Deployment and Maintenance of Europeana DSI core services - SMART 2017/1136

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DELIVERABLE

D.1 Communication and dissemination plan M1

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
0.1	17/09/2018	Eleanor Kenny	Europeana Foundation	Final draft
0.2	20/09/2018	Julia Schellenberg. Victor-Jan Vos	Europeana Foundation	Review
1.0	01/10/2018	Julia Schellenberg. Victor-Jan Vos	Europeana Foundation	Final version

TABLE OF CONTENTS

1 Context

This plan builds on the foundation of the communications and dissemination work developed and carried out under the previous Europeana projects. It reflects and makes use of the access, interoperability, visibility and use of European cultural heritage towards the target markets as outlined.

It benefits from an ongoing collection of analytics and feedback and is grounded in an evidence-based strategy towards the five markets of the Europeana citizen, Education, Academic research, Creative industries and Cultural heritage institutions.

It recognises and builds upon the close and fruitful working relationship with the Europeana Network Association (ENA) which amplifies and enhances the work to increase awareness, use of and participation in Europeana as a platform for access to and the promotion of digital cultural heritage.

It takes into consideration the Europeana Strategy 2020 Update[1] which highlighted three priorities:
- Make it easier and more rewarding for cultural heritage institutions to share high-quality content
- Scale with partners to reach our target markets and audiences
- Engage people on our websites and via participatory campaigns

The plan also recognises the focus on driving traffic to, and engagement with Europeana.eu. The platform is expected to receive a minimum of 500,000 visits per month against the current 350,000 average monthly visits.

Europeana's approach and supporting activities across corporate communications, dissemination, advocacy and the network will reflect these priorities and audiences, promoting and contributing to the delivery of our mission.

To deliver on our priorities and to continue to build on and secure partner and stakeholder support, we will focus on activities where we can provide most value, build on the success of the programme to date and make a greater impact across the period of Europeana DSI-4.

Europeana DSI-4 starts on 1 September 2018, consequently the activities and objectives described in this plan necessarily include and reflect the Europeana Business Plan 2018. Proposed activities for 2019 are in part planned, while the remainder will be based on an

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[1] http://strategy2020.europeana.eu/update/

evaluation of user and partner feedback on 2018 activity while taking opportunities as they arise.

2 SWOT ANALYSIS

SWOT ANALYSIS

S
- Understanding of the key audiences and issues
- Experience in dissemination and communication activities to the relevant sectors
- Strong social media presence towards key audiences
- Established partnerships with institutions, and (social) media across Europe and globall

O
- New and improved high-quality content: more (re)use and partnership opportunities
- Increased demand for high quality shareable heritage
- Culture and education on the EU Agenda: more opportunities to contribute and bring value
- Emergence of new platforms (social media, education etc.) - new places to share content
- Increase opportunities provided by platform for online participation (annotation etc.)

W
- Dependency on external partners regarding content
- Network and partnership approach involves coordination of multiple stakeholders
- Low level of indexing by Google

T
- Timeliness of new products
- Problems with providing (more) high-quality reusable content
- Changes in (inter)national copyright implementation, limiting reuse
- Changes in social media landscape (algorithms etc.) and in prices of services

Risk mitigation:

Considering the above analysis, the following approaches and actions will allow help mitigate against identified risks:

- Diversification of channels, tools and platforms used
- Flexibility in activity planning
- Existing and proven processes for various types of activity
- Strengthening of rightstatements.org

3 Aims and objectives

The aim of the communications work package is to conduct communication and dissemination activities to raise awareness of Europeana and its services across its key markets. Specifically, our corporate communications and dissemination activity will contribute to creating the conditions through which we can achieve and support the strategic objectives of the Europeana DSI-4 Tender.

To support the strategic objectives of the Europeana DSI-4 Tender the key communications objectives are:

- To **inform** existing and potential users of the opportunity to engage with digital cultural content via existing, new and improved channels.
- To **motivate** new and existing users to engage with content.
- To **increase** usage of the content in the five markets: European citizen, Education, Academic research, Creative industries and Cultural heritage institutions.
- To have Europeana **referenced as** a trusted source of digital cultural heritage content.
- To have Europeana **recognised** by partners and stakeholders as a trusted partner.
- To **increase understanding** of the benefits and the respective roles of being an active part of the Europeana ecosystem.
- To **inform** partners of infrastructural possibilities and improvements.
- To **increase** cultural heritage institution and member state **awareness** of the importance of quality of content to the platform and for themselves.
- To have Europeana **referenced** by partners and stakeholders as the example of innovation for both technology and content in the digital cultural heritage sector.
- To **position** Europeana as a thought leader in key frameworks for the cultural heritage sector: Licensing, Publishing and Impact.
- To have Europeana **recognised** by partners and stakeholders as a platform - an open, unifying space for cultural heritage.

4 Strategy

Europeana's communication and advocacy will focus on supporting the organisational impact described in the tender. This will be supported by employing a coherent and coordinated approach to communications planning and activities across areas and audiences.

