

**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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**Twitter, Facebook, LinkedIn, YouTube**

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# Starting point

- Your communication objectives
- Your target groups
- Your resources



Your project on  
social media



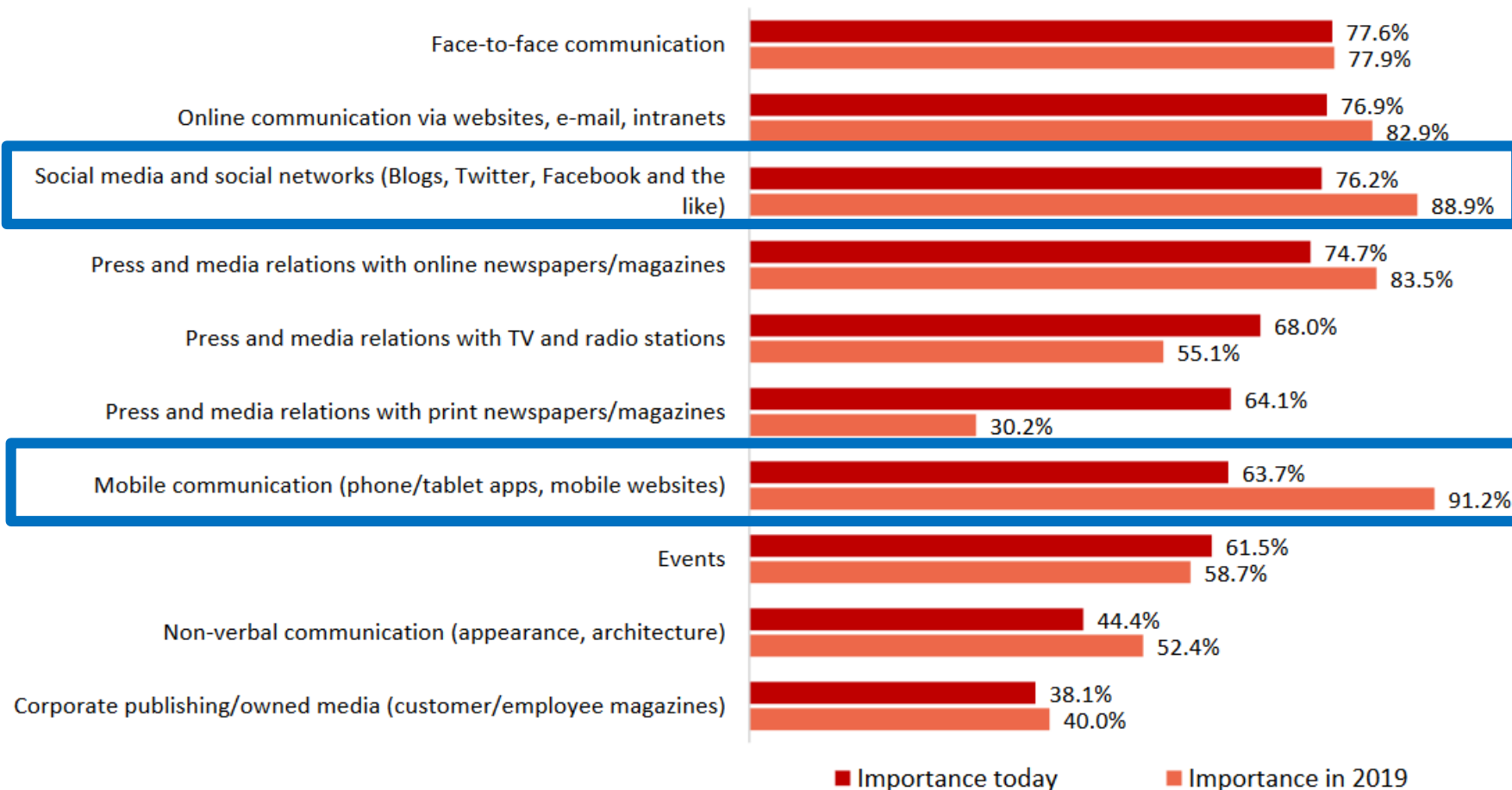
# WHY SOCIAL MEDIA?



