

CapCom 2024

# Digital content creation: how to write an engaging web story?

Laura Belenguer/ Interact / 14.5.2024

**Interact**



Co-funded by  
the European Union  
Interreg

# Structure of the session

01

**Boosting the digital presence of Interreg: which are our target groups?**

02

**Social media: current trends and main tips for posting**

03

**The 10 elements that make a web story worth-reading**

**Communication and dissemination of Interreg results – Promotion → Impact**

If you are not online, you don't exist! More than 60% of the population use Internet on a daily basis

The average time spent on a website is only 15 seconds (and if you don't spark interest in that time, then you probably aren't going to).

4 out of 5 readers don't read an article if the headline has not been interesting for them

Printed newspapers and publications are struggling to compete with digital channels, blogs and social media

Digital websites are preferred to be informed about the world. New generations only consume social media platforms, such as TikTok.

Almost 75% of the population over the age of 13+ uses social media in some form

Source: Reuters Institute



economy clean energy climate change  
climate neutral Europe **cooperation**  
COVID-19 Cross-border crossborder  
cooperation **EU Green**  
**Deal** European Commission  
European Cooperation Day European Parliament  
Finland **France** health **Healthcare** interreg  
**interreg30** Interreg Alpine Space  
**InterregAndMe** Interreg Central  
Baltic Interreg Central Europe Interreg Estonia -  
Latvia interregional **Interreg North-West**  
Europe **Interreg Northern Periphery**  
**and Arctic** Interreg POCTEFA **podcast** project  
results **projects** [RegioStars](#) **Season 1**  
**Season 2** sports Sweden transnational  
**Transnational**

# Boosting the digital presence of Interreg

Who is your target audience? How to engage with them through your programme website? How to use storytelling and which should the content principles be?



# Consultation with the Interreg community

## Interviews + Sonar

**7**

Stakeholder  
Interviews

**9**

Sonar Stakeholder  
Interviews

## Focus Groups

**1**

Stakeholder Focus Group  
(7 participants)

**1**

Interact Focus Group  
(5 participants)

## Surveys

**120**

Stakeholder  
Respondents

**30**

Interact Respondents

## Follow-up interviews

**5**

Stakeholder  
Respondents

**2**

Interact  
Respondents

# Our target audience archetypes

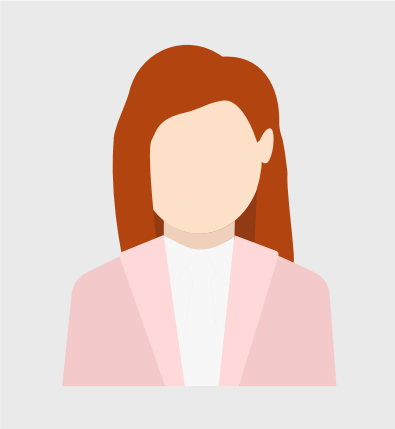
The Policy maker

The Decision maker

The potential applicant

The beneficiary

Staff working in programme JS or MA



1

2

3

4

5

# Our target audience archetypes

## The Policy maker

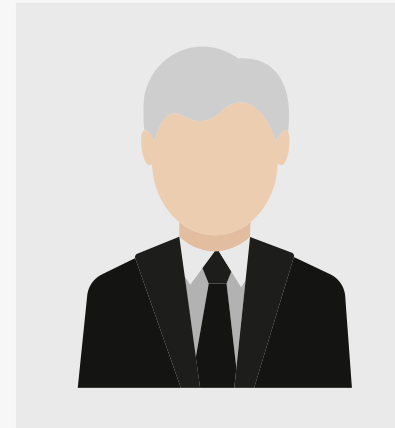


**YES:** Easy-to-understand overview of Interreg and programmes; regional impact stories; examples of impact made by Interreg

**NO:** technical language; English at a too difficult level; unclarity on where to find more in-depth information

Represents local, regional & national policy makers, CoR, EU Parliament members...

## The Decision maker



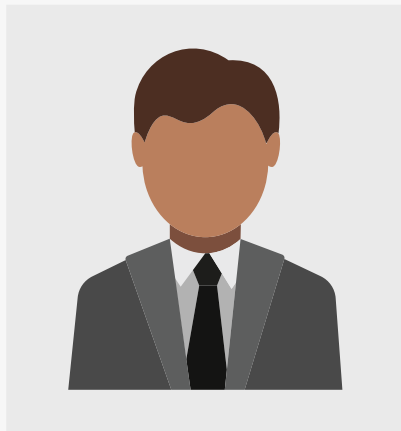
**YES:** Easy access to high quality info that is trustworthy for decision-making; high quality examples of impact made by Interreg

**NO:** relevant info that is difficult to find; content that require expert understanding of Interreg; non-intuitive navigation

Represents ministries, national agencies, regional & national authorities...

# Our target audience archetypes

## The potential applicant

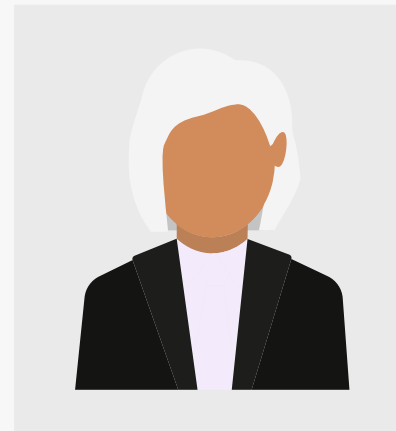


**YES:** Clear guidelines and visuals explaining the application process; access to a joint and updated database of open calls; info to understand Interreg

**NO:** too technical language; complex info about the application process and funding

Represents regions, trade/industry associations, universities, knowledge institutions, municipalities, NGOs...

## The beneficiary



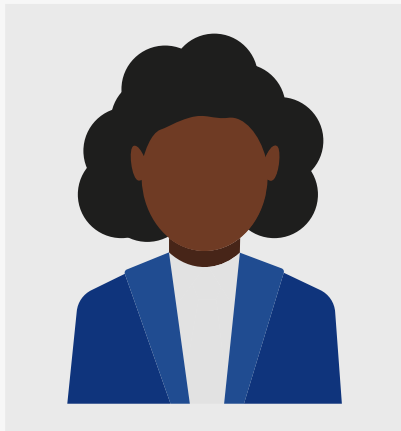
**YES:** Feeling as a part of something bigger than just one project; understandable info that can be filtered according to relevancy; overview of impact of programmes and projects

**NO:** too technical language; content that does not offer regional or thematic focus

Represents regions, trade/industry associations, universities, knowledge institutions, municipalities, NGOs...

# Our target audience archetypes

## Staff working in programme Joint Secretariats or Managing Authorities



**YES:** Accessible and filterable info about relevant programmes; well-conveyed examples of the impact of programmes and best practices; access to news from the world of Interreg in one single platform (through subscription).

**NO:** outdated data (not trustworthy then!), info about programmes relevant for cooperation but too difficult to find

Represents Joint Secretariat, communications managers & officers, head of the Joint Secretariat...

# Strategic objectives

Not only important for website but also for social media!



## Clearly establish Interreg's brand

Why, what and how



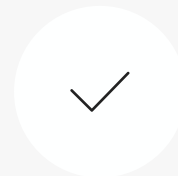
## Relevance and impact

Showcase societal impact of Interreg in the territories



## Overview of the programme

Easy understanding of programme and access to applicants to funding information.



## Engage through storytelling

People and impact before numbers and stats.

# What is 'storytelling'?

Memorable and impactful campaigns by **shifting the focus** from projects features to narratives that evoke **emotion**, capture the **imagination** and reflect the programme and projects' **core values**.



# Digital storytelling trends

## Use of interactive & immersive elements

The audience can participate and experience our story.  
Tools: quizzes, polls, opinion, surveys, games, call-to action sentences...

## Use of data & visuals

Data & figures are very powerful when it comes to supporting our story. They make it more believable, relevant, compelling. However, data alone can be boring & abstract.  
Tip: use nice visuals (infographics, charts, maps...) Don't forget that data supports the story, so we need a nice story that people can relate to 😊

## Personalization & customization

Tailor your story to the needs, preferences and interests of your audience.  
Include facts or info that are meaningful to this specific audience.  
Adapt the content to their behavior, language and demographics.

## Collaboration & co-creation

Involve other actors in the process of making your stories: stakeholders, beneficiaries, experts in the field, programmes with similar challenges...  
Tips: interviews, real people stories, guest posts.

# Let's not forget...

## Retention rate is the key indicator

Retention rate is the new engagement rate.

Attention is now the world's most valuable commodity so we don't fight now to attract / engage our audience; we fight to KEEP it, to make them stay.

Tip: Entertain your audience through education → Edutainment

## AI growing & improving fast

AI has been there for a long time but now it can improve by itself exponentially.

However, it sucks at soft skills and reasoning skills.

Therefore: let's focus on those aspects and co-create content with AI (collaboration).

Quality content that's worth reading & sharing. Also, good videos.

