

Programme communication for beginners

Communication: In the spotlight

Arkam Ograk/ Interact office Vienna / 28.06.2023

Interact



Co-funded by
the European Union
Interreg

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Marketing in Interreg



Power of visuals



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Managing your social media and web

PART I

Marketing

Interreg?



Interreg



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Estonia – Latvia

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Interreg
Baltic Sea Region



Interreg
Italia – Österreich



Interreg



Estonia – Latvia

Interreg



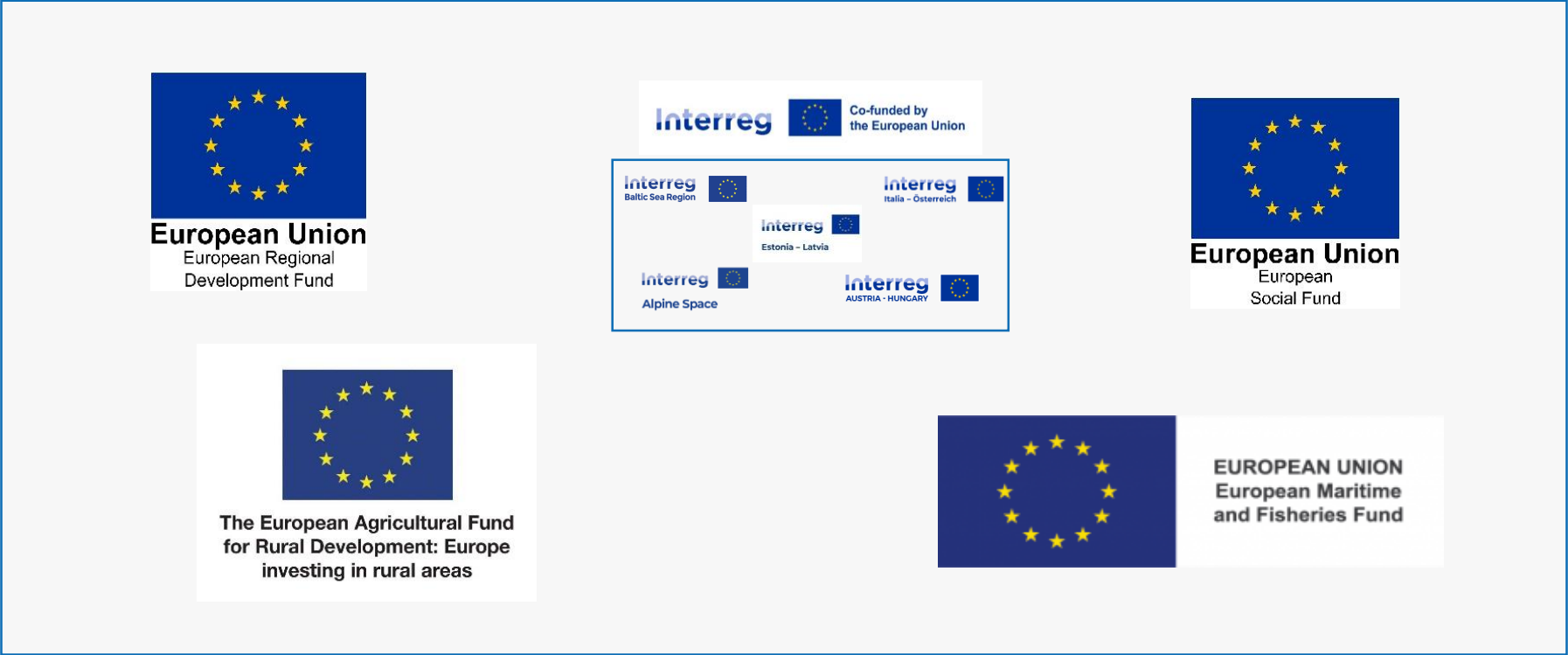
Alpine Space

Interreg
AUSTRIA - HUNGARY

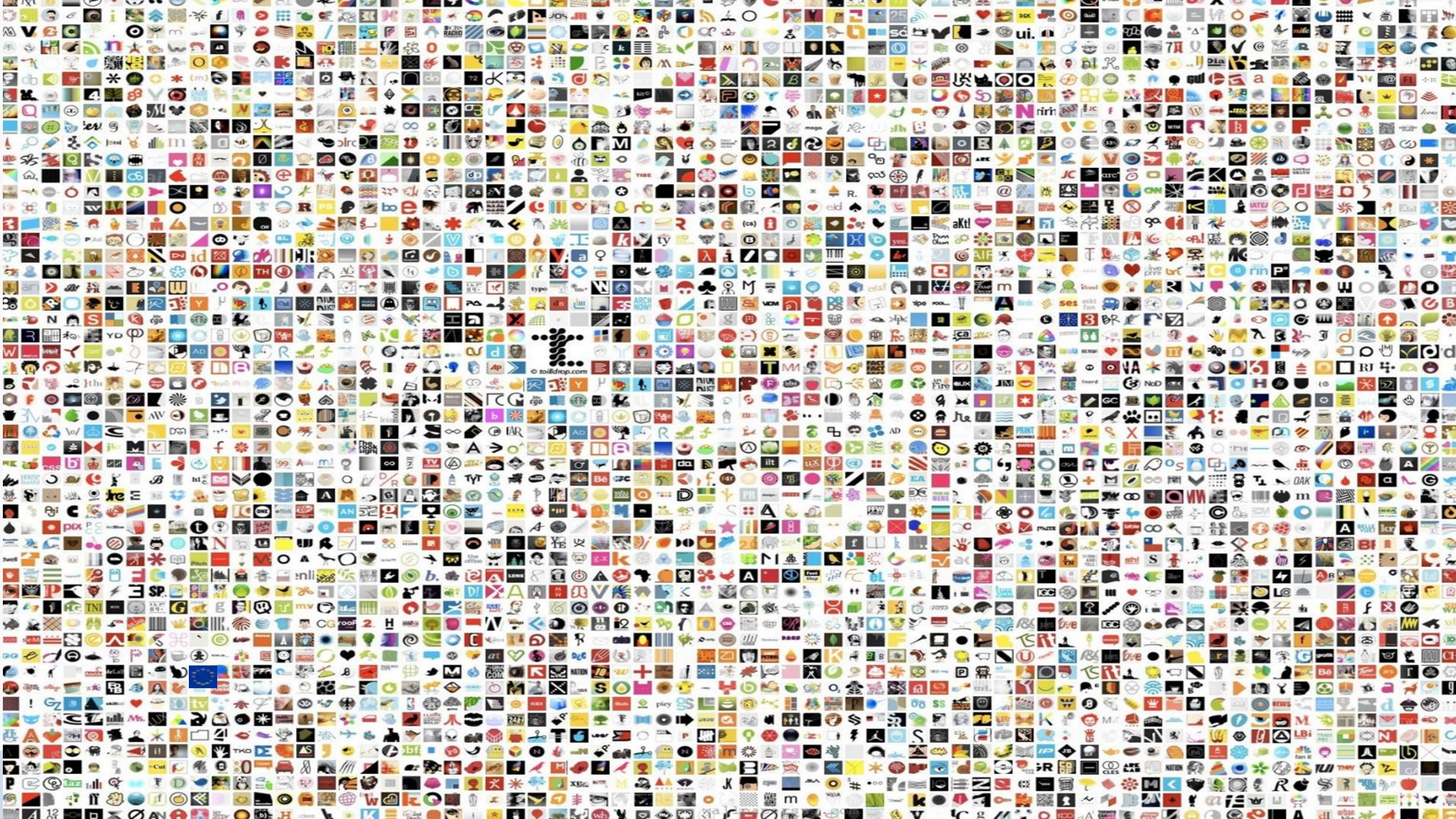




Co-funded by the European Union







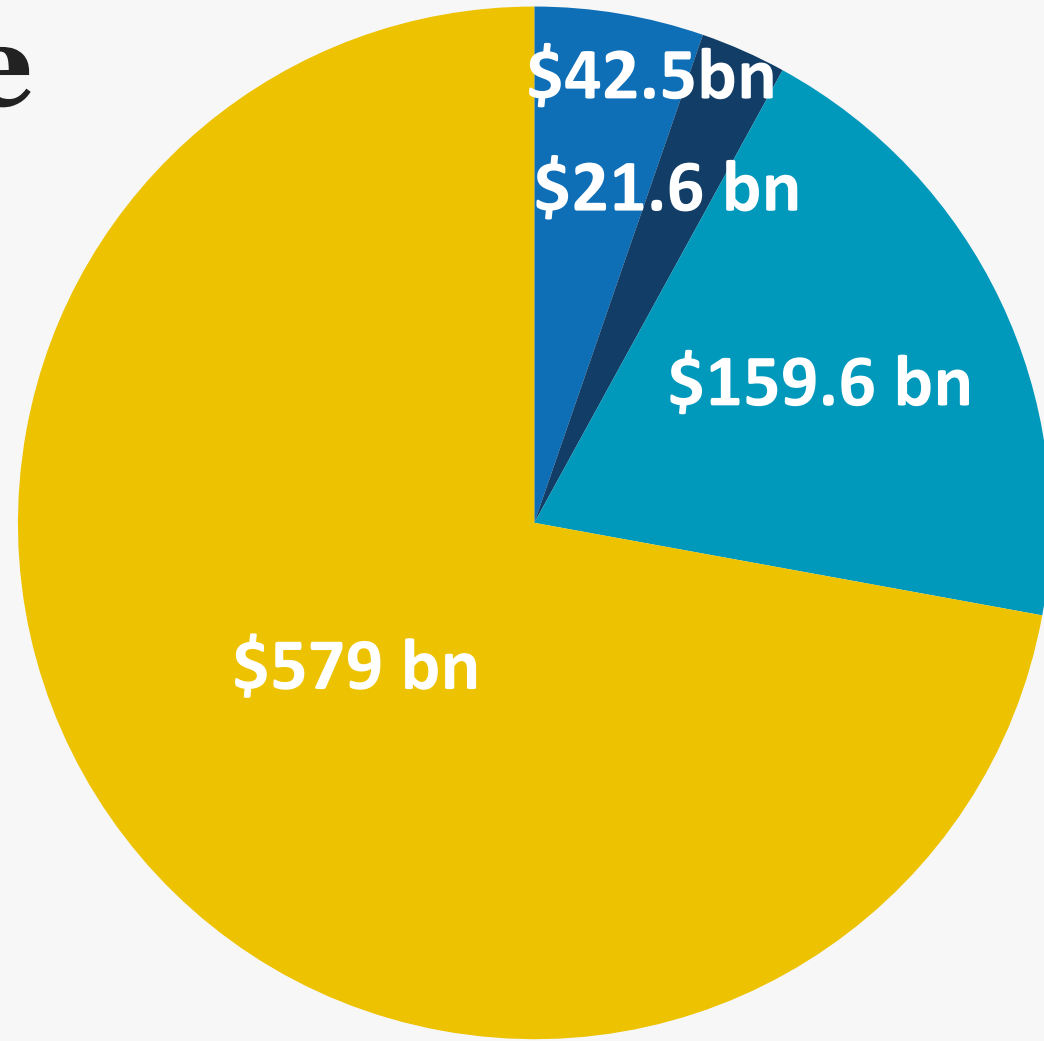
Market share of industries

Film

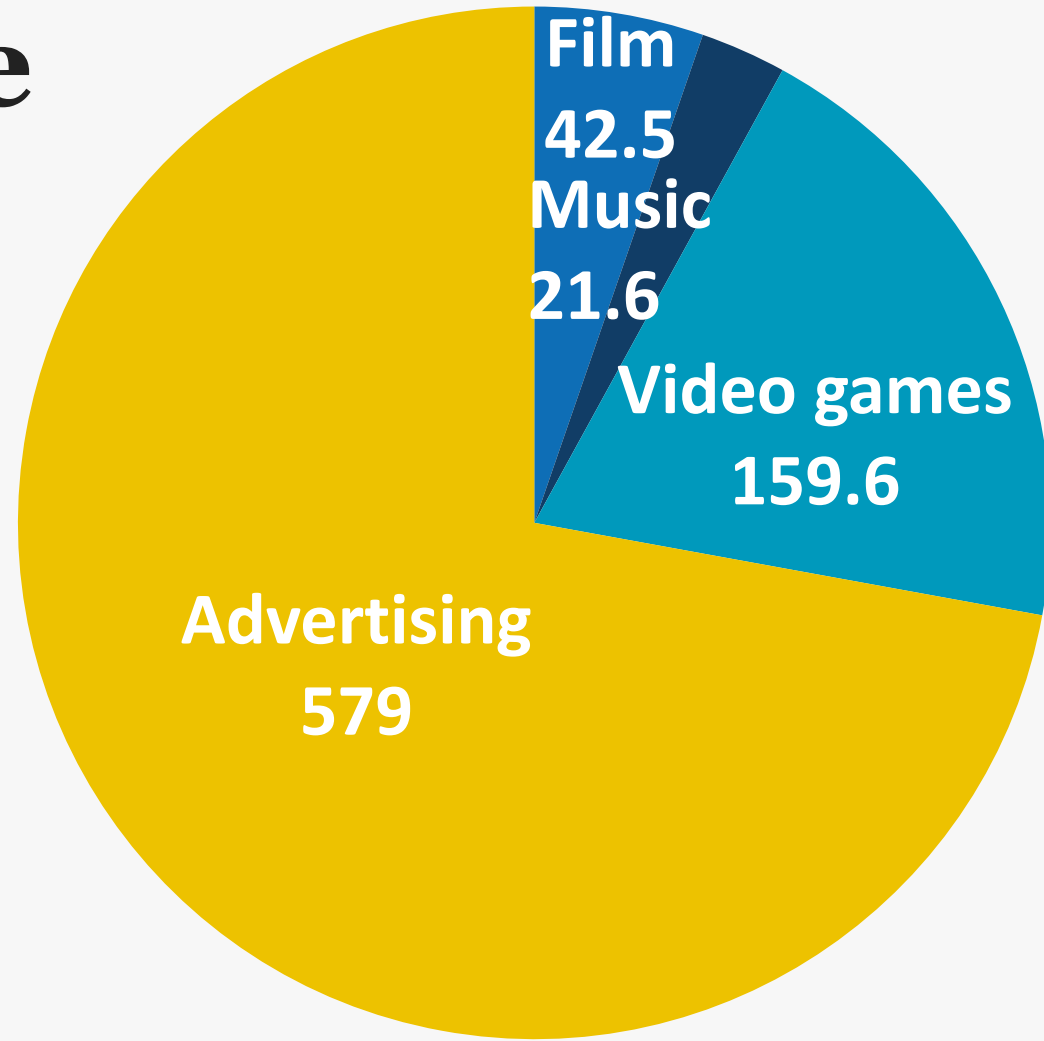
Music

Advertising

Video games



Market share of industries



Let's explain a few marketing concepts.



The [European Union](#) is a product of many parts. The parts make up the entity of the EU.



