



BRIDGES
Interreg Europe



Communication and Dissemination of BRIDGES

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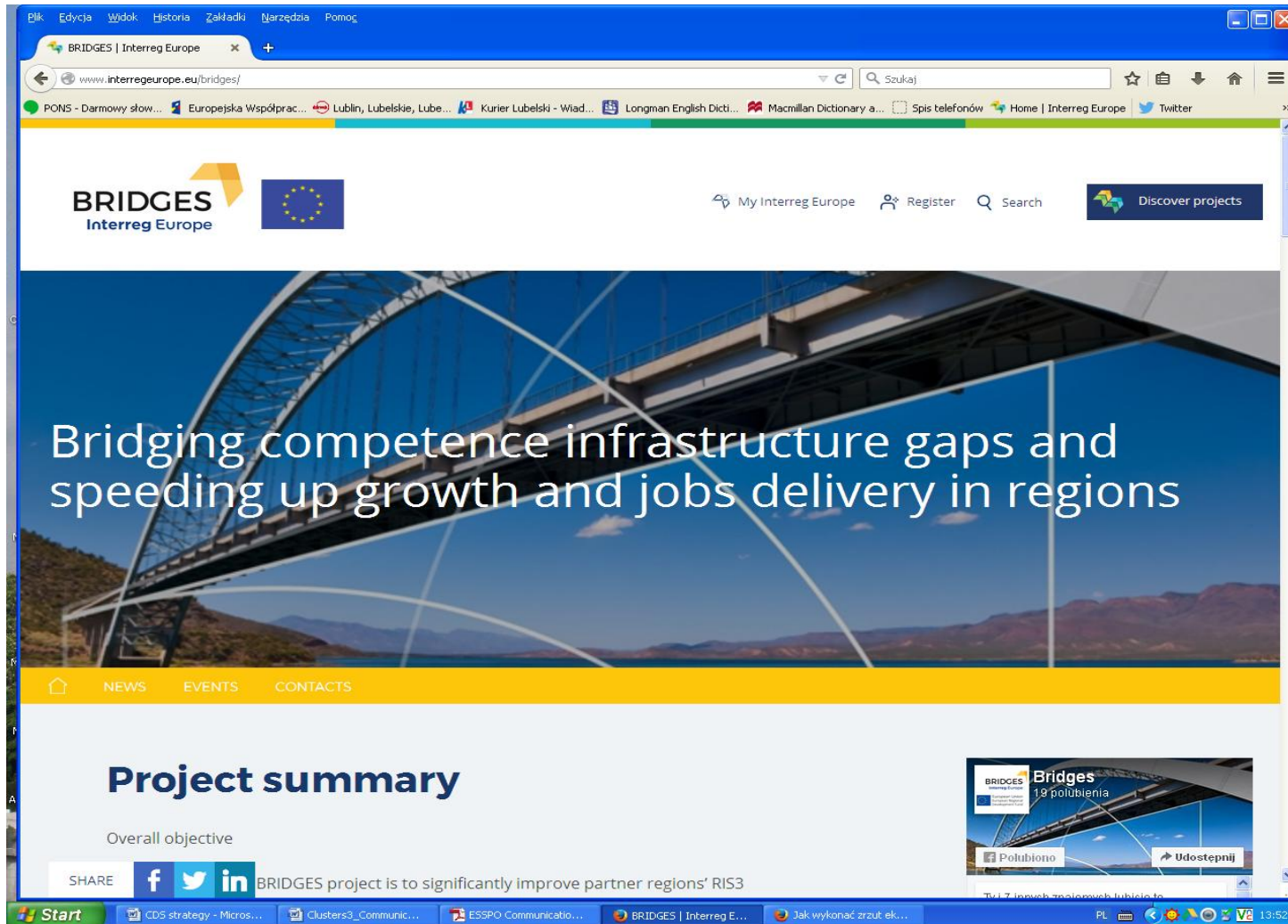
3 – 4 November, 2016 | Burgos

C & D Strategy

Structure of the document

- 1. Introduction**
- 2. Executive summary**
 - 2..2 Structure and formulation of this document**
- 3. Objectives of the communication and dissemination strategy**
- 4. Implementation approach**
 - 4.1. Communication and dissemination contact persons**
 - 4.2. Communication and dissemination planned outputs per semester**
 - 4.3. Specification of activities**
 - 4.3.1 Questions to ensure impact**
 - 4.3.2 Questions to ensure the quality of awareness raising**
 - 4..4 Results of the partner consultations on impact and quality of the awareness raising questions**
 - 4.5. Specified target groups & activities**
 - 4.5.1. Target groups/ stakeholder analysis**
 - 4.6. Online presence**
 - 4.6.1 Website**
 - 4.6.2. Social media**
 - 4.7 .Bridges brand toolkit**
- 5. Evaluation**

Bridges website



The screenshot shows a web browser window displaying the BRIDGES website. The browser's address bar shows the URL www.interreurope.eu/bridges/. The website header includes the BRIDGES logo, the European Union flag, and navigation links for "My Interreg Europe", "Register", "Search", and "Discover projects".