## Include the 'experience' in your content

Google searches are based on: EAT (expertise, authority and trustworthiness).

Now → EEAT: inclusion of an extra E (experience).

AI cannot generate real-world experience like people can. This gives human content and advantage (testimonials, first-hand stories...)

## Video and podcasts

Video is still the king. Shorter and shorter.

Edutainment videos, with sense of humor.

Engaging podcasts are exploring the possibility of being filmed.

# Quick exercise! 😊

IN GROUPS

Who do you think is **the target audience** for these articles?

1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA

# European Commission launches call for local climate actions: Interreg projects welcome

THE NEWS AT INTERREG.EU

26 March 2024

The European Commission has launched the call "Communities for Climate". It aims to support local citizens' actions to respond to climate change. Interreg project partners are encouraged to seize this opportunity for additional support.



Climate change is no longer a distant threat but a pressing reality. Floods, fires, droughts, and the loss of biodiversity are impacting people worldwide. In response to these climate, ecological and related socio-economic challenges, the European Commission has launched **Communities for Climate (C4C)**, a call that aims at supporting local citizens' actions to respond to climate change.

Objectives and details of the call

1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA

# European Commission launches call for local climate actions: Interreg projects welcome

THE NEWS AT INTERREG.EU

26 March 2024

The European Commission has launched the call "Communities for Climate". It aims to support local citizens' actions to respond to climate change. Interreg project partners are encouraged to seize this opportunity for additional support.



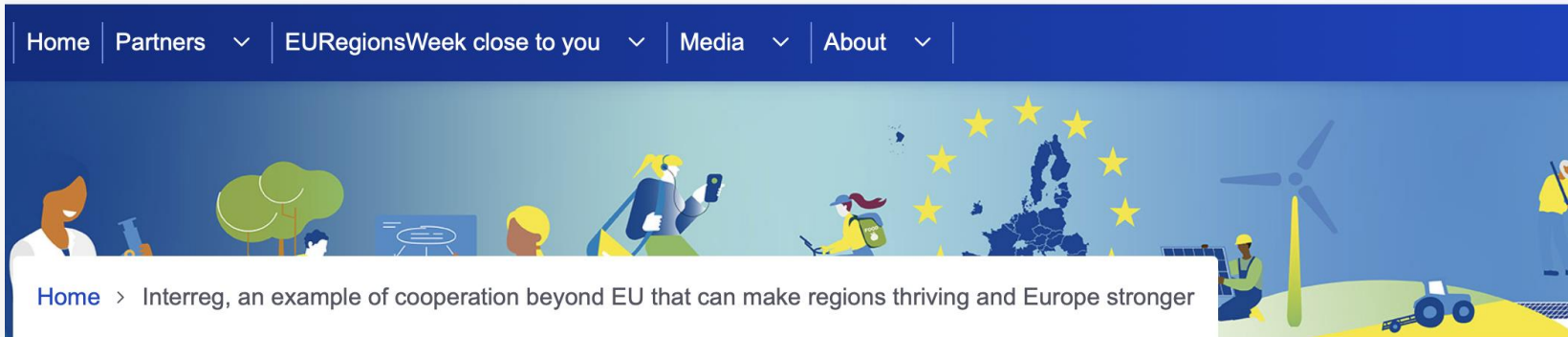
Climate change is no longer a distant threat but a pressing reality. Floods, fires, droughts, and the loss of biodiversity are impacting people worldwide. In response to these climate, ecological and related socio-economic challenges, the European Commission has launched **Communities for Climate (C4C)**, a call that aims at supporting local citizens' actions to respond to climate change.

Objectives and details of the call

1. Policy maker
2. Decision maker
- 3. Potential applicant**
4. Beneficiary
- 5. Staff in JS and MA**



# European Week of Regions and Cities



## Interreg, an example of cooperation beyond EU that can make regions thriving and Europe stronger

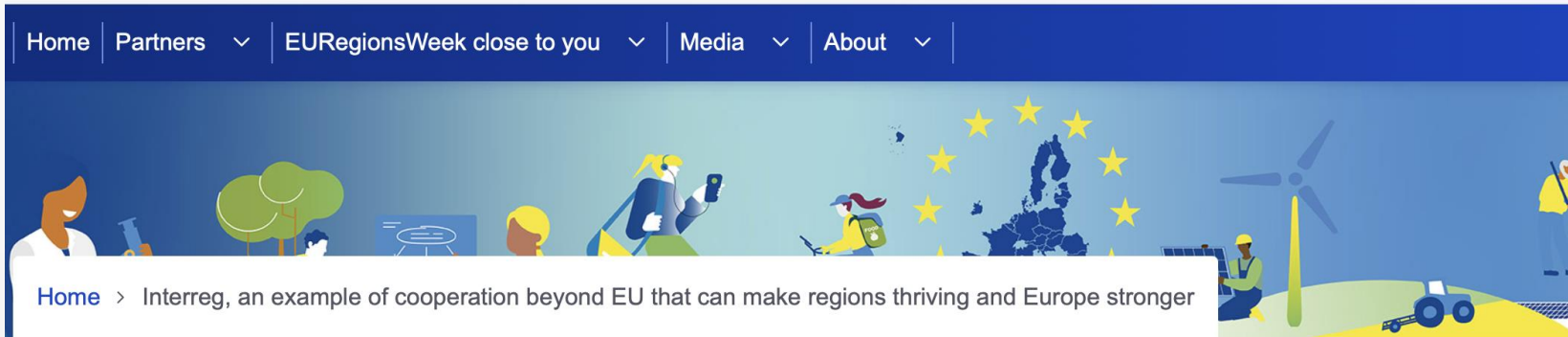
Regions and cities play a fundamental part in how the EU works. That's why cohesion amongst each other is essential and why the EU Cohesion Policy is vital in promoting such bonds.

The European Week of Regions and Cities is an annual four-day event promoting regional and local development. The core focus of this week is the EU Cohesion Policy that we mentioned above, and the impact this has on regions and towns across the member states.

Interreg Europe is a series of programmes aimed at stimulating international regional cooperation and growth.

1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA

# European Week of Regions and Cities



## Interreg, an example of cooperation beyond EU that can make regions thriving and Europe stronger

Regions and cities play a fundamental part in how the EU works. That's why cohesion amongst each other is essential and why the EU Cohesion Policy is vital in promoting such bonds.

The European Week of Regions and Cities is an annual four-day event promoting regional and local development. The core focus of this week is the EU Cohesion Policy that we mentioned above, and the impact this has on regions and towns across the member states.

Interreg Europe is a series of programmes aimed at stimulating international regional cooperation and growth.

- 1. Policy maker**
- 2. Decision maker**
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA



About  
Interact  
& our service

Programme  
management

Project life  
cycle  
and more

Communication  
& visibility

Finance  
&  
control

Synergies  
&  
cooperation



## Join our team, we are hiring!

### Jobs and tenders

09 February 23 3 min read

We currently have four open positions.

Are you experienced and professionally interested in budgeting, cash flows, management verifications, simplified cost options, decommitment and eligibility of costs? Then one of the positions as Specialist in Interreg financial management in our Turku or Viborg office might be interesting for you.

Is Interreg programme & project management more your field of work? Then apply for one of the two open positions for specialists in this field in our Viborg office.

You can find more information about these four positions and how to apply [here](#)

The deadline for applying for the positions in Viborg is **19 February 2023 at 13.00 CET**. The deadline for applying for the position in Turku is **28 February 2023 at 16.15 EET**



1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA





About  
Interact  
& our service

Programme  
management

Project life  
cycle  
and more

Communication  
& visibility

Finance  
&  
control

Synergies  
&  
cooperation



## Join our team, we are hiring!

### Jobs and tenders

09 February 23 3 min read

We currently have four open positions.

Are you experienced and professionally interested in budgeting, cash flows, management verifications, simplified cost options, decommitment and eligibility of costs? Then one of the positions as Specialist in Interreg financial management in our Turku or Viborg office might be interesting for you.

Is Interreg programme & project management more your field of work? Then apply for one of the two open positions for specialists in this field in our Viborg office.

You can find more information about these four positions and how to apply [here](#)

The deadline for applying for the positions in Viborg is **19 February 2023 at 13.00 CET**. The deadline for applying for the position in Turku is **28 February 2023 at 16.15 EET**



1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA

## Are there Interreg cooperation hubs in Europe?

For more than thirty years, Interreg has been enabling regions to work with each other across borders. Some have been cooperating more intensely than others. What makes them special and how can we see the effects of cooperation in the long run? We will be exploring these questions in a series of articles.

### Measuring the intensity of cooperation

What would an Interreg cooperation hub look like? In this series, will consider as Interreg cooperation hubs the regions that have participating in more Interreg projects over the years. The more projects the organisations of a given region take part in, the more project partners from other regions they need to cooperate with, and the more their region moves to connect many different networks whose touching points might otherwise not even exist or exist elsewhere.