- **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<sup>min</sup> = 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

LinkedIn

Facebook

Twitter

Instagram

Google+





# Example: BIOREGIO

**BIOREGIO**  
Interreg Europe

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 #CleanEnergyIndependence in their area! @Greenpeaceafric #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 people engaged in discussion and work at tables.

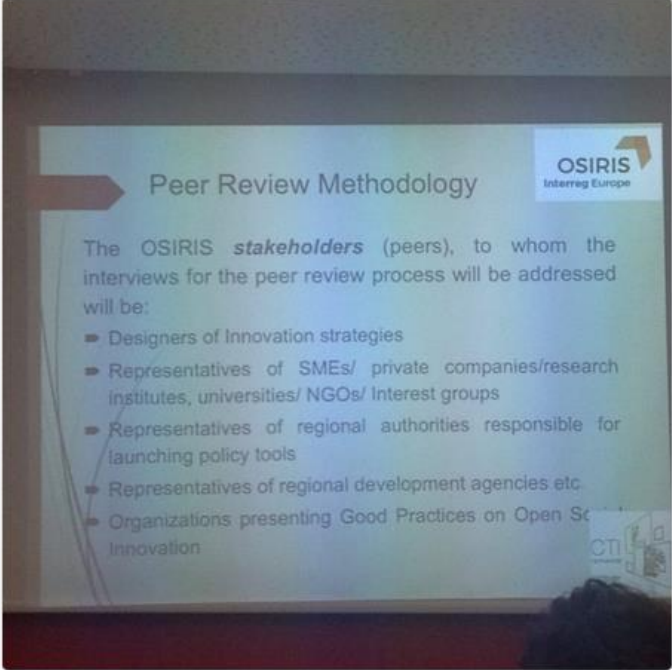
Like Comment Share

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 presentation slide titled "Peer Review Methodology" with the OSIRIS Interreg Europe logo. The slide lists the 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

CTI

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.