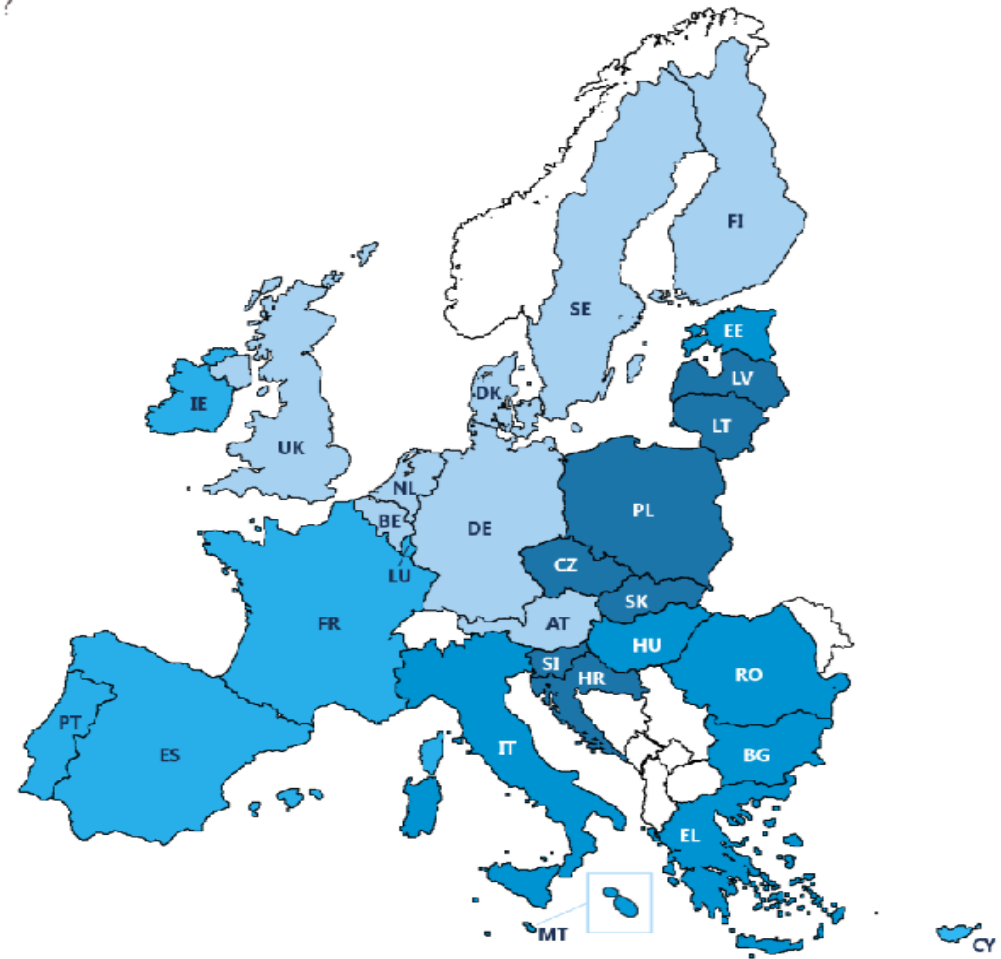
35% aware of EU investments

PL		80
CZ		68
LT		66
SI		65
SK		63
LV		62
HR		62
HU		60
MT		59
EE		54
RO		44
EL		43
IT		40
BG		40
EU28		35
IE		35
CY		33
ES		30
PT		29
LU		27
FR		27
DE		25
FI		24
SE		22
UK		18
NL		18
BE		17
AT		16
DK		14

Q1A Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live?
(% - YES)

Map Legend

	61 - 100
	40 - 60
	26 - 39
	0 - 25

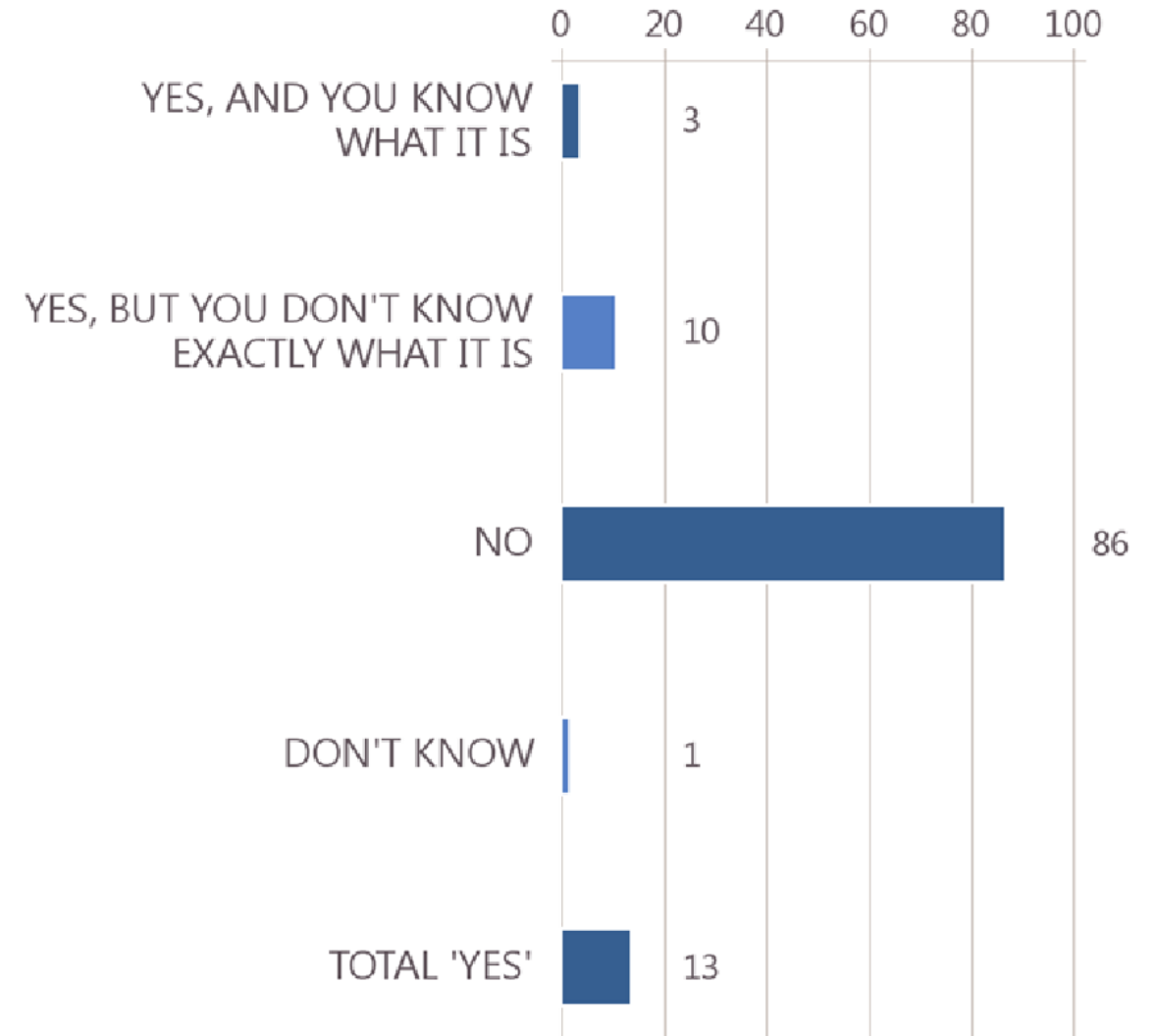


Interreg: 13% have heard about it

Eurobarometer website

<http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/General/index>

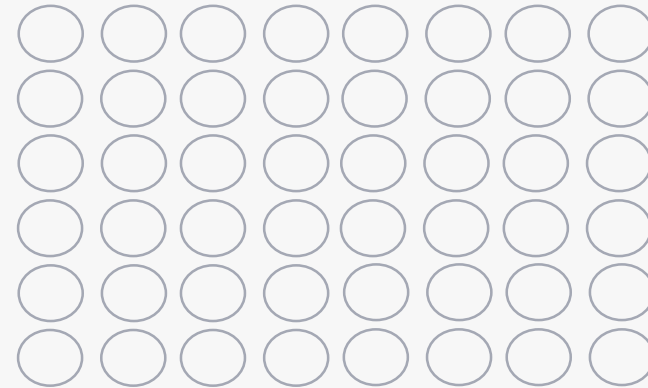
Q8 Have you ever heard of Interreg?
(% - EU)



Talking to **the general public**

YOU

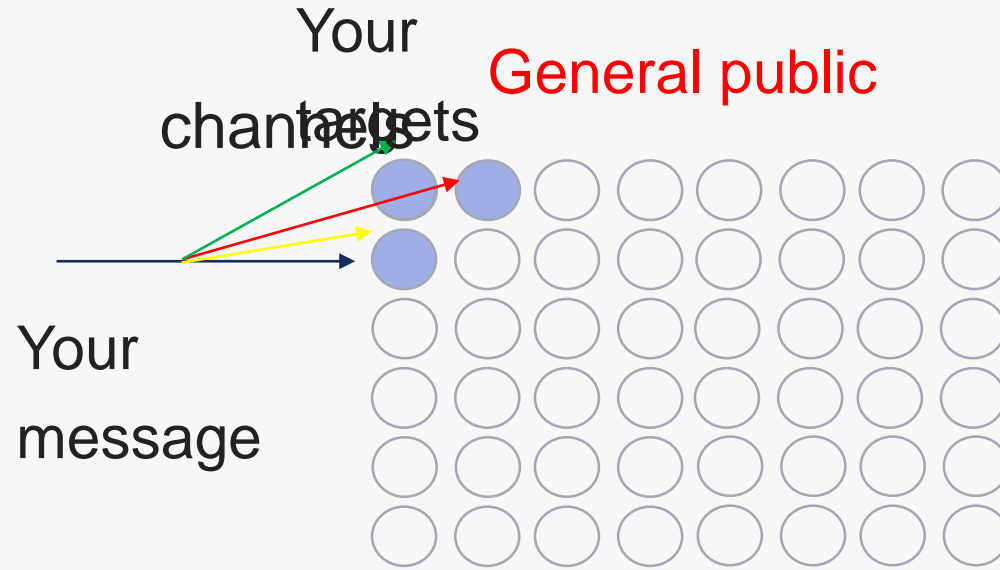
General public



First you must know who you want to talk to and what you want them to do.

Talking to the general public

YOU



Tools/channels are the last thing you identify.

We always design for **someone** and we always design for **a reason**.

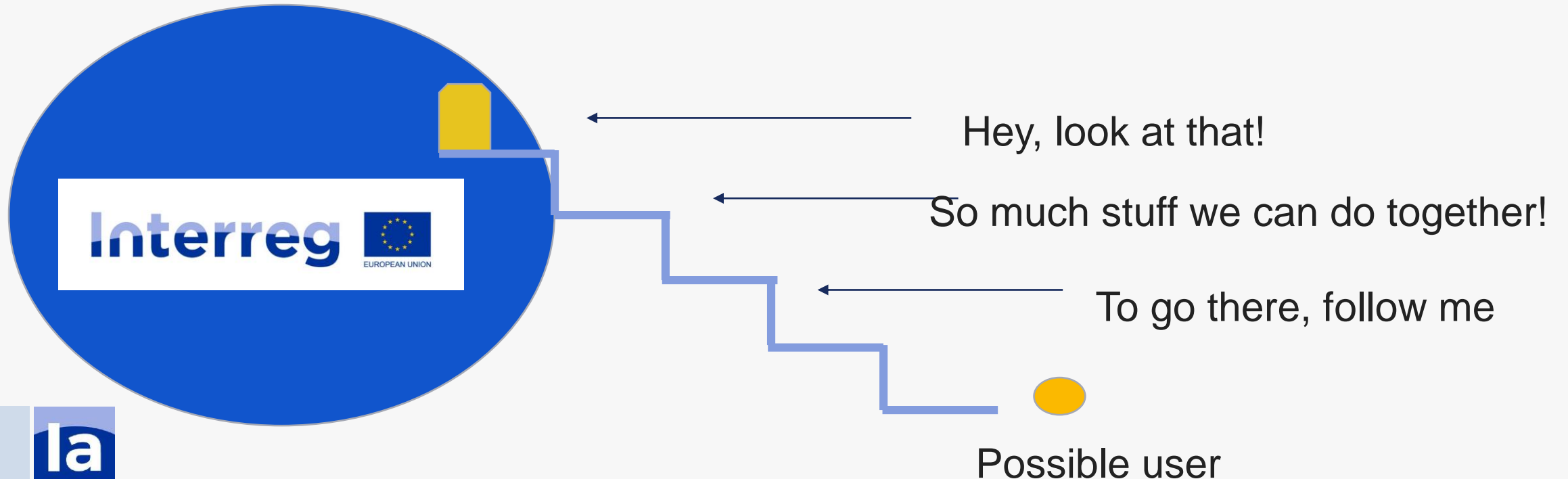
We talk to someone because we want this person **to do something with us or for us**.

If you know **who you talk to**, you will always find the best way to do it: Remember when you explained to your mum what you were doing as a job.

If you know **why you are doing something**, you will always find the best way to do it: Remember why you explained to your mum what you are doing in the first place.

What do we (usually) communicate?

- Our programme is doing a lot of good stuff!
- You can join us and do a lot of stuff that benefits both of us!
- Brought to you by the EU. The EU is good, yummy!



Communication is about **change**.

Communication is the business of influencing behaviour. You want to bring about a change in your target groups' **behaviour or attitude**.

We must have a clear **target** for your **messages** and a clear **reason** for why we're telling something.

Private companies -> urge **customers** to buy a product.

Interreg programmes-> urge **citizens** to take part in projects that solve problems and improve lives with EU funding across territories, then raise awareness about these achievements.

PART II

Power of visuals





“Our brains focus on **vivid, social accounts more than dry, boring, statistical accounts.”**

Daniel Levitin, neuroscientist

Mini task:

Count the “7”s in the next slide in 5 seconds!

1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
0 9 8 9 6 4 5 3 9 7 2 6 1 5 3 9 4 1 6 2 7 3
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 7 8 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 5
8 9 0 6 8 7 5 8 4 9 3 0 2 3 2 1 4 5 4 3 7 9

Now try again.

1 4 2 5 3 7 0 5 6 3 9 3 3 8 4 9 5 0 2 1 5 6
8 9 0 6 8 5 8 4 9 3 7 0 2 3 2 1 4 5 4 3 3 2
0 9 8 7 9 6 4 5 3 9 2 6 1 5 3 9 7 4 1 6 2 3
0 9 2 8 3 9 4 2 6 1 8 2 7 0 3 0 9 3 2 1 4 3
1 6 2 9 0 3 8 4 6 7 0 9 8 2 5 3 6 4 9 2 0 1
2 5 4 3 2 5 4 2 8 2 6 2 9 9 4 0 5 7 0 3 2 1
6 5 4 3 7 9 4 0 2 4 3 5 2 9 0 1 9 2 3 4 6 8

First slide of numbers was pure information.
We do the second slide: communication.

Communicator's perspective: Missing Missy

From: Shannon Walkley
Date: Monday 21 June 2010 9.15am
To: David Thorne
Subject: Poster

Hi

I opened the screen door yesterday and my cat got out and has been missing since then so I was wondering if you are not too busy you could make a poster for me. It has to be A4 and I will photocopy it and put it around my suburb this afternoon.



This is the only photo of her I have she answers to the name Missy and is black and white and about 8 months old. missing on Harper street and my phone number.
Thanks Shan.

MISSING MISSY

A SHANNON PRODUCTION

MISSING MISSY
A SHANNON PRODUCTION
MISSING MISSY
A SHANNON PRODUCTION



From: Shannon Walkley
Date: Monday 21 June 2010 10.24am
To: David Thorne
Subject: Re: Re: Re: Re: Poster

yeah thats not what I was looking for at all. it looks like a movie and how come the photo of Missy is so small?

