



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

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**DELIVERABLE**

## D.1 Communication and dissemination plan M27

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# REVISION HISTORY AND STATEMENT OF ORIGINALITY

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## Introductory context

The Europeana communication and dissemination approach supports the realisation of organisational objectives as set out in the Europeana DSI-4 Tender and the subsequent, related Implementation plan M24. Activities address specific communication and marketing objectives and support the communication and promotion of objectives in other areas. The approach also reflects, supports and promotes the goals of the Europeana Strategy 2020-2025<sup>1</sup>.

The approach set out in this plan continues to recognise and build upon the close and fruitful working relationship with the Europeana Network Association (ENA) and the Europeana Aggregators' Forum (EAF). These bodies amplify and enhance the work to increase awareness, use of and participation in the Europeana Core Service Platform (CSP).

The communication and dissemination approach is strategic in nature, and its implementation is built upon a joined-up approach to communications and dissemination embedded in all Europeana activities.

A strategic approach necessarily takes into account the socio-political landscape in which Europeana operates. Due to the COVID-19 pandemic, 2020 has been an unexpected year of challenge and change for all. In terms of communication and dissemination, it has had a substantial impact in that not only the means of communication but the actual activities undertaken, in terms of relevance, need and focus have had to be reconsidered.

The pandemic is challenging but it has also highlighted the role of culture in society and the importance of digital to how we communicate and engage with each other. It has also highlighted the contribution of the cultural sector to Europe's future. All of which are relevant to the messaging and activities that have been undertaken over this reporting period and to plans for the upcoming period.

The ongoing situation has offered opportunities for collaboration, for innovation and for a keener practical understanding of the challenges that institutions and citizens alike can face with digital cultural heritage, even when they are keen to engage with and through it. Responsiveness, flexibility and collaboration have emerged as key characteristics of the necessary approach developed over this period.

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<sup>1</sup> <https://pro.europeana.eu/page/strategy-2020-2025-summary>

# Section 1: Approach

## Objectives

The aim of Europeana's communication and dissemination efforts is to ensure understanding of the role of the Europeana Initiative in the digital transformation of the cultural heritage sector, and its value and services across key markets. Specifically, this activity contributes to creating the conditions through which the strategic objectives of the Europeana DSI-4 Tender and Europeana Strategy 2020-2025, can be achieved and supported.

To support the strategic objectives of the Europeana DSI-4 Tender, the key communication and dissemination objectives are to:

- Communicate and reinforce the value proposition of Europeana towards the digital transformation of the cultural heritage sector.
- Demonstrate the value of the Europeana Initiative to national infrastructures.
- Reinforce the value of related European projects on digital transformation in the cultural heritage sector.
- Raise awareness of the Europeana Foundation, Europeana Network Association and Europeana Aggregators' Forum.
- Develop and strengthen connections with cultural heritage professionals.
- Increase traffic to the Europeana website.<sup>2</sup>
- Increase the user return rate to the Europeana website.

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<sup>2</sup> <https://www.europeana.eu/>

## Strategy and tactics

Europeana's communication and dissemination objectives will be supported by employing a strategic, coherent and coordinated approach to planning and activities across areas and audiences. This is informed by clear and consistent organisational messaging and narrative, targeted to the relevant audience segment.

Key strategic approaches that will support the objectives include:

### **Promoting relevance and amplifying engagement**

- Build an audience-focused approach
- Develop a centralised holistic approach to use of channels<sup>3</sup>
- Experiment with editorial and social media through new forms, formats, and partnerships
- Amplify role of, and relationship to, emerging communities (e.g. education community)

### **Demonstrating value**

- Employ an evidence-based approach to demonstration of value
- Develop strong narratives, based on key messages, to support the Europeana story
- Connect messages and values to delivery through content
- Reinforce the 'rewarding' aspect of working with Europeana for CHIs
  - Increase the visibility of tools, resources and services
  - Increase visibility of project partnerships and related outputs
- Build shared ambition for Europeana with stakeholders

These key approaches will be applied consistently across audiences and activities as relevant. Audience-specific plans outlining delivery are set out in the following documents: Partner Development MarComms strategy, plan and roadmap (available on request); Implementation plan M24.

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<sup>3</sup> Channels employed in the approach and per audience are listed in [Annex 1](#).

# Audiences

Communications and dissemination efforts target cultural heritage institutions, professionals who work within and around them, their key markets for content, and other stakeholders in the sector's digital transformation, both at European and national level. Within those markets and stakeholder groups, audiences are identified as below:

## Markets

- Cultural heritage institutions
  - Cultural heritage professionals
- Professionals working in (or with an interest in) tech, research, education, impact, copyright and communications
- European society<sup>4</sup>
- Education<sup>5</sup>
  - Pan-European education organisations, networks and platforms
  - Ministries of Education and/or Culture
  - Teachers and educators
- Research bodies and professionals
- Creative industries

## Stakeholders

- EU level: The European Parliament, The European Council
- Member States (MS)
- Europeana Aggregators' Forum (EAF)
- Europeana Network Association (ENA)
- Other European cultural networks

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<sup>4</sup> Europeana strives to extend the reach of cultural heritage content to European society but in practice the digital audience is global.