Fifteen major Interreg hubs, by number of projects (2000-2023)

NUTS2 region	No. of projects	% of all projects
Latvia	1 110	4.1
Central and Western Lithuania	1 101	4.1
Southwest Czechia	1 075	4.0
Estonia	1 040	3.9
Northern and Eastern Finland	1 037	3.9
Western Slovenia	1 023	3.8

1. Policy maker
2. Decision maker
3. Potential applicant
4. Beneficiary
5. Staff in JS and MA

## Are there Interreg cooperation hubs in Europe?

For more than thirty years, Interreg has been enabling regions to work with each other across borders. Some have been cooperating more intensely than others. What makes them special and how can we see the effects of cooperation in the long run? We will be exploring these questions in a series of articles.

### Measuring the intensity of cooperation

What would an Interreg cooperation hub look like? In this series, will consider as Interreg cooperation hubs the regions that have participating in more Interreg projects over the years. The more projects the organisations of a given region take part in, the more project partners from other regions they need to cooperate with, and the more their region moves to connect many different networks whose touching points might otherwise not even exist or exist elsewhere.

Fifteen major Interreg hubs, by number of projects (2000-2023)

NUTS2 region	No. of projects	% of all projects
Latvia	1 110	4.1
Central and Western Lithuania	1 101	4.1
Southwest Czechia	1 075	4.0
Estonia	1 040	3.9
Northern and Eastern Finland	1 037	3.9
Western Slovenia	1 023	3.8

1. Policy maker
2. Decision maker
3. Potential applicant
- 4. Beneficiary**
5. Staff in JS and MA



# Social media trends and tips

We are 7 billion humans. No one cares about what we do.

Our job is **to make people care.**



# Social media trends

## ‘Threads’ on the rise

Threads landed in Europe. A rival and alternative to X.  
Focus: debates, real discussions and public conversations.  
Ask questions, make people reflect on something... but don't promote yourself!

## LinkedIn

It has hit a billion members worldwide.  
The platform which provides the biggest organic (not paid) opportunities.  
Not purely professional CVs / posts; now: life skills, talent advice, leadership, tips...

## Social listening becomes key

Everyday, our stakeholders are discussing about us or themes that affect / matter to us. We must listen to know what their sentiments/interests are.

# What can you **publish** as a programme?

- Articles and news
- Big events
- Engaging videos
- Studies, reports, polls...
- Podcasts
- Call for projects
- Open positions

# Tips for optimal posting

- Be **brief and clear** –only key info!
- Incorporate **numerical** figures
- Use **symbols** like ‘&’
- Substitute words with **emojis**
- Include **hyperlinks** –if they are too long, shorten them
- Use pertinent **hashtags** to facilitate content reseach, enhance exposure and create hashtag-driven campaigns
- **Call to action** to read all the info

# Tips for optimal posting

- Use an **engaging title**
- Include **bullet points** to:
  - Use symbols like ‘&’
  - Substitute words with emojis
  - Include your web links –if they are too long, shorten them
- **Tag** relevant profiles
- Use good **audiovisual content** (gifs, videos, pictures...)
- Let the **text breathe** (different paragraphs and spaces)



# Some examples

Engaging title

Hashtags

Emojis

Short hyperlink

Tag mention

High quality picture



Interreg Baltic Sea Region

2.893 seguidores

1 mes · 🌐

Can the #mentalwellbeing of individuals be positively affected by the power of #art? 🎨 Our #MadeWithInterreg project #ArtsOnPrescription's partners believe so!

👤 Step into the challenges public authorities face and the innovative solutions offered by this project thanks to [Marta Ciesielska](#), project partner from the Marshal's Office of the #WestPomeranian Region 🌟

<https://lnkd.in/dWREJS2f>

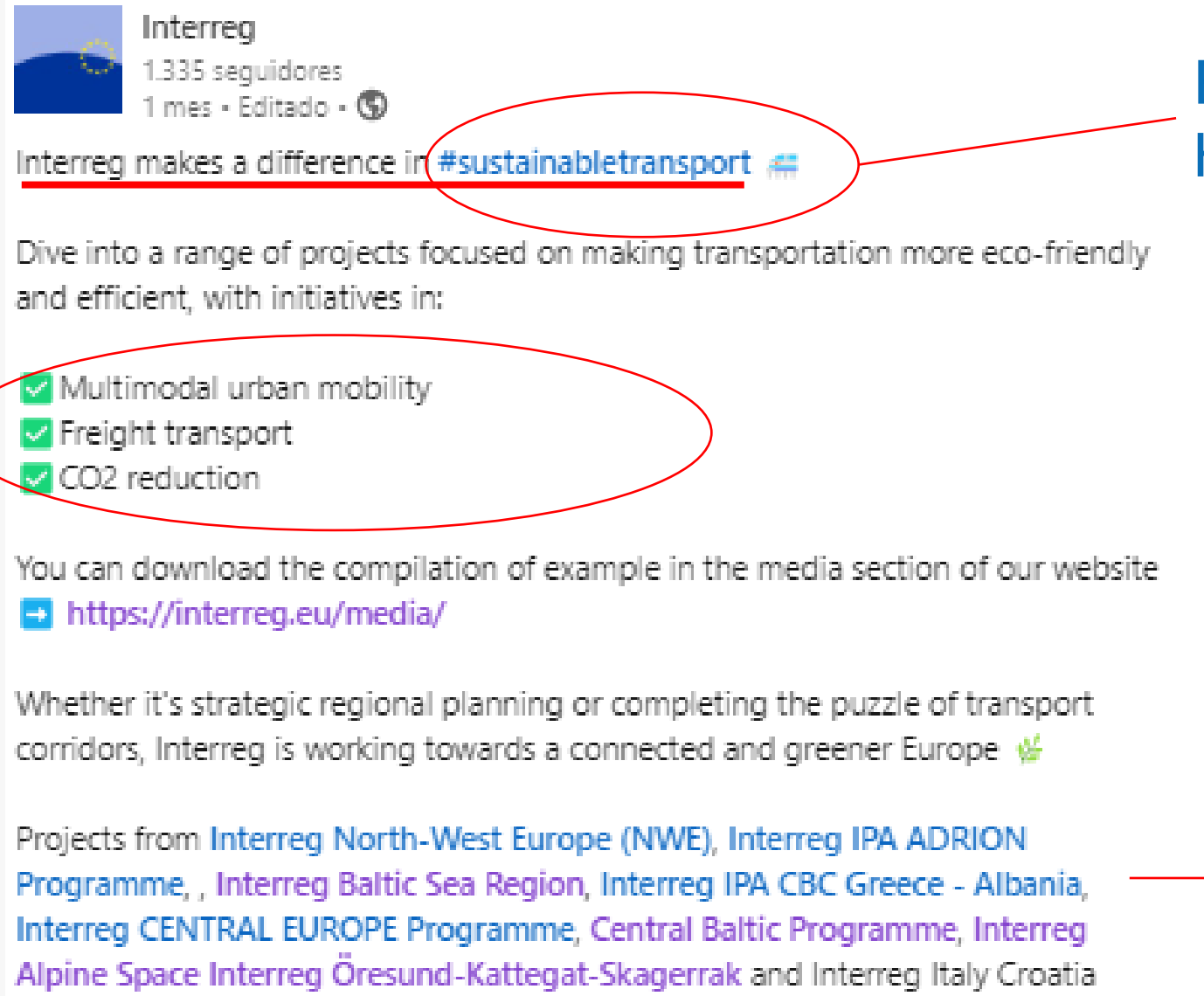
EUSBSR EUSBSR Policy Area Culture #PolicyAreaHealth Interreg Pomorze Zachodnie

[Ver traducción](#)



# Some examples

Engaging title



The screenshot shows a social media post from Interreg. The profile picture is the European Union flag. The text of the post is: "Interreg makes a difference in #sustainabletransport 🇪🇺". Below this is a paragraph: "Dive into a range of projects focused on making transportation more eco-friendly and efficient, with initiatives in:". This is followed by a bulleted list: "✔ Multimodal urban mobility", "✔ Freight transport", and "✔ CO2 reduction". Below the list is a call to action: "You can download the compilation of example in the media section of our website" followed by a link icon and "https://interreg.eu/media/". The final paragraph reads: "Whether it's strategic regional planning or completing the puzzle of transport corridors, Interreg is working towards a connected and greener Europe 🌱". At the bottom, there is a list of project names: "Projects from Interreg North-West Europe (NWE), Interreg IPA ADRION Programme, , Interreg Baltic Sea Region, Interreg IPA CBC Greece - Albania, Interreg CENTRAL EUROPE Programme, Central Baltic Programme, Interreg Alpine Space Interreg Öresund-Kattegat-Skagerrak and Interreg Italy Croatia".

