

Joint Social Media Campaign **Interreg** **Cooperation Day 2024**

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Interact



Co-funded by
the European Union
Interreg

Agenda

01

**Social Media
landscape**

02

**Paid
promotional
posts**

03

**Interreg
Cooperation
Day service -
instructions**

04

Tips and tools

05

Q&A

The timeline

May	June	July & August	September	October
<ul style="list-style-type: none"> • Launch of the 2024 Guide • Launch of customisable promotional video • Share of visual materials • Webinar on ideas for local events • You can start contacting projects to organise joint events 	<ul style="list-style-type: none"> • Webinar on promotional campaign on social media • Ideal time to order your personalised promo video • Establish presence on social media • Request the publication of your event on interreg.eu website 	<ul style="list-style-type: none"> • Promote the campaign through interreg.eu social media • Promote your event on social media • Inform the local and regional media about your event • Request the publication of your event on interreg.eu website 	<ul style="list-style-type: none"> • Local events celebration • Paid promotion of your online publication • Request the publication of your event on interreg.eu website 	<ul style="list-style-type: none"> • Local events celebration • Evaluation • Best local events 2024 winners

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

Search Logistics (searchlogistics.com)

Evolution: How the use of media has reached 100 million users



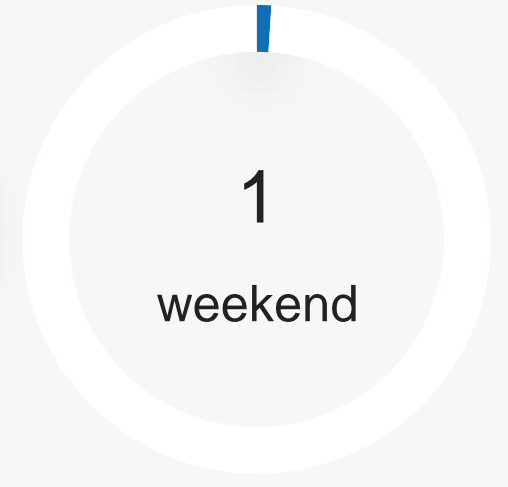
The press



Radio



Television



Threads

And it has democratised communication in all industries including ours!

BEFORE



Hire a creative agency

to make the advert for you



Hire a production company

to produce it for you



Go to a media agency

To distribute it through all the channels

NOW



You are all in one



We can invest in advertising to reach our target audience

What are paid promotional social media posts?

Sponsored content that businesses or individuals pay to display to a specific audience:

