


Social media trends in Interreg

Cap & Com 3

23 October 2018 | Pisa, Italy

Arkam Ograk, Interact Programme





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

SOCIAL MEDIA STATISTICS

Updated statistics about the most used social media in the world (only based on official information).

Social Media	Registered Users	Monthly Active Users	Daily Active Users	Source
Facebook	n.a.	2230000000	1470000000	Facebook
YouTube	n.a.	1900000000	n.a.	YouTube blog
Instagram	n.a.	1000000000	500000000	Instagram
Qzone	n.a.	548300000	n.a.	Tencent
Douyin - Tik Tok	n.a.	500000000	150000000	China Daily
Weibo	n.a.	431000000	190000000	Weibo
Twitter	n.a.	335000000	(E)150000000	Twitter
Google+	n.a.	(E)200000000	n.a.	Google blog
Snapchat	n.a.	(E)250000000	188000000	Snapchat
Pinterest	n.a.	250000000	n.a.	Pinterest blog
Linkedin	467000000	106457000	n.a.	LinkedIn
VK	n.a.	97000000	n.a.	VK
Odnoklassniki	n.a.	71000000	n.a.	OK
Foursquare	60000000	50000000	n.a.	Venture Beat

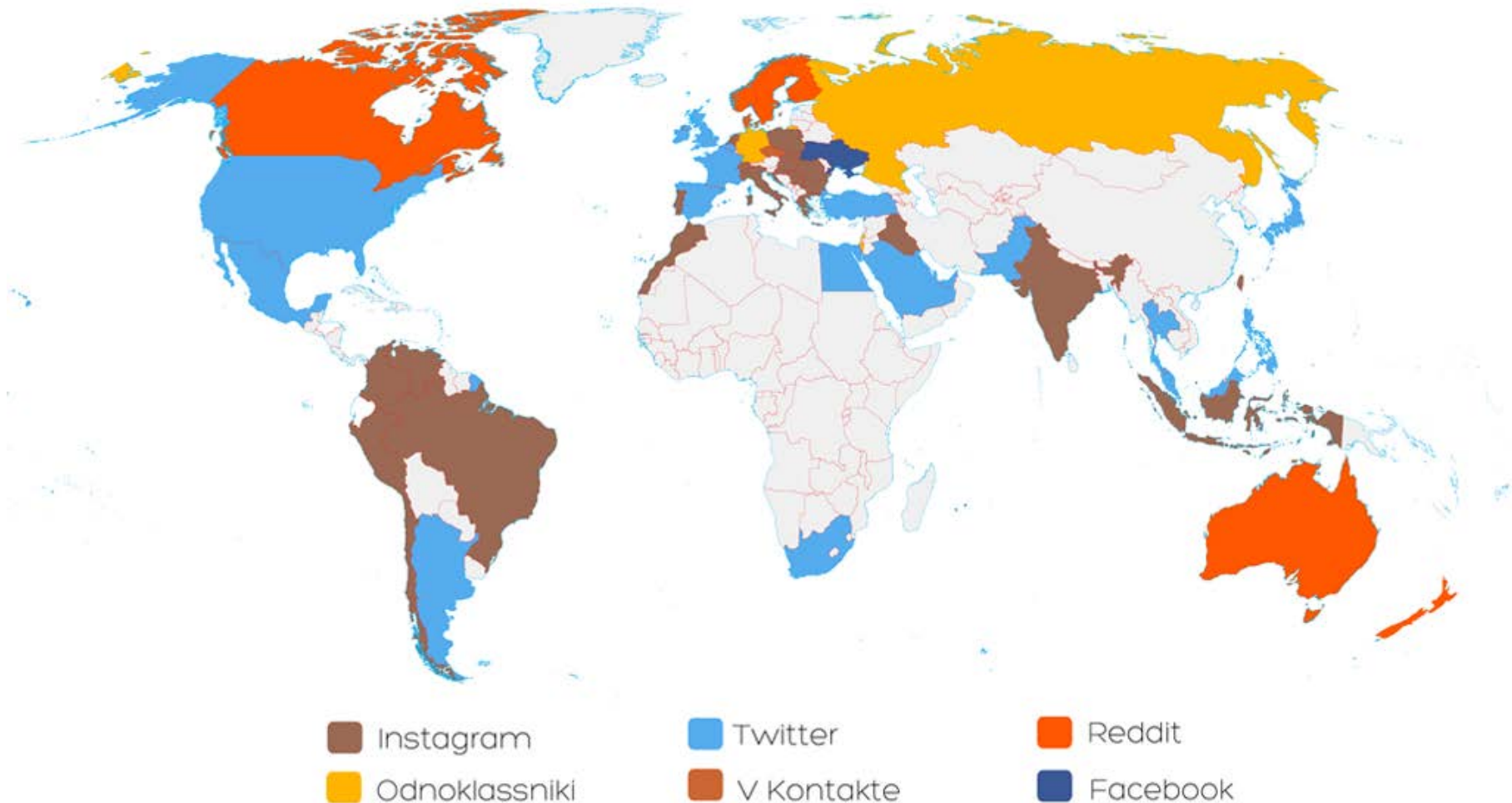
WORLD MAP OF SOCIAL NETWORKS

January 2018



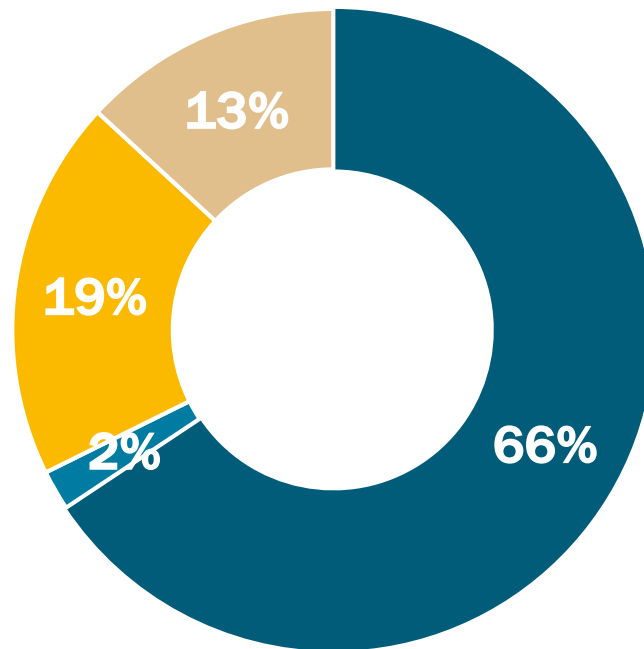
WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2018



