

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Tips on social media

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30 May, 2017 | Communication seminar in Barcelona



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Why social media?

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Social media for projects

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BIOREGIO example

04

Twitter, Facebook, LinkedIn, YouTube

05

Google Analytics



Starting point

- Your communication objectives
- Your target groups
- Your resources



Your project on
social media



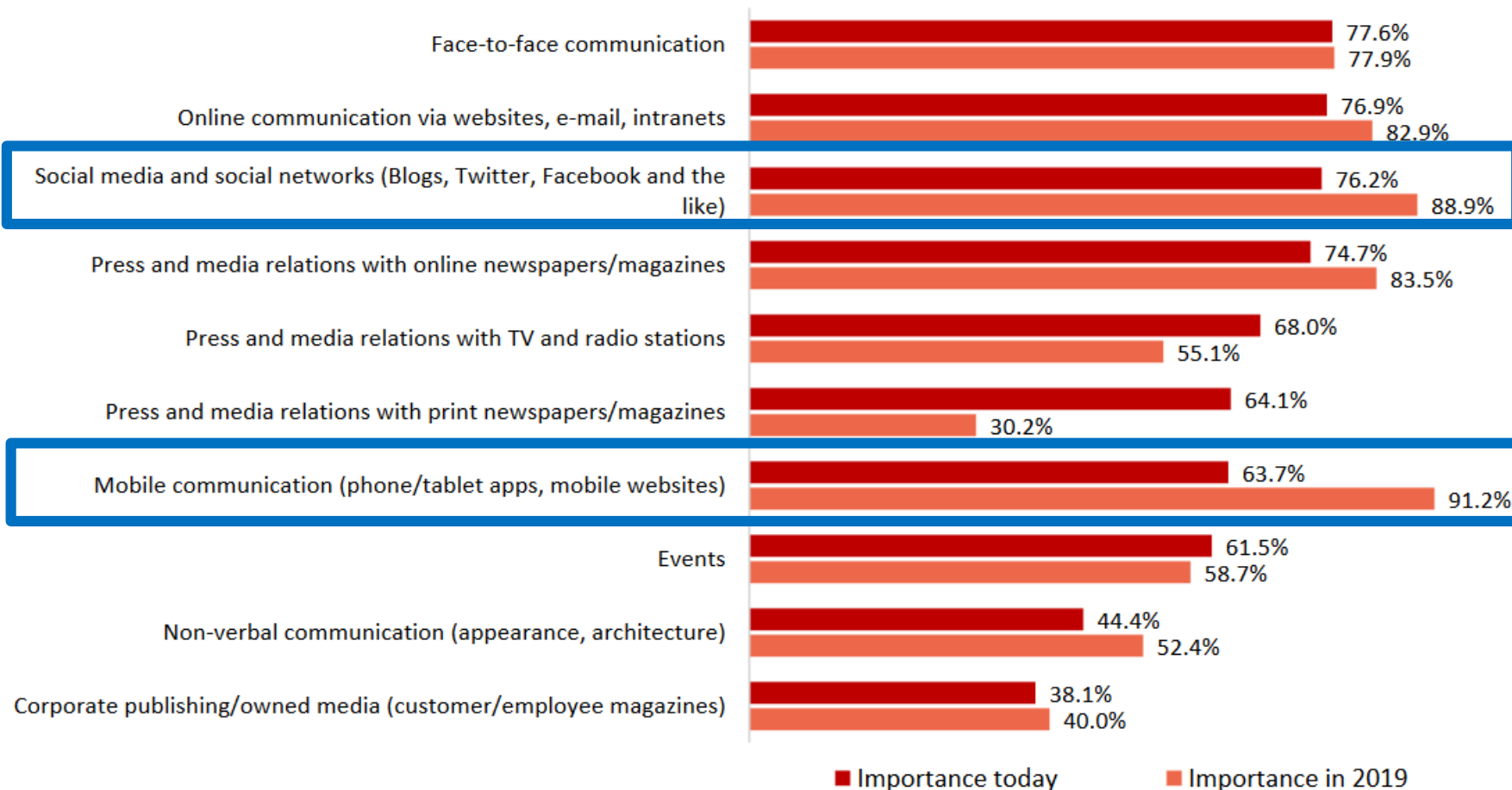
WHY SOCIAL MEDIA?