- Increase visibility
- Promote products or services
- Generate interactions



Organic vs. Paid posts



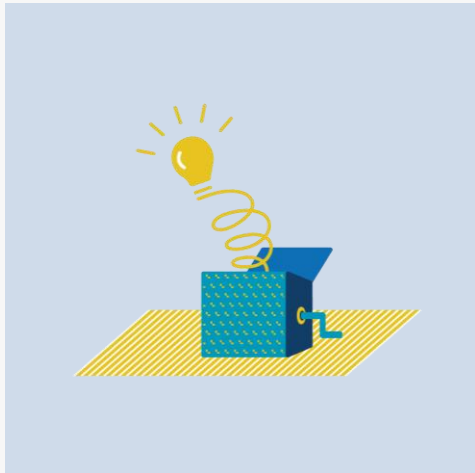
Photo by David Jara, Pixabay, CC



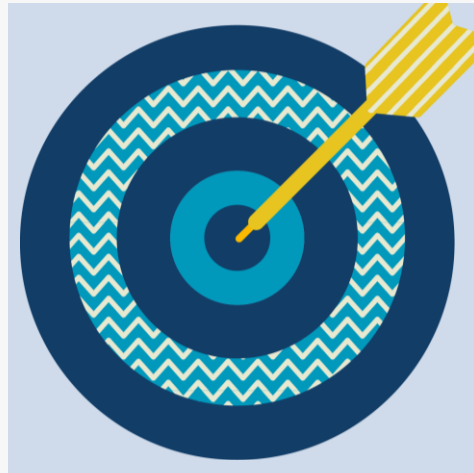
Photo by barskefranck, Pixabay, CC

Types of promotional posts

Specific content



News

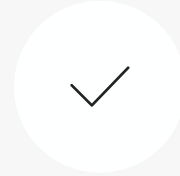


Events



Photo by Jason Goodman, Unsplash, CC

Importance & benefits



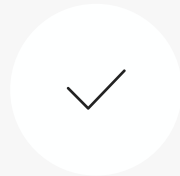
Increased reach and engagement



Precise audience targeting

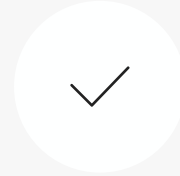


Higher visibility



Measurable results

Challenges



Limited budget



Market saturation



Changes in Social Media algorithms

Our strategy

Define clear objectives

Do we want to increase the number of followers? Do we want to drive more traffic to our web? Do we want more participants in our events? Do we want more applicants to our calls?

Demographic data

Data such as age, gender, geographic location and education level help us design messages that resonate with our target audience

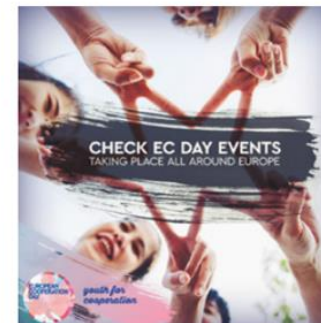
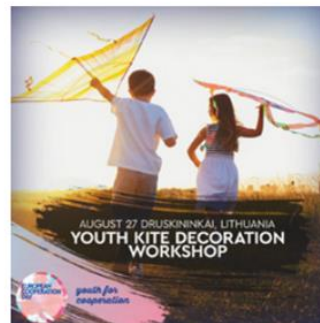
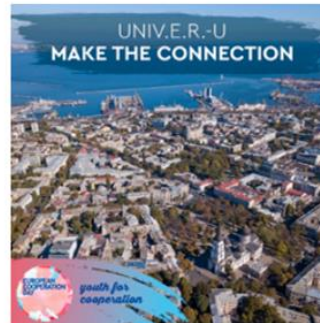
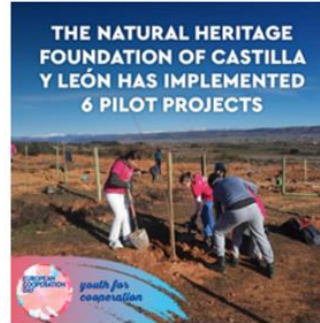
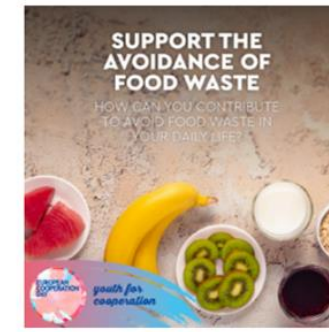
Interests and behaviors

What do they like to do? What other content do they consume?

Interreg Cooperation Day

Campaign 2024

- Since 2020, Interact is helping you boost your local event posts on FB & IG
- Planned strategy from July to October
- Facebook ads on Interreg.eu account
- Facebook ads on individual Programme accounts
- Total promo Interact budget + voluntary extra investment from Programmes



Simple instructions

Plan your post

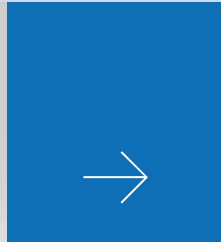
Once you fix the event idea, date, location, etc, you are ready to draft your post and visuals!

Share your draft with Interact

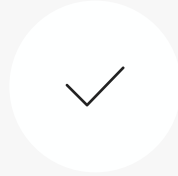
Enter event details and draft post into **the spreadsheet**
Upload visuals to the **Drive folder**

Authorise advertisers

Give editor rights on your Facebook page to the company



Points to pay attention



Detailed target groups

Put as many target group categories as you can: region, city, age, gender, job, hobbies, interests, purchases, sports, etc.



