

Interreg Knowledge Fair 2024

Don't miss the chance to join the Interreg Social Media Movement

Rosa Escamilla, Laura Belenguer, Eva Martínez | Interact | 07.03.2024

Interact



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

Welcome to the Interreg Knowledge Fair

This is the **second edition** of the Interreg Knowledge Fair, it is still a new approach for us.

The **Conference Support** stand in the Exhibition Room is a one-stop shop for your questions.

At the end of this session, you are asked to rate the **session experience**.

At the end of the event, you will be asked your **overall feedback**.



Agenda

01

**Interreg
Social
Media
landscape**

02

**Take an
active
part in
Interreg
channels**

03

**Content
typology**

04

**Best tips
for
optimal
posting**

05

**Hands-on
exercise**

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

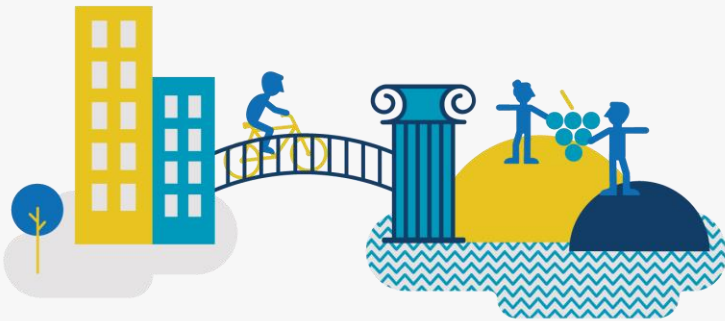
Search Logistics (searchlogistics.com)