- **Engagement**
- **Costs/benefits for visibility**
- **Making new contacts**

Importance of communication channels/instruments today and in the future

Perceived importance for addressing stakeholders, gatekeepers and audiences today and in three years



www.communicationmonitor.eu / Zerfass et al. 2016 / n^{min} = 2,521 PR professionals. Q 12: How important are the following methods in addressing stakeholders, gatekeepers and audiences today? In your opinion, how important will they be in three years? Scale 1 (Not important) – 5 (Very important). Percentages: Frequency based on scale points 4-5.



HOW A PROJECT CAN BE PRESENT ON SOCIAL MEDIA?



General principles

- You don't have to be on every social media channel
- Invest resources in community management
- Provide dynamic, engaging and interesting content
- Don't be afraid to experiment
- Monitor



WhatsApp

Skype

Vimeo

YouTube

Tumblr

Vine

LinkedIn

Facebook

Twitter

Instagram

Google+



Example: BIOREGIO



My Interreg Europe **74%** Logout Search

Discover projects

Regional circular economy models and best available technologies for biological streams

NEWS EVENTS CONTACTS LIBRARY



Project summary

“
BIOREGIO boosts bio-based circular economy through transfer of expertise about best available technologies and cooperation models.
”

AIMS

- improving knowledge related to circular economy of biological streams and bioeconomy

Tweets about BIOREGIOproject

Ger Spac
@GREIReSPAC
@delurge @GreenpeacePNW someone has a request to learn how to create #CleanEnergy/independence in their area! @Greenpeaceafrica #bioregioproject 🙌🙌
07 May

Javier Artza Cantero Retweeted
Agapito Portillo
@agaportillo
Fin visita en Helsinki para conocer Estrategia fitness Bioeconomía y economía circular. #bioregioproject #interregueurope #VoeconsejeriaMACLM



BIOREGIO approach

Main channels

- Twitter
- LinkedIn
- (Facebook)



No social media accounts for the project, instead:

- Hashtags: #BIOREGIOproject
- Mentions: @interregeurope, @LAMKfi, @MedkovaKaterina
- Institutional and personal accounts
- Encouraging people/partners to talk about the project
→ BIOREGIO website & #BIOREGIOproject

BIOREGIO: How to get people/organisations to talk about your project? 1/2



- Cooperate with the communication unit at your organisation or use Google
- Don't worry → ask & learn – we are also beginners 😊

How to get started?

- Decide your project #
- Share & encourage your partners & stakeholders
- Play with short tweets and find the beauty of # & @

BIOREGIO: How to get people/organisations to talk about your project? 2/2



Katerina Medkova @MedkovaKaterina · Apr 26

Stretching our body & soul to boost our **#BIOREGIOproject** workshop & brainstorming outcomes @LAMKfi @interregeurope





If you have a project profile...

- Start by following others
- Post regularly but do not overload
- Include links for more info (your project website!)
- Use visuals
- Play to the strengths of each channel
- Interact
- Follow the built-in analytics

Play to the strengths of each channel



Osiris Interreg added 4 new photos.
10 April · €

Co-creation workshop for input to the Presov region action plan for boosting the creative sector. Methods used: open social innovation, peer review, Innovation Loop and the simple joy of working together and sharing ideas.

A collage of four photographs showing participants in a workshop. The top photo shows three people smiling at a table with papers and a laptop. The bottom row contains three smaller photos of different workshop activities, including people talking and working at tables.