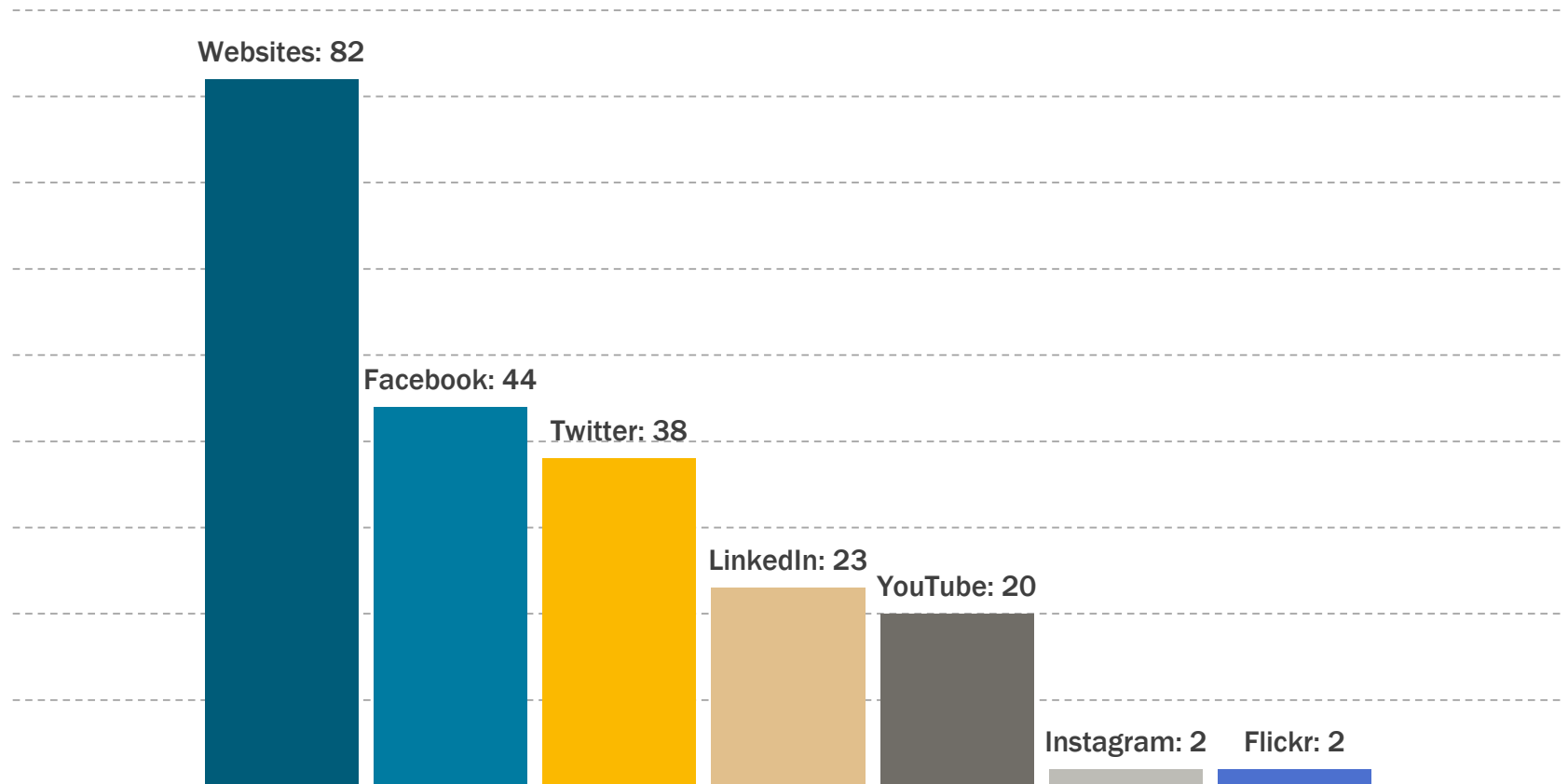
Facebook and Twitter in EU28 (2017)

■ Only Facebook ■ Only Twitter
■ Both ■ None



Overview of Interreg channels

88 Active programmes



interreg.eu is where you find them



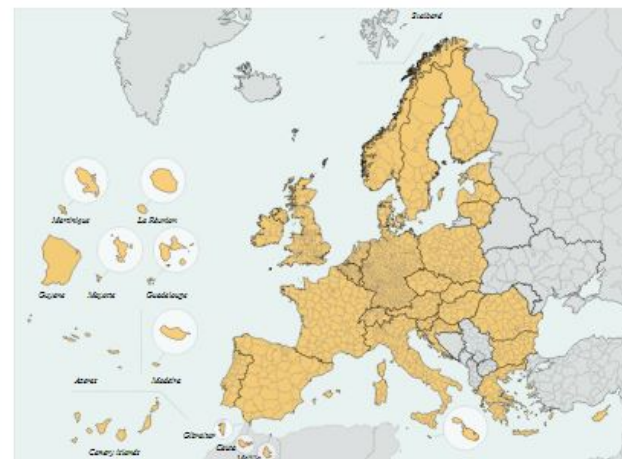
Interact

www.interact-eu.net

Programme Thematic Objectives



click for more info about the thematic objective and investment priorities



ALL 28 EU COUNTRIES

[SEE ALL COUNTRIES](#)

SWITZERLAND

[WHOLE COUNTRY](#)

NORWAY

[NUTS 3 LEVEL](#)

keep.eu

Check the programme on keep.eu



Check the programme on ec.europa.eu

...and lists on our Twitter account(s)



Tweets	Following	Followers	Likes	Lists	Moments
825	73	987	1,316	2	1

Interreg
@Interreg_eu

Your gateway to #Interreg: EU-financed cooperation programmes funding joint solutions to territorial challenges across EU. Account managed by @InteractEU staff.