Interreg  
1.335 seguidores  
1 mes · Editado · 🌐

Interreg makes a difference in #sustainabletransport 🇪🇺

Dive into a range of projects focused on making transportation more eco-friendly and efficient, with initiatives in:

- ✔ Multimodal urban mobility
- ✔ Freight transport
- ✔ CO2 reduction

You can download the compilation of example in the media section of our website  
➔ <https://interreg.eu/media/>

Whether it's strategic regional planning or completing the puzzle of transport corridors, Interreg is working towards a connected and greener Europe 🌱

Projects from [Interreg North-West Europe \(NWE\)](#), [Interreg IPA ADRION Programme](#), , [Interreg Baltic Sea Region](#), [Interreg IPA CBC Greece - Albania](#), [Interreg CENTRAL EUROPE Programme](#), [Central Baltic Programme](#), [Interreg Alpine Space](#) [Interreg Öresund-Kattegat-Skagerrak](#) and [Interreg Italy Croatia](#)

Emojis  
Hashtags

Bullet points

Call to action,  
short link

Tag relevant  
people



# Let's practice! 😊

IN GROUPS

**Write a post for social media with the information below:**

Have you heard of This is Europe - the Interreg Podcast? It explores how the Interreg community collaborates with a wide range of people, from fishermen to entrepreneurs, strengthening cross-border ties and addressing issues like climate change and youth in Europe. You can now listen to episodes like 'What now for Europe?', 'The Next Generation of Europeans', or 'The Power of Social Inclusion'. Explore the stories here: <https://interreg.eu/podcast/>  
It's also accessible on Spotify.

# Possible solution...

 Have you heard of [#thisiseurope](#) - the Interreg Podcast? It explores how the [#Interreg](#) community collaborates with a wide range of people, from fishermen to entrepreneurs  strengthening cross-border ties and addressing issues like [#climatechange](#) & [#YouthinEurope](#)

You can now listen to episodes like:

- ◇ 'What now for Europe?'
- ◇ 'The Next Generation of Europeans'
- ◇ 'The Power of Social Inclusion'.

Explore the stories here: <https://interreg.eu/podcast/>



It's also accessible on [@Spotify](#)



# The 10 elements that make a web story worth-reading

The era of the digital over-information. We need our readers to be interested in our story. So interested that they want to stay.



1

# Relevance. Content made for your target audience

'To whom'?

Factors of relevance



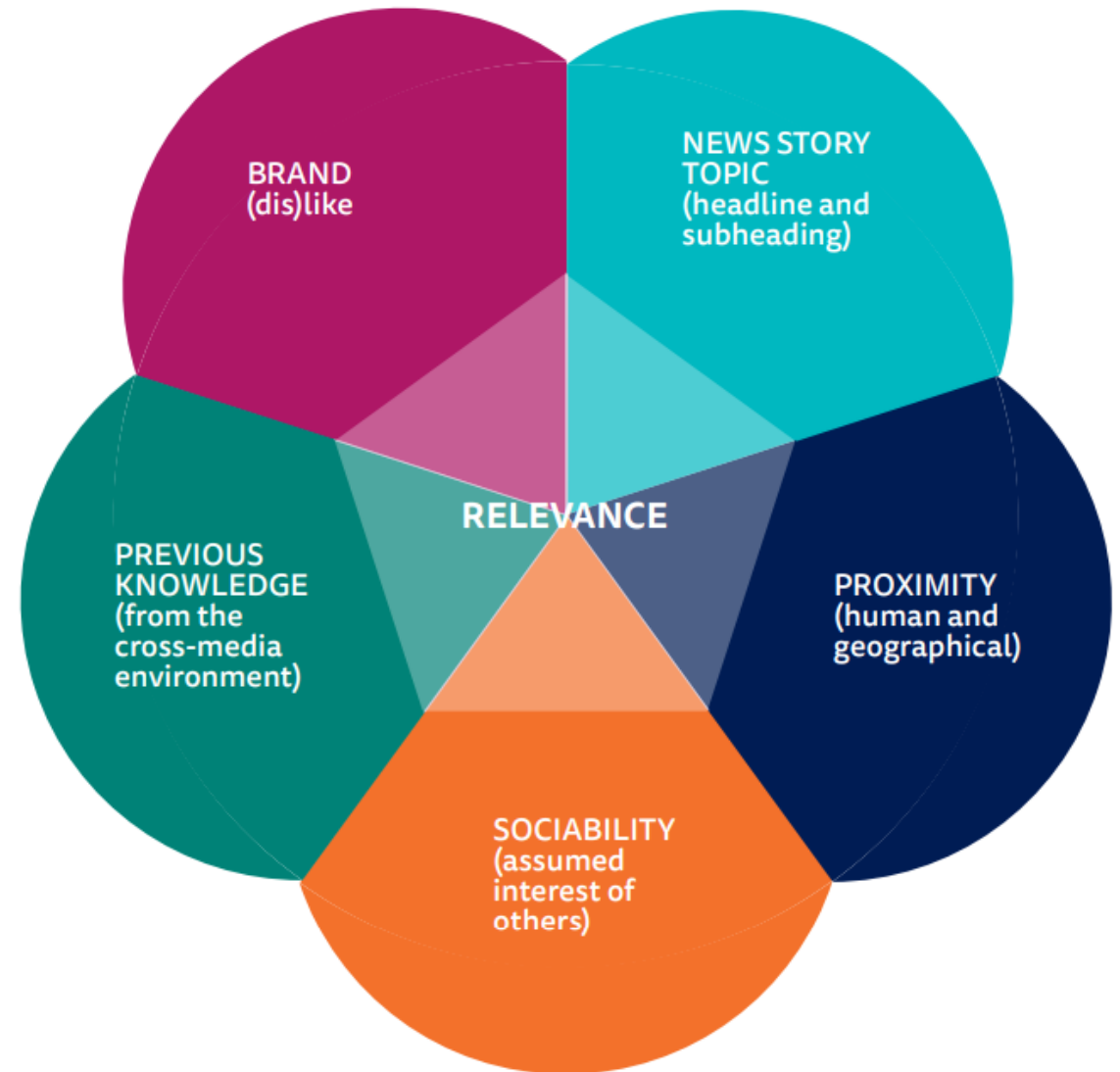


# Factors of relevance

From the study “What do News Readers Really Want to Read about?”, by Kim Christian Schrøder.

\*\*Reuters Institute for the study of Journalism.

Figure 3 The factors that drive and define news relevance





2

## Hot / breaking news

Novelty  
Unknown facts

[« See all news articles](#)

## Group of High Level Experts calls for a stronger Cohesion Policy post 2027

THE NEWS AT INTERREG.EU

*21 February 2024*

The Group of High-Level Specialists on the Future of Cohesion Policy has published its final report yesterday. The document emphasizes the key role of Cohesion Policy to redress the EU's structural economic problems. For that, "it must enable all its people to use their full potential, wherever they live", they write.



