






# Cap&Com workshop 3

## Social Media Summary Table

					
<b>Objective of the Social Media applied to Interreg (results) communication</b>	<ul style="list-style-type: none"> <li>• Promoting the EU investment in the region to the general public.</li> <li>• Promoting the programme, the projects and general information about European Union and CTE and to the general public</li> <li>• Promoting Interreg and projects to public</li> <li>• Provide information about results, the projects and the EU in general</li> <li>• Engage with people not (yet) directly involved in Interreg</li> <li>• Increase visits to the Programme website</li> <li>• Create a community around the Programme</li> </ul>	<ul style="list-style-type: none"> <li>• Promote results to decision-makers, government officials etc.</li> <li>• Promoting Interreg projects to the media</li> <li>• Fast sharing key messages gathered during programme/project or external events stressing the CBC added value</li> </ul>	<ul style="list-style-type: none"> <li>• Organize thematic clusters for projects</li> <li>• Reaching out stakeholders, such as policy makers, professional associations, etc.</li> <li>• Reaching &amp; getting experts to the programme community</li> </ul>	<ul style="list-style-type: none"> <li>• Show results</li> <li>• Create galleries of project pictures</li> <li>• Tap on younger tas</li> <li>• Engage with people not (yet) directly involved in Interreg (especially younger audiences)</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to disseminate And deliver information</li> <li>• Raising awareness on project impacts by delivering visual examples of project outputs and results</li> <li>• Can be used as a video sharing platform (it is easily shared via other social media)</li> </ul>

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<b>Type of Content to be promoted/diffused</b>	<ul style="list-style-type: none"> <li>Programme &amp; projects events and information; results; general news about specific topic</li> <li>Milestones on Programme/project level</li> <li>Teaser messages on FB with a link to short videos on outputs and impacts on life quality of final beneficiaries</li> <li>Minimal text with links accompanied with visuals (e.g. photos and videos)</li> <li>Use of short, silent videos, inclusion of gifs, short text messages.</li> </ul>	<ul style="list-style-type: none"> <li>Announcing events and activities on Programme level rather than reporting</li> <li>Sharing relevant messages from live events</li> <li>Sharing infographics on programme TOs/calls/projects</li> <li>Promoting activities that are not directly financed by the programme, but that could interest our stakeholders</li> <li>Short texts, highlights, keywords, hash tagging</li> </ul>	<ul style="list-style-type: none"> <li>Job opportunities</li> <li>Corporate pages</li> <li>Programme/projects results</li> <li>Professional and institutional content; relevant news related to the companies in line of work (articles, regulations)</li> </ul>	<ul style="list-style-type: none"> <li>Photos, video but especially stories</li> <li>Stories through images, videos (with effects)</li> </ul>	<ul style="list-style-type: none"> <li>Human face of projects: testimonials, final beneficiaries telling about the real impact on their daily life</li> <li>Videos with possibility of commenting them</li> </ul>
<b>Target to be reached/informed</b>	<ul style="list-style-type: none"> <li>General public;</li> <li>Beneficiaries of the Programme</li> </ul>	<ul style="list-style-type: none"> <li>Youngsters</li> <li>Politicians, bloggers, journalists</li> <li>Experts</li> </ul>	<ul style="list-style-type: none"> <li>Professional groups</li> <li>Stakeholders such as policy makers, journalists, professional associations, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Young People</li> </ul>	<ul style="list-style-type: none"> <li>Youngsters</li> <li>General public</li> <li>Programme events ´ participants</li> </ul>

<b>Type of use</b>	<ul style="list-style-type: none"> <li>• Daily</li> <li>• 4 times a week, better visited in afternoons</li> <li>• 5-3-2 rule</li> <li>• Best feature: getting feedback and comments from your target groups</li> </ul>	<ul style="list-style-type: none"> <li>• More slogan-oriented</li> <li>• Make people tweet during events</li> <li>• Engage with influencers Keep-up-to-date with relevant what is happening in the fields connected with the programme's specific objectives.</li> <li>• Follow other programmes, projects and influencers and organise them by lists.</li> <li>• Constant flow of tweets every single day</li> </ul>	<ul style="list-style-type: none"> <li>• Groups, managing users</li> <li>• regularly</li> </ul>	<ul style="list-style-type: none"> <li>• Stories to reach young; use of influencer</li> <li>• Making materials visible/reachable to people with same interests</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly storytelling</li> <li>• Create playlists with project-related videos (e.g. Media/tv coverage, project events, etc.)</li> </ul>
<b>Technical features to be considered</b>	<ul style="list-style-type: none"> <li>• Use only facebook features</li> <li>• Use scheduling on facebook directly, not via external tools (e.g. Buffer)</li> <li>• Possibility to make live videos</li> <li>• Possibility to translate the post into another language</li> </ul>	<ul style="list-style-type: none"> <li>• Limit of characters esp. When using national languages</li> <li>• Proper use of ##</li> <li>• Not possible to edit the tweet</li> </ul>	<ul style="list-style-type: none"> <li>• No scheduling option available yet.</li> <li>• Insights not as detailed and good as on Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Possibility to do live videos (new!)</li> <li>• Mostly pictures, visuals</li> <li>• Hashtags and emoji can be used abundantly</li> </ul>	<ul style="list-style-type: none"> <li>• Need for good wifi connexion, more time consuming, costly if animation is used</li> <li>• Remember that people could watch videos unmuted</li> </ul>
<b>Practical tips</b>	<ul style="list-style-type: none"> <li>• Never edit the posts, delete and post again :)</li> <li>• Use more photos</li> <li>• In case of photo gallery provide titles/text for explanation</li> <li>• More visual content rather than long text</li> <li>• Make sure to keep videos short (best 1 min)</li> <li>• Use possibility to post in several languages (editing the fb technical translation)</li> <li>• Check fb insight when your people are active</li> <li>• Gifs are cool to use (and effective)</li> <li>• Not too many emojis</li> <li>• Possibility to add text in another language</li> <li>• Avoid too many hashtags</li> <li>• Use attribution, tags/mentions</li> </ul>	<ul style="list-style-type: none"> <li>• Put relevant hashtags</li> <li>• Tag relevant profiles</li> <li>• GIFs are cool to use (and effective)</li> </ul>	<ul style="list-style-type: none"> <li>• Use more infographics</li> </ul>	<ul style="list-style-type: none"> <li>• Stories With Filters</li> </ul>	<ul style="list-style-type: none"> <li>• Use testimonials, emotions, be brief</li> <li>• Think of subtitles or key words to be used in video</li> </ul>