Key strategic approaches that will support our goals are:

Promoting relevance and engagement

- Underscore relevance of content and activities by bringing cultural heritage to the fore in everyday lives.
- Embed a sense of energy into our messages and approach - unite partners and stakeholders around the idea of the power of cultural heritage and a sector acting together to promote and support its potential impact.
- Create and emphasise a sense of co-ownership of Europeana, at institutional and ministerial level, with the Commission as the procurer of the service.
- Re-energise our relationship with partners:
  - Reinforce trust and sense of partnership between Europeana and content partners and stakeholders.
  - Reinforce sense of ownership and potential for contribution in current and future Europeana Network Association members.
  - Reward and reinforce involvement of cultural heritage institutions and member states in activities.

Demonstrating ease and value
- Emphasise the potential for personalisation of access and use.
- Exploit quality content in cross-platform approaches to maximise impact of message to and across audiences.
- Employ an evidence-based approach to demonstration of value.
- Create a strong link to cultural heritage for citizens through the thematic collections and thematic campaigns.
- Enlist partners as champions and support them with relatable, evidence-based cases and tools.
- Connect our message and values to our delivery through engaging touchpoints that are simple to use and understand.

5 Audiences

Communications and dissemination efforts target our five key markets and other stakeholders both on European and national level. Within those markets and stakeholder groups, audiences are identified as below:

Markets
- European citizens[2]
- Education[3]
  - Pan-European education networks and platforms
  - Ministries of Education and/or Culture
  - Education publishers

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[2] Europeana's market is European citizens but in practice our audience is global and in some international partnership activities such as GIF IT UP and #Colour Collections, the audience is by definition global.
[3] Europeana communications team will work together with selected educational partners (EUN, EUROCLIO, eTwinning, OEC) on cross promotion and joint community outreach campaigns to this market.

- Research
    - Academic research infrastructures
- Creative industries
    - Digital entrepreneurs
    - Designers
    - Developers
- Cultural heritage institutions
    - Cultural heritage professionals

Stakeholders
- EU level: The European Commission, DCHE, The European Parliament, The European Council
- Member states
- Aggregators
- Europeana Network Association

6 Messages

We will develop, clearly articulate and share relatable messages to support and promote Europena's key objectives and values towards our markets and stakeholders.

Europeana messaging will be developed from the outside in, using the needs and perspective of our users, partners and network as its starting point.

Messages will be mapped across audiences to ensure relevance and focus. Headline messages will be tailored or developed to support audience-specific goals and reflect relevant communication channels, while remaining consistent.

Europeana promotes innovation and collaboration. Messaging will reflect these core goals by going beyond relaying information and engaging audiences with calls to action and inspiration.

Headline messages over 2018-2020 will include:

Headline Message	Purpose	Audiences
Europeana is your authentic, trusted, democratic access point for quality, free-to-use digital content on cultural heritage for: education/research/innovation	Inform Facilitate Inspire	Cultural professionals Creative industries Education Academic research

Europeana is your gateway to exploring and discovering Europe's cultural heritage online	Facilitate Motivate	European citizens
Product X enables improved access/search/publication of digital cultural heritage content	Inform Facilitate	Cultural professionals Creative Industries Education Academic research
Product X means that you can discover/ personalise/share/create with your cultural heritage online	Inform Inspire	European citizens
Quality digital heritage content that is free to reuse enables education/research/innovation	Inform Motivate Reward	Cultural institutions Stakeholders
Europeana provides a platform and opportunities for innovation and excellence in the digital cultural heritage sector	Inform Facilitate Inspire	Cultural professionals Creative industries Stakeholders
Clear rights statements enable education/research/innovation and encourage reuse	Inform Motivate	Cultural institutions Stakeholders
Europeana always provides clear rights statements that make your education activities /research/innovation easier	Inform Facilitate	Creative industries Education Academic research

7 Communication channels

Communication and dissemination activity will promote the Europeana platform on channels with the highest reach, to defined user groups. To assure the biggest impact possible and let people choose their preferred way of interacting with Europeana, multiple channels will be used to reach each user group. This will include but not necessarily be limited to existing channels.

7.1 Europeana-owned channels

Websites

Channel	Description	Audience(s)
Europeana Collections and thematic collections: Europeana 1914-1918, Europeana Art, Europeana Fashion, Europeana Manuscripts, Europeana Maps and Geography, Europeana Migration, Europeana Music, Europeana Photography, Europeana Newspapers, Europeana Natural History, Europeana Sport	The web-based user interface offers the general public and professionals a single access point for finding, querying, visualising, and, when rights permit, downloading and reusing high-quality European cultural heritage material. Thematic collections provide users with more relevant search results and give quick access to topics of interest through browse entry points, galleries, blogs and exhibitions.	European citizens Education Academic research Creative industries
Europeana Pro: Education section Academic research section Creative industries section (Europeana Labs)	The portal offers support to cultural heritage professionals. Through dedicated market specific sections it provides targeted support to key audiences in: providing access to cultural metadata and content on the web through Europeana services for re-users who use or would like to use cultural heritage in their own services, tools, research and apps; information on strategy and policy in key sectoral areas.	Cultural institutions Education Academic research Creative industries
Transcribathon.eu	An online crowdsourcing initiative for the transcription and annotation of Europeana 1914-1918 material.	European citizens Education Academic research