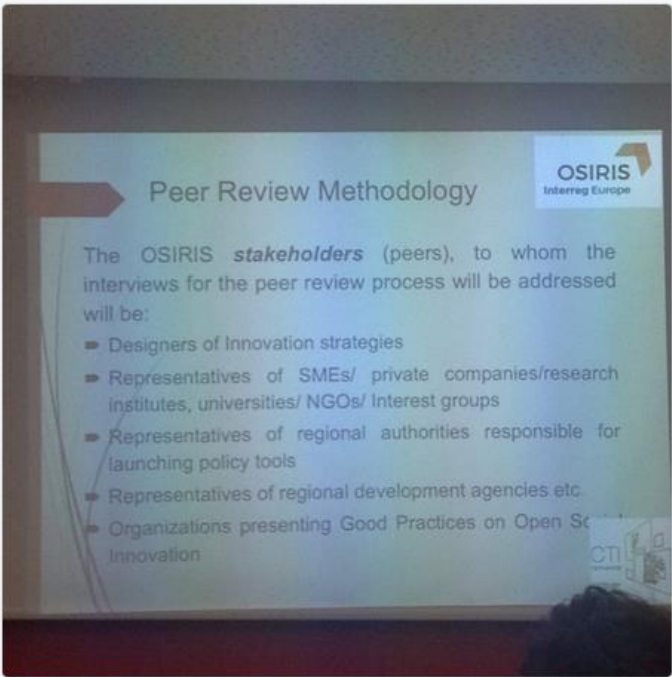
Like Comment Share

Jasón Martínez and 21 others Chronological *

1 share

Cláudia Saraiva Good job! 😊
Like · Reply · 1 · 10 April at 15:07 · Edited

Osiris Interreg @Osiris_Interreg · Apr 10
Using peer review method to analyze policies, funding, innovation, procurement with reference to open social innovation. #interreg

A screenshot of a presentation slide titled "Peer Review Methodology" with the OSIRIS Interreg Europe logo. The slide lists stakeholders for the peer review process.

Peer Review Methodology

The OSIRIS *stakeholders* (peers), to whom the interviews for the peer review process will be addressed will be:

- Designers of Innovation strategies
- Representatives of SMEs/ private companies/research institutes, universities/ NGOs/ Interest groups
- Representatives of regional authorities responsible for launching policy tools
- Representatives of regional development agencies etc.
- Organizations presenting Good Practices on Open Social Innovation

OSIRIS Interreg Europe

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5 5



Example: ITHACA on Twitter



ITHACA
Interreg Europe

TWEETS **80** FOLLOWING **525** FOLLOWERS **201** LIKES **37**

Following

ITHACA Project

@ITHACA_health FOLLOWS YOU

Nine regions from EU share experiences and good practices on smart health and care innovation to improve active and healthy ageing of the population.

Joined January 2017

Tweets Tweets & replies Media

Pinned Tweet
ITHACA Project @ITHACA_health · Jan 19
Meet our complete Steering Group and Expert Task Force from our fantastic new ITHACA project at our 1st meeting. Powered by @CoralEurope



Who to follow · Refresh · View all

Philipp Tepper @Philip...
[Follow](#)

Katie Owens @ktowens
Followed by ERNACT Network and others
[Follow](#)

PPI Platform @Procu...
[Follow](#)



ITHACA: Why Twitter?

- Used by many professionals, policymakers and journalists
- Inform and get informed quickly
- Active community
 - ITHACA project based on existing community



ITHACA tips for Twitter

- Include media content such as pictures/videos
- Follow others: people/organisations interested in the same issues as your project, partner regions, policymakers, local/regional press
- #
- Mention others @, re-tweet, respond, interact
- Be active, tweet regularly
 - More than one person should be logged on to the profile and tweet (except during project events)
- Benefit from live events
 - First ITHACA EEPE in Liverpool:
 - 184 interactions in 1,5 days
 - Hereof 13 new followers



Why Facebook?

- Almost 2 billion users
- Incredibly sticky: no 1 site to spend time
- Measurable: easy access to very precise insights in terms of fans, post performance etc.