From: David Thorne
Date: Monday 21 June 2010 10.28am
To: Shannon Walkley
Subject: Re: Re: Re: Re: Re: Poster

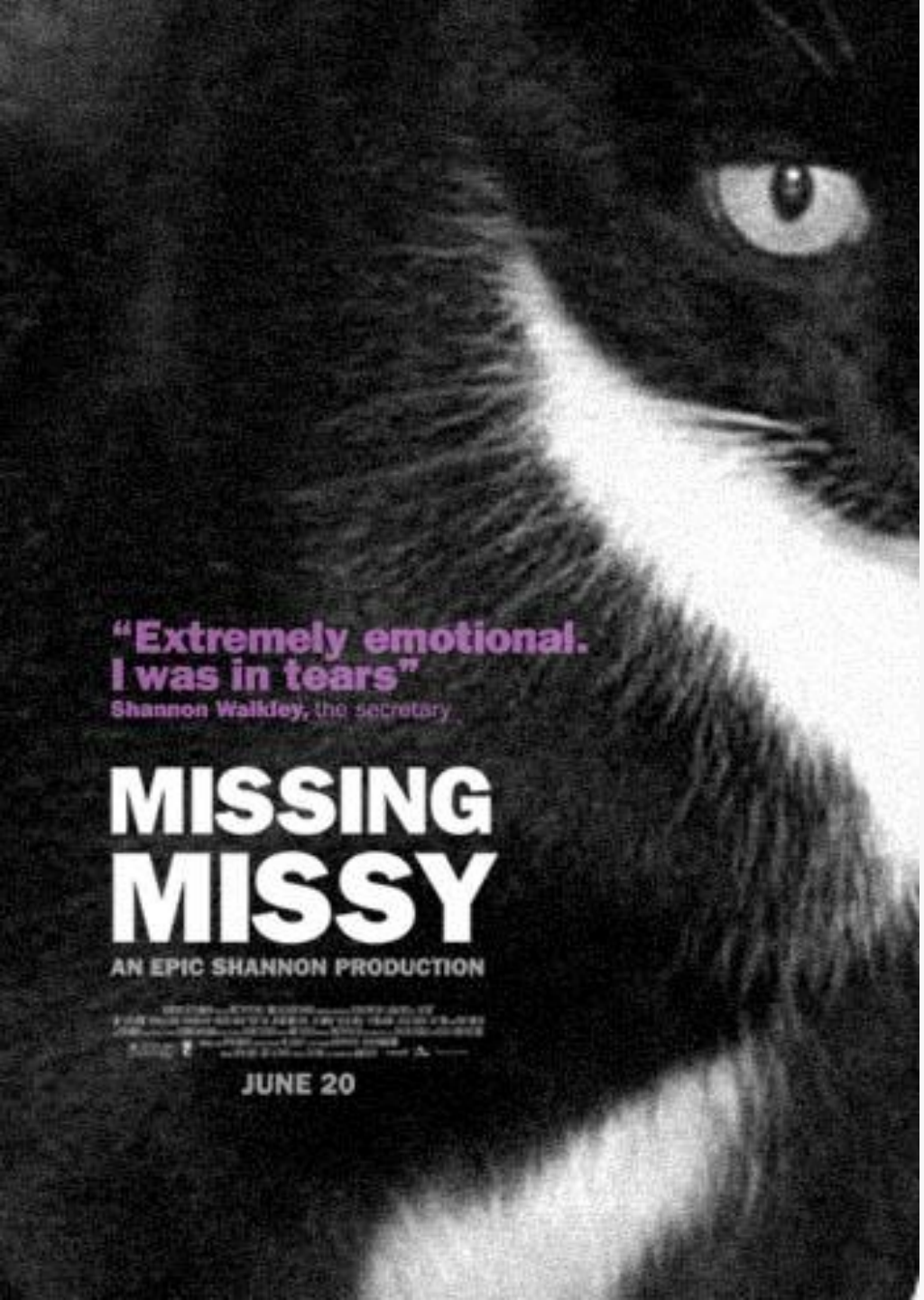
Dear Shannon,

It's a design thing. The cat is lost in the negative space.

Regards, David.

From: Shannon Walkley
Date: Monday 21 June 2010 10.33am
To: David Thorne
Subject: Re: Re: Re: Re: Re: Re: Poster

Thats just stupid. Can you do it properly please? I am extremely emotional over this and was up all night in tears. you seem to think it is funny. Can you make the photo bigger please and fix the text and do it in colour please. Thanks.



**“Extremely emotional.
I was in tears”**

Shannon Walkley, the secretary

MISSING MISSY

AN EPIC SHANNON PRODUCTION

MISSING MISSY: A SHANNON PRODUCTION
A FILM BY SHANNON WALKLEY
CASTING BY SHANNON WALKLEY
COSTUME DESIGNER SHANNON WALKLEY
HAIR BY SHANNON WALKLEY
MAKEUP BY SHANNON WALKLEY
PRODUCTION DESIGNER SHANNON WALKLEY
EXECUTIVE PRODUCERS SHANNON WALKLEY
PRODUCED BY SHANNON WALKLEY
WRITTEN BY SHANNON WALKLEY
DIRECTED BY SHANNON WALKLEY

JUNE 20

From: Shannon Walkley

Date: Monday 21 June 2010 10.59am

To: David Thorne

Subject: Re: Re: Re: Re: Re: Re: Re: Re: Poster

This is worse than the other one. can you make it so it shows the whole photo of Missy and delete the stupid text that says missing missy off it? I just want it to say lost.



From: Shannon Walkley

Date: Monday 21 June 2010 11.21am

To: David Thorne

Subject: Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Poster

yeah can you do the poster or not? I just want a photo and the word lost and the telephone number and when and where she was lost and her name. Not like a movie poster or anything stupid. I have to leave early today. If it was your cat I would help you. Thanks.

LOST



MISSY THE CAT

MISSING FROM HARPER STREET
ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 11.47am
To: David Thorne
Subject: Re: Awww

Thats not my cat. where did you get that picture from? That cat is orange. I gave you a photo of my cat.

From: David Thorne
Date: Monday 21 June 2010 11.58am
To: Shannon Walkley
Subject: Re: Re: Awww

I know, but that one is cute. As Missy has quite possibly met any one of several violent ends, it is possible you might get a better cat out of this. If anybody calls and says "I haven't seen your orange cat but I did find a black and white one with its hind legs run over by a car, do you want it?" you can politely decline and save yourself a costly veterinarian bill.

I knew someone who had a basset hound that had its hind legs removed after an accident and it had to walk around with one of those little buggies with wheels. If it had been my dog I would have asked for all its legs to be removed and replaced with wheels and had a remote control installed. I could charge neighbourhood kids for rides and enter it in races. If I did the same with a horse I could drive it to work. I would call it Steven.

Regards, David.

From: Shannon Walkley
Date: Monday 21 June 2010 12.07pm
To: David Thorne
Subject: Re: Re: Re: Awww

Please just use the photo I gave you.

LOST



**MISSY THE CAT
REWARD OFFERED
\$2000**

**MISSING FROM HARPER STREET
ON THE 20TH OF JUNE**

CONTACT 0433 359 705

From: Shannon Walkley
Date: Monday 21 June 2010 12.34pm
To: David Thorne
Subject: Re: Re: Re: Re: Re: Awww

I didnt say there was a reward. I dont have \$2000 dollars. What did you even put that there for? Apart from that it is perfect can you please remove the reward bit. Thanks Shan.

LOST



MISSY THE CAT NO REWARD

MISSING FROM HARPER STREET
ON THE 20TH OF JUNE

CONTACT 0433 359 705

From: Shannon Walkley

Date: Monday 21 June 2010 12:51pm

To: David Thorne

Subject: Re: Re: Re: Re: Re: Re: Re: Awww

Can you just please take the reward bit off altogether? I have to leave in ten minutes and I still have to make photocopies of it.

LOST



MISSY THE CAT

**MISSING FROM HARPER STREET
ON THE 20TH OF JUNE**

CONTACT 0433 359 705

From: Shannon Walkley

Date: Monday 21 June 2010 1.03pm

To: David Thorne

Subject: Re: Re: Re: Re: Re: Re: Re: Re: Re: Awww

Fine. That will have to do.

Your communication needs to be interesting.

If you are working with professionals supply them with the information on what you want to do. Allow them creative space.



Humans are biologically wired to process the world **visually**, which is why making content more visual increases its **impact and efficiency**.



Mini task:

What is this about?
3 seconds.

In a hundred meters there is a stretch of increased danger of falling stones from the right side of the mountain.

Now try again.



100 m

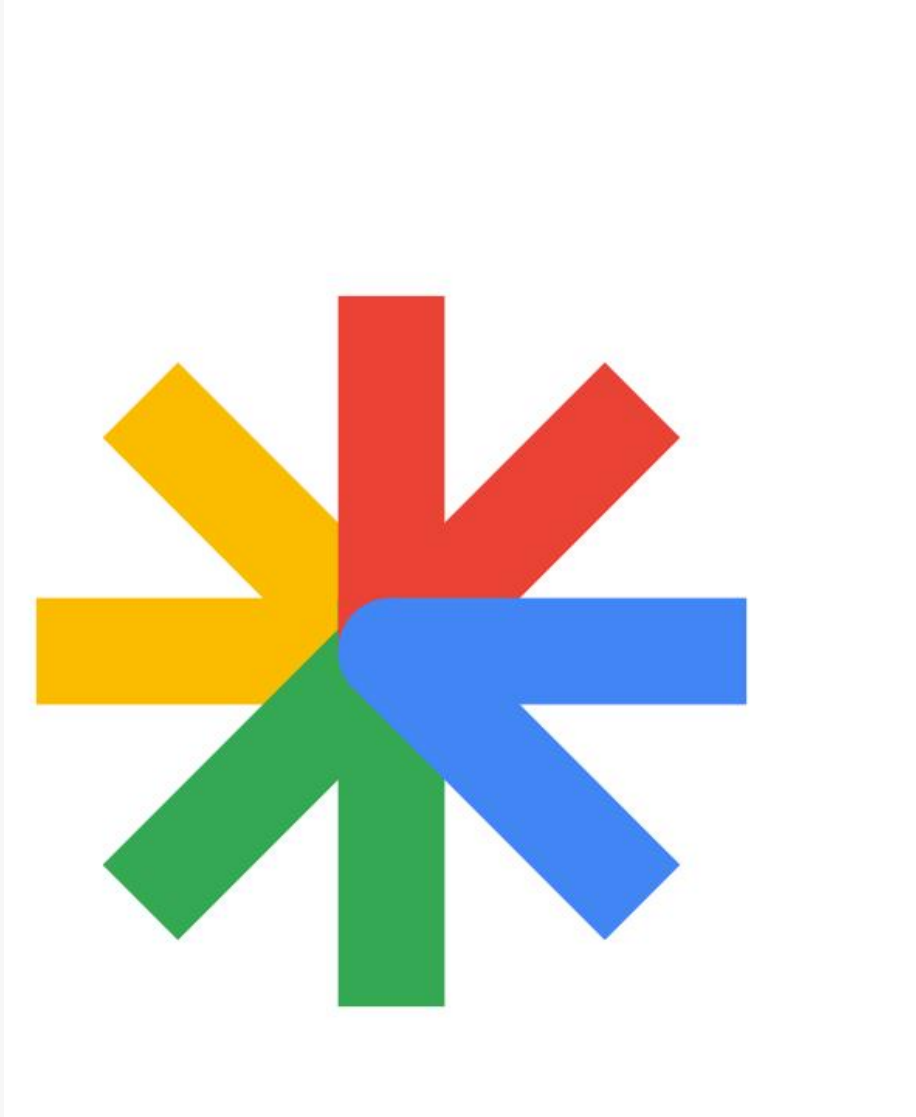
Same thing.

In a hundred meters there is a stretch of increased danger of falling stones from the right side of the mountain.



100 m

Visuality strengthens your brand value...



...which makes you recognisable and competitive

Determines your value, both material and non-material



\$1.25



\$3.25

Sets your image





Cosmopolitan Magazine...
est.com



November 2019 by Hea...
barnesandnoble.com



Cosmopolitan UK Maga...
amazon.com



Cosmopolitan Magazine - ...
pocketmags.com · In stock



Hailee Steinfeld Covers ...
cosmopolitan.com



Cosmopolitan magazi...
cosmopolitan.com



Cosmopolitan Magazine ...
pocketmags.com · In stock



Cosmopolitan Magazin...
magazine-agent.com



MAY 2019 ~ STACEY D...
ebay.com · In stock



Cosmopolitan Magazi...
ranker.com



Nina Dobrev for Cosm...
pinterest.com



Cosmopolitan Cover ...
cosmopolitan.com



Cosmopolitan magazi...
cosmopolitan.com



Cosmopolitan Cover ...
cosmopolitan.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



Cosmopolitan Magazine...
magazine-agent.com



British Vogue Magazine...
yourcelebritymagazines.com



American Vogue June ...
models.com



Vogue Magazine (Nove...
amazon.com



Vogue Magazine Subsc...
isubscribe.co.uk · In stock



Edita Vilkeviciute cove...
pinterest.com



Gugu Mbatha-Raw Co...
pinterest.com



British Vogue Magazine ...
yourcelebritymagazines.com



Cover Story in Vogue ...
vogue.com



Greg Kadel for Vogue A...
pinterest.com



Vogue Magazine (Augus...
amazon.com



Vogue Magazine (Jan...
amazon.com



vogue cover magazine ...
limityukx.myddns.de



L'Uomo Vogue Magazin...
yourcelebritymagazines.com



Vogue Magazine March...
famousfix.com



on V...



Vogue Magazine Cover
milacossio.com



UK Vogue magazine ...
yourcelebritymagazines...



Vogue Magazine Cove...
etsy.com · In stock



Ondria Hardin Covers ...
pinterest.com



Croatian Model Grace...
croatiaweek.com



Vogue Italia magazine...
amazon.com



54 Vogue September ...
vogue.com



Visual communication encompasses everything related to visual design, even fonts.



PART III

Message

Essentials



Public communications: **common pitfalls**

- Assumption that people care (about your work)
— Why is this relevant to me?
- Assumption that people see the need (for your expertise)
— I didn't realise this was a problem
- Assumption that people understand (your language)
— Written by insiders, for insiders
- Assumption that process matters more than outcome
— Describing bureaucracy isn't communications



**“I've learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.”**

Maya Angelou, poet



SourceCreative

**Emotions do not only refer to happy or sad,
but a range of emotions.**

How does it make you **feel**?





A lot of scare-vertising tactics can be seen in commercials to prevent drunk driving and cigarette smoking. The World Wildlife Fund is one brand known for its controversial and fear-inducing imagery.



Are our jobs too boring to get creative?



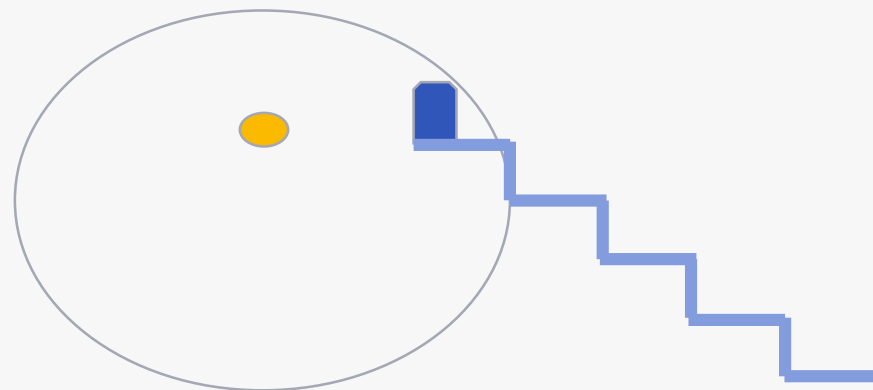


“If you think you are **too small to make a difference**, try sleeping with a mosquito.”