📍 European Union and beyond
🌐 interreg.eu
📅 Joined July 2017

Subscribed to **Member of**

Interreg projects
Projects funded by Interreg programmes
409 Members

Interreg programmes
Official twitter pages of Interreg programmes
52 Members



Tweets	Following	Followers	Likes	Lists	Moments
1,136	166	3,319	225	3	1

Interact Programme
@InteractEU · Follows you

We are an experienced international team who are passionate about cooperation. Cooperation can be complex; our job is to make it easier.

📍 Europe
🌐 interact-eu.net
📅 Joined February 2013

Subscribed to **Member of**

Interreg community by Interact Programme
84 Members

Interreg programmes by Interact Programme
55 Members

Interact staff by Interact Programme
19 Members

Tweet to

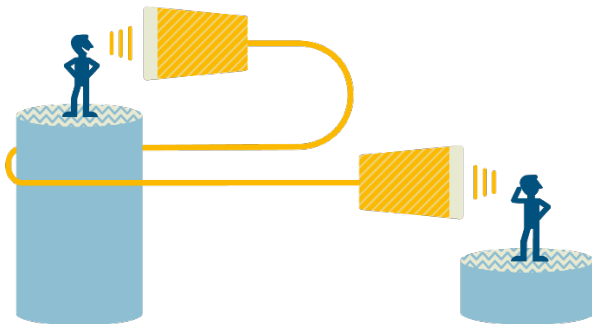
Message

Why are we on social media?

- Low-cost
- Interactive
- Fast, real time information and interaction
- Can increase of traffic to websites
- Added value in branding
- Added visibility of contents shared by other accounts
- Good possibility of linking and networking with relevant actors
- Knowledge increase in your field(s) of expertise
- Reach more people

Who are we talking to on social media?

Main characteristics of most common channels





Facebook

- 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.
- Interreg audiences have been more reachable via Facebook.

Follow harmonised channels:

- By Interact: keep.eu, CooperationDay
- By DG Regio: [Europe in my region](https://Europeinmyregion), [Interreg CBC](https://InterregCBC) (currently inactive)

Twitter



- Primarily used for following news updates
- Has half a million 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.
- Interreg programmes make use it by posting news, programme announcements such as calls, jobs and events, highlighting successful projects and carrying out awareness campaigns.

Follow harmonised channels:

- By Interact: [@Interreg_eu](#), [@keep_eu](#), [@CooperationDay](#)
- By DG Regio: [@RegioInterreg](#), [@EUinmyRegion](#)



LinkedIn

- Allows you connect with professionals and is mostly used in a professional capacity.
- On LinkedIn you will find people interested in job opportunities and technical knowledge.
- Posting very specific information on your programme or technical guidance may be the ideal post content for LinkedIn.
- The network grouping features of LinkedIn also allows you to cluster your target audiences.



**YouTube is usually
categorised as social media.
But more than that, it is a
video search engine.**

Check our video guide “[Interreg in motion](#)” for Interreg specific tips on Youtube

Post contents

Examples of programme posts





Highlighting best projects

 **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-B
Transform
goes glob



 **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 [energikontorsydost.se/en/cobium](#)



2:55 PM · 17 Oct 2018

3 Retweets 6 Likes 

 **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 p savoir plus! 📌
[cpes-interreg.eu](#)

 Translate Tweet



9:27 AM · 31 Jul 2018

3 Retweets 5 Likes



  3  5 

 **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](#)



 **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

Contents from project channels

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...