The main banner features a large image of a modern bridge with the text: "Bridging competence infrastructure gaps and speeding up growth and jobs delivery in regions". Below the banner is a navigation menu with links for "HOME", "NEWS", "EVENTS", and "CONTACTS".

The "Project summary" section is visible, with the heading "Overall objective" and a social sharing bar for Facebook, Twitter, and LinkedIn. The text below the sharing bar reads: "BRIDGES project is to significantly improve partner regions' RIS3".

At the bottom of the page, there is a small thumbnail for a Facebook post titled "Bridges 19 października" with a "Polubiono" (Liked) button and a "Udostępnij" (Share) button. The Windows taskbar at the bottom shows the Start button and several open applications, including "CDS strategy - Micros...", "Clusters3_Communic...", "ESSPO Communicatio...", "BRIDGES | Interreg E...", and "Jak wykonać zrzut ek...". The system tray shows the date "PL" and time "13:52".

Bridges website

Tabs:

About the project

Image, project abstract, social media links

Policy Instruments

News

Events

project meetings, conferences, stakeholder meetings, etc.

Contacts

Sidebar

Newsletter sign up box; Facebook timeline; Twitter timeline

Extra pages

Two more extra pages (2 sub pages); optional;

Library

Folders and galleries with project documents, images and videos

News and events we publish, as well as all library folders we create are gathered at Interreg Europe website level.

Bridges website

Monitoring of the website

- **The JS monitors the website**
 - Every month they send Google Analytics Report with all the data concerning visits on the website
- The JS will measure now average number of sessions at the project pages per reporting period
 - A session is the period time a user is actively engaged with a website

Social media

- **Google drive**
 - to store all the project files
- **Facebook**

with Facebook timeline on the sidebar of the website
www.facebook.com/bridgesinterreg
- **Twitter**

with Twitter timeline on the sidebar of the website
<https://twitter.com/Bridgesinterreg>
- **linkedIN** ??????
 - start joining linkedIN groups
 - creating a new discussion group

Media appearance

- It is very important to be present in media, for example press.
- Partner institutional newsletters/or similar publications do not count here!
- We should give the evidence of media appearance on the BRIDGES website/library folder

Monitoring of communication

2 Indicators predefined by the programme

- **Number of appearances in media (press, TV)**
not social media
„earned news” not „own news”
✓ target for Bridges – 59 (AF)
- **Average number of sessions at the project pages per reporting period**
measured by Google Analytics / six monthly figure reported
✓ to be reevaluated !

Monitoring of communication

Other metrics

- Number and nature of participants at events
- Number of newsletter subscribers
- % of satisfied participants at events
- % of stakeholders aware of project activities
- Session duration on website
- Number of likes, shares on social media

Newsletter and Brochure

- **Design of project corporate identities**
brochure, newsletter - finalized (PP 6)
- **Elaboration of the first newsletter** – final delivery by the end of the semester: digital, uploaded to the website
- **Elaboration of the first brochure** - final delivery by the end of the semester; digital / printed in limited number from the local dissemination costs; uploaded to the website

Newsletter

- **A digital newsletter which directs you to the project website**
- **Newsletter dissemination:**
subscription at the project website
individual partner data base
- **Interest Attention**
attract attention , maintain interest
- **Call to Action**
you can't help but click! – text /graphics / images

Newsletter

- **Newsletter content:**
 - introduction - about the project
 - policy learning / policy learning deliverables
 - project events / external events (ERRIN meeting, Smart Conference)
 - partnership (map?); contacts; logos;
 - website; social media
- **Newsletter team!**

Review of CD

- **Communication and dissemination strategy** – finalised and sent to partners
- **Filling in of the dissemination strategy by regional partners** – ✓
- **Initiation press releases** - ✓
- **Press release issued on the occasion of the 2nd interregional meeting** – PP8 - ✓
- **Project corporate identities** (brochure, newsletter, publication) - PP6 - ✓
- **Project description for the web site and website update** - ✓
- **Project social media** - Facebook, Twitter
- **Own partner web pages** - other updates (e.g. stakeholder meeting) – 1 partner
- **Own social media / blog** – facebook – 4 partners; Twitter – 1 partner; blog - 1 partner

Review of CD

- **Project poster placed in partner institution** – only 4 partners!!!
- **Reporting of communication and dissemination activities** - only 1 partner!!!
- **Elaboration of the brochure** - to be discussed in the 2 CD meeting / to be finalized by the end of the semester
- **Elaboration of the newsletter** - to be discussed in the 2 CD meeting / to be finalized by the end of the semester
- **Upload to the website final deliverables from regional and interregional policy learning sessions** – library
- **Update of project website** (events / news – according to the flow of information
- **Social media** - according to the flow of information
- **Reporting of communication and dissemination activities**



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European Union
European Regional
Development Fund

Thank you!

Questions welcome



Project smedia