Social Media landscape in the EU

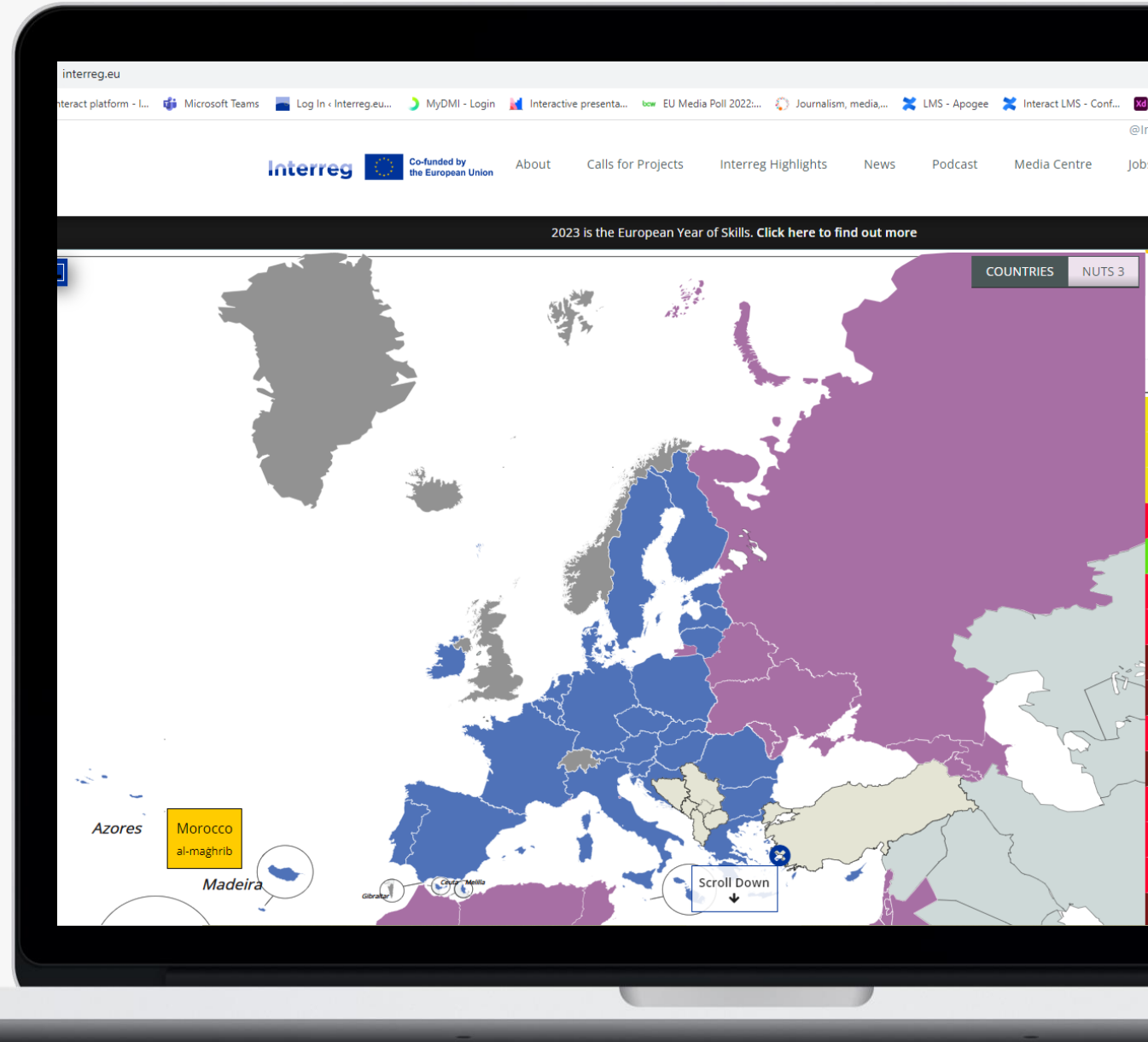
448 million
citizens

27 Member
States

24 Official
languages



And where is the Interreg community represented in this picture?



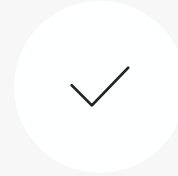
Interreg SoMe landscape

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

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



Strategic Objectives



Why, what and how

Clearly establish Interreg's brand.



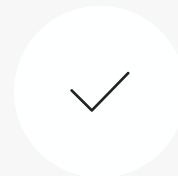
Relevance and impact

Showcase societal impact of Interreg in the territories.



Overview of programmes

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



Engage through storytelling

People and impact before numbers and stats.

Where have we landed?



@Interreg



@Interreg



@Interreg_eu



@Interreg_eu



@Interreg_eu

Take an active part!

1. Prepare your content for the web and/or Social Media.
2. Send it to us via interregonline@interact.eu with the subject line: **Social Media Publication Request - Programme XXX.**
3. We will review your submission
4. Expect it to be **published** within a month!



Publishable content

Articles and news

including achievements, milestones and impactful stories

Informative Campaigns

we will drive traffic to both your individual and Interreg joint campaigns

Engaging videos

you can send them in MP4 format or share your Youtube links

Joint studies and reports

that can have an impact on the Interreg community

Publishable content

Podcast

if your programme creates or engages in future joint collaboration

Calls for Projects

previously published on our website

Open positions

previously published on our website

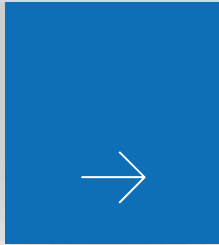
Big events

that may be of interest to a broad community of future beneficiaries



Let's get to work

Best tips for optimal posting



Brevety & clarity

Emphasise **key info** and make it easily **understandable**



Employ bullet points for clarity



Incorporate numerical figures



Use symbols like “&”






Substitute words with emojis



Shorten your web links

- Engaging title
- Emphasises key info
- Emojis
- Pertinent hashtags
- Call to action to read all the info

 **Interreg**
1.335 seguidores
1 mes • Editado • 


European Parliament calls for a strong territorial agenda linked to [#Interreg](#) 

The Parliament has approved a report about the implementation of territorial development and its application in the [#TerritorialAgenda2030](#).



It explicitly calls for integration and coordination with Interreg, involving the Parliament's Committee on Regional Development (REGI).

Discover key points in the following article [→](#)

[Ver traducción](#)




European Parliament calls for a strong territorial agenda linked to Interreg • [Interreg.eu](#)
interreg.eu • 1 min de lectura

  Laura Belenguer Bononad y 214 personas más


4 comentarios • 29 veces compartido


- Bullet points to:
 - Clarify
 - Highlighting key points
 - Sort the info





 **interreg_eu**  Exciting local events celebrating #InterregDay2023 across the #EU & beyond like:

- ▲ Sports competitions
- ▲ Music performances
- ▲ Open air exhibitions

Explore some of the fantastic ideas brought to life in the following  #europeanyearofskills

More info  <https://interregcooperationday.eu/>


Editado · 4 h Ver traducción

 Les gusta a **interreg.bsr** y 10 personas más


31 de octubre de 2023

 **Interreg**
1.337 seguidores
1 semana · Editado · 

The new report of the Group of High-Level Experts calls for a stronger **#CohesionPolicy #Post2027**: Cohesion for a competitive and inclusive Europe 

Emphasizing its pivotal role in tackling the **#EU's** structural economic challenges, the report outlines key recommendations:

- ◆ A more tailored, place-based approach
- ◆ Enhanced social policy integration
- ◆ Fostering local capabilities
- ◆ Strengthening partnerships
- ◆ Maintaining focus on sustainable development

For more insights, check out our news section 

[Ver traducción](#)



Group of High Level Experts calls for a stronger Cohesion Policy post 2027 • **Interreg.eu**

interreg.eu · 1 min de lectura

   Nebojsa Nikolic y 82 personas más

14 veces compartido

Hyperlinks!