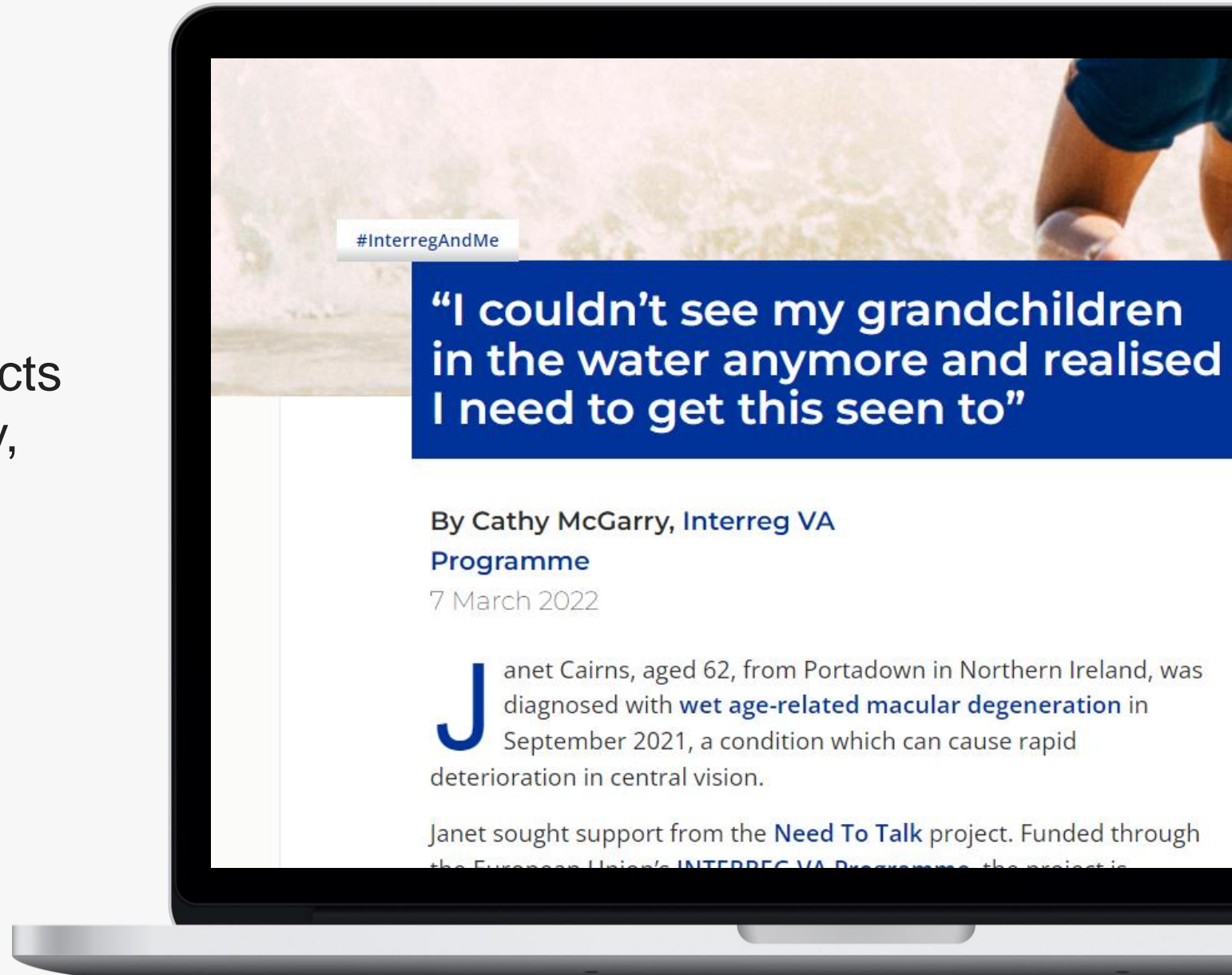
3

# Proximity

Not only geographical  
Also, emotional

# Human proximity

- Something that affects your life, your family, your work



# Geographic proximity

- Local is relevant



4

## Curiosity / peculiar fact

Something rare, unusual facts  
Difficult to see or encounter



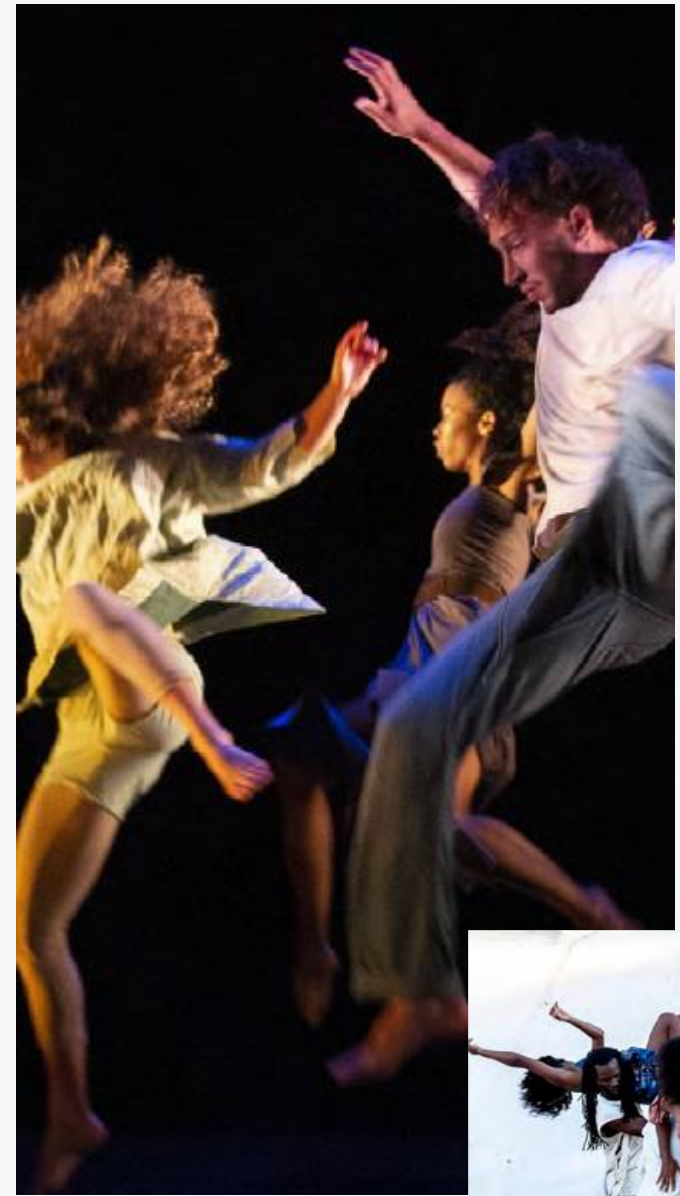
# PACAM

## Amazonian – Caribbean Dance and Circus Passport

### Project overview

The Amazonian – Caribbean basin is a rich area in cultural and artistic terms in the sphere of live performance, which is made up of as many numerous micro-markets as territories located in this large area. Nevertheless, the limited exchanges among artists, among the diverse artistic teams and cultural structures hinder the transmission capacities of skills and innovation, along with the production of live performances. Emerging young artists also find it difficult to access high-quality art trainings in the territory of the Amazonian – Caribbean region whereas established artists are often forced to immigrate to other territories (Europe, Canada, United States...) since the chances of employment at home are low.

*During the healthcare crisis, we have proposed a “Circus in all its phases”. The idea is to promote exchanges allowing completely different audiences to come together in order to create living postcards.”*





5

# Conflict

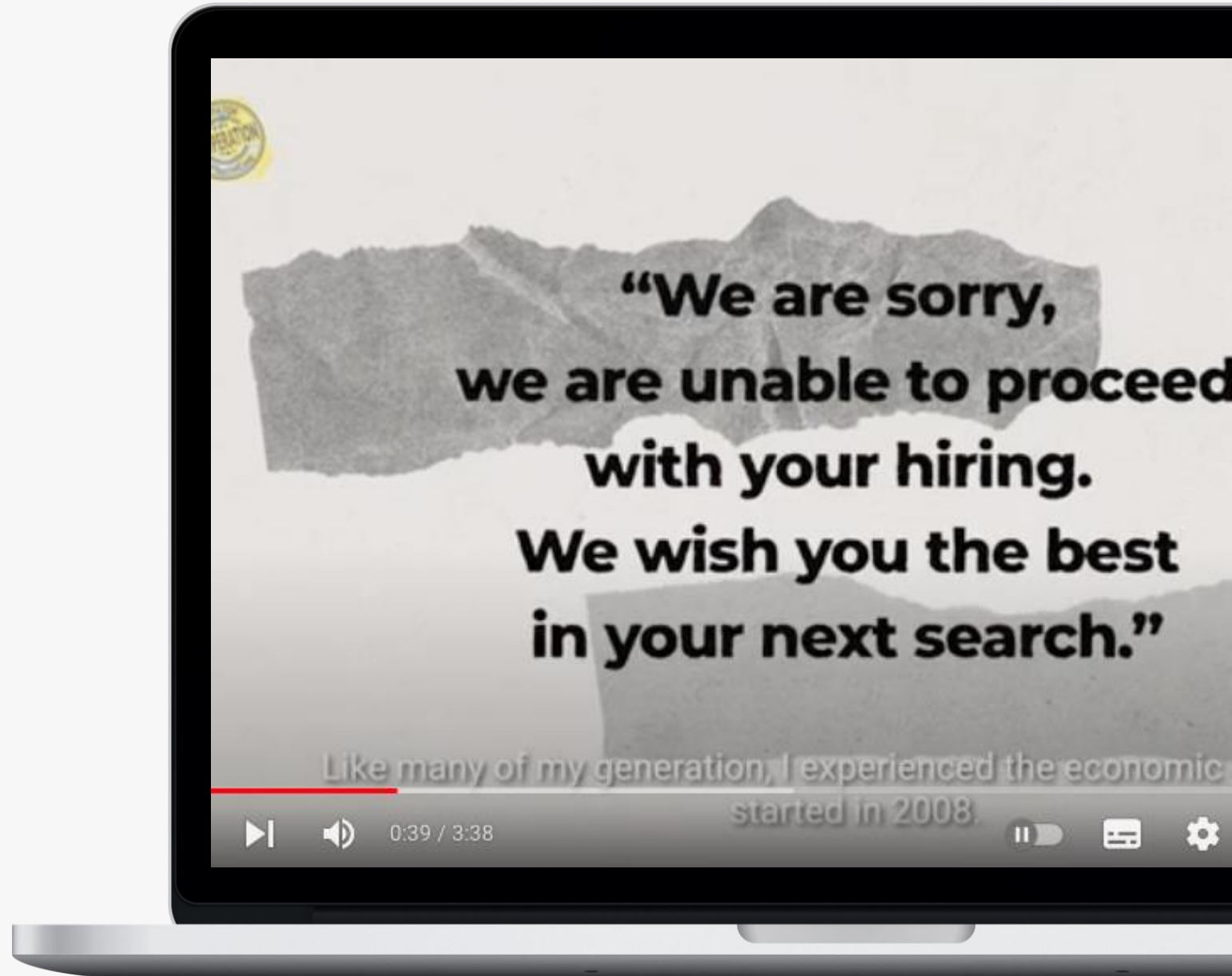


Also in the sense of challenge,  
struggle



# Every good story has **conflict**

- Is there an element of **struggle** in your story?
- Is what you're describing helping a stakeholder to **address a real challenge** that significantly impacts their lives or jobs/businesses?