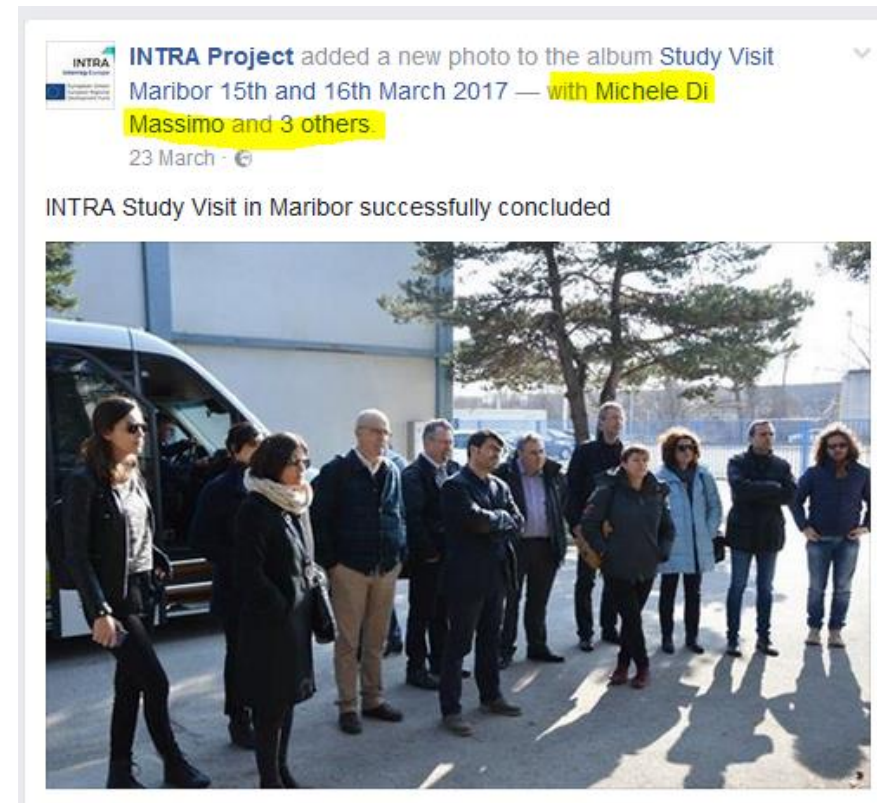
Facebook tips 1/2

Who are you on Facebook?

- Be personal
- Choose your tone
- Many admins?

How to get followers?

- Invite friends
- Connect with your project website
- Target followers of your institutional accounts
- Involve all partners





Facebook tips 2/2

Interesting content

- An ideal post: picture + short text + link
- Create a buzz around your events
- Good practices, success stories

Interact

- Be active: like, share, comment, reply
- @

Monitor

- Choose the best time, schedule
- Post regularly
- Geographical coverage



LinkedIn



Why LinkedIn?

- People actively use LinkedIn to consume business content
- Professionals only
- Networking tool

Tips

- Join groups dealing with your project's topics, discuss
- Share content that is (professionally) useful for your followers
- Profile (CESME) / **group** (iEER) / showcase page

YouTube



Why YouTube?

- No 1 for videos
- High quality

YouTube tips

- Embed to your project website
- Create playlists
- Tags, description, link
- Consider adding subtitles
- To share videos on other social media channels, update the video directly there (do not share the YouTube link)



GOOGLE ANALYTICS



Monthly report – What can you learn? 1/2

Do you reach your targets?

- Sessions
- Users
- Page views
- Newsletter sign ups
- Avg. session duration



Who visits your website?

- Users by country
- Audience behaviour:
new vs. returning





Monthly report – What can you learn? 2/2

What is interesting for your visitors?

- Most visited pages
- Searches
- Bounces



How do people find you?

- Top channels (search, direct, social, referral, email)
- Sessions by landing page