Dalai Lama

Public storytelling – **pick the killer stat**

- Avoid cramming every relevant statistic into your communication
- Use the **killer stat** to craft your and to lure people into your world – then hit them with the detail



820%

Less bikers injured per year cycling through Italy-Slovenia border due to accidents since a bike lane was constructed as a result of Interreg project BySLOIT! [\[link\]](#)

PART IV

Social marketing

A close-up, angled view of a smartphone screen displaying various social media application icons. The icons include Facebook, Twitter, Instagram, LinkedIn, Messenger, YouTube, Meet, and Spotify. The word 'sociale' is visible in the upper left corner of the phone's interface. The background is dark with blurred light spots.

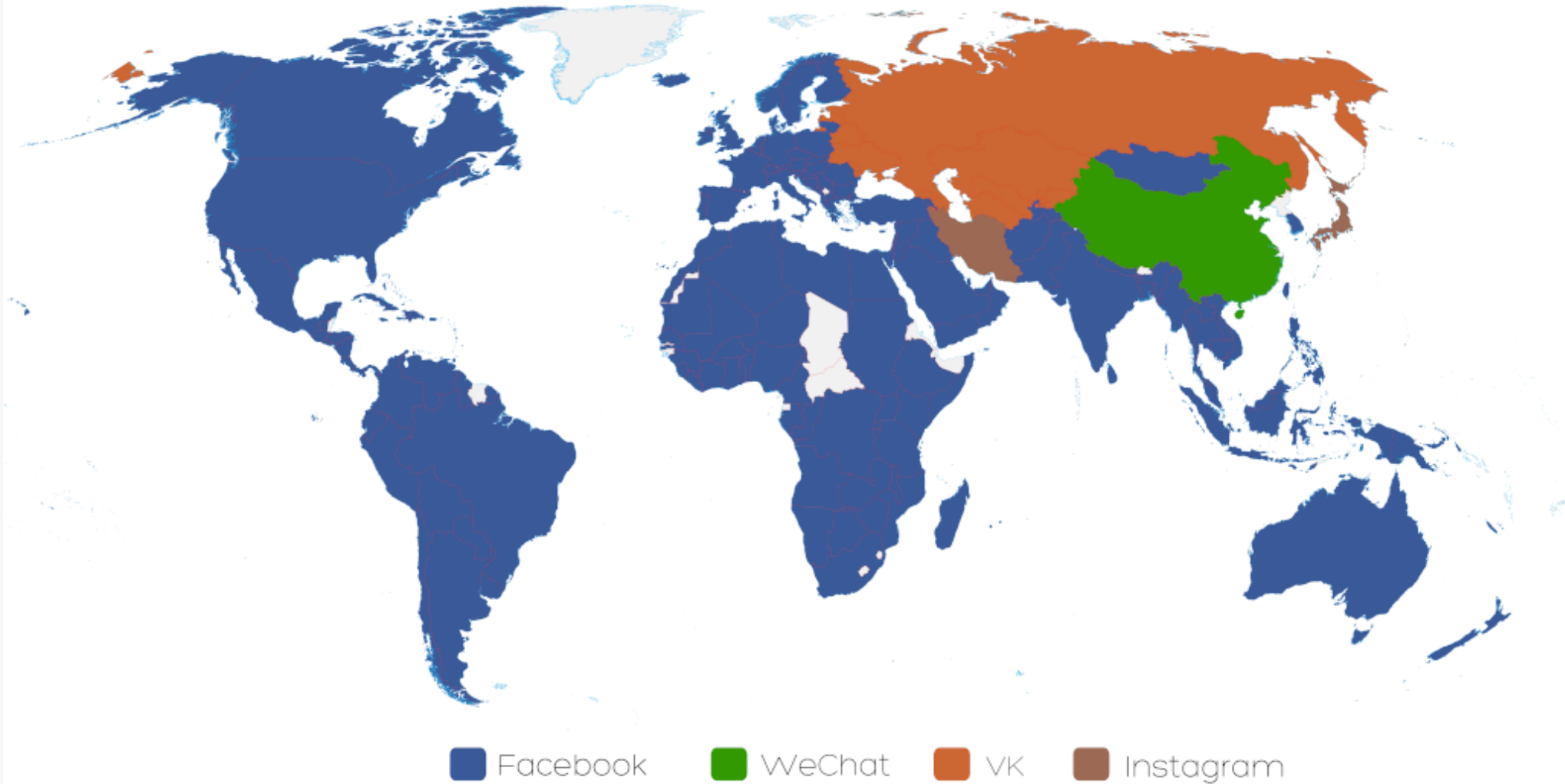


“Social media is the ultimate equalizer. It gives a voice and **a platform to anyone willing **to engage.**”**

Amy Jo Martin, author

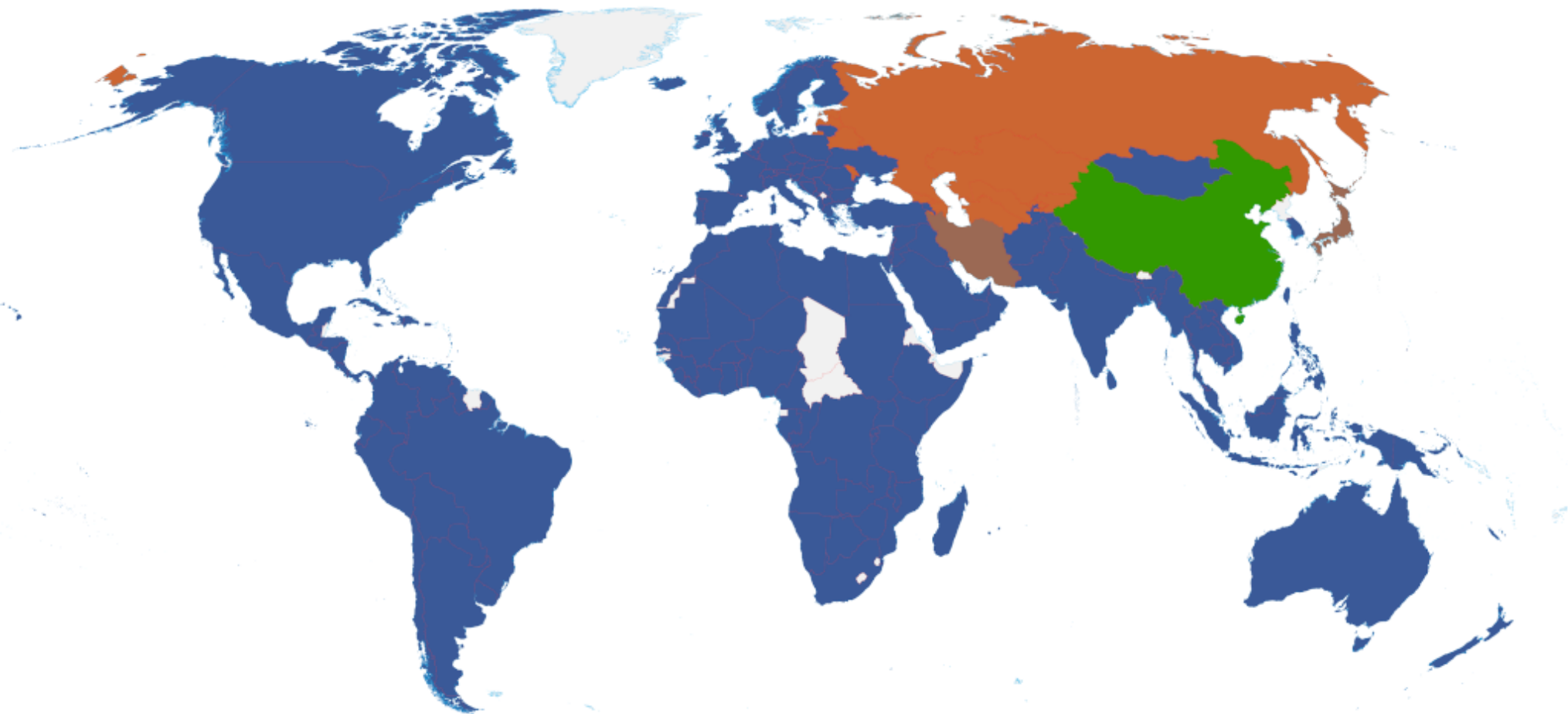
WORLD MAP OF SOCIAL NETWORKS

January 2022



WORLD MAP OF SOCIAL NETWORKS

January 2023



Facebook WeChat VK Instagram

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The logo is set against a solid blue rectangular background.

Most users around the globe, including in Europe.

Often used for private purposes but people follow corporate pages.

Provides an opportunity to reach out to private individuals.

Compared to other social media channels, the average of users' age is higher.

percentage of organic reach on facebook



All

News

Images

Videos

Shopping

More

Settings

Tools

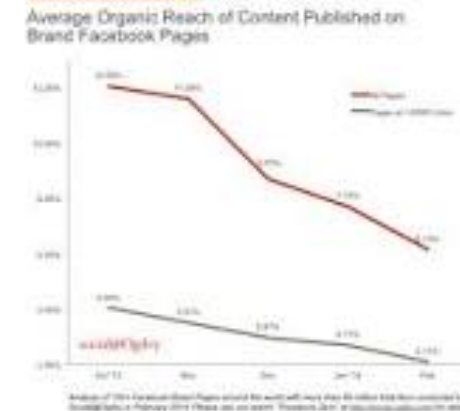
About 14.100.000 results (0,49 seconds)

2 percent

The agency studied more than 100 brand pages and found organic reach dropped by half for brands with fewer than 500,000 fans in 2014, from 12 percent to about 6 percent. For the biggest brands, organic Facebook reach fell from 4 percent to **2 percent**. Jul 17, 2018

www.kunocreative.com › [blog](#) › [facebook-reach-in-2018](#)

[Facebook Reach in 2018: How Many Fans Actually See Your ...](#)



About Featured Snippets

Feedback



Primarily used for following news updates

Has half a billion users including a massive amount of journalists, both from mainstream media outlets and freelancers.

Average user age is younger than Facebook, but older than SnapChat and Instagram.



Instagram

One billion users

Less messy, more chronological timeline than Facebook

30% organic reach – for now

Facebook, but younger and more visual

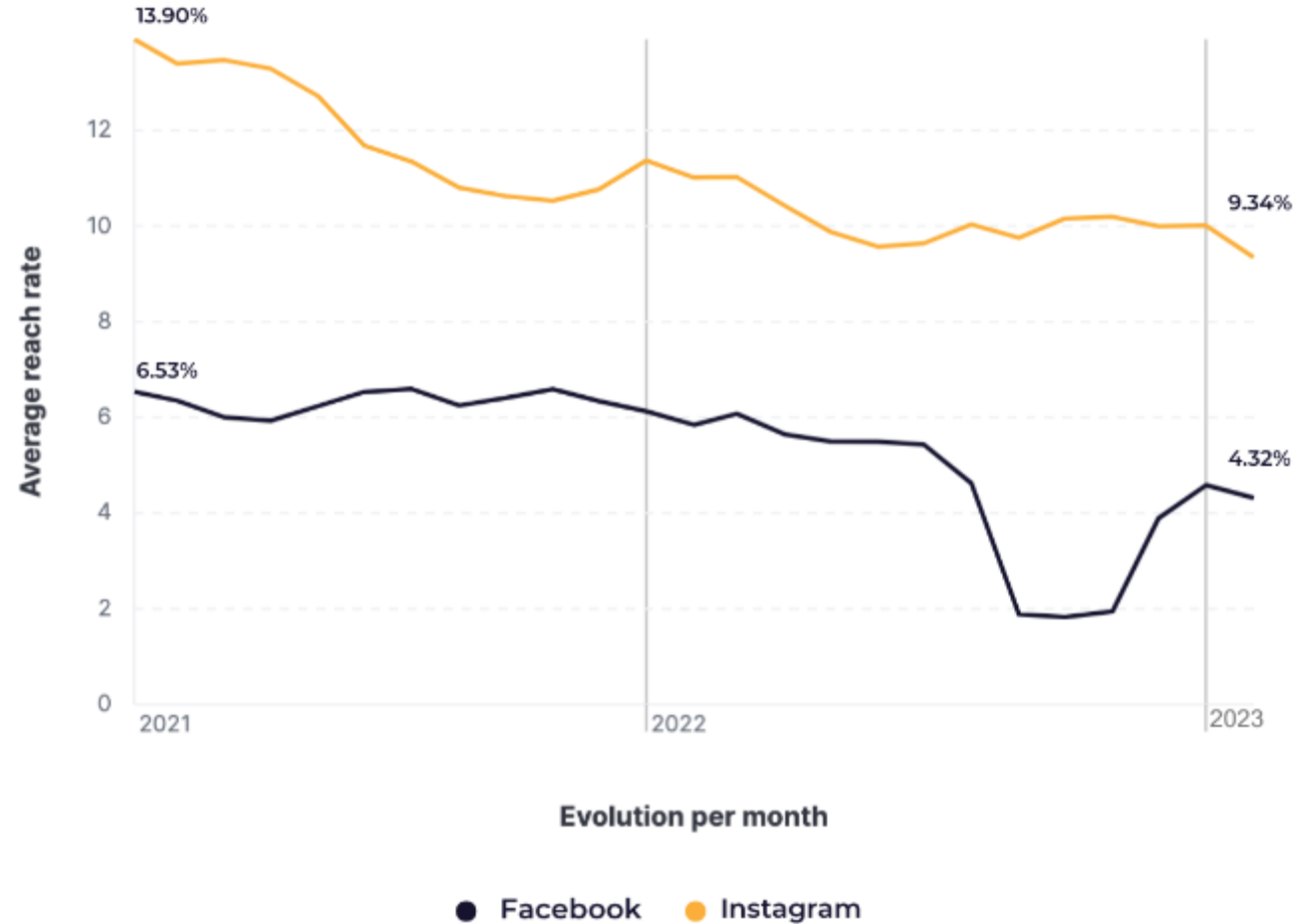
AVG REACH RATE

9.34%

ON INSTAGRAM

The reach rate on Instagram records a 32% year-over-year decrease.

Reach rates evolution for Instagram and Facebook in 2023 (organic data)



Source: Socialinsider data
Data range: Feb 2021 - Feb 2023



Allows you to connect with professionals and is mostly used in a professional capacity.

People interested in job opportunities and technical knowledge.

Posting very specific information about your expertise or technical guidance is the ideal post content for LinkedIn.

The network grouping features of LinkedIn also allows you to cluster your target audiences.