6

## Emotion / human interest

Stories that somehow touch our heart or move us



## WHEN THE GOING GETS TOUGH, THE TOUGH GET GOING

Would you go on stage and perform in a comedy show or an acting sketch, having never done so before? Would you scale UK's highest mountain, Ben Nevis, just to prove to yourself that you can? Would you have the courage to take yourself out of your comfort zone and go gliding? These are the stories of everyday people who live with sensory loss and with the support of SEP have successfully overcome these challenges.

managed by the Special EU Programmes Body, has brought together four of Northern Ireland and Republic of Ireland's largest organisations- RNIB NI, Action on Hearing Loss, NCBI and DeafHear-providing support and advocacy services to those with sight and hearing loss.

Already a host of inspiring stories can be told after just three years of this cross-border cooperation. One such case is that of Eileen Clarke, a registered blind woman in her 60s, and Tony McFadden, a young man in his late twenties, who is profoundly deaf. Both were forced to confront the trauma of losing one of their senses. Nevertheless, they decided to overcome their pain and frustration and come to terms with their new situation. They are the living proof of human strength and perseverance and also of the saying 'when the going gets tough, the tough get going'.

**I** had hearing for most of my life, so when I lost it, as a result of neurofibromatosis, I had a very difficult time', explains Tony. **I** can honestly say that I took my hearing for granted. To go from hearing birds singing, water running and listening to TV and music, to losing the ability to hear those things, was world changing. I withdrew from society and this had a very negative impact on my mental health, as I became a very angry person. It felt very lonely.'

On 10 September 2012, seven blind and eight partially sighted people, accompanied by their guides, climbed to the summit of Ben Nevis, a peak over 3,000 feet above sea level. This feat was realised thanks to the Sensory Engagement Programme (SEP), an innovative cross-border project that has bettered the lives of hundreds of people with auditory and visual loss.

# with sensory loss

# People

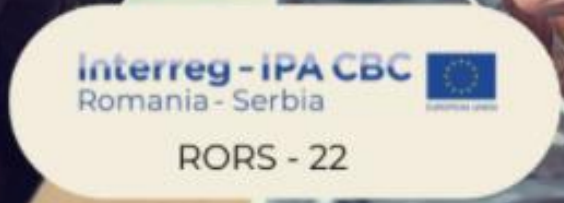


InclusiveArt - Access to Culture  
for Disadvantaged Children and Youth



*As an artist,  
I turned my life  
into a work of art.*

**Arthur Rusznak**



**Interreg-IPA Romania-Serbia Programme fo-  
cuses on youth with the help of projects de-  
veloped in cross-border region**

7

## Consequences / impact

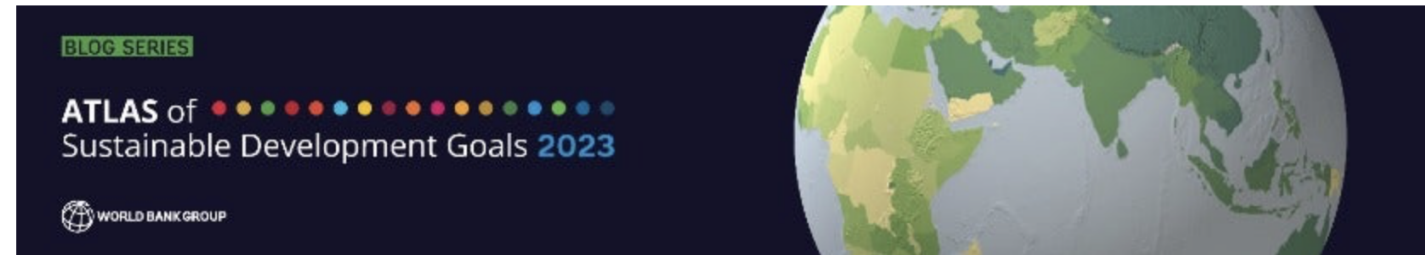
Does the subject of the story you are telling have an impact on people's lives?

Published on Data Blog

# The impact of COVID-19 on global health

FLORINA PIRLEA &amp; EMI SUZUKI | JULY 26, 2023

This page in: English



SDG 3 aims to ensure healthy lives and promote well-being for all. COVID-19 took a catastrophic toll on global health with many excessive deaths resulting in [lower global life expectancy at birth by over 1.5 years](#). A reversal of global life expectancies at this scale was unprecedented since the early 1960s.

But COVID-19 vaccines were developed in record time. How did they impact the trajectory of the global pandemic?

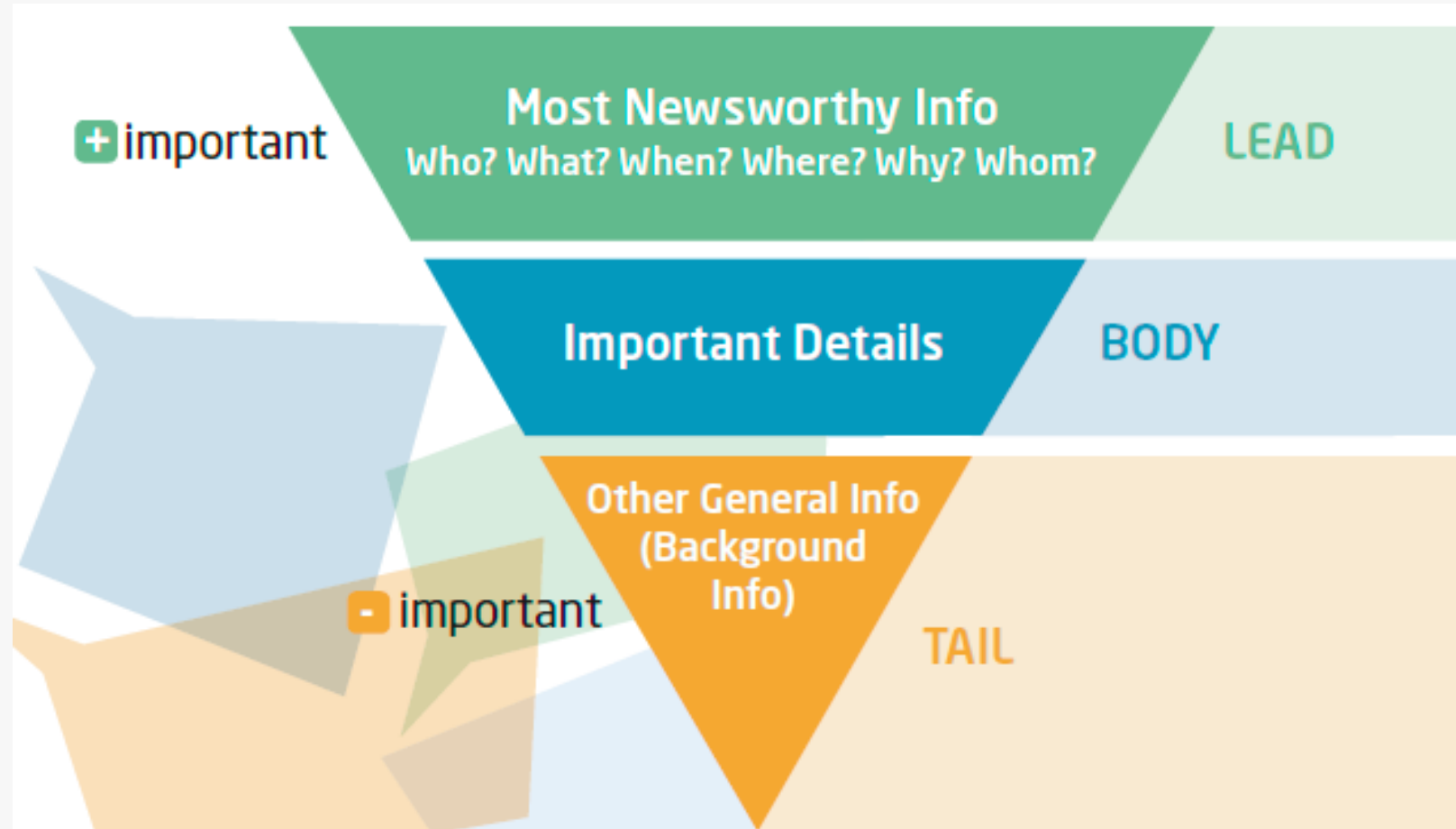
High and upper-middle income countries have much higher rates of vaccination against COVID-19 than lower-income countries

8

## Interesting, well-crafted narrative

The way we write is key!  
Four tips...

# 1) The inverted pyramid (most important message first!)





## 2) The importance of a clear, concise, catchy headline

MAGIC FORMULA 'The Guardian'

- **Witty:** original, creative, different
- **Pithy:** short (70-80 characters), simple sentence (who & what)
- **Pretty:** attractive, engaging
- **Hitty:** focus on the readers' benefit
- Self-explanatory (I can extract it from the article). Who and what
- Recommended structure: subject, verb and predicate

# **Man has bacon and eggs for breakfast but the bacon is made from human flesh**

Thomas Harris' popular novels about the serial killer  
Hannibal Lecter



### 3) Accuracy, Brevity and Clarity (ABC of effective communication)

**A** **ccuracy:** language must be precise in order to express only what is intended to be said and not leave room for misinterpretation.  
For instance, we must avoid, whenever possible, vague expressions regarding quantity, such as: several, some...