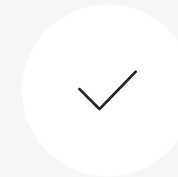
Language

Draft your post in English with translation into local languages. The targeting campaign will make sure to show the ads in native language as much as possible.



Boost not

Closed, limited or “invitation only” events will not be boosted.



Deadline

As soon as you confirm your event.

Interreg Cooperation Day 2024 - Campaign preparations

Tips and tools for producing engaging content

Nebojsa Nikolic/ Interact /03.07.2024

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Our **head** of social media is the **customer**.

McDonalds

Interreg

- The “head” is an admin boss
- Content dry and formal
- Playing it “safe”
- Visuals boring, cluttered
- Corporate identity overwhelming
- Unnecessary facts, long texts
- Targeting “general public”
- No paid promotion

Private sector

- The “head” is the customer
- The content fun and informal
- Test, evaluate, adjust
- Visuals are impressive and clean
- Corporate identity subtle
- Short texts, call to action
- Targeting specific audience
- 270 billion dollars in 2023 *

We can help with money and know-how

Post quality

Early preparation, AI tools, and social media company pro advice

Targeting

Use of AI tools and pro advice

Visuals

Canva, AI tools, and professional advice

Boost

Fill-in the table and we will take care of the money

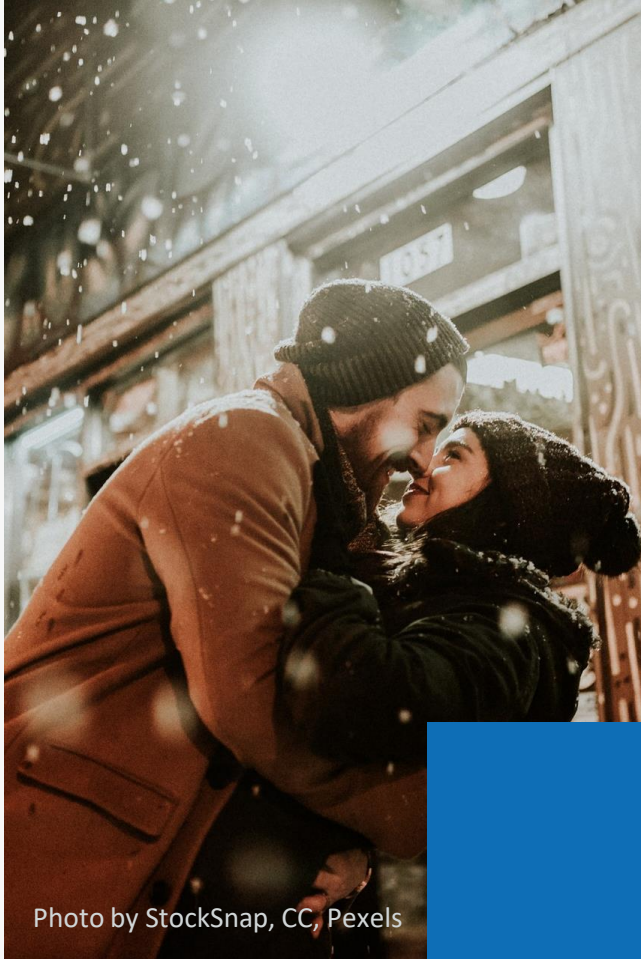
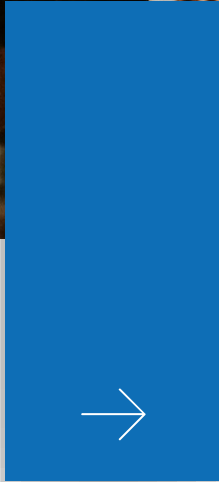


Photo by StockSnap, CC, Pexels



Example

Target audience

Let's watch a video commercial together and try to identify what makes it so powerful?

<https://www.youtube.com/watch?v=NemtQx0m0Ss>

The bubble gum ad persona

Basic characteristics

Age: 18 to 35

Urban, low to medium income

Hobbies and interests: How should I know?

...