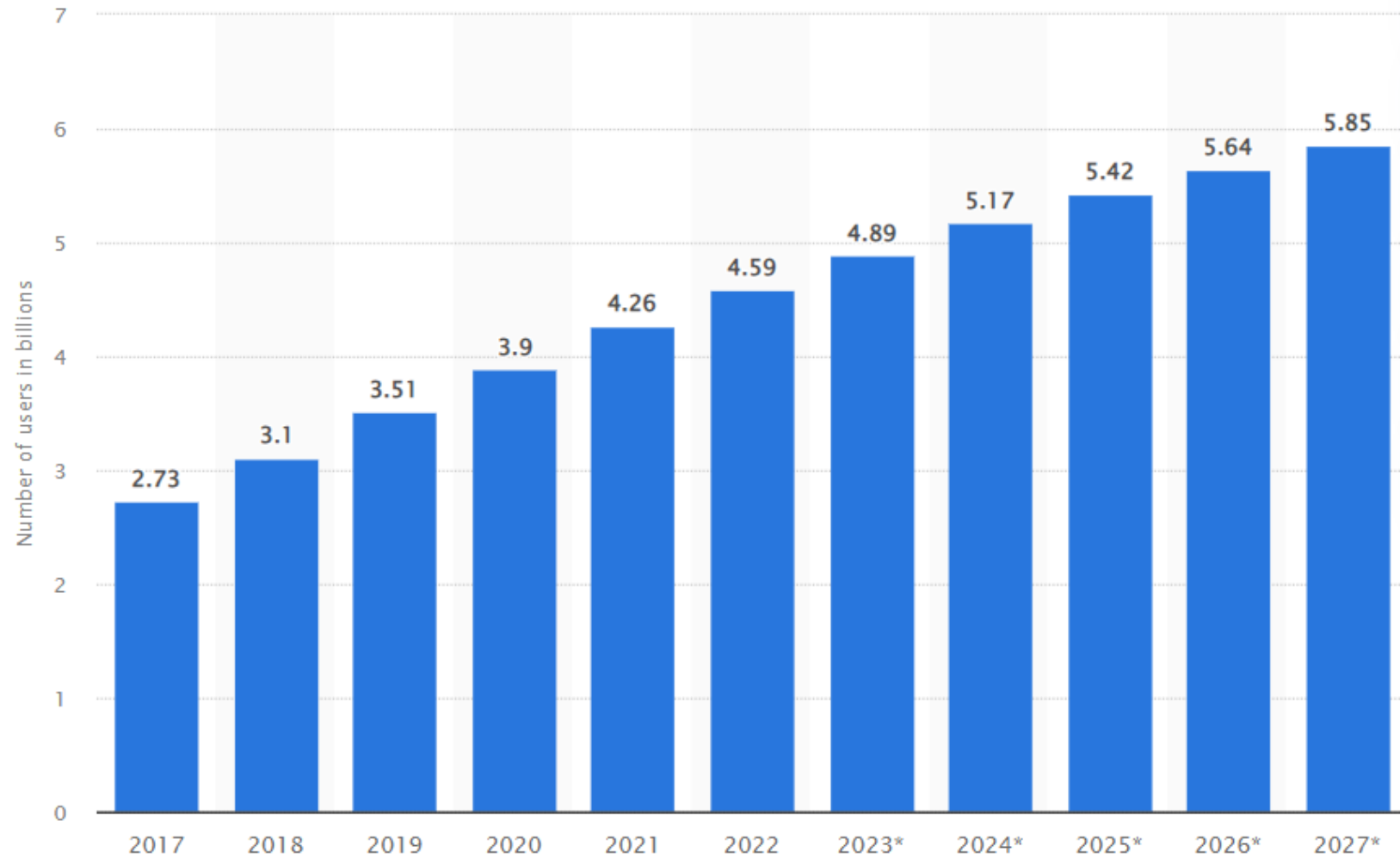
Moves away from 'video search engine' towards a more 'social platform'

Two billion users

Great place to include your promotional videos, tutorials, project teasers

Number of social media users worldwide from 2017 to 2027

(in billions)





Average Daily Time By Platform



Social media is more real than many jobs on the market.

Social media ≠ social medium.

There is no “one size fit all” approach in digital marketing.

The content you put online shall serve a purpose, corresponding to your digital strategy.

A lot depends on budget and human resources.

Let's talk about **paid marketing**.

Organic and Paid Marketing



ORGANIC Marketing

Organic search; Organic search results are determined by search engine algorithms and are based on the merits of each site.

Organic social; Using free tools provided by each social network to build a social community and interact with it, sharing posts and responding to customer comments.



PAID Marketing

Paid advertisements sit alongside organic results and are bought rather than earned.



Google

iphone 11 buy

Sign in

All Images News Maps Videos More Settings Tools

About 3,440,000,000 results (1.12 seconds)

PAID SEARCH

Ad · www.apple.com/uk ▾
Buy iPhone 11 | From £559 with trade-in
 Trade in your current device and upgrade to the new **iPhone 11**. **Buy** now. New Ultra Wide camera. All-day battery life. Liquid Retina LCD. Dual-camera system. Introducing the Slofie. A13 Bionic chip. Services: Free 1 year Apple TV+, 0% Financing, Free next-day delivery.
 iPhone 11 - from £22.99 - per month. · More ▾

Ad · www.mobiles.co.uk/ ▾ 01509 615484
Best Deals on iPhone 11 | Just £31pm With £150 Upfront
 ★★★★★ Rating for mobiles.co.uk: 4.6 - 6,170 reviews
 This Is The Cheapest Way To Own The **iPhone 11** - Offer Ends Soon, **Buy** Fast Today!
 Featuring A 6.1" LCD Screen, 12MP TrueDepth Slofie Front Camera & A13 Bionic Chip. Free Next Day Delivery. Best Smartphone Deals. Register for Phone Update.
 iPhone 11 - £33.00/mo - Includes 30GB Data · More ▾

ORGANIC SEARCH

www.apple.com › shop › buy-iphone › iphone-11 ▾
Buy iPhone 11 - Apple
 \$699.00 to \$849.00
 Trade in your current iPhone and get credit towards a new **iPhone 11**. With a new dual-camera system and an all-day battery. **Buy** now with free delivery.
 Buy iPhone 11 - Apple · Buy iPhone 11 SIM-free · Buy iPhone 11 - Apple (CA) · Buy

Apple iPhone 11
 ★★★★★ 7,678 reviews
 Details Reviews Shops

Shop now Sponsored ⓘ
 Black ▾ 64 GB ▾

£729.00 · Currys · By Genie

£729.00 · Carphone Warehouse · By Genie

£340.00 · Three · By Google

£29.00 · Vodafone UK · By Searchtelecoms

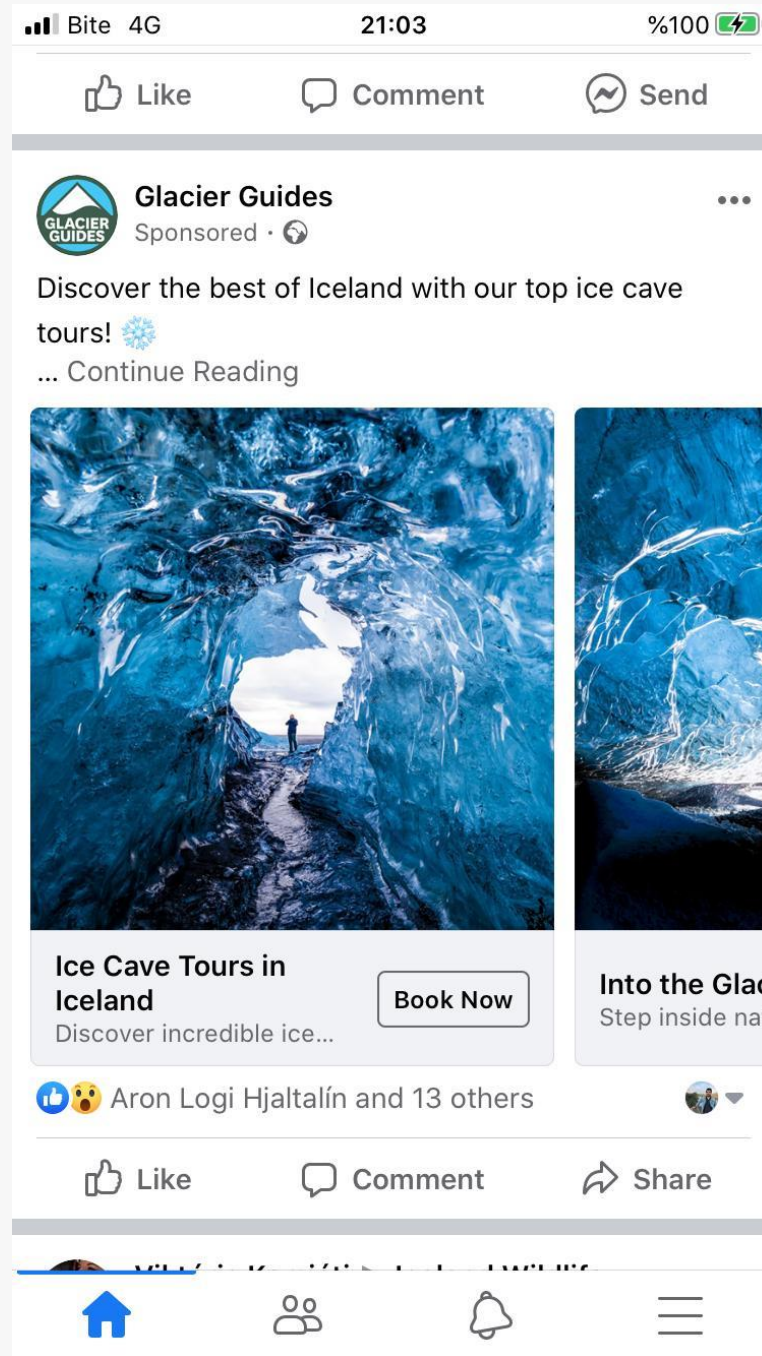
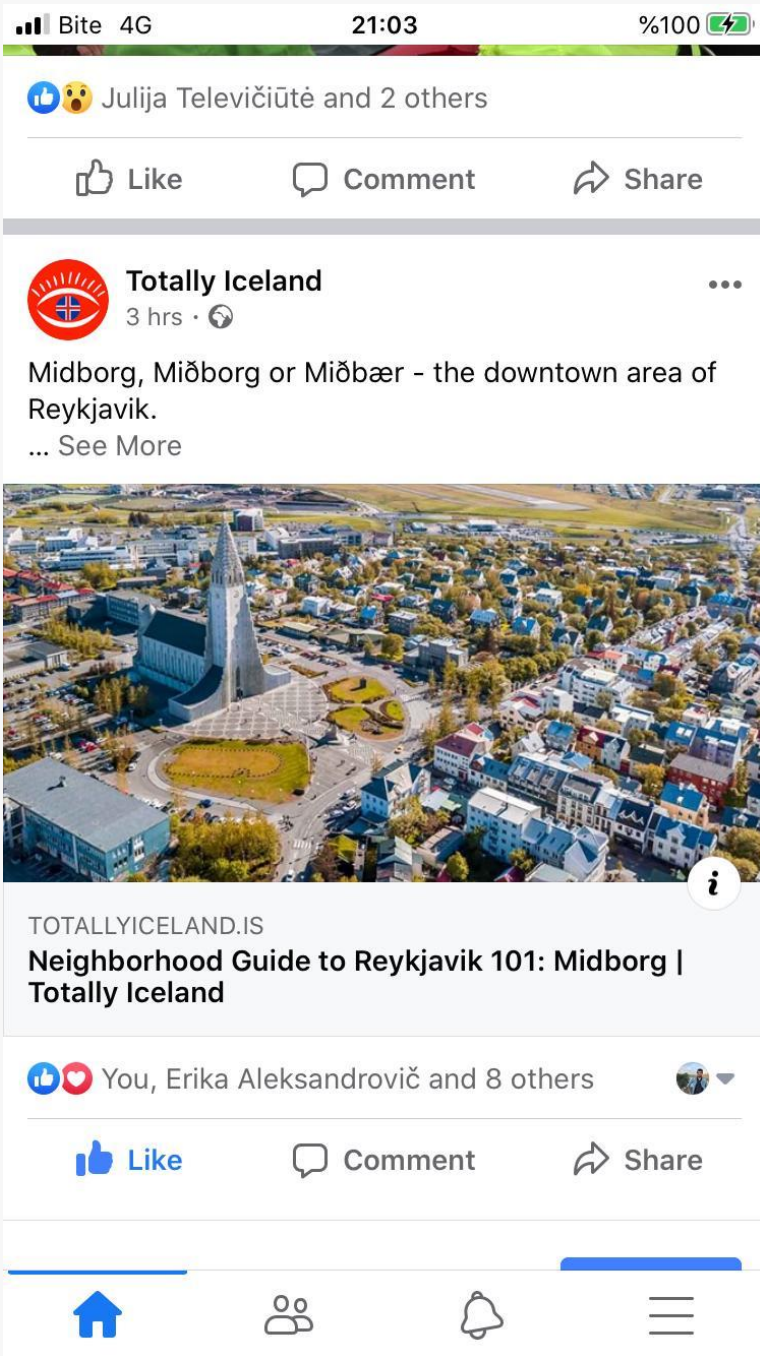
→ Compare prices

People also ask

How much does iPhone 11 cost? ▾

Can I buy the iPhone 11 in store? ▾

Just the right amount of everything. A



Organic
Social

Paid
Social



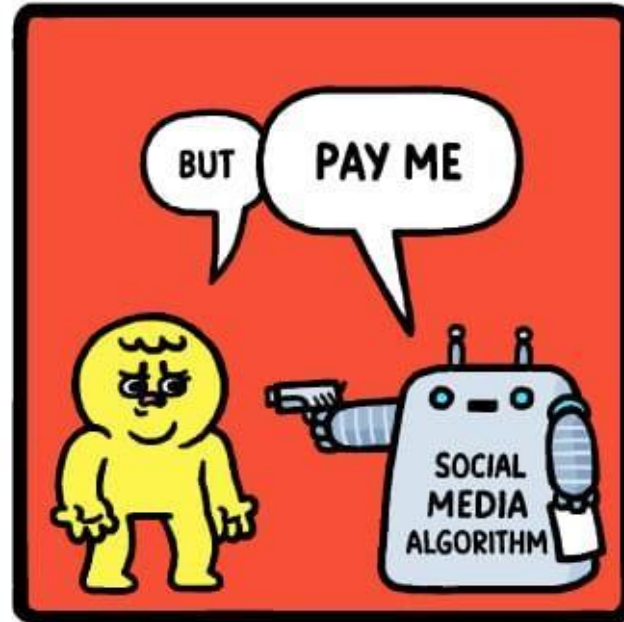
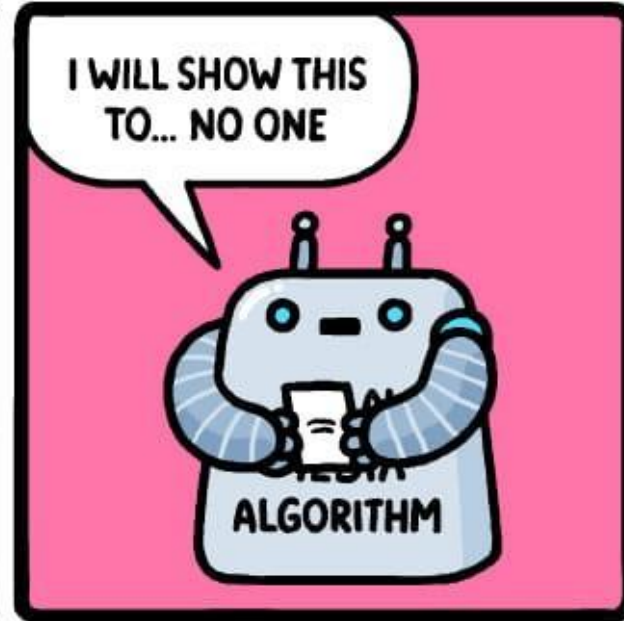
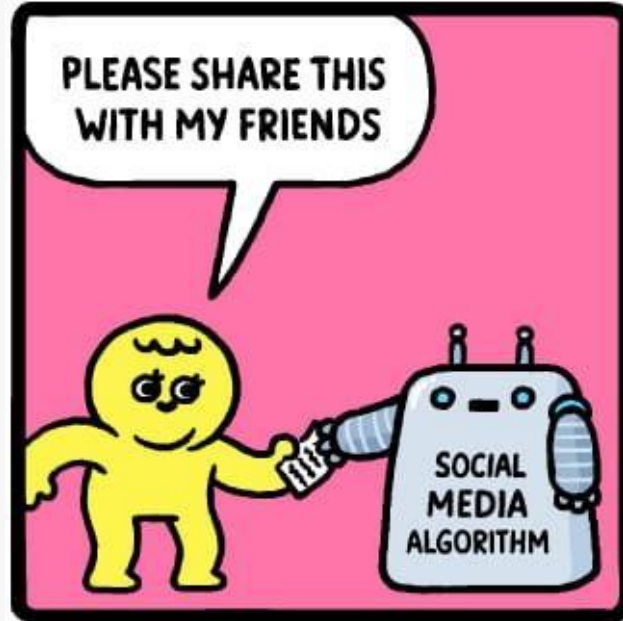
Organic Marketing

- Free
- Long-term
- Limited Reach
- Competitive
- Not precise
- Delayed results



Paid Marketing

- Paid
- Efficient results
- Reach Audience
- Measurable
- Precise targeting
- Quick results



Cost to Reach 1000 Potential Customers



Newspaper: **\$32**



Magazine: **\$20**



Radio: **\$8**



Cable TV: **\$7**



Google AdWords: **\$2.75**



LinkedIn Ads: **\$0.75**



Facebook Ads: **\$0.25**

Digital advertising channels

- Google Ads
 - Google Search Ads
 - Google Display Ads
 - YouTube Ads
- Facebook Ads
 - Facebook Audience Platform
- Twitter Ads
- LinkedIn Ads

Nice. But how can I use social media efficiently **in practice?**

Everything starts with a good **channel design.**

You need a good avatar and header

Interreg
North Sea Region
European Regional Development Fund

EUROPEAN UNION

North Sea Region
@NorthSeaRegion · Follows you

The North Sea Region Programme supports transnational cooperation projects around the North Sea. It is part of the European Regional Development Fund (ERDF).