**B** **revity, shortness:** the most effective way to convey an idea is short and direct sentences in an active voice.  
For instance: 'many good ideas were presented in the seminar...' can be replaced by 'the speakers presented many good ideas during the seminar'.

**C** **larity, simplicity:** simplicity in the message. What we say must be understood by anybody, also outside the Interreg world, so we should use easy, simple sentences, no jargon, not too much technical language.

## 4) Plain language principles



Avoid **jargon** and **technical terminology**. Use everyday words



Short, direct sentences in an active voice – **No more than 15-20 words**



No fluff! Say only what has **real added value**. Remove unnecessary things

9

# Good multimedia material

5 reasons to include images in your digital content



**vs** **dog**





- 1. They quickly attract attention**
- 2. They convey a concept simply**
- 3. They make the content more memorable**
- 4. They are more likely to be shared**
- 5. Most people are visual learners**

Readers are likely to remember **65%** of the content if it contains images.

# Tips to work with images

- Position images to **break up text**
- Ensure the image is **accurate, appropriate** and appealing
- Ensure **the link** between the image and the text **is clear**
- Include a **high-quality** picture
- Use **people and faces**
- Use **text on images** for instant impact
- Use **charts, infographics** to summarize the key points (social media)



# Tips to work with images

## Check image permissions

### Free resources:

<https://pixabay.com>

<https://unsplash.com>

Type "**Creative commons**" images on Google

Openverse: <https://search.creativecommons.org/>

# Quick practice! 😊

IN GROUPS

Which tip are **these pictures (not) following?**



island of Kökar with only 230 inhabitants. Åland Islands lie between Finland and Sweden and consist of nearly 7000 islands of which only about 60 are inhabited. It is a spectacular place to see how cooperation can reach out to very small and remote places and yet make a positive change to the lives of the local people.

**By Ester Laurell, Interreg Central Baltic Programme**

Central Baltic programme

19 April 2021

The landscape here was formed by ice age 10 000 years ago (that's why we don't have any alps. They were all grinded away by up to 3-kilometre thick and heavy ice). It is a fascinating and challenging environment: the open horizon, thousands of small low islands, the vast, unspoilt nature, exposed to sea, wind, sun, and storms. People have survived here by fishing, sailing, farming, constructing, transporting, – and nowadays also by tourism, municipality services and distance work. But often you must be a "Jack of all trades".



 need translation with this page?



Police use batons on crowd in  
Barcelona  
Europe

Oct 31, 2022

# 8 Ways To Promote Corporate Social Responsibility On Social Media

Articles • Digital Strategy •  
Digital Management and Leadership

Written by Clodagh O'Brien



Main image from DMI blog post on Social Media CSR



# Leading Environment and Climate Organisations Score European Parliament's 2019 - 2024 Performance

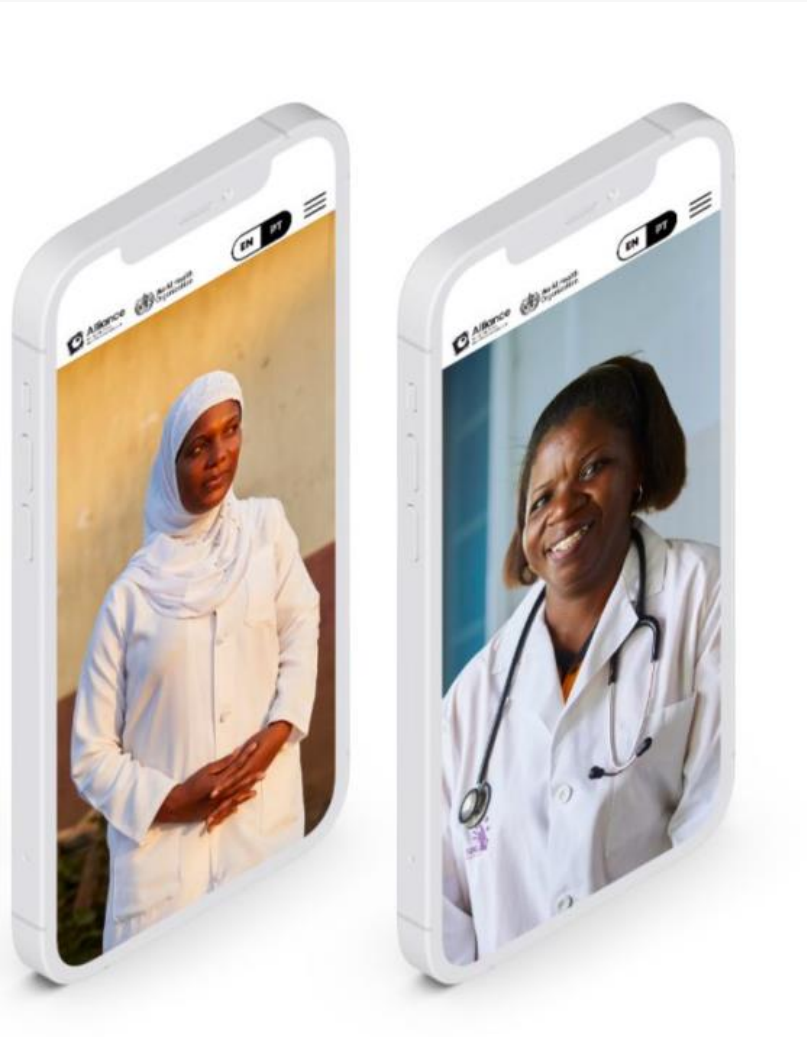
*Brussels, 15/04/24 – New in-depth data research from five leading climate and environment organisations reveals that only a minority of MEPs during the 2019 - 2024 mandate acted to protect Europe's climate, nature and air quality. The majority of MEPs acted instead as either procrastinators or prehistoric thinkers, delaying real action with patchy and inconsistent voting records, or worse, completely failing to rise to the challenge of the crises Europe is facing.*

The potential benefits to citizens of a socially just transition to a climate-neutral, nature positive and zero pollution Europe are enormous and over the past five years, the European Parliament has had the power and the opportunity to act boldly to lead the European Union down this path. This June, citizens will be able to hold their representatives accountable for their recent parliamentary performance and demand higher ambition from the European Parliament in the years to come.

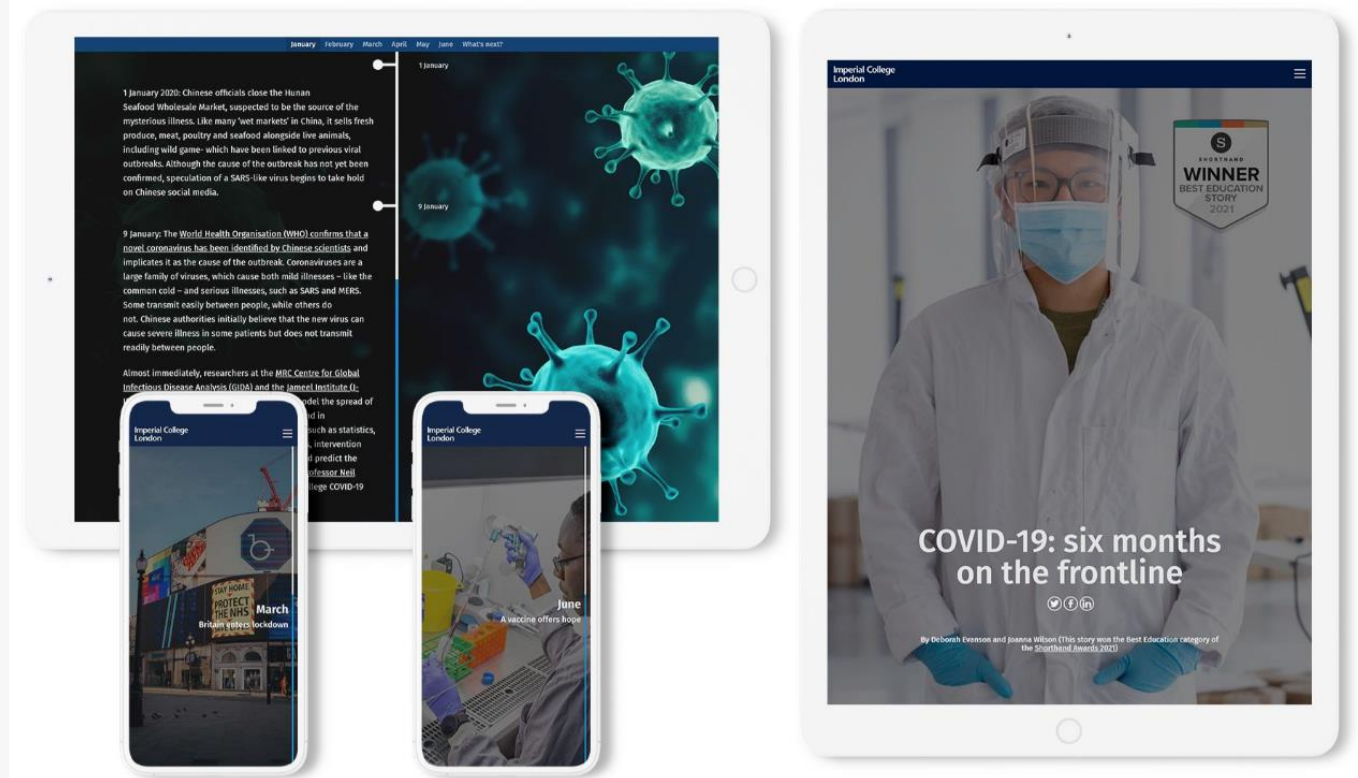
To support this, **BirdLife Europe, Climate Action Network Europe, European Environmental Bureau, Transport & Environment** and **WWF European Policy Office** have analysed European Parliament voting records of the last five years to provide citizens with an interactive overview that scores all the national political parties and European Parliamentary Groups based on their voting performance.