AI target - Copilot

Prompt: “Generate an audience profile description of a young man who likes chewing gum”

Answer: “A young man who likes chewing gum is likely to be **creative**, imaginative, **expressive**, outgoing, sociable, **empathetic**, with a natural ability to connect with others. He **values romance**, love, emotional connection, creativity, self-expression, and individuality. He has an active social life, enjoys spending time with **friends and family**, exploring new places, trying new foods, and engaging in **creative activities** such as painting, writing, or music. He has a passion for the arts, such as music, literature, or visual arts, and is interested in **social causes**, such as environmentalism or animal rights. He is motivated by a **desire for emotional connection and intimacy**, self-expression, and creativity.”



Target audience with Google Gemini

Profile image generated on the platform: www.this-person-does-not-exist.com

Name: Elsa **Age:** 25-40

Occupation: Teacher, Park Ranger, Student (Environmental Science/Biology), or someone with a general interest in nature and conservation efforts.

How to tailor the message for Elsa:

Emphasize the scientific approach and collaboration between Norway and Sweden.

Use visuals of healthy arctic foxes in their natural habitat.

Briefly mention the challenges faced by the arctic fox population, but focus on the positive outcomes of the project.

Include a call to action, encouraging Elsa to learn more about arctic fox conservation or support similar projects.



Social media: example from Copilot

Prompt: “Write three separate but engaging social media posts about this project:”

🌟 Post 1: “Empowering Our Community Against Dementia”

🗨️ Did you know that dementia affects millions worldwide? In Vrsac and Resita, we’ve taken bold steps to improve the lives of our aging citizens. Here’s how:

- 🏠 **Upgraded Spaces:** We transformed two facilities, creating safe havens for dementia patients.
- 👤 **Expert Exchange:** 108 doctors and experts shared knowledge across borders.
- 🌱 **Prevention Awareness:** 155,000 citizens learned about dementia prevention through our campaign.

Join us in the fight against dementia! ❤️ #DementiaAwareness #CommunityImpact

🔍 Post 2: “Unlocking Hope: Dementia Prevention Insights”

🌍 As our population ages, dementia cases rise. But what if we could slow down its incidence? Here’s how we’re making a difference:

- 🚀 **Infrastructure Boost:** Our dementia department in Vrsac is now a beacon of care.
- 🤝 **Cross-Border Wisdom:** Doctors and staff exchanged best practices, bridging gaps.
- 📊 **Research Clues:** We dug deep into regional risk factors, empowering our experts.

Together, we’re rewriting the dementia story! 🌟 #DementiaPrevention #KnowledgelsPower