Viborg, Denmark

Tweets 1,197 Following 278 Followers 1,787 Likes 1,508 Lists 7

Following

Tweets Tweets & replies Media

North Sea Region Retweeted
YDRT @YorkDalesRT · Oct 19
Interesting day yesterday with @CIEEMnet giving a talk on our @NorthSeaRegion #WaterCog project before giving a tour round out Oughtershaw #NFM demonstrations site!

#naturalloodmanagement #flooding #ecologist #training #environment #rivers

Who to follow · Refresh · View all

- Interreg Tweets** @INTERR...
Follow
- North Sea Commission** @...
Follow
- Regional Cooperation** @R...
Follow

You need a well written bio



Our Story

INTERREG CENTRAL EUROPE · WEDNESDAY, 23 MAY 2018

We are a European Union funding programme that encourages transnational cooperation beyond borders in central Europe.

We provide funding to partners who face common problems in the fields of innovation, carbon dioxide reduction, protection of natural and cultural resources, and sustainable transport. We help them to join forces and solve challenges beyond borders.

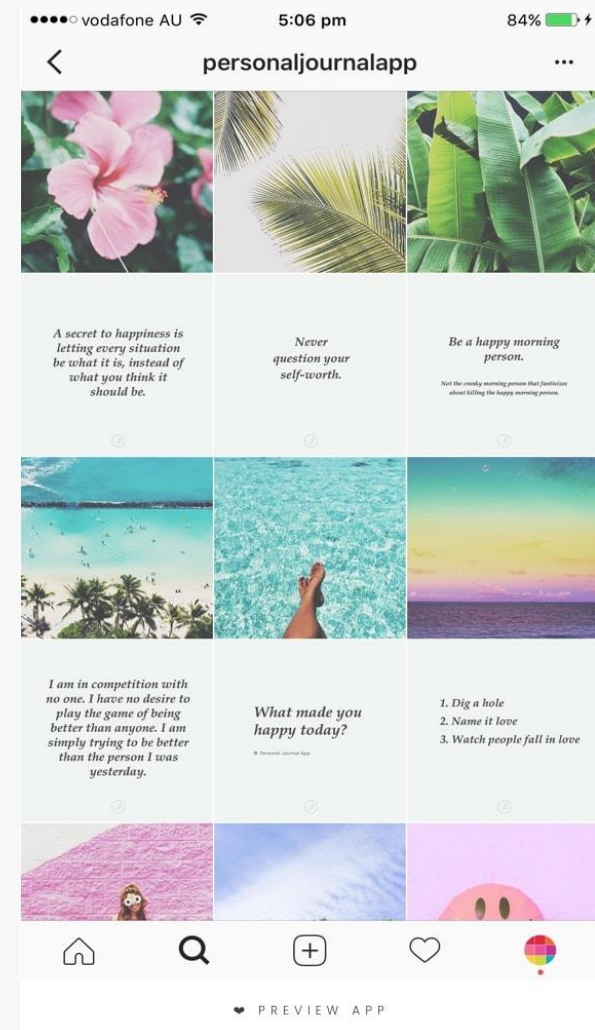
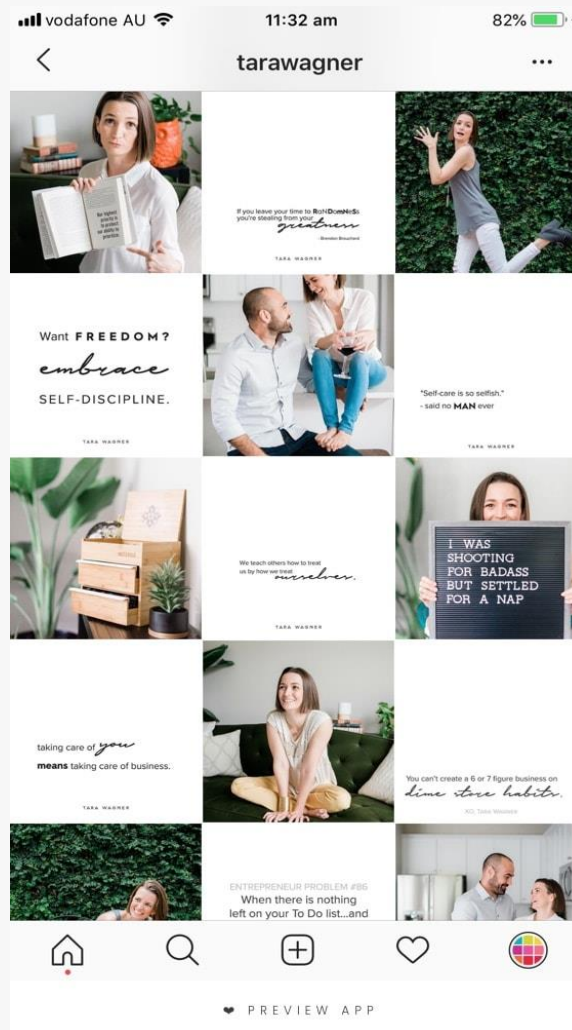
For more than 20 years we have been connecting cities and regions to share their interests and experiences because we believe that cooperation is central. We currently fund 85 projects and with our support many isolated ideas have the opportunity to grow and create visible results for a stronger and more united central Europe.

Find some of our project stories at <http://www.interreg-central.eu/cooperationiscentral>





Need a **visually consistent** page



Need to **pin** the most important post

📌 Pinned Tweet



Interreg Baltic Sea @baltic_sea_prog · Feb 22

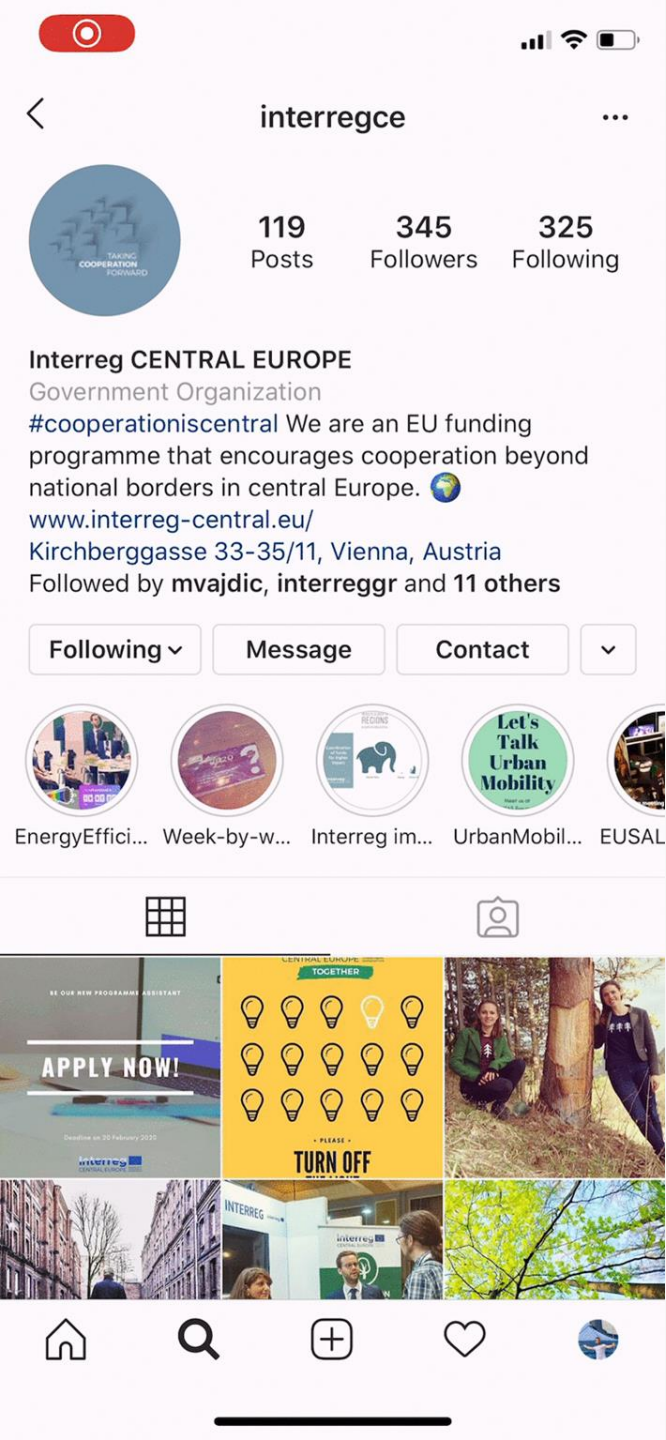
There are at least 10 things to know about #transnational #cooperation and some more about transnational cooperation in the #BalticSeaRegion! bit.ly/2opOq3p



↻ 15

♥ 18





Make use of platform-specific features

Ok then, what can I post and how?

News from your Programme

Atlantic Area @AtlanticArea · 16h

👉 Results of the second call! 📍 27 projects approved for funding! 🎉
 Congratulations to all new @AtlanticArea beneficiaries!
 Check out the list of projects approved: atlanticarea.eu/news/91 (further info soon)
 #Interreg @GLEPalud

🗨️ 4 ❤️ 5 ✉️

Danube T. Programme @Interreg_Danube · Sep 27

Our project @TransdanubeP won the Austrian VCÖ #Mobility #Award 2018 🏆
 🤩 in the category "Leisure and Tourism" and has been titled as "exemplary project"!
 Out of 321 projects and concepts, 12 projects received a prize – and luckily, Transdanube.Pearls is one of them.



Press Release

Transdanube Pearls wins the Austrian VCÖ Mobility Award 2018

12 projects and concepts have been selected to be VCÖ Mobility Award winners. The VCÖ Mobility Award is the highest award in Austria for projects and concepts in the field of mobility.

On 27 September 2018, the VCÖ awarded projects and concepts, the VCÖ Mobility Award. Transdanube Pearls was in the category "Leisure and Tourism". The award ceremony took place in Vienna on Friday, 27 September 2018.

VCÖ Mobility Award 2018 - list of VCÖ award projects and concepts. The VCÖ Mobility Award is the highest award in Austria for projects and concepts in the field of mobility. The award ceremony took place in Vienna on Friday, 27 September 2018.

VCÖ Mobility Award 2018 - list of VCÖ award projects and concepts. The VCÖ Mobility Award is the highest award in Austria for projects and concepts in the field of mobility. The award ceremony took place in Vienna on Friday, 27 September 2018.

Interreg 2 Seas @Interreg2Seas · Aug 31

Our team in Lille is looking for a Finance Unit Assistant! Apply before 9 Sep | Read more: interreg2seas.eu/en/news/2-seas...

🗨️ 4 ❤️ 2 ✉️

Central Baltic Programme

October 3 at 6:45 AM

The registration to the Central Baltic programme Annual Event 2018 - Cross-border cooperation, from theory to concrete results- just opened: https://www.lyyti.fi/reg/Annual_Event2018. We look forward to see you in Turku on 14-15 November 🤗

For more information please visit the Annual Event page on our website: <http://centralbaltic.eu/content/annual-event-2018...>

👍 Like 💬 Comment



Terhi Johanna Jantunen, Agnès Monfret, Merike Niitepõld and 6 others like this.

Highlight the added value of your projects

South Baltic @SouthBaltic
Following

Our project #CoBiUM promotes cargo bikes in #southBaltic cities!
Partner cities will give the chance to see or test cargo bikes for your daily commuting instead of using the car: your city and your health will both benefit! 😊 Follow their next steps at energikontorsydst.se/en/cobium



2:55 PM - 17 Oct 2018

3 Retweets 6 Likes

Interreg Baltic Sea Region
December 1, 2017

A true success story of the BERAS project implementation! Launched as an Interreg project in 2003, BERAS has initiated change towards an ecological recycling agriculture and society in many regions in Europe. The experience gathered in transforming food systems was now picked up by the United Nations.



INTERREG-BALTIC.EU
Transforming food systems – Baltic Sea region experience goes global

Like Comment Share

Interreg AlpineSpace @EUAlpineSpace · Sep 20

Alpine Space cities are facing many challenges! Exposure of green spaces, heavy land use pressures...
#LOS_DAMA! is fighting to preserve our landscapes.
Find out more here: alpine-space.eu/projects/los_d...

Follow #MadewithAlpineSpace here: bit.ly/2LE4Eo4
#MadewithInterreg



5 Likes

Interreg Alpine Space
September 26 at 1:00 AM

The #CaSCo project has solutions to reduce CO2 emissions!
Climate change is real, and increasing material flows along processing chains in the timber industry are dangerously contributing to it.
With the development of transnational operating tools it promotes low carbon timber processing chains in the Alpine space.
The #CaSCo project also created an Alpine Space Regional Timber Award, which has nominated public and private institutions with outstanding construction projects involving buildings made of wood or urban furniture built with regional timber. Read more about it here: <http://www.alpine-space.eu/projects/casco/en/home>
Follow #MadewithAlpineSpace here: <https://bit.ly/2LE4Eo4>
#MadewithAlpineSpace
#MadewithInterreg



Like Comment

Use catchy visuals that **tell the story**



Project RaNTrans @ProjectRaNTrans · Sep 28

At @UoPMarineBiol, @AndyVDSOlivier and @marinebio_zoe along with the help of the rest of the team have been busy carefully emptying tanks of a variety of marine life in order to prepare them for the upcoming experiments. #ScienceTwitter #portsmouth #allthebeasties



You and 4 others



6



14



North Sea Region

@NorthSeaRegion

The hard work of friends, families, volunteers and other informal #caregivers of vulnerable people is rarely acknowledged. It's time to care for the invisible carers in the #NorthSeaRegion: bit.ly/376r344



You and 6 others

10:26 AM · Jan 17, 2020 · [Twitter Web App](#)

2 Retweets 6 Likes



Videos dominate the bandwidth!



EUinmyRegion   @EUinmyRegion

Wherever you are in , join us live for the first-ever digital edition of the [#EURegionsWeek](#) from 5/10 to 22/10!  