Blogs

Channel	Description	Audience(s)
End-user blog	4-8 monthly posts exploring current and interesting topics (taking into account user feedback) while showcasing content available on Europeana Collections.	European citizens
Pro blog	With 2-5 posts a week, the Europeana Pro blog highlights news and insight, from and for the Europeana ecosystem, and the target markets of Education, Academic research and Creative industries.	Cultural institutions Education Academic research Creative industries
Medium	Compilation of the best and evergreen posts from the blogs	Cultural institutions European citizens

Newsletters (subscription based)

Channel	Description	Audience(s)
Europeana eNews	Monthly newsletter containing content and event highlights of Europeana Collections. Available in two languages - English and French.	European citizens
Europeana 1914-1918	Quarterly newsletter containing updates on Europeana 1914-1918 content and events.	European citizens
Europeana Network Newsletter	Monthly - news, campaigns, and projects related to Europeana and the Europeana Network Association. Endorsed by the Members Council with each Councillor taking their turn as Editor-in-Chief.	Europeana Network Association
Europeana Quarterly Update	Quarterly round-up of policy, strategy and activity for Member states	Member states Ministries of Culture Policymakers DCHE Members
Europeana Communicators Group	Monthly - Europeana's campaigns, as well as comms-related news and events from the cultural heritage sector. Tools and resources that are relevant to communications professionals.	Cultural institutions Communications professionals
Impact	Bi-monthly - latest news and updates on the Impact Playbook and impact in the cultural heritage sector	Cultural institutions Creative industries Policymakers

		Education Academic research
Labs	Monthly - relevant activities and updates related to the creative industries market (including datasets, API updates, case studies and relevant events)	Creative industries Cultural institutions
Copyright	Bi-monthly - shares the latest copyright-related news, resources and events from across the cultural heritage sector, highlighting case studies and resources generated by the copyright community	Cultural institutions

7.2 Social media

Channel	Description	Audience(s)
Facebook		
Europeana Fan Page	- Posts featuring content available on Europeana Collections - Targeted paid campaigns on specific curated content - Recruiting for events	European citizens
Europeana 1914-1918 Fan Page	- Posts featuring content available on Europeana 1914-1918 - Information about Collections days and Transcribathons	European citizens
#AllezCulture Group	- Posts by cultural heritage professionals highlighting the value of digital cultural heritage	Cultural institutions Policymakers General public
Twitter		
Europeana (main account)	- Daily tweets featuring content available on Europeana Collections and Europeana Pro - Sharing the best content from other Europeana accounts	European citizens Cultural institutions
Europeana 1914-1918	Tweets featuring content available on Europeana 1914-1918	European citizens

EuropeanaTech	Account of EuropeanaTech and R&D community	Creative industries Cultural institutions
Europeana Copyright	Cultivating, curating and sharing knowledge around the topic of copyright in the cultural heritage sector	Cultural institutions
Europeana Labs	Offers inspiration and support to anyone looking to reuse Europe's digital cultural heritage	Creative industries Education
Europeana Fashion	Started by Europeana Fashion Consortium, continued to cater the existing followers with fashion related content	European citizens
Europeana Music	Started by Europeana Sounds Consortium as Europeana Sounds, continued to cater the existing followers with music related content	European citizens
Europeana Research	For researchers working with cultural heritage and digital humanities	Researchers
Pinterest		
Europeana	Thematic boards showcasing openly licensed images from a variety of institutions	European citizens
YouTube		
Europeana	Hosting Europeana's videos for sharing on social media and embedding on websites	European citizens
Vimeo		
Europeana	Hosting Europeana's videos for sharing on social media and embedding on websites	European citizens
GIPHY		
Europeana	GIFs created from content available on Europeana Collections	European citizens
LinkedIn		
Europeana (group)	Content and event information from cultural heritage professionals	Cultural heritage professionals

Europeana (Main profile)	Content and event information from cultural heritage professionals	Cultural heritage professionals
Europeana Impact	Content for cultural heritage professionals (and beyond) interested in Impact	Cultural heritage professionals, researchers, education, creative industries
Europeana Education	Content for Educators	Education
Europeana Communicators	Content for communications professionals in cultural heritage	Cultural heritage professionals

7. 3 Partnerships

Channel	Description	Audience(s)
DailyArt	An app and a magazine for art lovers, used for featuring Europeana content	European citizens
GIF IT UP	A yearly GIF-making contest encouraging creative reuse of openly licensed cultural heritage material	European and world citizens
#ColorOurCollections	ColorOurCollections is a week-long colouring fest on social media organised by libraries, archives, and other cultural institutions around the world	European and world citizens
Europeana Bloggers	A programme encouraging cultural heritage bloggers to use Europeana content in their posts	European citizens
Wiki Community	Activities and challenges related to Europeana content and campaigns	European citizens