3 4

Interreg MED @MEDProgramme · Apr 27

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



Andalucia Smart City @andsmartcity

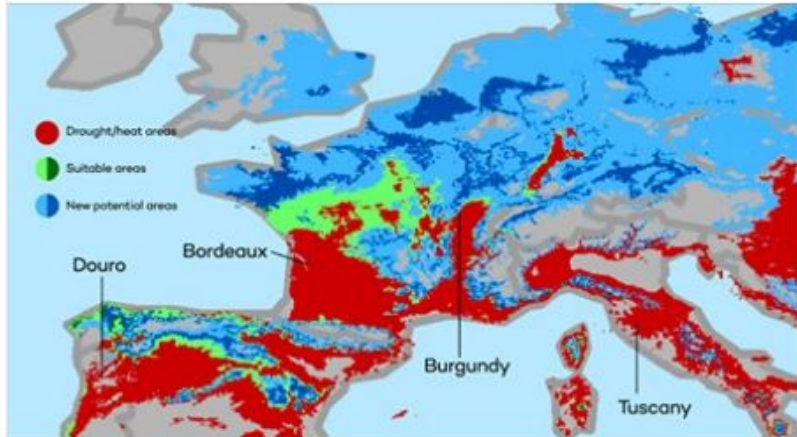
Today at @forogreencities we have presented the 1st results of the @MEDProgramme @projectcamarg and how it will be a model to promote zero-km #agrofood marketplace

4 6

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

Important project news



The World Health Organisation (WHO) just selected the Interreg-project "Senior Friendly Community" 🏡 👵 as a BEST PRACTISE and an example for Europe!!! 🏆 🎉 Congrats! 🎊 🎉

Read more on our website:

<https://www.interregemr.eu/.../senior-friendly-community-quot...>

And don't forget to like&share!! 🎊



Estonia - Latvia Programme

October 4 at 10:30 AM · 🌐

OCTOBER 2018

From the opening of new green routes to hackathons!!
Check out the events, that are organized by #estlat projects in October -
<https://estlat.eu/en/events>
#estlatinaction #jointevents #estlatcooperation



ESTLAT.EU

Events - EstLat



Danube Transnational Programme

September 6 · 🌐

"Sustainable Transportation Planning in the Carpathians" conference in #Bratislava, 5-6th Sep 2018, part of the #TRANSGREEN project, brings together a wide array of decision makers and practitioners from transport planning to environment from across the Carpathian countries and beyond to discuss expert solutions, policy initiatives and commitments to #integratedtransportplanning.
#interreg #connectivity #naturebasedsolutions #greeninfrastructure



Central Baltic @CentralBaltic · Sep 13

Project @WATERCHAIN aimed to reduce inflows of nutrients and hazardous substances to the Baltic Sea. Project has published tips on what citizens can do to save the sea. Available in five languages! waterchain.eu #cp_fin #CBresults



Waterchain Handbook – Recovering the Baltic Sea

WaterChain reduces the inflows of nutrients and hazardous substances ending up in the Baltic Sea.

waterchain.eu



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



Like



Comment

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



Interreg Europe @interreurope · Oct 8

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



Interreg SUDOE @Sudoe5 · Jun 28

When we communicate through social media, we use to forget that all of us are basically human beings. @kwinlambrecht on the importance of being visually attractive when using social media #advocacy @InterregMed



3



11



'Non programme' but relevant news



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



1



1



Livestreaming from events

 **Interreg ADRION** @INTERREGADRION · Apr 11
ADRION LAUNCH EVENT IN TIRANA NOW STREAMING



0:14 123 viewers

ADRION LAUNCH EVENT IN TIRANA NOW STREAMING
Interreg ADRION @INTERREGADRION

💬 2 🔄 2 ❤️ 1 ✉️

 **Interreg SUDOE** @Sudoe5 · Jun 28
AdVeRtiZe AdVeRtiZe AdVeRtiZe is KEY @kwinlambrecht on the importance of targeting the right people when advertising #advocacy @InterregMed



