

Interreg Slam kick-off event

Support for video stories and social media promotion

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Interact



**Co-funded by
the European Union**
Interreg

Video has the unique ability to **convey emotions**, build **relationships**, and drive **action**

Sheryl Sandberg, COO of
Facebook

Video has the ability to **capture attention and drive engagement** in ways that text and images simply cannot.

Susan Wojcicki, CEO of
YouTube

We don't have a choice on whether we do **social media**, the question is how well we do it.

Erik Qualman, author of Socialnomics

Video promotion

Duplicates the value of your content

- Convey **emotions**
- Tell **stories**
- Showcase your project **results** dynamically
- Creates a deeper **connection**
- Leaves a lasting **impression**



**In Interreg,
we weren't
going to fall
behind**



Interreg Slam promotional videos

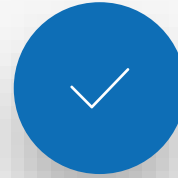
- Service offered in the **second phase** of the competition: transform your storytelling format into high-quality videos
- Mandatory for the **6 finalists**.
- Video conducted by an **external expert** and coordinated by the Interact team.
- Priority possibility of doing the **Certified Training in Video Making** (September)



What is included?



Design and branding of the clip



Pre-production

- Scenario
- Montage
- Voiceover
- Subtitles



Production of the draft/final video

Duranton: **120 - 360 s**



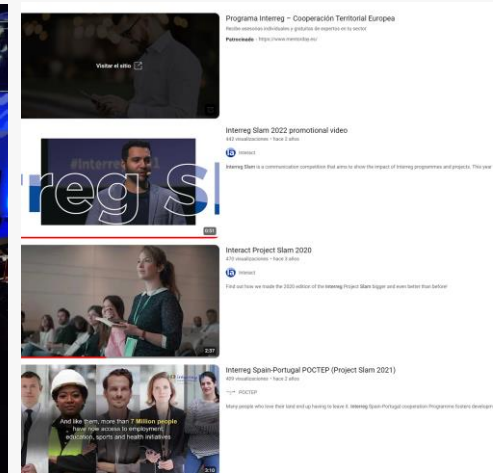
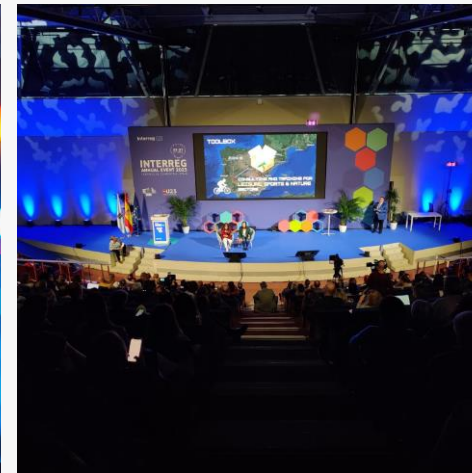
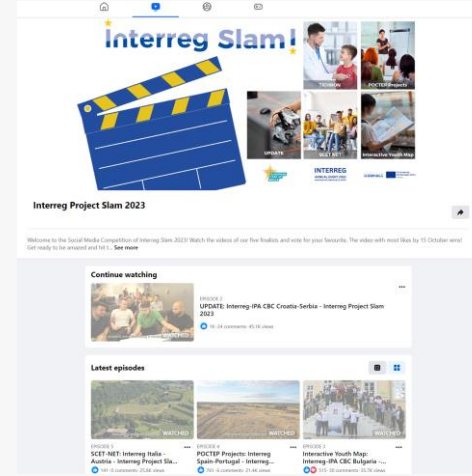
Advertisement via Social Media and Website

Reality

2021: 400.000 reached

2022: 1.5 million reached

2023: 3 million reached



How did we achieve it? Social Media promotion

Low-cost

- Interactive
- Fast, real time information
- Added value in branding
- Duplication of visibility via **shared posts**
- **Networking** with relevant actors
- Knowledge increase of your project
- **Reach more people**



Strategy for reach & engagement at EU-wide level

Engagement



Reach



Interreg.eu landscape

Managed by Interact and fueled by the collaborative work of all Interreg programmes, our channels serve as:

- The voice of the entire Interreg community
- The window to our communication campaigns



Which channels will we use?



@Interreg



@Interreg



@Interreg.eu



@Interreg_eu