7.4 Earned/Paid Media

Channel	Description	Audience(s)
General Press	- Online, print and broadcast general news platforms and publications - Local, regional and national targeted as relevant - Daily, weekly and monthly (as relevant to timing of communications)	European citizens Political stakeholders

Lifestyle Press	- Online, print, broadcast magazines, revues and supplements that focus on cultural and digital topics at an enthusiast level - Daily, weekly and monthly (as relevant to timing of communications)	European citizens Cultural professionals Creative industries
Sectoral Press	- Online and print specialist and technical newsletters, periodicals, magazines and sites pitched at professional level - Daily, weekly, monthly and annual (as relevant to timing of communications)	Cultural professionals Creative industries Education Academic research
Bloggers	- Online blogs by influencers - Can cover both enthusiast and professional level - Timing depending on individual blogger, often responsive	Cultural professionals European citizens Creative industries
Google AdWords	- Search traffic generation to entities and curated parts of Europeana Collections	European citizens Creative industries Education Academic research

8 Tactics and Implementation

8.1 Tactics

Europeana will support this strategy through consistent messaging and audience-focused communications plans reflecting Europeana's key audiences and markets as described in the DSI-4 tender.

When implementing our communication and dissemination plans we will choose tactics that support the specific activity, reflect the digital nature of the platform, the profile of the defined target markets, and the position of Europeana as an innovator and thought leader.

Basic principles
Tactics will be developed following key basic principles:

- Employ a 'web first' approach, including web-friendly text, and innovative approaches
- Incorporate and showcase content wherever possible
- Use inclusive language, examples and references

- Develop the role of aggregators in sharing evidence-based demonstration of value of investing in Europeana to CHI
- Continue to develop partnerships with external platforms to place Europeana content where target markets already visit and widen take-up by casual users of culture
- Continue to work with major platforms and communities such as Wikipedia and Wikimedia Commons to promote access to content (e.g. Europeana 280 Wikimedia Challenge)
- Tap into broader topical and EU level pan-European themes/campaigns where relevant to audiences
- Ensure member states and CHIs are involved in creating and running campaigns
- Develop relationships with relevant pan-European cultural organisations to enrich content and experience offered to audience and to extend reach
- Provide feedback on progress and value to participating institutions (and other stakeholders, at European and national level) as an integral part of planning and execution
- Communicate the member states' and CHI role in wider success through easy-to-use/share stories and case studies that they can also communicate

Indicative approaches

The choice of communication and dissemination tactics employed will necessarily be dependent on, and subject to each activity and variable elements such as timing, partnerships, and the topical news landscape. Indicative approaches towards key markets are outlined below:

Activity	Indicative Tactics	Primary Market

Thematic Campaign: 2018 - Migration	**Preparatory**
	- Create an add event to Pro event page
	- Identify key communities to target
	- Send out invitations to communities
	- Contact schools in Europeana teacher networks
	- Engage with embassies
	- Work with museums to identify compelling 'champion' stories
	- Identify potential social media influencers
	- Develop event/PR collateral - e.g. postcards, leaflets
	- Provide partners with toolkit to support and extend reach of campaign:
	    - Press release templates / boilerplates / contacts
	    - Hashtags
	    - Social media post templates
	    - Messages
	    - Content pool
		European citizens

	- Ready to use cases/stories
	
	Promotion
	Promote content-specific engagement
	Start a conversation via social media
	Encourage engagement by creating sense of belonging to a wider community for users
	
	- Promote event organically on Social Media:
	  - Tap into wider events/movements
	  - Adopt existing hashtags for related areas
	  - Engage Champions/Influencers representing relevant areas
	  - Distribute collateral through community groups/schools/cultural institutions
	- Editorial:
	  - Employ calls to action across editorial and sites
	  - Tailored editorial, Europeana e-news
	  - Dedicated blogs, Enduser blog channel
	  - Package results of Collection days and feed into next editorial stage
	- Press and media outreach:
	  - Press releases pre and for events to relevant media lists
	  - Tailored pitches to relevant media; regional, national, cultural, specialist, EU focussed
	  - Provide champion stories and access to champions
	  - Press & photo call events
	- Invite journalists to share own story
	  - Provide partners with press kit to implement 'locally'
	  - Package results of Collection days and feed into next press round
	- Promote event with paid activity
	  - Create dedicated Facebook events
	
	Follow up
	- Post event thank you email/communication
	- Curate stories and add to comms channels
	- Re post and promote partner coverage
	- Provide partners with reusable feedback on user engagement with respective content
	- Impact and evaluation	

Partnerships - GIF IT UP 2018	**Preparatory** - Select openly licensed content - Create themed categories - Contact contributing museums/libraries	European citizens Artists/creati