 A unique opportunity to share your views on the European project while being at home , at work  or in the train ! Register NOW 
europa.eu/!Hu63RU



84.3K views 0:03 / 0:49  

ESSENTIAL Live posts from events



Interreg Central Europe is in National Palace of Culture, Sofia.

23 hrs · 🌐

Ok, let's go... what an opening ceremony!!! 🎉👏 Today and tomorrow we are in Sofia at the EU Danube Strategy Forum. If you are around come to our meeting corner. You will see why #cooperationiscentral at the heart of Europe and why also many regions and cities along the Danube river benefit from our projects. 🚢🚢



167 Views



Helena Järviste, Agnès Monfret, Diana Zsoldos and 8 others like this.



Interreg Europe @interregeurope · Oct 8

Exciting week ahead! We're busy setting up our stand in the #Agora exhibition - come and say hi if you are at #EURegionsWeek this week and check our programme too: interregeurope.eu/policylearning...



🗨️ 5 ❤️



Interreg SUDOE @Sudoe5 · Jun 28

AdVeRtIze AdVeRtIze AdVeRtIze is KEY @kwinlambrecht on the importance of targeting the right people when advertising #advocacy @InterregMed



2 ❤️ 9 📧



Interreg SUDOE @Sudoe5 · May 15, 2019

We're ready for the #EUGreenWeek2019 !Visit our #MadeWithInterreg stand & discover what all the Interreg transnational programmes our doing for a greener life! 🌱



You and 9 others

🗨️ 6 ❤️ 15 📧

Non-programme, but relevant news

 **Interreg EMR**
June 4 · 🌐

Maastricht University ranks among the top 10 international universities, with 49.9% international students. 🎓📖

This shows that the Euregion Meuse-Rhine definitely is the #HeartofEurope!
Times Higher Education World University Rankings



TIMESHIGHereducation.com
International student table 2018: top 200 universities
Explore the universities with the highest percentage of international studen...

👍 Like 💬 Comment ➦ Share

Willem Kleinendorst and Karen Coenegrachts like this.



Interreg NWE @INTERREG_NWE · Sep 18

@EU_Commission's President Juncker has delivered his State of the Union Address to the @Europarl_EN last week. The speech and the main proposals are available online in all EU languages:



State of the Union 2018

In 2018, President Juncker made a rallying cry for a more sovereign Europe that allows its nations to be global players. Looking to 2019, he used the s...
ec.europa.eu



Topics directly relevant to your projects



Interreg Baltic Sea @baltic_sea_prog · Apr 26

#Transnational #cooperation builds trust within EU and beyond. #Interreg @BaltSenior project proves it also offers opportunities to learn from each other and tap into methods & solutions developed elsewhere. #innovation #BalticSeaRegion



BaltSe@nioR @BaltSenior

During @baltic_sea_prog BaltSe@nioR exhibition at #MilanDesignWeek we talked with #designers, #engineers and #interiordesigners from all over the world: Norway, Brazil, Japan, Iran, Australia, Germany, Lithuania and...



Interreg MED @MEDProgramme · Apr 27

RT @andsmartcity ☀️ to the @projectcamarg. The @MEDProgramme projects results are starting to become real.



Andalucia Smart City @andsmartcity

Today at @forogreencities we have presented the 1st results of the @MEDProgramme @projectcamarg and how it will be a model to promote zero-km #agrofood marketplace



Interreg 2 Seas shared a post.

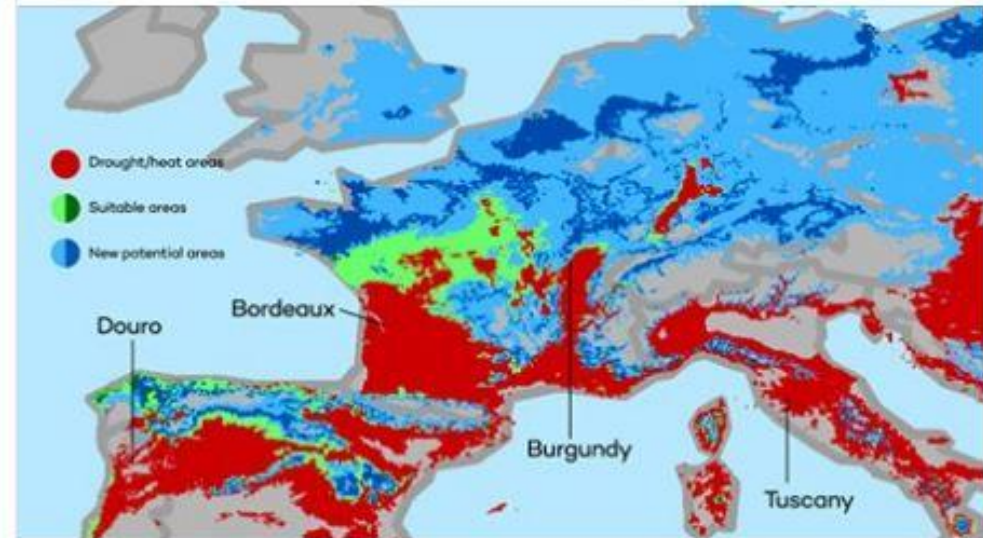
11 April · 🌐



SCAPE

11 April · 🌐

It may not seem like it right now, but things are really heating up. Want to see where global warming will take its toll through the lens of wine? Take a look at this 'wine' map for the Interreg 2 Seas area.



WINEFOLLY.COM

Climate Change vs Wine: A Snapshot of Year 2050 | Wine Folly



1

Make use of special days

Interreg CE @InterregCE · Jan 5
 Did you know that today is World Spaghetti Day? 🍝 Our projects like Slow Food-CE and @strefowa are working on #gastronomic #CulturalHeritage and #foodwaste issues 🍎 Have a look ➡ interreg-central.eu/Content.Node/E...
 @RegioInterreg @EU_Regional

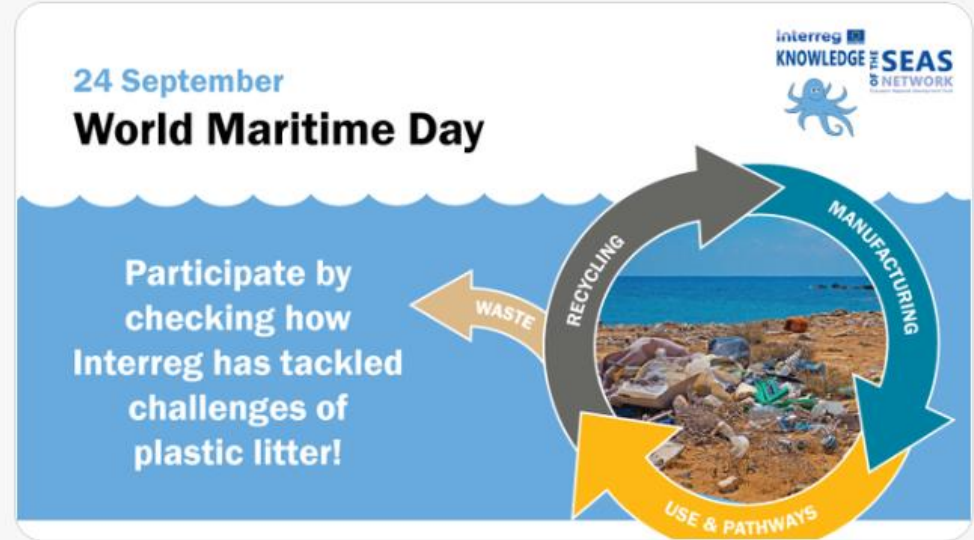


🗨️ 9 ❤️ 13 ✉️

Danube T. Programme @Interreg_Danube · May 1
 Happy #LabourDay2018 ! Check out #RARE and #YOUNIG projects working on labour integration of ROMA people & youth migration. #InclusiveGrowthNetwork
[interreg bit.ly/2qTd8uX](https://interreg.bit.ly/2qTd8uX) [bit.ly/2HmXWRd](https://interreg.bit.ly/2HmXWRd)



interreg.eu @Interreg_eu · Sep 24
 Today is the #WorldMaritimeDay - a perfect time to check out what #Interreg has done to tackle the challenges related to plastic litter! In this infosheet, by the Interreg Knowledge of the Seas Network, you get a quick overview of several great actions: interact-eu.net/library#3034-i...





Interreg FWVL @InterregFWVL · Jul 10

Exceptionnel !! @InterregFWVL qui va voir ses équipes non pas coopérer mais s'affronter lors du match ⚽ de ce soir ! #WorldCup

RDV à 20h pour ne louper aucune miette de cette demi-finale ! 🇫🇷🇧🇪🇺

#FRABEL #FiersdetreBleus #REDTOGETHER

Translate Tweet



Equipe de France ★★, French Team ★★, FIFA World Cup and 7 others



19

38



Even more special days

Ride the wave - be relevant



European Commission posted a video to the playlist #EUsolidarity.

3 April · 🌐

Doctors are working on the front line.

The Cerdanya Hospital at the border between Spain and France treats patients affected by #coronavirus from both sides. 🇪🇺

Find out more about this hospital co-financed by the EU programme Interreg → <https://europa.eu/!Vr33xq>

#EUsolidarity



EU Regio Interreg @RegioInterreg · Sep 24

Cooperation across borders in the health sector is essential, as #Covid19 has shown. 🧡

On 15/10, don't miss our unique workshop at the #EURegionsWeek highlighting successful Interreg projects focusing on health. 🗣️

RSVP & check the whole programme ➡️ bit.ly/2HnfJZj



Interreg-IPA BG-TR CBC and 9 others



Not necessarily 'new' news

Post real time info but “new story” is not an essential. You can always highlight a good, still relevant story.



Interreg Europe

October 16 at 3:21 AM · 🌐

Let's continue our journey around Europe to explore the variety of #Interreg projects working on cultural heritage. Today in the spotlight: CRinMA project focused on the protection of cultural heritage in the mountain areas.

Click your way to the project website to learn more:

<https://www.interregeurope.eu/crinma/>

or browse the collection of projects in the e-book 'Connecting Cultures, Connected Citizens': <https://bit.ly/2NH5ktZ>



The CRinMA project aims at protecting and promoting cultural heritage in the mountain border areas. The project will demonstrate how best to use cultural heritage in the mountain areas as an opportunity for smart development. It will prove that borders in mountainous areas connect rather than divide. The border regions will be encouraged to promote mountains as one common cultural area and to protect the common cultural heritage regardless of borders.

www.interregeurope.eu/crinma

€ 1,22 million

EU 1,03 million

7 partners

01.01.2017
30.06.2021



👍 Like

💬 Comment

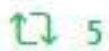
Interreg Volunteer Youth - IVY, Ieva Treija, Gianni Falanga and 18 others like this.

4 Shares



Interreg MED @MEDProgramme · Sep 18

The growth of cruise ships 🚢 stopovers in #Mediterranean port cities induces traffic jams 🚗 🚚 🚗. Discover the solutions of LOCATIONS project of @MEDProgramme at the stand #madewithinterreg at the #EURegionsWeek. @Interreg_eu @RegioInterreg @EU_CoR.



Give context in event announcement

Give context in 'any' announcement



Interreg Europe @interregeurope · May 14

Good practices can be found all across #Europe. But how useful are they if only the project partners know about them? Now you can discover them and submit yours at the Policy Learning Platform: interregeurope.eu/policylearning...
#policylearning #goodpractice #interregeurope



20



22

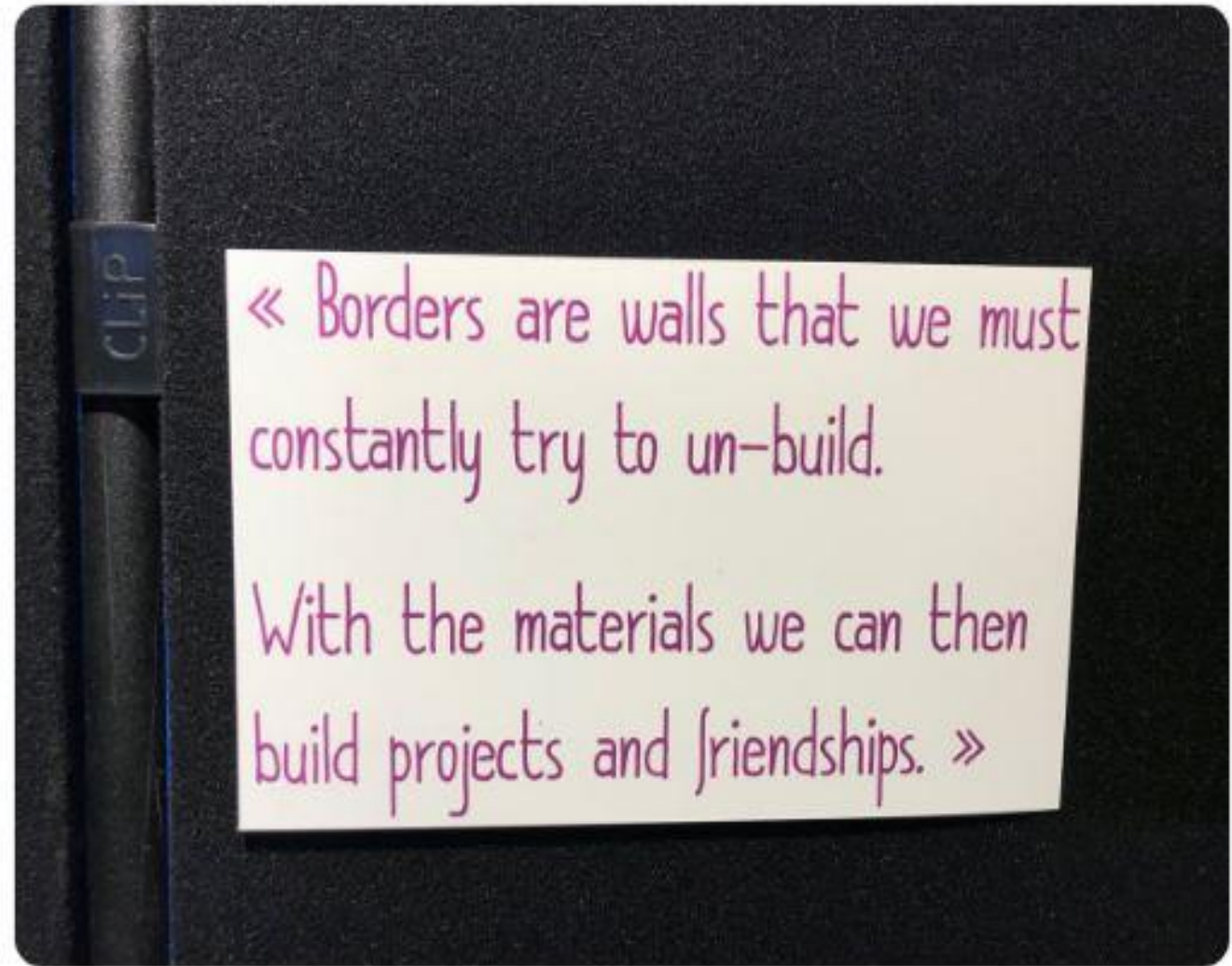


A small detail
at event hall
can give **the**
message

interreg
Greece-Italy

Interreg Greece Italy @Interreggr_it · Oct 10

This is exactly the meeting of cooperation
#EURegionsWeek



MA of ETC Programmes, EUinmyRegion, EU Regio Interreg and 6 others



Testimonials for authenticity



Estonia - Latvia Programme shared their video.