0:05 167 views

💬 1 🔄 2 ❤️ 9 ✉️

Making 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 bit.ly/2HmXWRd



You, Interact Programme, Laura Belenguer and Mercedes Acitores

🗨️ 7 ❤️ 9 ✉️

Even more special days



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



Not necessarily 'new' news

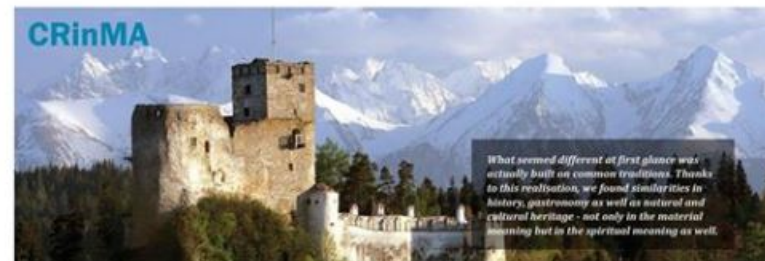


Let's continue our journey around Europe to explore the variety of #Interreg projects working on cultural heritage. Today in the spotlight: CRinMA project focused on the protection of cultural heritage in the mountain areas.

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 1,83 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

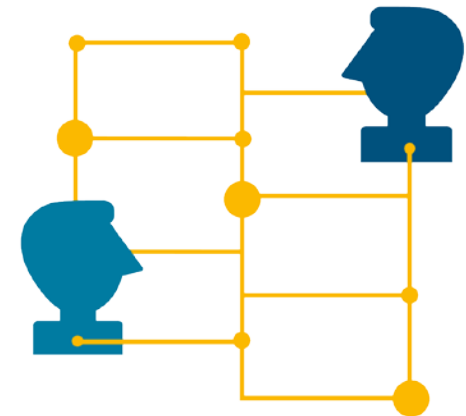
Photography/video contests



- Facebook is the ideal platform to organise it.
- 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 testers 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 projects' accounts, partner organisations, people that work(ed) with programme and programme bodies.
- 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 (e.g. partnership matchmaking)
- Make sure to stick to one tool for management of your project communit.



Community management

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








Community management




[See more](#)

Employees at Interreg Europe




Elisa Milos

[View profile](#)




Irma Astrauskaitė
Communications Coordinator

[View profile](#)




Jasón Martínez
Policy Officer

[View profile](#)



Alexandre V. Hryszkiewicz ★
IT Officer

[View profile](#)



Nicolas Singer
Head of Unit - Projects and Platforms

[View profile](#)

[Sign in to find employee connections](#)

Style and language



Giving context in event announcement

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.



  5  5 

Giving 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 ✉️

Details in event hall can give the message



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.



Like



Comment



Share

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

1 Share

Testimonies for authenticity

 **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




0:25 178 views


  3  11 

 **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/hade.html>
Video on YouTube - https://www.youtube.com/watch?time_continue=4&v=DAT07z3IHdI
4th call information - <https://estlat.eu/en/for-applicants/for-4th-call-applicants>



366 Views

Estonia - Latvia Programme
June 18 · 

| 10 moments with ESTLAT ~ HADEDE

We are happy to follow the two SMEs - Baltic Scientific Instruments (developing and fabricating devices for spectrometric ana...
[See More](#)

Language: Using questions



North Sea Region @NorthSeaRegion · Oct 15

Are you an #Interreg transnational superstar, expert, or beginner? Take the quiz to find out! #MadeWithInterreg ow.ly/RnV530mcOk8

Interreg 
EUROPEAN UNION

Test your knowledge!



Interreg SUDOE, Interreg MED, Danube T. Programme and 7 others



8

11



Interreg Europe shared their event.

October 11 at 12:50 AM · 🌐

Are you interested in digital transformation? Register for a webinar 'Enabling the digital transformation. Regional business support ecosystems.'

Learn about the current challenges, successes and lessons learnt from Interreg Europe projects.

The webinar is open to everyone. ... See More



MON, OCT 22 AT 2:00 PM UTC+02

Webinar: Enabling the digital transformation

Interreg Europe · Lille, France



Networking

 Like

 Comment

Ana Cristina Fernandes, Domi Nika and Srecko Mikulic Felix like this.