	- Collate existing material - Prepare teasers using previous edition's material - Develop promotional toolkit for use by all partner organisations - Create online tutorials for publication by all partners - Create activities for physical events (e.g. Frankfurt Book Fair) - Contact previous year GIF makers - Create a landing page - Update the GIPHY Channel **Promotion** *Social media /online* - Teasers using previous edition's material - Reminders of previous editions' GIFs - Promote online tutorials - Contest promotion including jury and prizes - Promotion by previous winners - Promotion by contributing museums - Highlight in blogs across partner outlets - Highlight in newsletters across partner outlets *Media outreach* - Create/coordinate joint press list - Draft joint press release - Issue press release - Promote on services such as Reddit **Follow up** - Public-vote - Winner announcement - Announce following year - Identify outlets where winning GIFs can be used	ves

Product launch	**Preparatory**
	- Identify key openly licensed content
	- Develop messages
	- Segment audience/identify related communities
	- Prepare promotional toolkit for partners
	- Identify key media & bloggers specialist, sectoral
	- Draft press release
	
	Promotion
	Pre launch - Building awareness
	- Media outreach
	   - specialist, lifestyle and sectoral
	- Social media activity
	   - Facebook and Twitter
	- Newsletters and blog posts
		European citizens

	- End-user (and Pro) *Launch - Driving traffic and user engagement* - Release exhibition - Tie online launch to physical event if possible - Galleries - Facebook posts - Twitter - Google AdWords **Follow up** - Ongoing editorial - Ongoing social media - Identify and tap into key external events/moments for community and or enthusiasts - Evaluate and respond to user feedback and feed into ongoing approach	
Service promotion & community development - e.g. Impact	**Preparatory** - Create forms for all entry points to increase contactable audience base: Landing page 'interest form' / download playbook form / webinar registration form / external event form - Analysis of current audiences - Analysis of workshop participant feedback - Research into target audiences - Competitor research - Research of current user behaviour to inform content and user journey - Set-up link tracking to evaluate content and channel performance - Write key messages - Create survey to understand more from existing community and to allow us to place people in the 'funnel' - enabling us to tailor comms in the future **Promotion** *Offer unique content to position Europeana as a thought leader in the area of impact in cultural heritage* - Quarterly blog on Medium on the Impact project and progress (provides detail on process and results) - Blog/features on external publications promoting Impact - Create FAQ for use on social media, webpages and video - Create short, shareable video content offering a glimpse into the project (key themes) encouraging people to engage with it and positioning Europeana as thought leader for Impact *Keep topic at front of mind by curating useful events/content and keeping regular contact* - Bi-Monthly blog on Pro with short project updates	Cultural heritage institutions

	- Bi-monthly newsletter curating content and telling stories - Social media posts to publicise content - Engage with Impact community on LinkedIn - Mobilise taskforce/international steering group support in sharing - Update LinkedIn welcome messages - Ask, define & tell people what the space is for - Use the community for content, ask them if we can add value to their events etc. *Regularly communicate to our key audiences relevant information to their stage in Impact* - Develop CRM funnel - Run (series of) tailored webinars for people depending on stage of their impact assessment - Target relevant audiences at key times through paid social media adverts raising awareness and encouraging downloads **Follow up** *Build contactable audience base and understanding of it* - Create forms for all entry points to increase contactable audience base: Landing page 'interest form' / download playbook form / webinar registration form / external event form - Survey sign-ups to LinkedIn group in welcome message - Survey attendees on motivation at events / workshops/ webinars - Segment 'user' subscribers from 'interested' to tailor comms - Measure confidence in framework at / following workshops / webinars	
AGM	**Preparatory** - Develop conference theme and messaging – call to action - Create dedicated Pro page - Identify relevant content based imagery - Design promotional material - incorporate sponsor logos - Create hashtag **Promotion** *Provide advance information* - Communicate Save the Date to potential audiences on Pro - Send out Call for Papers - Direct message to community - Standing item in Network newsletter - Dedicated Pro blog to announce speakers *Create awareness* - Email previous event attendees offering early bird discount - Feature on Pro banner - Add to relevant listing/news websites/groups for community - Social media posts to promote event - Create Facebook event - Google adverts	Cultural heritage institutions

	Position event and build need
	- Ask speakers to promote with their network
	- Facebook/LinkedIn demographic targeting
	- Provide tailored content that:
	  - Spotlights speakers
	  - Explains why your boss should send you to event
	  - Advises on how to get the most out of this year's event
	  - Insider's guide to presentations/City
	- Use sponsor testimonials and acknowledge sponsors
	
	On the day
	- Encourage social media participation
	
	Follow Up
	- Use sponsor testimonials and acknowledge sponsors
	- Thank you to staff, volunteers, speakers
	- Thank you to sponsors
	- Post-event blog with shared outcomes
	- Participant survey	

Ed Tech challenges	**Preparatory**
	- Select openly licensed content
	- Create case studies with previous winners
	- Develop promotional toolkit for use by partner organisations
	- Identify sectoral and specialist channels
	
	Promotion
	Multi-channel launch:
	- Europeana owned:
	  - Pro pages
	  - Social media (@Europeanalabs and @EuropeanaEU, Europeana Education Linkedin group)
	  - Editorial: Europeana Labs newsletter; Europeana Pro blog
	- Partner based:
	  - Mailing campaign to selected education and creative industries partners
	  - Cross-promotion on social media with education and creative partners
	- Sectoral:
	  - Specialist Press and social media
	  - Enthusiast press and social media
	