Details to consider...

Not all platforms work the same way

LinkedIn


Links exceeding 26 characters are automatically shortened

Interreg
1.338 seguidores
2 semanas • Editado •

Curious about the role we, as **#citizens**, can play in shaping Interreg!? Dive into **Interact Programme** and **European Policies Research Centre's** latest study "Civil and Civic Society Engagement in Interreg". It explores how **#Interreg** can amplify community involvement and how citizens' engagement can boost the success of our programmes and projects 🌍

This **#study** offers a comprehensive guide to enhancing participation and effectiveness within Interreg initiatives <https://lnkd.in/e5rinzyT>

[Ver traducción](#)




Building Interreg programmes together with citizens • Interreg.eu
interreg.eu • 2 min de lectura

[Petra Masacova](#) y 76 personas más • 1 comentario • 17 veces compartido

Interreg
1.337 seguidores
1 mes • Editado •

🔍 Looking for info on **#Interreg** projects from the last 4 programming periods? 🤖 We've got it! **Keep.eu** is the best source for European Territorial Cooperation projects. Search any topic, including how Interreg projects link with **#ArtificialIntelligence**

[Ver traducción](#)



Interreg, Interreg-IPA, ENI and IPA-IPA cross-border projects, partners and programmes Interreg and pre-accession cross-border projects, partners,...
keep.eu • 1 min de lectura

[Nebojsa Nikolic](#) y 61 personas más • 9 veces compartido

X

- The system will adjust any URL, regardless of its original length, to a fixed length of 23 characters
- If you use a link shortened, the channel won't display the boxed design

 **interreg.eu** @Interreg_eu · Jan 10

Strength in unity defines the Baltic Sea region. For over a decade, @InterregBSR and @EUSBSR have collaborated to greenify, boost resilience and drive innovation. Thanks to #Interreg cooperation between countries, industries and governments is improve 🚀



Interreg helps advance the Baltic Sea macro-region - Interreg.eu

From interreg.eu

🗨️ 2 ❤️ 3 📊 425 📌 📤

 **interreg.eu** @Interreg_eu · Jan 19

Exciting News! @CentralBaltic opens calls for cross-border projects 🚀 Explore collaborative opportunities among Finland, Estonia, Latvia and Sweden to address shared challenges! You can choose between regular and small projects.

Interested? Find the info bitly.ws/3ah7Z



interreg Co-funded by the European Union
Central Baltic Programme

CALLS IN 2024

Open on 9 January 2024 and close on 31 October 2024.

REGULAR CALLS

I (General) Call for Regular Projects
Open to all programme area and Programme Objectives.

II Targeted Call for Regular Projects
Open to all Programme Objectives. Either the Lead Partner or at least half of the project partners must originate from the EU external border regions within the programme area:

- In **Finland**: Etelä-Savo, Etelä-Karjala, Kymenlaakso
- In **Estonia**: Kesk-Eesti, Kirde-Eesti, Lõuna-Eesti
- In **Latvia**: Latgale, Vidzeme

REGULAR PROJECTS:
First submission 9-30 April 2024
Final submission 10-31 October 2024

SMALL CALL

III Call for Small Projects
Open to all programme area and mainly Programme Objectives 6 & 7

SMALL PROJECTS:
Submission 10-31 October 2024

🗨️ 2 ❤️ 6 📊 204 📌 📤

Hashtags

Benefits

- Enhance exposure
- Increase discovery
- Facilitate content research
- Help hashtag-driven campaigns and contests

#Interregandme



interreg.eu @Interreg_eu · Aug 11, 2022

"I wanted to offer my pupils an Italian 🇮🇹 experience: visit our cross-border area, talk to native speakers...", says Vesna, primary school teacher in Slovenia 🇸🇯. 🗨️ #interregandme @InterregTASLO



From interreg.eu



#MadewithInterreg



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



#InterregDay2023



Interreg

Published by Clementina Palacios · 1 November 2023 ·

Here are more of the great moments from [#InterregDay2023](#) events ❤️ Which one is your favourite? We will share more photos and videos from all over Europe in the upcoming weeks 📸

Discover more shared pictures on our Facebook portal 🌐 [#EuropeanYearOfSkills](#)



#InterregSlam



Interreg Project Slam 2023

Published by Rosa Escamilla · 24 November 2023 ·



Check out the video of the Grand Finale [#interregslam](#) 2023 during the [#Interreg2023](#) Annual Event 🎤. A celebration of Interreg's incredible work and achievements! Did you all enjoy the performances? Here's the video summarizing all the moments we lived 🌟



Quick practice!