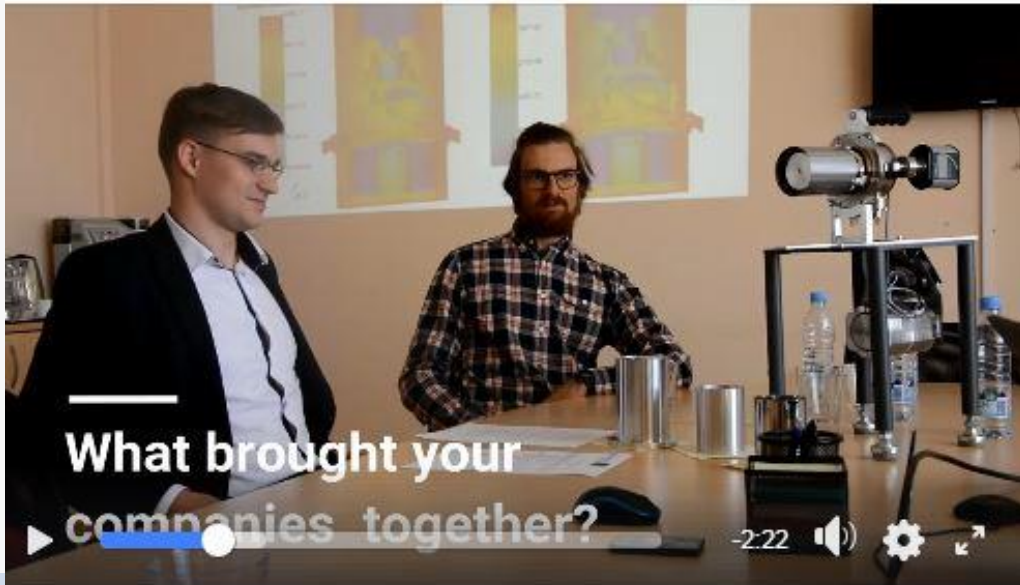
October 17 at 11:19 PM · 🌐

🇪🇺 Looking for a good #SMEcooperation example? This spring we met Oleg and Marti, who represent Latvian and Estonian SMEs. They are working together on new design of the radiation spectrometer. Project is only in the middle of it's implementation, but the first prototype already is made.

HADEDE - <https://estlat.eu/en/estlat-results/hadede.html>

Video on YouTube - https://www.youtube.com/watch?time_continue=4&v=DATO7z3IHdl

4th call information - <https://estlat.eu/en/for-applicants/for-4th-call-applicants>



1 366 Views

Estonia - Latvia Programme



Central Baltic @CentralBaltic · Sep 20

On #ECDay2018 we asked passers-by what European cooperation means to them and it turned out that Miguel is in Finland thanks to the cooperation. #cp_fin



North Sea Region @NorthSeaRegion · Oct 14

Louise Napier of @HyTrEc2 at #Regiostars finalists talk: "I am so proud of our partnership! We've been able to scale up hydrogen transport far exceeding our expectations. We're already delivering the EU #hydrogen strategy!" #Interreg30



You and 9 others



1



6



18

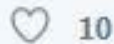




Interreg SUDOE @Sudoe5 · Mar 29

HEY! Do U want to work with us? 🙋🏻💖 We're hiring an administrative assistant & a project officer 🎯 & u can be one of those 🙋🏻 Looking to receive ur applications 👤👤👤 (deadline: 20/04)

interreg-sudoe.eu/programa/ofert...



Language:
Be friendly

Make use of local languages

 **Interreg Deutschland-Nederland** shared euregio rhein-maas-nord's post.
1 hr · 🌐

Auch das INTERREG-Programm Deutschland-Nederland war auf der AVERE E-Mobility Conference in Brüssel vertreten! #interreg #europaomdehoek #euinmyregion #emobility



euregio rhein-maas-nord
1 hr · 🌐

An den vergangenen zwei Tagen fand in Brüssel die AVERE Conference mit internationalem Publikum statt. Mit dabei a Programm: Verena M...
See More

Like

 **Interreg España-Portugal** @pocstep · Jun 3, 2019

#Regiostars Public VOTE! 🏆🇪🇺 Estes são os projetos #POCTEP🇪🇺 que concorrem este ano. 🇪🇺 Consulta las diferentes categorías aquí: ec.europa.eu/regional_polic... #PleaseVote #Regiostars2019 #Interreg

Category 1: RAT VA PC
Category 2: MARRISK
Category 4: MC 2
Category 5: EUROAGE

REGIOSTARS 2019

The European Awards for innovative projects

- Category 1 • **Smart growth:** Promoting digital transformation
- Category 2 • **Sustainable growth:** Connecting green, blue and grey
- Category 3 • **Inclusive growth:** Combatting inequalities and poverty
- Category 4 • **Urban development:** Building climate-resilient cities
- Category 5 • **Topic of the year 2019:** Modernising health services

SQUARE

EuinmyRegion and 6 others

1 7 13

Show this thread

 **Interreg FCE**
@Channel_Manche

Following

Le projet @InterregCPES va améliorer la qualité de l'eau dans la #Manche par la mise en place de Paiements pour Services Ecosystémiques dans 6 bassins versants pilotes en France & en Angleterre 🌿

Rendez-vous sur leur nouveau site pour en savoir plus! 📍
cpes-interreg.eu



interreggr

26 Posts 130 Followers 57 Following

31 Jul 2018

5 Likes

Interreg GR 🇧🇪 🇫🇷 🇩🇪 🇸🇮
Public Service
Programme européen pr la coopération transfrontalière #granderegion EU-Förderprogramm für grenzüberschreitende Kooperation #grossregion... more www.interreg-gr.eu/
11 bd J.F. Kennedy, Esch-sur-Alzette
Followed by interregce and interregeuropa
See Translation

Following Message Contact

EU context: We all are **EU programmes**



 **Danube Transnational Programme**
June 19 · 🌐

Spring 2018 Standard Eurobarometer: positive opinions on the situation of the national economy outweigh negative opinions. A majority of Europeans are optimistic about the future of the EU and there is strong support for the priorities that the EC has set itself.

 **EC.EUROPA.EU**
PublicOpinion - European Commission

👍 Like 💬 Comment ➦ Share

Srecko Mikulic Felix, Ana Tomljenović and Silvina Zhivkova Bakardzhieva like this.

1 Share

What else can I do?

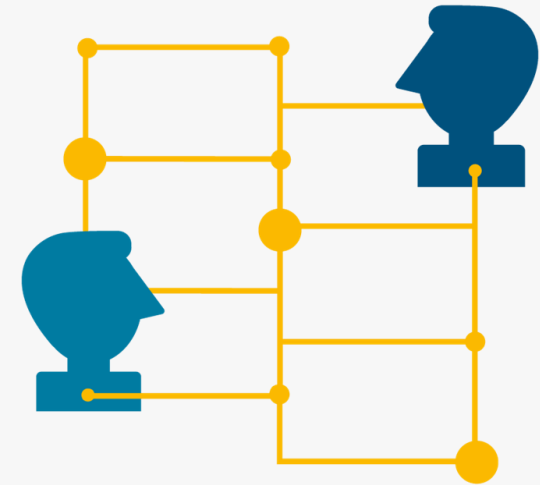
Photography/video contests



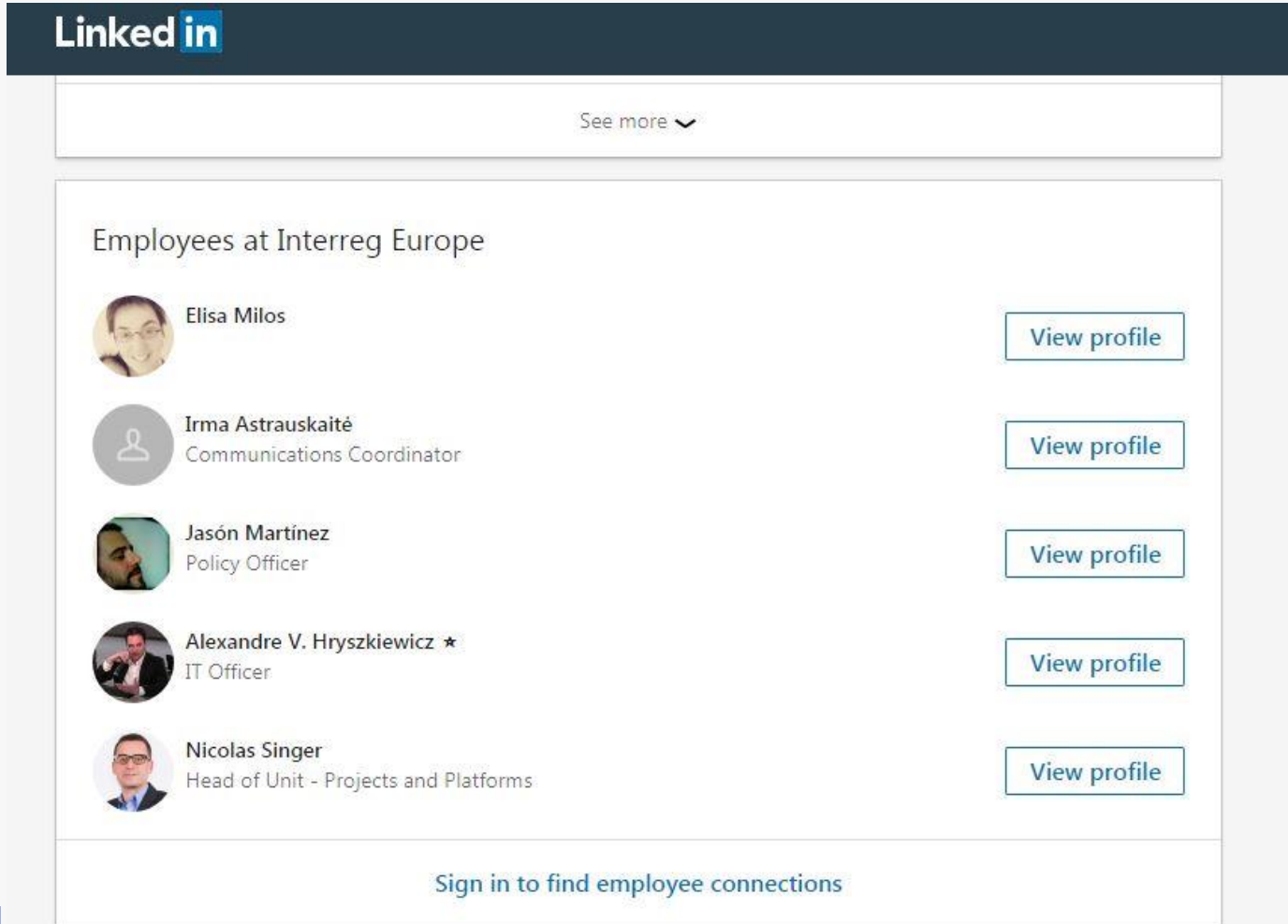
- Competition for the most ‘likes’, creates a win-win situation in which you get good photographs and a lot of traffic to your page.
- A competition will also provide you with a large photo library, given you have taken the consent of the contesters for storage and use of the photographs.
- Most ‘liked’ photograph is usually the one supported by the best networking campaign, rather than due to its artistic merit. Combining the popular vote with an independent selection board’s opinion can help you make a more balanced decision.

Community management

- Build your community: follow and get followed by your partner organisations, people that work(ed) with the project, other relevant projects, Interreg programmes
- Create lists and groups: to follow what's going on e.g. with your project, also to coordinate your community in specific cases (e.g. campaigns) or events.
- Make sure to stick to one tool for management of your project community.



Community management








The screenshot shows a LinkedIn search results page. At the top, there is a dark blue header with the LinkedIn logo. Below the header, a white box contains a 'See more' link with a downward arrow. The main content area is titled 'Employees at Interreg Europe' and lists five profile cards. Each card includes a profile picture, the person's name, their title, and a 'View profile' button. At the bottom of the list, there is a link that says 'Sign in to find employee connections'.

Linked in

See more ▾






Employees at Interreg Europe

-  **Elisa Milos**
-  **Irma Astrauskaitė**
Communications Coordinator
-  **Jasón Martínez**
Policy Officer
-  **Alexandre V. Hryszkiewicz** ★
IT Officer
-  **Nicolas Singer**
Head of Unit - Projects and Platforms

[Sign in to find employee connections](#)

Community management

Tweets	Following	Followers	Likes	Lists
1,251	228	940	1,144	5

Subscribed to	Member of
All projects by Central Baltic 22 Members	
Central Baltic Priority 4 by Central Baltic All Central Baltic priority 4 projects that are active on Twitter. 2 Members	
Central Baltic Priority 3 by Central Baltic All Central Baltic priority 3 projects that are active on Twitter. 3 Members	
Central Baltic Priority 2 by Central Baltic All Central Baltic priority 2 projects that are active on Twitter. 6 Members	
Central Baltic Priority 1 by Central Baltic All Central Baltic priority 2 projects that are active on Twitter. 6 Members	

How do I know I did well?

- Use insights and analytics features to measure your performance. Numbers will help you evaluate how well you did, and also help with evaluation of your communication strategy/plan.
- Check which posts performed better and try replicating effective styles in your future posts. Pay attention to timing as well, understand when your followers are likely to be active.
- We don't have a generic method for measuring communication, but we have the judgement from good practice for each topic!

To wrap up...

Tips



- Always show the tip of iceberg in the post, lure people in (e.g. to your programme website), then hit them with details. Use the storytelling techniques and give the heart of your information instead of writing down every detail.
- #Using #too #many #hashtags #doesn't #make #your #text #trendy, #but #illegible.
- Use hashtags to distinguish a particular post from others, make use of trending topics and to be discoverable.

Tips

- Use a friendly language. Official, boring language is a turn-off on social media.
 - ✗ ‘Within the framework of the Operational Programme Interreg X-Y 2021 – 2027’
 - ✓ ‘Our programme’ or ‘we’
- Use questions, for example
 - ‘Did you know..?', ‘Have you seen..?’
- Remember most of your beneficiaries are not native English speakers. Use local languages as much as possible.
- Get familiarised with social language: TFW, tl;dr, IDC...

Tips



- Posts with visuals are more attractive and get higher engagement rates. They also compress more information into one post and are more prominently featured in the timelines. Use videos, photos, gifs, vines, emojis, etc.
- Make use of features that platforms provide, e.g. highlighted stories on Instagram
- If you have too much data to show, visualise it. If you can craft your data/info into a story, use infographics
- Timing of social media posts: afternoons and late in the week has proven to be more engaging for everyday people.

Tips

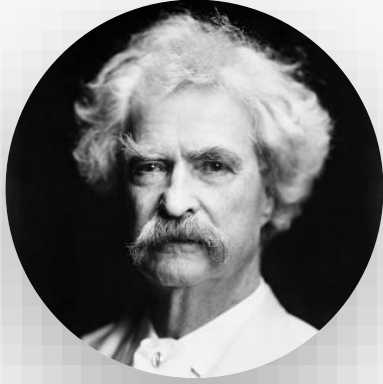


- Posting relevant interesting topics from other projects can keep your audience engaged in quiet times. You can also use ‘#ICYMI’ on Twitter (In Case You Missed It) to share important news from earlier in the week.
- Social media is interactive: Engage with followers – do not avoid it, you are exposed publicly. Respond to the comments and messages even if they are negative. Engage with accounts who engage with you.

Tips

- Make the info available on both, programme account and your institutional accounts.
- Closely cooperate with Twitter accounts managed by Interact and DG Regio.
- Tag the accounts managed centrally to your important posts to multiply the information that is of interest to the wider audiences:
[@Interreg_eu](#), [@RegioInterreg](#), [@EUinmyRegion](#)

Final word:



“I didn't have time to write a short letter, so I wrote a long one instead.”

Mark Twain

Cooperation **works**

All materials will be available on:

Interact website / Library