	Ongoing promotion (duration of application call)
	- Social media (@Europeanalabs and @EuropeanaEU)
	- Europeana Pro blogs with content highlights for inspiration and technical tips
	- Facebook ads campaign
	- Cross-promotion on social media with education and creative partners
	- Specialist press and social media
	- Enthusiast press and social media
		Educators, Creative industries

| | **Follow Up**
- Thank you for participating
- Winner announcement
- Pro blogs with winners | |

9 Implementation

9.1 Key planned activities (per market)

9.1.1 European Citizens

Activity	Timing	Channels	Expected outcome
Thematic campaign	Launch end Q3 2019 ongoing Q1-4 2020	Europeana: - Collections - End-user blog - E-News - Facebook & Facebook events - Twitter Bloggers Google AdWords Press: general, lifestyle, specialist, sectoral #AllezCulture Group Partner and Community channels	- Traffic to Europeana Collections - New users - New/improved content added to Europeana - Awareness
Promotion of Migration Online Collection Days	Q1 2018 - Q4 2018	Europeana: - Collections - End-user blog - E-News - Facebook - Twitter Bloggers #AllezCulture Group Partner and Community channels	- New migration stories submitted - Traffic to Europeana Migration - Increased awareness of Europeana

Europeana 1914-1918 Transcribathon Italy	Q1 2018 October 2018	Europeana: - 1914-1918 Collection - Newsletter - Fan Page - End-user blog - E-News - Facebook - Twitter	- Italian 1914-1918 content transcribed - Traffic to Transcribathon website
Newspapers Collections	Q4 2018	Europeana: - Collections - Pro site and blog - End-user blog - E-News - Network News - Facebook - Twitter Bloggers #AllezCulture Group Partner channels Press: specialist, sectoral	- Traffic to Europeana Newspapers - Increased engagement with the content related to newspapers - Awareness of Europeana
Manuscripts Collections	Q4 2018	Europeana: - Collections - Pro site and blog - End-user blog - E-News - Network News - Facebook - Twitter Bloggers #AllezCulture Group Partner channels Press: specialist, sectoral	- Traffic to Europeana Manuscripts - Increased engagement with the content related to manuscripts - Awareness of Europeana
GIF IT UP 2018 (GIF making contest)	Q1 2018 October 2018	Europeana: - Collections - End-user blog - E-News - GIPHY - Facebook - Twitter - Creative bloggers	- Increased traffic to openly licensed material on Europeana - Increased downloads - Awareness of Europeana - Increased

		OpenGLAM Tumblr The Ministry of GIFs Reddit Public Domain Review Open Culture	- awareness of copyright - Creative use of content
Europeana Advent Calendar	Q4 2018 December 2018	Europeana: - Collections - End-user blog - E-News - Facebook - Twitter - Bloggers	- Traffic to winter festivities related content on Europeana - Increased returning visitors
#ColorOurCollections	Q1 2019 February 2019 Q1 2020 February 2020	Europeana: - Collections - End-user blog - E-News - Facebook Fan page - Twitter main - Partner/stakeholder channels	- Downloads of Europeana Colouring Book - Use of openly licensed material - Awareness of Europeana and a selected theme
Women's History Month	Q1 2019 March 2019 Q1 2020 March 2020	Europeana: - Collections - End-user blog - E-News - Facebook - Twitter	- Traffic to collections content related to key female figures - Awareness of Europeana and women in history
Museum Week	Q2 2019 April 2019 Q2 2020 April 2020	Europeana: - Collections - End-user blog - E-News - Facebook Fan page - Twitter main - Pro blog - Partner channels	- Traffic to Europeana Collections material on specific themes - Awareness of Europeana and digital cultural heritage

9.1.2 Cultural heritage institutions

Activity	Timing	Channels	Expected outcome
Publication Impact Playbook V2	Q4 2018	Pro Blog Medium Industry blogs Twitter LinkedIn Facebook / #AllezCulture	- Increased interest in measuring impact within cultural heritage sector - Use cases

Activity	Timing	Channels	Expected outcome
group Impact Newsletter			
Europeana Publishing Framework Update	Q4 2018	Europeana: Pro site & blogs Network Newsletter LinkedIn Twitter	- Clarity about the relationship between Europeana and CHIs contributing content - Increased interest in contributing content to Europeana /improving its quality
RightsStatements.org	From Q2 2019 and Q2 2020	Europeana Pro Europeana Copyright newsletter LinkedIn group Twitter @copyright and main account	- Awareness of the consortium and Europeana - Increase traffic to the website - Improve accuracy of rights statements

9.1.3 Education

Communications plans for the promotion of Europeana in education will be developed by EUN (as per MS1.25 Communication plan for the promotion of Europeana in education of the implementation plan) and EUROCLIO (in line with the communication strategy published in February 2018). The timing and nature of the actions will reflect the plans of the respective partners.