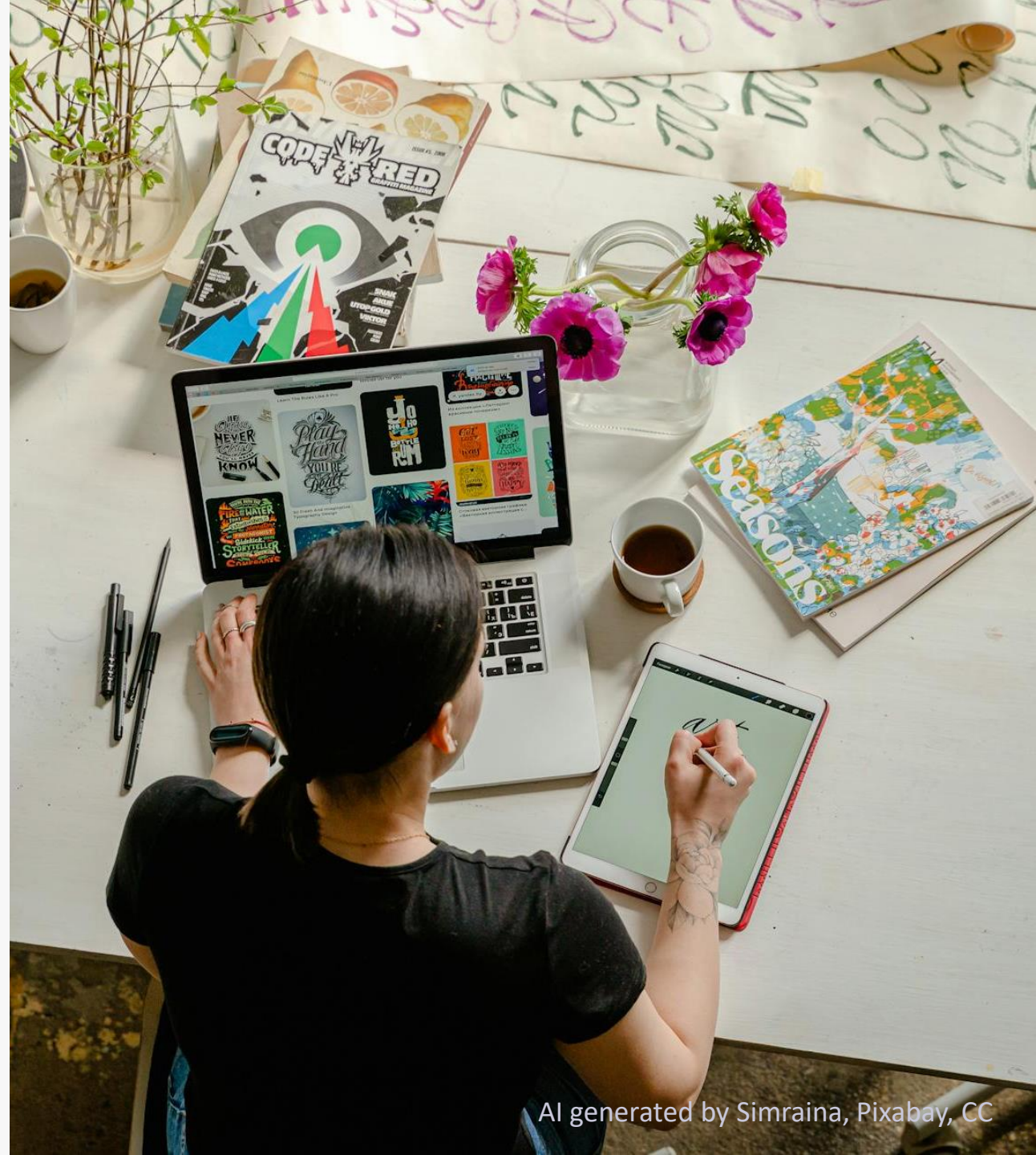
❤️ Post 3: “From Awareness to Action: Dementia Matters”

🌱 Dementia isn’t just a challenge—it’s an opportunity for change. Look at our progress:

- 🌟 **Local Engagement:** 13,000 community members actively participated.
- 🌐 **Stigma Breakdown:** We’re reducing misconceptions about dementia.
- 🏥 **Quality Care:** Direct access to better medical support is now a reality.

Join hands with us! Let’s create a dementia-friendly world. 🤝 #DementiaCare #TogetherStrong

