Communication

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Junior Project Manager

SERN
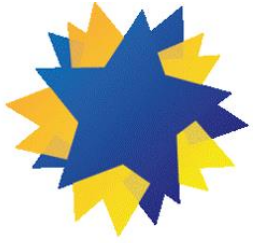
SERN TEAM

The purpose of the SERN is to reinforce the links between regional authorities, development agencies, universities and associations who build and scale up the startup ecosystems at regional level in Europe, promoting a culture of startup friendly regions

Emma Fau,
Adviser

Eva Bourdon,
Project Assistant

COMMUNICATION TOOLKIT

Harmonised branding

Interreg Europe uses a common programme visual identity.

Communication toolkit

- Project logo
- Poster
- Powerpoint template
- Website
- Project-specific branding guidelines

PROJECT LOGO

Project Logo

Innova-FI
Interreg Europe

Interreg Europe Project Branding

EU Emblem + ERDF references

[1] Origami related to topic colour

[2] Project acronym in Open Sans Regular

Innova-FI
Interreg Europe

European Union
European Regional
Development Fund

[3] Interreg Europe brand

Download brand guidelines:
http://www.interregeurope.eu/about-us/logo/

POSTER

A3 poster describing project, in 'location readily visible to the public

It is not acceptable to substitute the poster with a roll-up banner or digital screen.

Poster requirements will be checked by FLC

Compulsory information

WEBSITE

Project Website

- Interreg Europe designs, develops and hosts all project websites;

- Their use is mandatory for each project.

- They are an integral part of the already existing 'mother' website: www.interregeurope.eu.

- There is a close link between the project websites and the Interreg Europe website. For example, news and events published on the project websites will appear as well on the Interreg Europe homepage level, thereby multiplying their reach.

Key Features

What are the sources of content/data?

R: Automatic link between website and the iOLF & content created upon log-in

What is the format?

R: Individual websites, based on the same layout

Does the joint secretariat monitors the activity on the project website? Yes!!!!

https://www.interregeurope.eu/innova-fi/

Google Analytics report

How does it work:

- User visits your website
- When the user navigates on a specific page, the tracking code on the page sends a message to Google Analytics
- Google Analytics automatically captures and stores the user's information on its database
- Communication manager will receive a monthly report;

Sessions (landing page level)
286
% of Total: **1.47% (19,519)**

Users
321
% of Total: **2.70% (11,874)**

Users by Country

Country	Users
🇮🇹 Italy	152
🇪🇸 Spain	49
🇫🇷 France	30
🇧🇪 Belgium	13
🇷🇴 Romania	11
🇳🇱 Netherlands	10
🇬🇷 Greece	8
🇬🇧 United Kingdom	5
🇩🇪 Germany	4
🇸🇮 Slovenia	4

Audience behaviour: New vs Returning
■ New Visitor ■ Returning Visitor
39.2% 60.8%

Pageviews
899
% of Total: **1.28% (70,157)**

Avg. Session Duration
00:02:56
Avg for View: 00:03:25 **(-14.23%)**

Session: a session is the period time a user is actively engaged with a website

Users: users that have had at least one session within the selected date range. Includes both new and returning users

Pageview: total number of pages viewed. Repeated views of a single page are counted.

Avg. Session Duration: average length of a session

Top Channels

Default Channel Grouping	Sessions
Direct	128
Organic Search	118
Referral	25
Social	15

Sessions Drilldown

Landing Page		Sessions
/██████/		224
/██████/news/news-article/80/regional-dissemination-event-██████/		11
/██████/contacts/		7
/██████/news/news-article/128/promoting-the-██████████-package/		7
/██████/news/		5
/██████/news/news-article/143/2nd-field-visit-██████/		5
/██████/news/news-article/144/promoting-██████████/		5
/██████/news/news-article/80/regional-dissemination-████████/		5
/██████/events/		4
/██████/events/event/166/██████kick-off-meeting/		4

Most visited pages (page views)

Page		Pageviews
/██████/		329
/██████/events/		90
/██████/news/news-article/80/regional-dissemination-event-██████/		82
/retrace/news/news-article/128/promoting-the-██████████-package/		78
/██████/news/		74
/██████communication/		39
/██████/contacts/		38
/██████news/news-article/143/2nd-field-██████/		21
/██████news/news-article/142/communication-and-finance-seminar/		20
/██████news/news-article/144/promoting-██████/		19

Bounces and Pageviews by Page Title

Page Title	Bounces	Pageviews
████████	Interreg Europe	151	330
REGIONAL DISSEMINATION EVENT ████████	Interreg Europe	9	89
2nd Field Visit - ████████	Interreg Europe	5	21
Contacts	Interreg Europe	3	38
PROMOTING ████████████████	Interreg Europe	3	19

Top channels: acquisition details –how did the users find your website?

