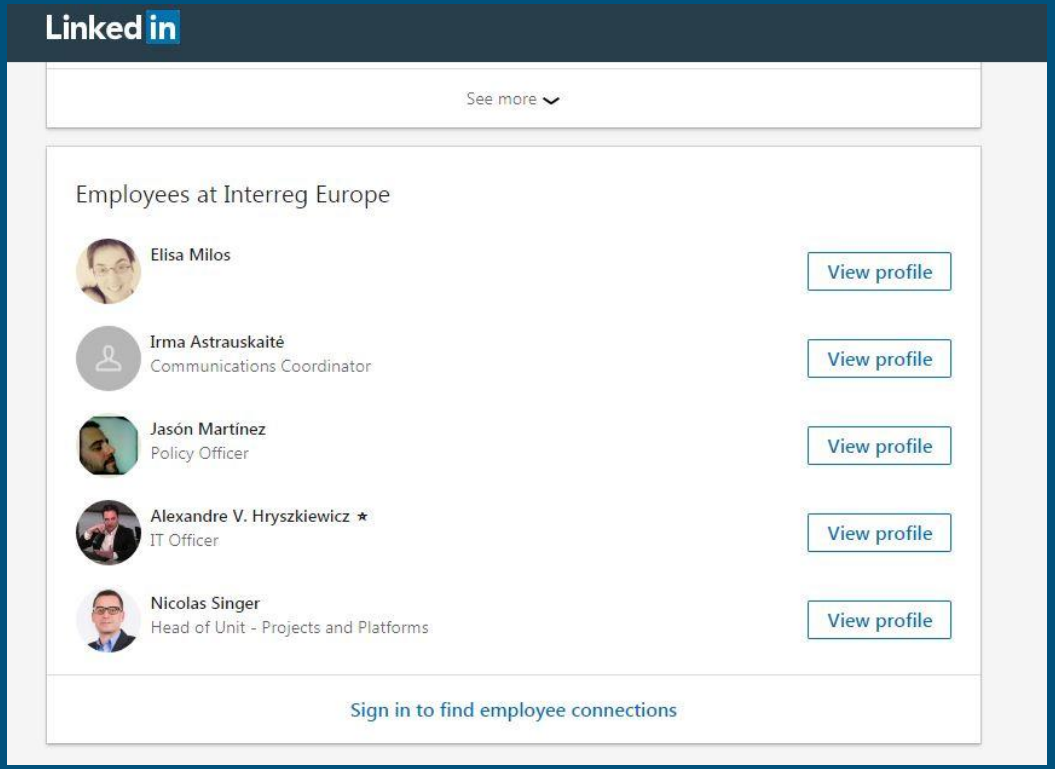
- Facebook is the ideal platform to organise it.
- Competition for the most ‘likes’, creates a win-win situation in which you get good photographs and a lot of traffic to your page.
- A competition will also provide you with a large photo library, given you have taken the consent of the contesters for storage and use of the photographs.
- Most ‘liked’ photograph is usually the one supported by the best networking campaign, rather than due to its artistic merit. Combining the popular vote with an independent selection board’s opinion can help you make a more balanced decision.

Community management

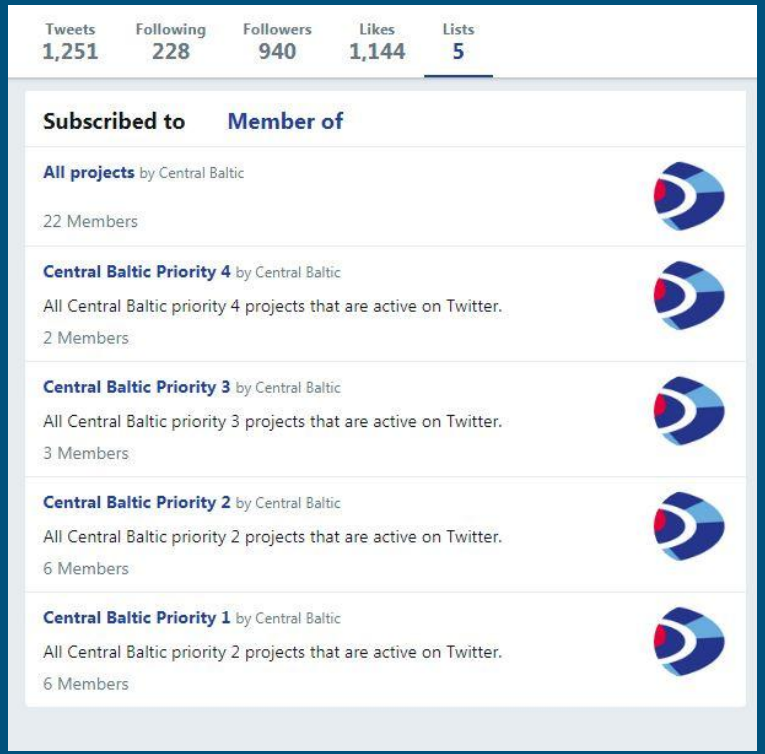
- Build your community: follow and get followed by your partner organisations, people that work(ed) with the project, other relevant projects, Interreg programmes
- Create lists and groups: to follow what's going on e.g. with your project, also to coordinate your community in specific cases (e.g. campaigns) or events.
- Make sure to stick to one tool for management of your project community.