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.



 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](#)

Final tips to keep in mind



Map pertinent accounts



Tag relevant profiles



Use visual content:

photos, videos, carousels, GIFTS...

Map and tag the pertinent accounts



Interreg makes a difference in [#sustainabletransport](#) 🚆

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

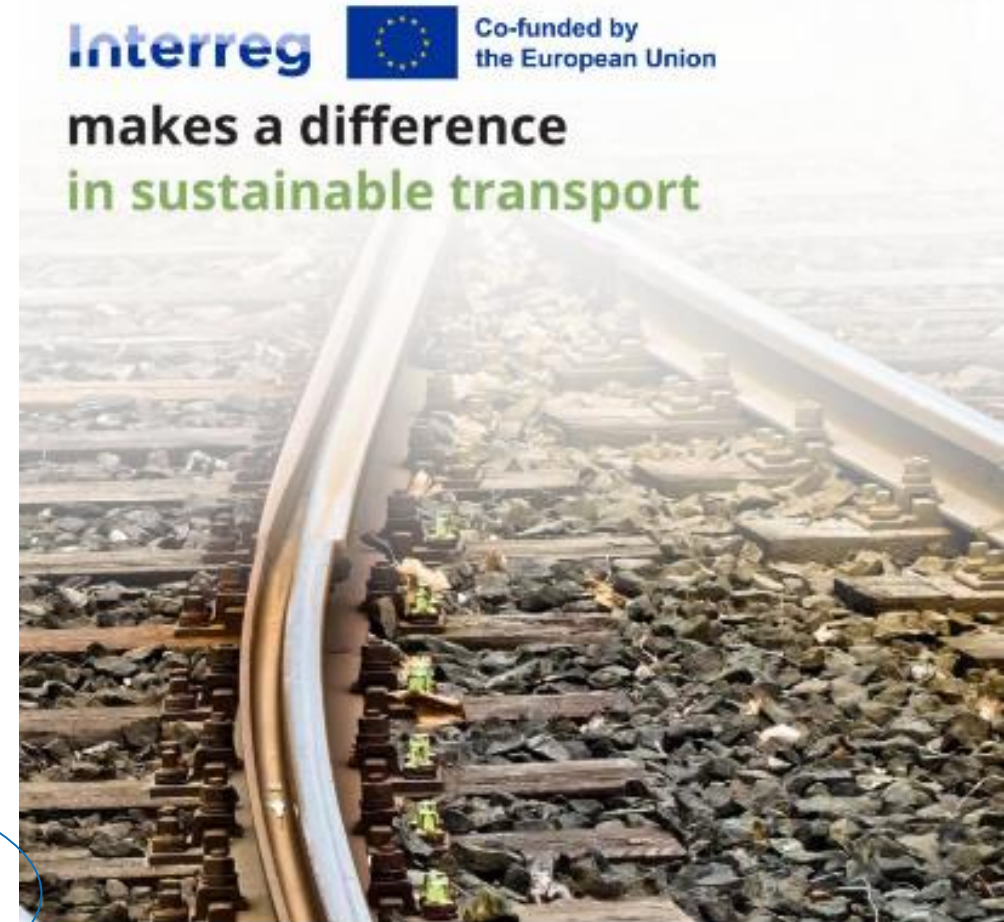
- ✅ Multimodal urban mobility
- ✅ Freight transport
- ✅ CO2 reduction