Activity	Timing	Channels	Expected outcome
Open Education Week	Q1 2019 Q1 2020	Europeana: - Pro pages & blog - Twitter @Europeanalabs and main Education Linkedin group - Europeana Labs newsletter - Targeted mailing campaign to selected education and creative industries partners	- Increase awareness of Europeana within Education sector - Reuse of Europeana material

9.1.4 Academic research

Activity	Timing	Channels	Expected outcome
Research grants	Q4 2018 Q4 2019	Europeana: - Pro site and blog	- Research projects using Europeana

		Channels	Expected outcome
		- Network News - LinkedIn - Twitter - Bloggers - #AllezCulture Facebook group - Partner channels - Sectoral press	content - Increased awareness of Europeana within academic community

9.1.5 Creative industries

Activity	Timing	Channels	Expected outcome
The ARTS+	Q4 2018 October 2018	Europeana: - Pro/ Labs blog - Network newsletter - Labs newsletter - Twitter main & @ EuropeanaLabs - Facebook - Collections - Fashion Partner channels: - Frankfurt Book Fair event calendar - Art Plus Facebook and Instagram - THE ARTS+ newsletter - Art Plus Twitter Sectoral and specialist press	- New reusers of Europeana content - Awareness of Europeana within creative industries
MashUp Festival	Q1 2019	Europeana: - Pro/ Labs blog - Network newsletter - Labs newsletter - Twitter main & @ EuropeanaLabs - Facebook - Collections Partner channels - MashUp - Arte Sectoral, specialist and enthusiast press	- New reusers of Europeana content - Awareness of Europeana within creative industries
Europeana	Q1 2019	Europeana:	- New reusers of

Challenges	Q1 2020	- Pro/ Labs blog - Network newsletter - Labs newsletter - Twitter main & @ EuropeanaLabs - Facebook - Collections - Fashion	Europeana content - Awareness of Europeana within creative industries
Match Funding	Q2 2019 Q2 2020	Europeana: - Pro/ Labs blog - Network newsletter - Labs newsletter - Twitter main & @ EuropeanaLabs - Influencers - LinkedIn - Facebook - Collections Sectoral and specialist press	- New reusers of Europeana content - Awareness of Europeana within creative industries

9.2 Recurring activities

Activity	Frequency	Channels	Expected outcome
Europeana Business Plan	Annual Q1 2019 Q1 2020	Europeana: - Pro site & blogs - Network Newsletter - Quarterly Update - LinkedIn - Twitter - Communicators Group - Targeted mailings	- Partners and stakeholders informed about Europeana's activities for the coming year
Europeana Annual Report	Annual Q2 2019 Q2 2020	Europeana: - Pro site & blogs - Network Newsletter - Quarterly Update - LinkedIn - Twitter - Communicators Group - Targeted mailings	- Partners and stakeholders informed about the activities from the previous years and their results
Virtual exhibitions	Monthly Q4 2018	Europeana Collections Europeana Fan pages and relevant Twitter accounts E-News End-user blogs Partner channels	- Increased traffic to Europeana Collections - New users interested in specific topics

|		Pro insight blogs(partners)	
Facebook posts and Tweets	Daily	Europeana Fan pages and relevant Twitter accounts	- Engagement with Europeana content - Traffic to Europeana
LinkedIn updates	Weekly	Europeana LinkedIn page and group	- Traffic to Europeana Pro - Awareness of Europeana among culture professionals
#GalleryOfTheWeek	Weekly	Europeana Collections Europeana Fan pages and relevant Twitter accounts End-user blogs	- Traffic to specific galleries - Engagement of CHIs and end users
Cover image voting	Monthly	Europeana Collections Europeana Fan pages and relevant Twitter accounts E-News End-user blogs	- User engagement - Attention on a specific theme - Traffic to shortlisted records
Newsletters	Monthly Bi-monthly Quarterly	Europeana eNews Europeana Network Communications Group Labs Impact Copyright Europeana Update Europeana 1914-1918	- Awareness of Europeana - Traffic to specific pages on Europeana Collections and Europeana Pro - Engagement
Promotion of the editorial pieces via Facebook campaigns	Ongoing /according to content publication	Europeana Fan pages Paid FB ads	- Traffic to curated content of Europeana collections - Specific audiences based on interest/behaviour - Awareness of Europeana
SEA activities	Ongoing	Google AdWords	- New users - Direct traffic by people searching for content of specific type/theme

10 Implementation Overview

A detailed planning of activities including audiences, channels, expected outcomes and timings are further described in the Europeana DSI-4 Communication and dissemination indicative plan[4].

11 Budget

The communications budget for Europeana DSI-4 reflects and supports the overall communications aim - to raise awareness of Europeana and its services, and with regard to specific objectives to increase use of and engagement with Europeana Collections and content, as demonstrated by increased traffic to Europeana and associated KPIs 4.1 Traffic on Europeana Collections, 4.2. Engagement on Europeana products: returning visitors. Costs will be subject to final approaches and activities and, other than key standing costs, are necessarily indicative. Costs forecast are, where relevant, based on previous expenditure for similar activity.