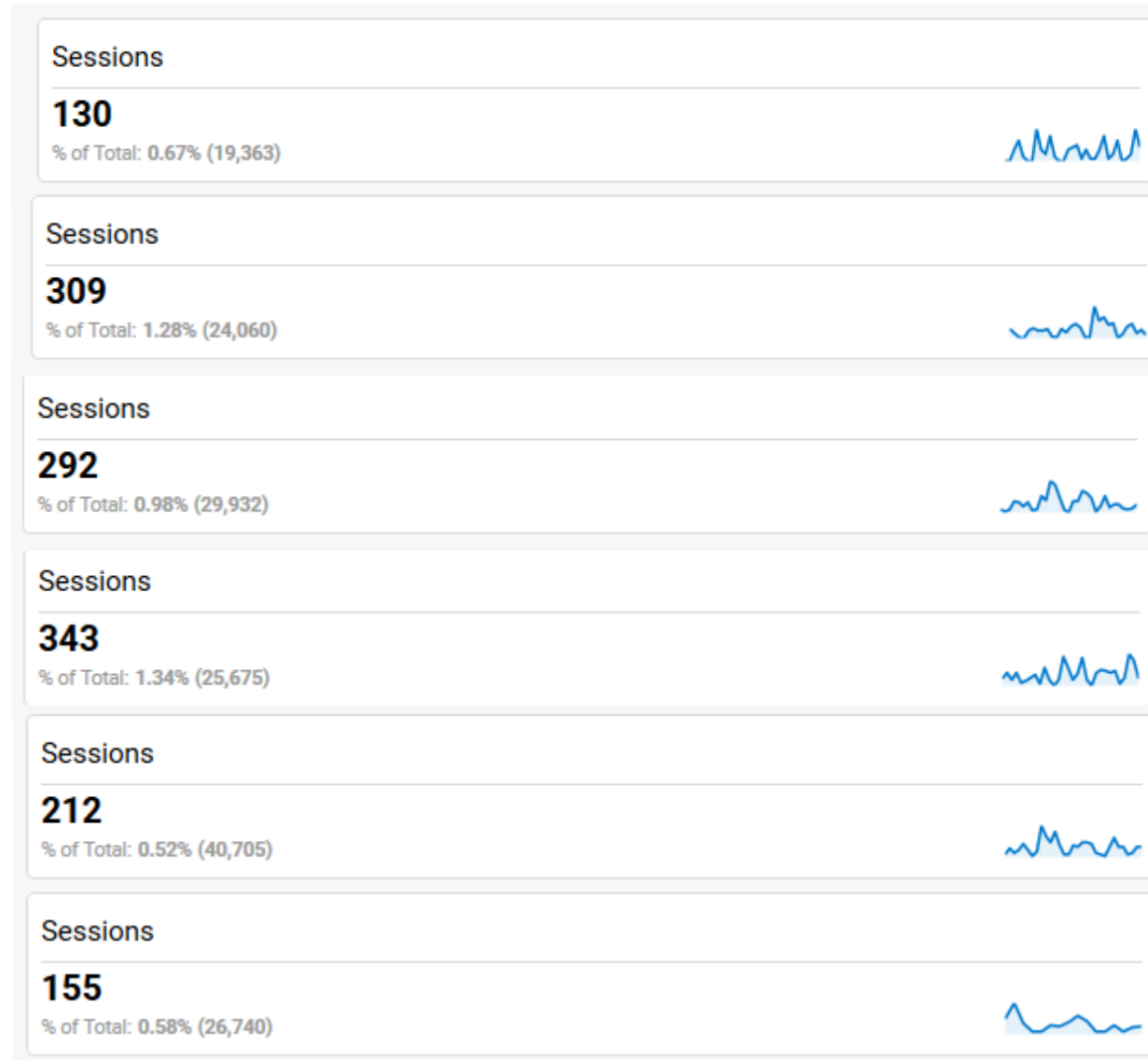


How to report sessions?

Six monthly reports

- Sum up all
= **1441**
- Insert total per six months in progress report (PR)

Following PR =>
new sum from six
Google reports





OTHER TIPS



Useful tools

- Social media management: Hootsuite, TweetDeck, Buffer
- Sharing presentations: SlideShare
- Social media stories: Storify
- Visuals: Canva, infogr.am
- Newsletter: MailChimp, Google Form
- Facebook insights, Twitter, LinkedIn and YouTube analytics



Interreg Europe on social media



@interregeurope

- #interregeurope, #interreg
- #SMEs, #research and #innovation, #lowcarbon, #environment and #resourceefficiency
- #policylearning



linkedin.com/company/interreg-europe



facebook.com/interregeurope



youtube.com/interreg-europeprogramme

Groups:

- Partner search & project ideas
- Research & Innovation
- Low-carbon economy
- SME competitiveness
- Environment and resource efficiency

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*Sharing solutions
for better regional policies*

Thank you!

Questions welcome



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