# “Pillars of strength: How embedded research supports resilient health systems”



## Article on the COVID



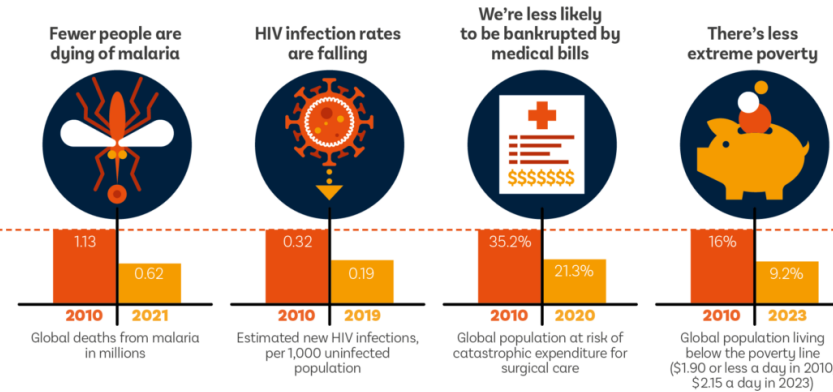
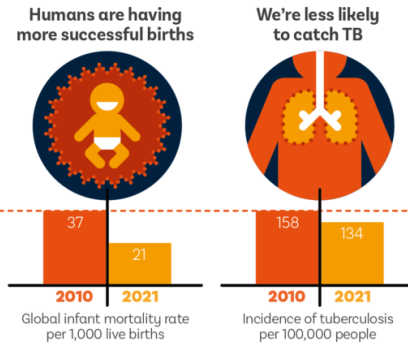
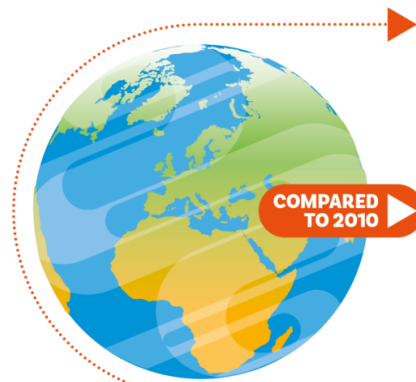


# Pushing change, driving transitions

We help innovators get their game-changing ideas off the ground.

[FIND OUT MORE](#)



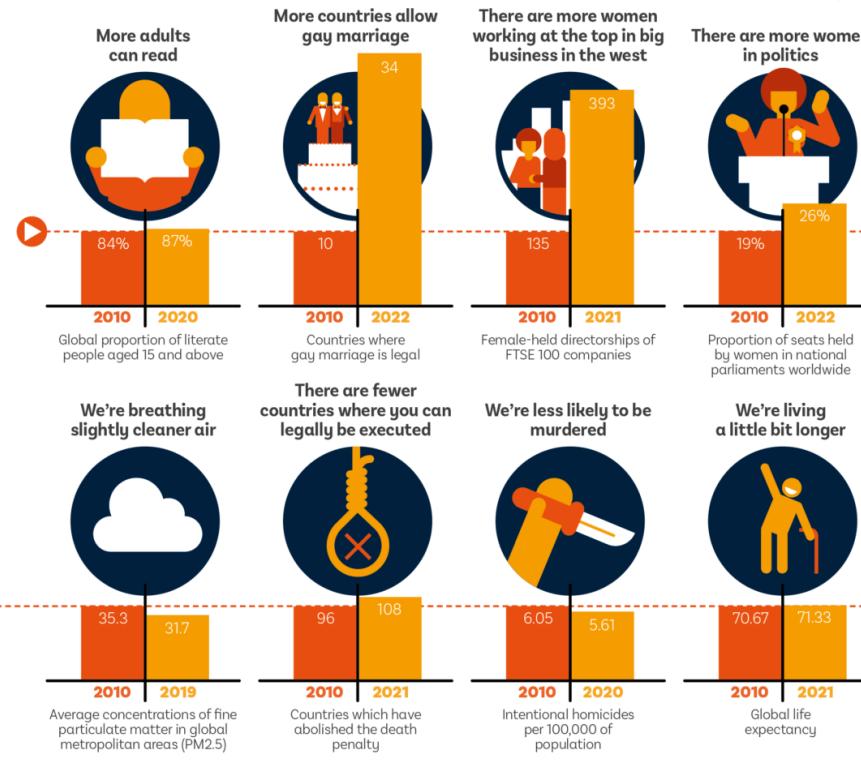
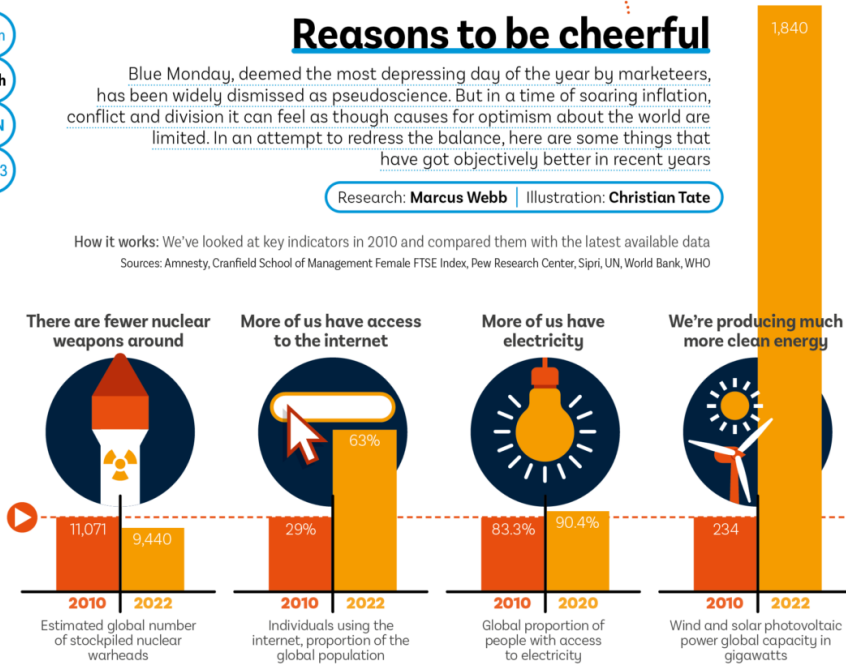


## Reasons to be cheerful

Blue Monday, deemed the most depressing day of the year by marketeers, has been widely dismissed as pseudoscience. But in a time of soaring inflation, conflict and division it can feel as though causes for optimism about the world are limited. In an attempt to redress the balance, here are some things that have got objectively better in recent years

Research: **Marcus Webb** | Illustration: **Christian Tate**

How it works: We've looked at key indicators in 2010 and compared them with the latest available data  
Sources: Amnesty, Cranfield School of Management, Female FTSE Index, Pew Research Center, Sipri, UN, World Bank, WHO



10

## Scannable content

Text and images formatted

A layout that users can easily read as they scan the page

## This is scannable...

- Short paragraphs
- Sentences also short (max. 16 words)
- Words with no more than 4 syllables
- Subheaders
- Bullet points
- Images, videos
- Links to external sources

## S U M M A R Y

- 1 Relevance. Content made for your target audience
- 2 Hot / breaking news
- 3 Proximity
- 4 Curiosity / peculiar fact
- 5 Every good story has conflict
- 6 Emotion / human interest
- 7 Consequences / impact
- 8 Interesting, well-crafted narrative
- 9 Good multimedia material
- 10 Scannable content

# Let's practice! 😊

IN GROUPS

Check if the article meets the criteria listed on the 'Website Writing Content Checklist'



# Thank you! 😊

[laura.belenguer@interact.eu](mailto:laura.belenguer@interact.eu)

All materials will be available on our website