You can download the compilation of example in the media section of our website

➔ <https://interreg.eu/media/>

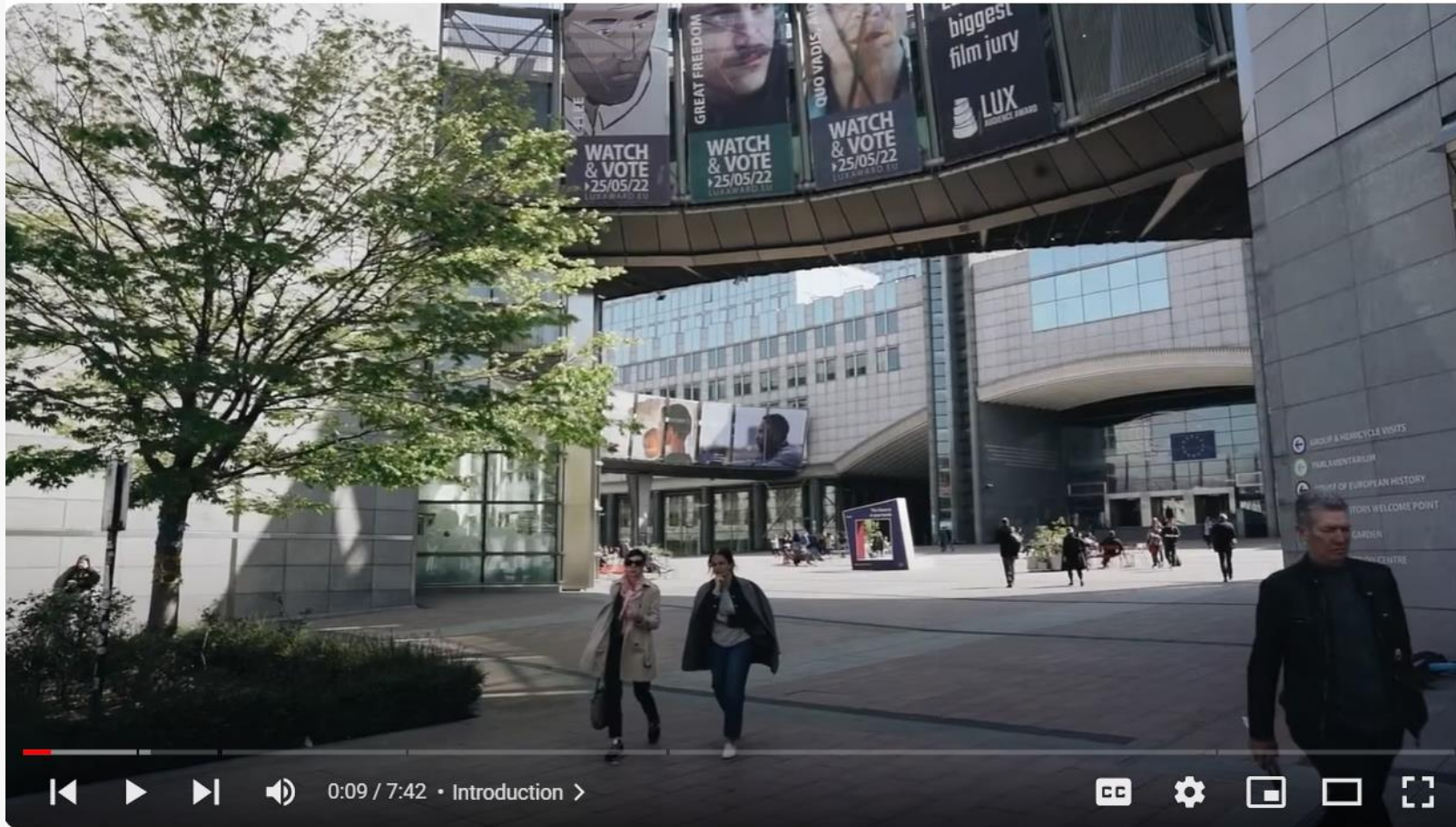
Whether it's strategic regional planning or completing the puzzle of transport corridors, Interreg is working towards a connected and greener Europe 🌱

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](#)



👤 Laura Belenguer Bononad y 102 personas más · 4 comentarios · 6 veces compartido

Snackable content









How to attract EU media with Interreg stories? With Sigrid Melchior.

How to attract EU media with Interr...

Interact - 3 / 7



- 
How to attract EU media with Interreg stories
⋮
- 
teaser beatriz ríos 1080p
⋮
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How to attract EU media with Interreg stories? With Sigrid...
⋮
- 
How to attract EU media with Interreg stories? With Beatriz...
⋮
- 
Teaser Miriam Burgués
⋮
- 
How to attract EU media with Interreg stories? With Miriam...
⋮

Recycle your videos and podcasts into bite-sized pieces!



Interreg
1.340 seguidores
2 meses • 

How to attract EU media with [#Interreg](#) stories? Check out the interview with [Sigrid Melchior](#), journalist from [Investigate Europe](#)  and discover the tips on how we should talk to journalists to spark their interest in our stories   ...ver más

[Ver traducción](#)


If you just...

How to attract EU media with Interreg stories? With Sigrid Melchior.
[youtube.com](#)

 Laura Belenguer Bononad y 18 personas más

Hands-on exercise!

**Create a post about
your project and we
will share it our
Interreg channels!**



Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app** and tell us what you think in the **session Q&A, from 1 (bad) to 5 (amazing)**

Please check which session you are in!

You can also talk to us at the Conference Support stand in the networking area.



Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(5-7 March 2024\)](#)