CATEGORY	Expected amount (EUR)
Promotion	**80000**
Traffic generation - social marketing	36000
Traffic generation - SEA	36000
Facebook event recruitment	3000
Retargeting/lead generation - testing	2000
Other/TBD	3000
Thematic Campaign	**50000**
PR/Editorial	30000
Video	5000
Other public engagement activities/TBD	15000
Promotional material and design	**20000**
Contest prizes	3000
Branded material	7500
Collateral	5000
Other/TBD	4500

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[4] https://docs.google.com/spreadsheets/d/1ngSdfN3B-MmTy1_8An6YT7Zfwpkdywbg0GSH56YdIjQ/edit

Promotional mater... 13.3%

Promotion 53.3%

Thematic Campaign 33.3%
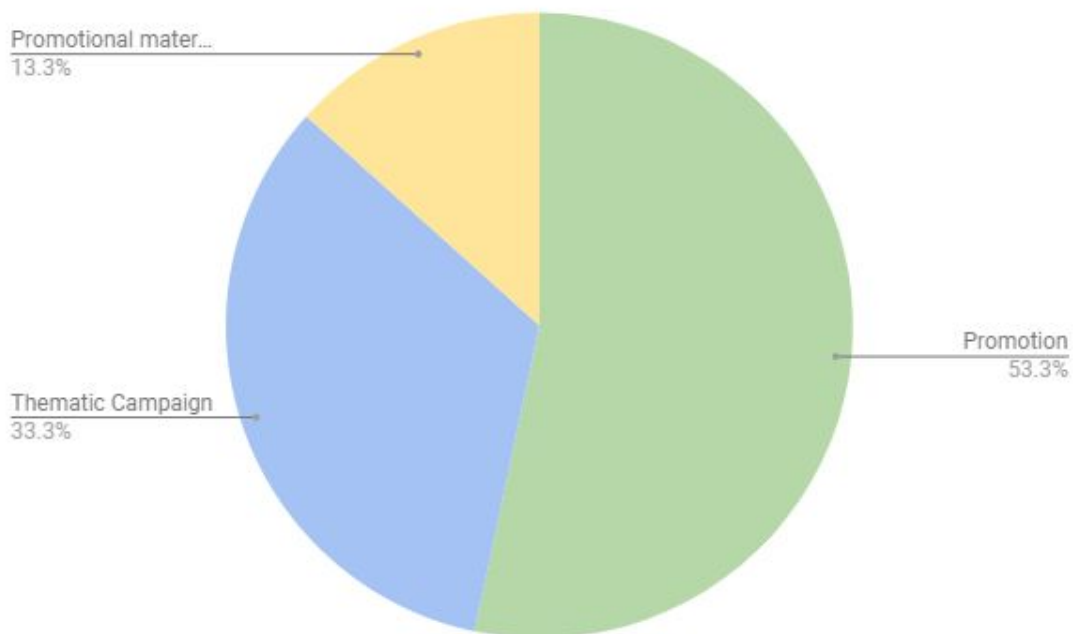
12 Metrics & evaluation

12.1 Key Performance Indicators (KPIs)

KPI id	Related to task	Description	Measured by	Expected progress	
				Y1	Y2
4.1	4.1	Traffic on Europeana Collections	Number of visits to europeana.eu per month	500,000	550,000
4.2	4.1	Engagement on Europeana products: returning visitors	Returning visitors on Europeana thematic collections	30%	30%
4.3	4.1	Engagement on Europeana products: downloads	Total number of downloads on Europeana products during the contract period	180,000	Y1 + 240,000
4.4	4.1	Engagement on Europeana products: click-throughs	Total number of click-throughs during the contract period	800,000	Y1+800,000

3.1	3.2	Reach of Europeana data on third parties	Total number of impressions from third parties	150 million	Y1 + 170 million
3.2	3.2.2	Reach of Europeana data on social media	Total number of impressions on social media (Facebook, Twitter, Pinterest)	82 million	Y1 + 82 million

12.2 Approach

Europeana will apply a 'closed loop' approach to analytics for communications, feeding emerging patterns and lessons learned into ongoing and future activities. Direct feedback from users either from user surveys or comment is a core element of this.

Communications and promotional activities will set individual goals and measurements in the context of the overarching communications objectives. Metrics adopted will reflect the nature of activity and channels adopted.

Social Media
The performance of social media channels is tracked using the native analytics tools of each platform. Additionally, we use external monitoring tools such as followthehashtag, SumoRank, and Tailwind.

Traffic
We use Google Analytics for all traffic-related tracking on Europeana Collections in general, thematic collections and other curated elements such as galleries; and also for Europeana Pro.

Press
The impact of PR and media focused activity is measured through media monitoring. This comprises media mentions, editorial tone, influence of publication and/or journalist/blogger.

All online media mentions are captured through a monitoring service and Google alerts and captured in a media monitoring table (available on request). Europeana shares and promote key coverage with our professional audiences via the In The News[5] section on European Pro, directly with relevant partner institutions and through the Europeana Communicators group.

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[5] https://pro.europeana.eu/page/europeana-in-the-news