Free & easy design tools



The tools

pixabay

 Unsplash

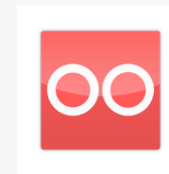


 PIKTOCHART

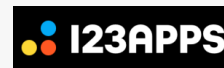


 I23APPS

 Studio



The tools – size by importance for me



The tools and process

1. Script:

Resoomer



ChatGPT



2. Prepare:

Pexels



Pixabay

pixabay

Unsplash

 Unsplash

Audio Library



123 Apps



Lightroom



OBS Studio



3. Create:

Canva



Adobe Express



Piktochart

 PIKTOCHART

YouTube Studio



DaVinci Resolve



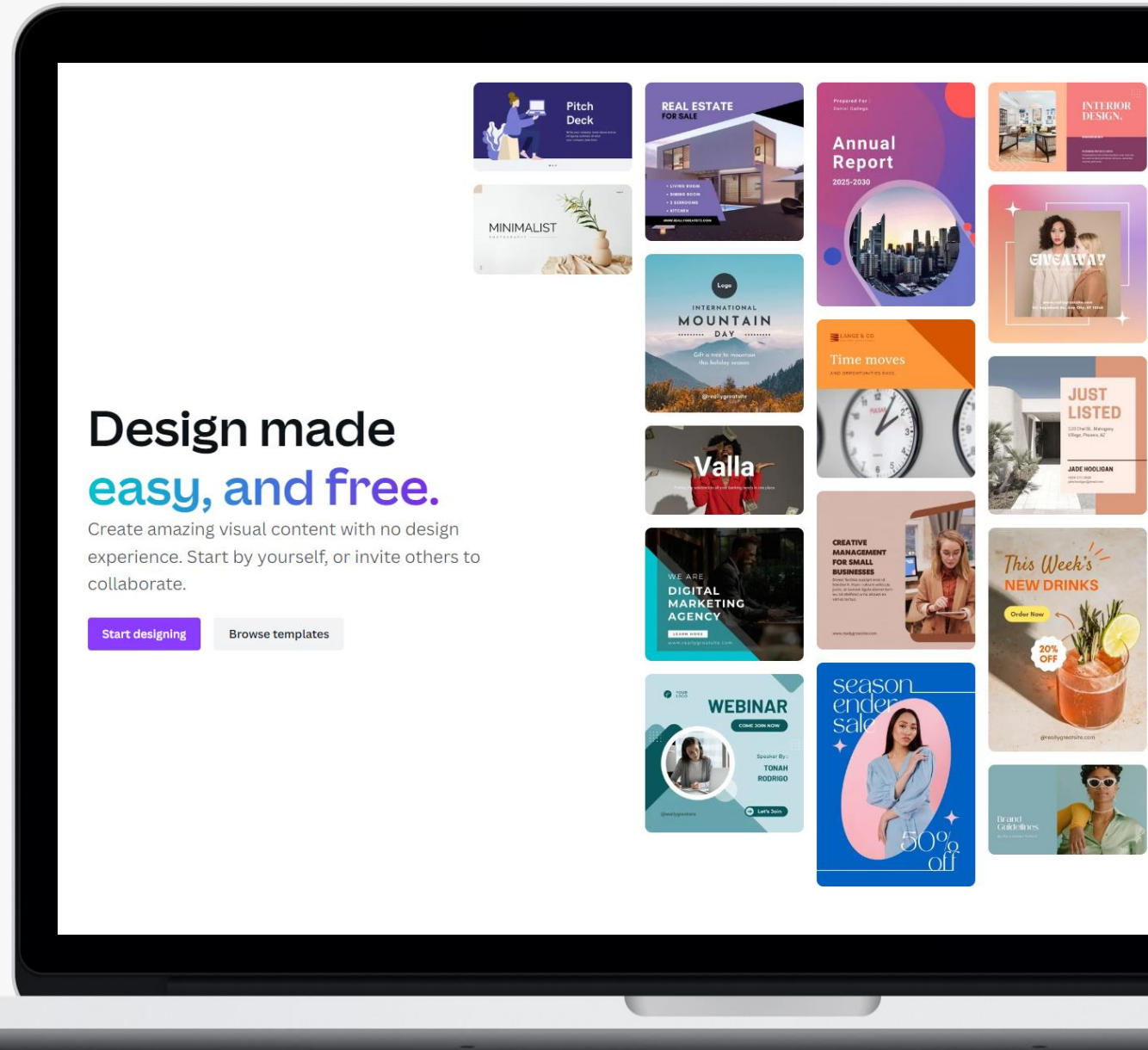
PowerPoint video



Canva

Create content for social media

- Very easy to use and empowering
- Amazing for social media content
- Now includes GIFs and animations
- Free version offers a lot
- Built in mock-ups and image editing
- Now can make simple videos