Community management



Community management



Question 5:

How do I know I did well?

- Use insights and analytics features to measure your performance. Numbers will help you evaluate how well you did, and also help with evaluation of your communication strategy/plan.
- Check which posts performed better and try replicating effective styles in your future posts. Pay attention to timing as well, understand when your followers are likely to be active.
- We don’t have a generic method for measuring communication, but we have the judgement from good practice for each topic!
- Interreg programmes are trying to find a way to measure this. This is new and alien to communication officers but there is a lot to do for everyone.

Metrics to follow

REACH

TOTAL PEOPLE REACHED

IMPRESSIONS

TOTAL IMPRESSION

BOUNCE RATE, AVG. SESSION DURATION

QUALITY OF TRAFFIC

WEBSİTE VISITORS

SESSIONS

ENGAGEMENTS

LIKES, COMMENTS, SHARES

LEADS

ACTUAL GOAL / RESULTS

COST

TOTAL SPENDING

CPC

COST PER CLICK

To wrap up...

Tips

- ‘Within the framework of Operational Programme Interreg X-Y 2014 – 2020’ is not a social language. ‘Our project’ or ‘we’, is.
- Always show the tip of iceberg in the post, lure people in (e.g. to your project website), then hit them with details. Use the storytelling techniques and give the heart of your information instead of writing down every detail.
- #Using #too #many #hasthags #doesn’t #make #your #text #trendy, #but #illegible.
- Use hashtags to distinguish a particular post from others, make use of trending topics and to be discoverable.

Tips

- Posts with visuals are more attractive and get higher engagement rates. They also compress more information into one post and are more prominently featured in the timelines. Use videos, photos, gifs, vines, emojis, etc.
- If you have too much data to show, visualise it. If you can craft your data/info into a story, use infographics
- Timing of social media posts: afternoons and late in the week has proven to be more engaging for everyday people.

Tips

- Posting relevant interesting topics from other projects can keep your audience engaged in quiet times. You can also use '#ICYMI' on Twitter (In Case You Missed It) to share important news from earlier in the week.
- Social media is interactive: Engage with followers – do not avoid it, you are exposed publicly. Respond to the comments and messages even if they are negative. Engage with accounts who engage with you.
- Create photo albums (FB) to have a better organised photo archive. Include a caption to clarify what is on the photos.
- Make use of features that platforms provide, e.g. highlighted stories on Instagram

Tips

- Use a friendly language. Official, boring language is a turn-off on social media.
- Use questions, for example ‘Did you know..?, Have you seen..?’
- Use local languages as much as possible.
- Get familiarised with social language: TFW, tl;dr, IDC...
- Make the info available on both, project account and your institutional accounts.
- Be careful with linking across accounts, especially automatic posting. A tweet that is a link to Facebook and nothing else, is a bad tweet.

Tips

- Closely cooperate with Twitter accounts managed by Interreg MED Programme.
- Tag the accounts managed centrally by us to your important posts to multiply the information that is of interest to the wider audiences: @Interreg_eu, @RegioInterreg, @EUinmyRegion

As there was a question about videos during the training, I’m adding some bonus tips for Social Videos.

If you make good short videos, you are the winner on social media!

Social video: 6 S's

- **Start**: Because native videos (videos hosted by the social media platform and not a third party) often autoplay, the video should grab the viewer's attention from the start, immediately. (first 3 seconds must be interesting)

- **Silent**: Make sure the video still makes sense when you turn the sound off. Videos on mobile devices play silent by default, until the user chooses to turn on the sound.

- **Short**: Social video has to be short to make sure the viewer watches the whole video and gets the message before starting to browse something else.

- **Story**: To keep people's attention, the videos should have a story structure with an attention-grabbing beginning, an informative middle section, and a clear call to action at the end. The stories focused with the video should be authentic.

6 S's of social video

- **Style**: The video style should match the style of the platform it is shared on, in aspects such as orientation and video length. Square style works better on most mobile apps, without having to flip the smartphone.

- **Shareable**: The content needs to be shareable so that it is watched and then shared, making sure the message is delivered to more even more people. To be successful beyond paid and organic reach, the videos must have contagious traits such as social currency and practical value that encourage people to share them.

Example 1

Example 2

Example 3

Check out these examples. If I were you, I would create a video of my project following Example 1. It describes the problem, the solution, the data... it is short and understandable. You can produce such a video using your smartphone and some online editing platforms. You don't have to be a professional editor! Check out biteable and moovly for editing videos online. They offer some free plans where you can try and improve your editing skills :)

Thank you for listening!

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