Language: Being friendly



Language: Using local language



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 E-Mobility Conference mit internationalem Publikum statt. Mit dabei auch das INTERREG-Programm: Verena M...
[See More](#)

 Like

 Comment

Channel design

Make it look like your programme



Need a good avatar and header



The image shows a Twitter profile for the 'North Sea Region'. The header features a large background image of a canal in a historic city with two bicycles parked on a bridge. The profile picture is a blue star logo. The header banner includes the 'Interreg North Sea Region' logo and the European Union flag. The profile bio states: 'The North Sea Region Programme supports transnational cooperation projects around the North Sea. It is part of the European Regional Development Fund (ERDF).' and lists the location as 'Viborg, Denmark'. The statistics show 1,197 tweets, 278 following, 1,787 followers, 1,508 likes, and 7 lists. The 'Following' button is active. The 'Tweets' tab is selected, showing a tweet from YDRT @YorkDalesRT retweeted by North Sea Region, dated Oct 19, about a talk on the @NorthSeaRegion #WaterCog project. The 'Who to follow' section lists 'Interreg Tweets @INTERR...', 'North Sea Commission @...', and 'Regional Cooperation @R...'.

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!

#natural flood management #flooding #ecologist #training #environment #rivers

Who to follow · Refresh · View all

 **Interreg Tweets** @INTERR... Follow

 **North Sea Commission** @... Follow

 **Regional Cooperation** @R... Follow

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 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



Tips

- ‘Within the framework of Operational Programme Interreg X-Y 2014 – 2020’ is not a social language. ‘Our programme’ or ‘we’, is.
- 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 story telling 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

- 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.
- If you have too much data to show, use infographics.
- Timing of social media posts: afternoons and late in the week has proven to be more engaging.
- Make use of killer facts to sell a project. E.g: A 7% reduction in air pollution in the border region...
- Post real time info but “new story” is not an essential. You can always highlight a good, still relevant story.

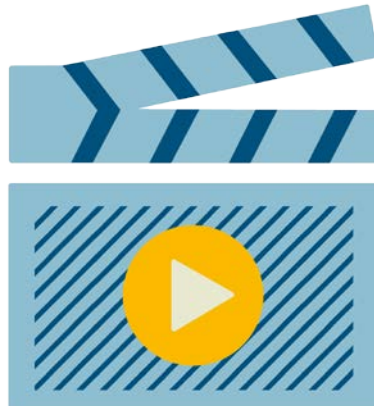
Tips

- 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: Interact 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.
- Create photo albums (FB) to have a better organised photo archive. Include a caption to clarify what is on the photos.
- Make use of ‘Moments’ on Twitter, which allows you visually cluster tweets on particular topics, not only from your account but any public account.

Tips

- Closely cooperate with Twitter accounts managed by Interact and DG Regio: [@Interreg_eu](#), [@RegioInterreg](#), [@EUinmyRegion](#). Tag them to your important posts to multiply the information that is of interest to the wider audiences.
- 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.
- 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.

Bonus tips: Social videos



Social video: 6 S's

- **Start:** Because native videos (videos hosted by the social media platform and not a third party) often autoplay, the video should grab the viewer's attention from the start, immediately.
- **Silent:** Make sure the video still makes sense when you turn the sound off. Videos on mobile devices play silent by default, until the user chooses to turn on the sound.
- **Short:** Social video has to be short to make sure the viewer watches the whole video and gets the message before starting to browse something else.
- **Story:** To keep people's attention, the videos should have a story structure with an attention-grabbing beginning, an informative middle section, and a clear call to action at the end. The stories focused with the video have to be authentic.

6 S's of social video

- **Style:** The video style should match the style of the platform it is shared on, in aspects such as orientation and video length. Square style works better on most mobile apps, without having to flip the smartphone.
- **Shareable:** The content needs to be shareable so that it is watched and then shared, making sure the message is delivered to more even more people. To be successful beyond paid and organic reach, the videos must have contagious traits such as social currency and practical value that encourage people to share them.

[Example 1](#)

[Example 2](#)

[Example 3](#)

Cooperation works

All materials will be available on:

[**www.interact-eu.net**](http://www.interact-eu.net)