Sessions drilldown (previously: "Sessions by landing page"): further details on sessions per page

Bounce: A bounce is a visit in which the person left your site from the entrance page without interacting with the page. Together with "pageviews" can give you an accurate feeling on how relevant is a page content for the user
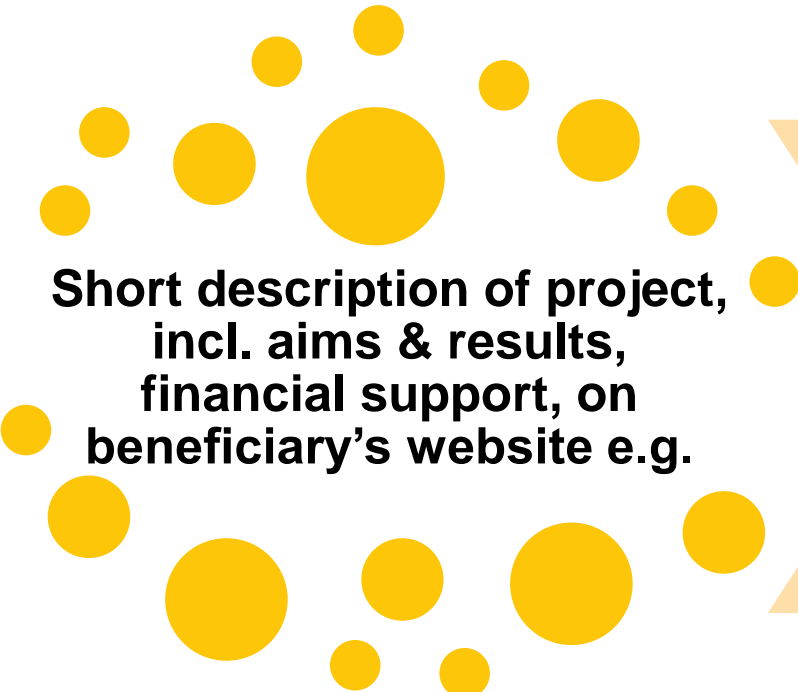
Website: To Do List

Projects have to:

- Edit project summary and **description of policy instruments (homepage level)**

- Publish news about the project's implementation and achievements

- Publish information about main project events **(no later than two weeks before the event)**

- Publish pictures, videos, documents/ publications about the project's work

- Publish digital project outputs

- Manage the social media section

- **Keep records of their media appearances**

Project partner's website

All project partners have to follow the requirements laid down in the EU Regulation and publish information about the project on their institutional website

Short description of project, incl. aims & results, financial support, on beneficiary's website e.g.
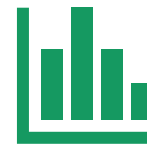
Link to your project website!

Communication: How to report

Progress reporting

- Required communication indicators
- Intra-project communication monitoring
- Storytelling

On-line system with:
- Progress report (template)
- Partner FLC certificate (process online)
- Partner control report and checklist
- Expenditure list by partner (fill in a template)

Report Indicator

Number of appearances in media (for example the press)

'Earned news' not 'own news'

Media, not social media

Number: in progress report;

Evidence: on website

Report Indicator

Average number of sessions at the project pages per reporting period

- Measured by Google Analytics
- Monthly report cumulated, six-monthly figure reported

Other metrics

Evaluation of communication strategy requires further 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, mentions on social media

Sum up

Checklist of publicity requirements	
Logo set used	Required
All partner institutions inform about the project on their website	Required
All partners institutions websites linked to Interreg Europe / project website	Recommended
All partner institutions place A3 project poster at a readily visible place at their premises	Required
ERDF support mentioned on all documents used for the public or the participants in the projects operations/activities	Required
Project website updated	Required
Disclaimer present in project publication	Required

Checklist; Interreg Europe

SOCIAL MEDIA ACCOUNTS

Social media accounts to be created and embed in the website
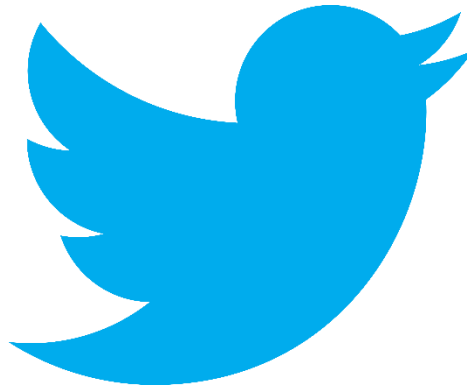
TEMPLATES

Templates

PowerPoint Template;

Forms for reporting dissemination for all attendees;

Stakeholders Pool List;

Dropbox Domain: Partners need to choose the email that is going to be linked to this account

EXERCICES

Establishing an editorial calendar

Practical exercise (15 min)

What should be published?	Where should we publish?	Who is responsible?	When should it be published by the partners?

Hashtags Team

#innova-FI

#interregeurope,

#erwc

HOMEWORK

Stakeholders List

Stakeholders List
- Complete the Stakeholders Map (dropbox)
- At least, 20 stakeholders per partner
- Same that will be invited to your LSG

Website Revision
- Logos
- Policy Instruments
- Contact Info
- Request to be part of the project

Create a Media Database (template dropbox)

News – Translation

Thank you!

Innova-FI
Interreg Europe

European Union
European Regional
Development Fund