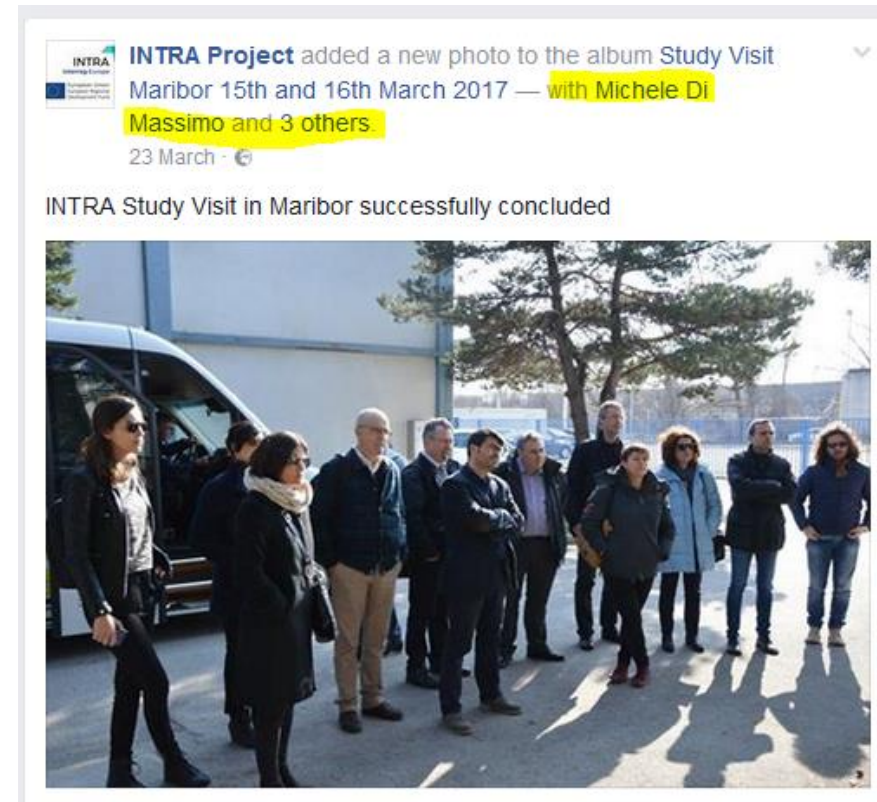
# Facebook tips 1/2

## 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



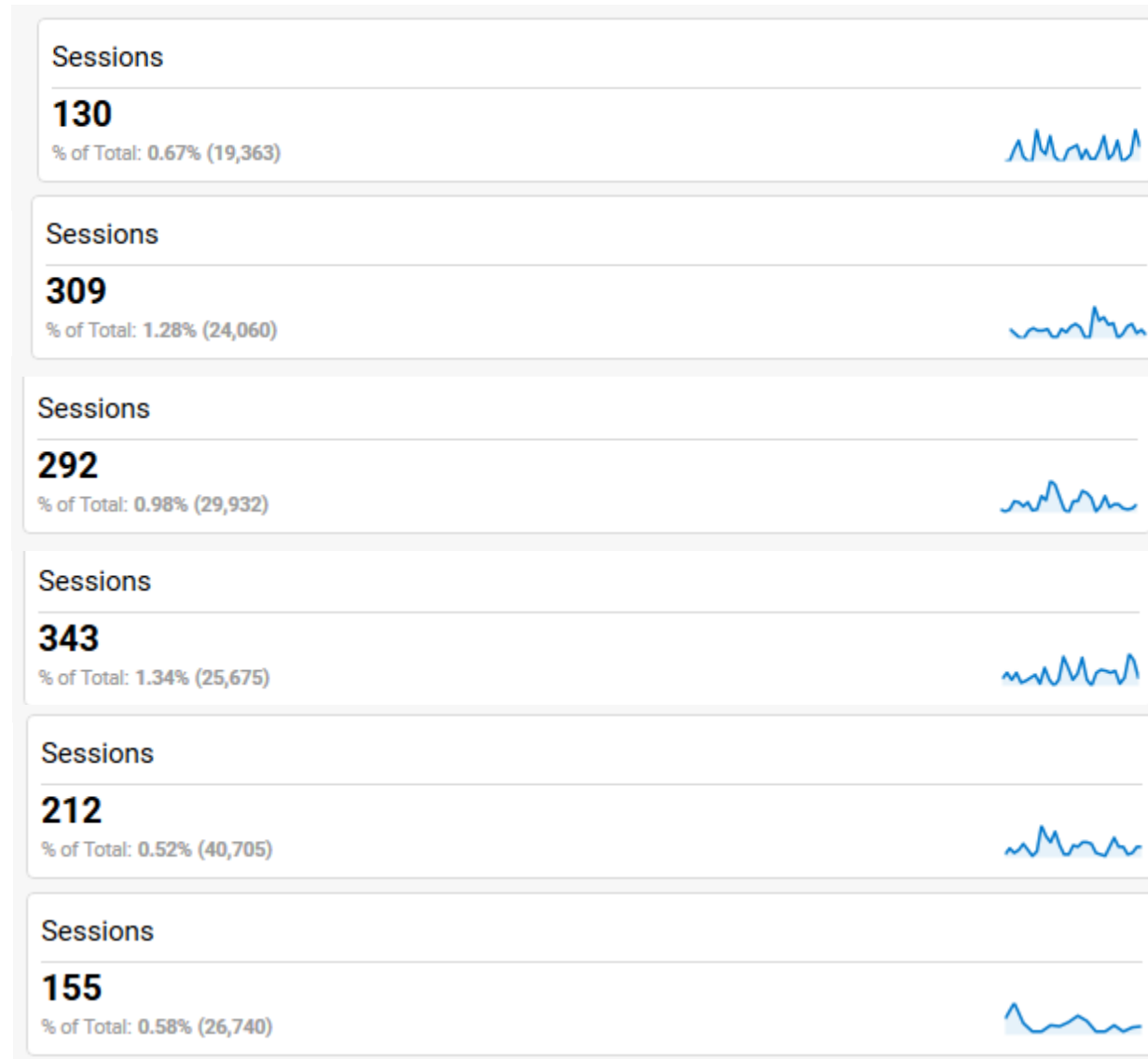


# How to report sessions?

## 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](https://linkedin.com/company/interreg-europe)



[facebook.com/interregeurope](https://facebook.com/interregeurope)



[youtube.com/interreg-europeprogramme](https://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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