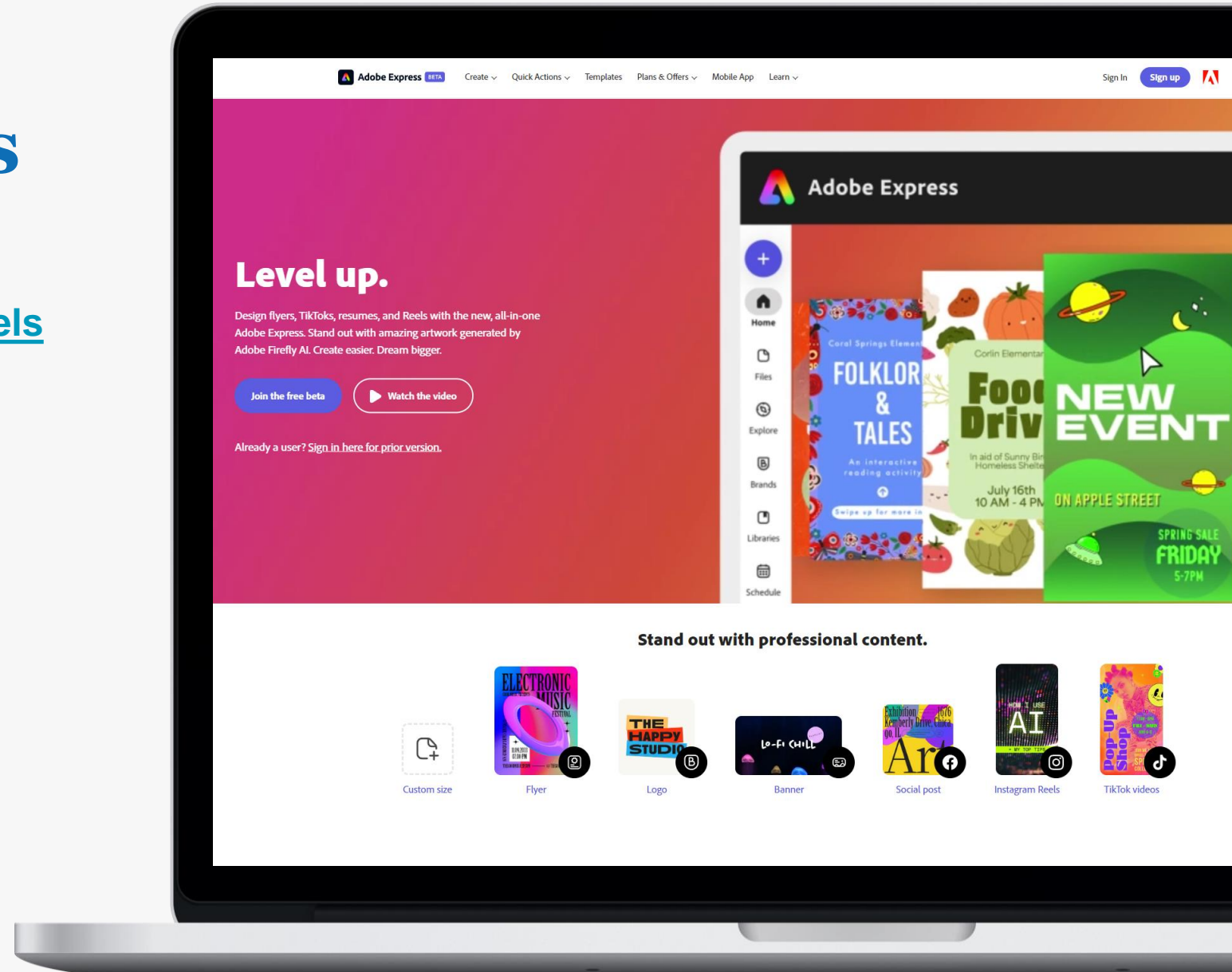
Canva - examples



Adobe Express

Design flyers, TikToks and reels

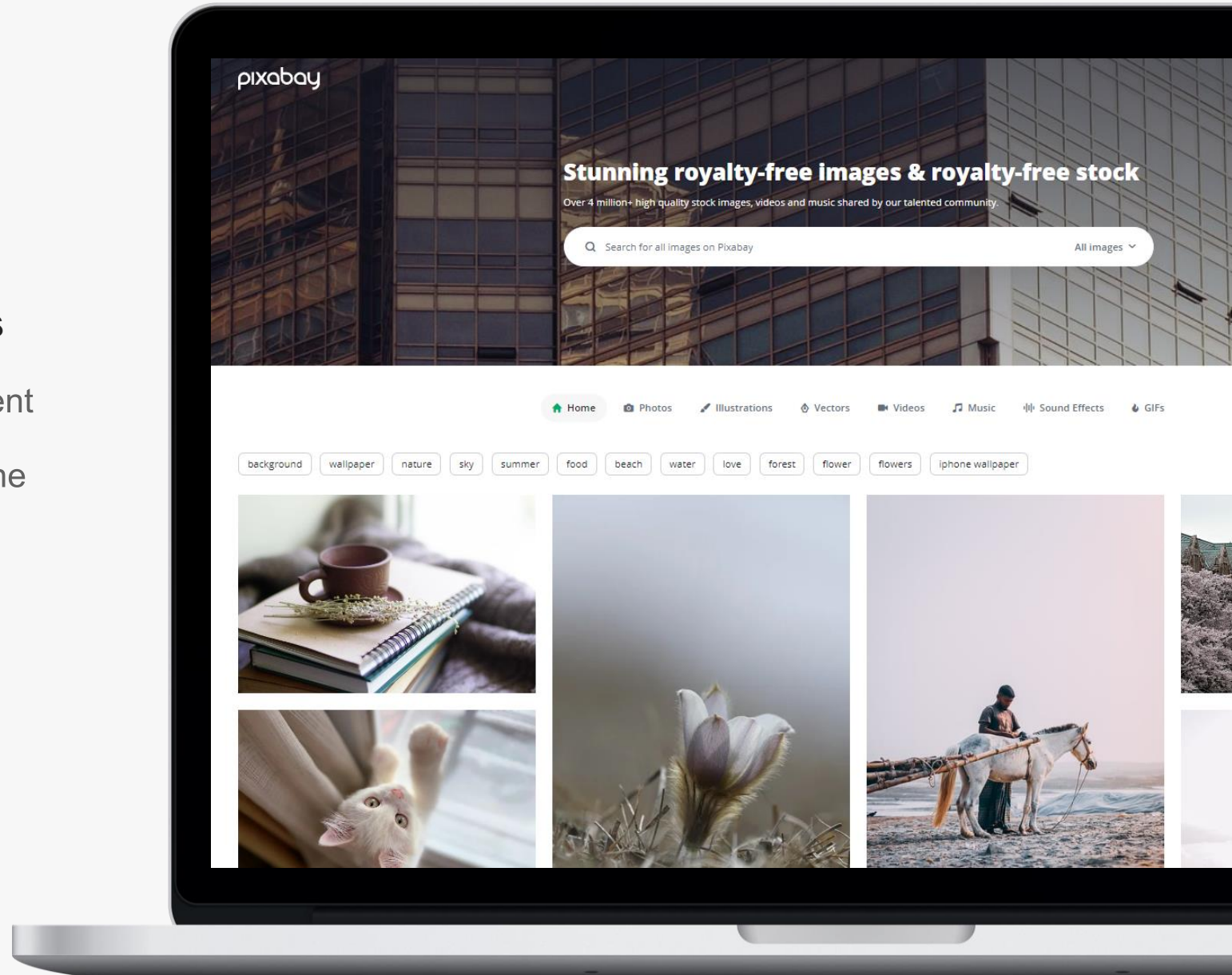
- Relatively easy to use
- Free for now – beta
- Creative and modern templates
- Built-in AI assistant
- Alternative to Canva
- Still feels experimental



Pexels, Pixabay and Unsplash

Find stock images and videos

- A lot of professional quality content
- Check on several platforms for the most optimal result
- Licence free, options with no attribution (but do it anyway)
- Pexels now has music
- Content sometimes generic or doesn't fit



We can help with money and know-how

Post quality

Use AI to help you draft your post ideas – check and revise

Targeting

Use AI to help you draft specific target audience.

Visuals

Use Canva and other tools to create nice visuals, including gifs, animations and videos.

Boost

Let us know when you are ready

Cooperation **works**

All materials will be available on:

Interact website