<sup>5</sup> We will work to support selected educational partners (EUN, EUROCLIO, eTwinning, OEC) on cross-promotion and joint community outreach campaigns to this market, in line with the DSI Implementation Plan.

## Key messages and narratives

Consistent messaging across all Europeana communications is important to raise knowledge and awareness of the work done and the value provided by the Europeana Initiative, as well as to strengthen the Europeana brand.

Europeana's key messages relate to the vision, mission and priorities of the Europeana Strategy 2020-2025 and the work that is carried out under the DSI-4 Implementation Plan M24. The messages express the essence, benefits and positioning of the Initiative in concrete terms.

Developing strong and clear narratives building on these messages, focusing on priority areas of work and targeted to audiences, will be a key element of telling the Europeana story.

### Europeana Initiative vision

Europeana imagines a cultural heritage sector powered by digital and a Europe powered by culture, giving it a resilient, growing economy, increased employment, improved well-being and a sense of European identity.

### Europeana Initiative mission

Europeana empowers the cultural heritage sector in its digital transformation. We develop expertise, tools and policies to embrace digital change and encourage partnerships that foster innovation. We make it easier for people to use cultural heritage for education, research, creation and recreation. Our work contributes to an open, knowledgeable and creative society.

### Europeana Initiative key messages

Five key messages, with sub-messages, were formulated and introduced to the organisation - both the editorial team and wider colleagues - in this period. They have been applied across Europeana Pro, and work will continue to ensure they are applied across all strategic communications in future.



The messages are set out below. A comprehensive slide deck<sup>6</sup> is also available and includes a range of proof points (evidence, statistics, quotes) to illustrate each message, demonstrating what is unique and beneficial about the Europeana Initiative.

The key messages can be used as a reference point by members of the Initiative when writing about, presenting or answering questions about Europeana.

## **Five key messages**

### We collaborate

- We bring together cultural heritage professionals from all domains and from all of Europe.
- We take part in partnerships and funded projects that develop digital solutions for sharing and using cultural heritage.

### We advocate

- We provide the cultural heritage sector with a voice advocating for better digital practices.

### We reach audiences

- We provide opportunities for cultural heritage institutions to connect with existing and new audiences online.
- We develop opportunities for audiences to use and work with culture digitally, and for their own stories to become part of Europe's history.
- We help institutions to use digital technology that ensures that online cultural heritage is accessible, traceable and trustworthy.
- We develop opportunities for institutions to connect their collections to other services, sites and applications.

### We build capacity

- We provide opportunities for institutions and individuals in the cultural heritage sector to develop their digital skills and practice.

### We build technology

- We develop and maintain technical solutions for showcasing, sharing and using digital cultural heritage.

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<sup>6</sup> Available on request.

- We build partnerships with technology organisations that foster and promote innovation in the cultural heritage sector

## Tools related to key messages

To support colleagues and partners to deliver consistent messaging, we develop, maintain and promote strategic communication tools. These tools are available via the 'About Us' section of Europeana Pro and reviewed and updated periodically.

The Europeana tone of voice is defined as 'welcoming, inspiring and intelligent' and applies to all communications from strategic documentation to Pro and collections editorial.

A Europeana Essentials slide deck was developed in this period. The slide deck puts the key messages into action to tell the story of Europeana. The Europeana Essentials slide deck is a resource which provides an overview of the work undertaken by the Europeana Initiative. It is intended to support anyone who is presenting work on or with Europeana, and helps to give an overview of the areas the Initiative is engaged in. This slide deck is available on Europeana Pro and has been introduced to colleagues in the Foundation as well as promoted online to our ENA audience.<sup>7</sup>

Foundation staff and Initiative partners are supported in their editorial contributions to Europeana through both workshops and written guidance. This helps them to contribute productively and efficiently to both Pro and collections editorial and to build their capacity in professional writing more generally.

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<sup>7</sup> Europeana Essentials Slidedeck is available at <https://pro.europeana.eu/page/europeana-essentials-slidedeck>

## Budget

The communications budget for Europeana DSI-4 reflects and supports the overall objectives and KPIs as stated in this document.

Costs will be subject to final approaches and activities. Costs forecast are, where relevant, based on previous expenditure for similar activity. In this DSI year, to reflect planned approaches we have attributed specific budget to Partner Development and Stakeholder promotion and development activities, and we'll include learnings in the M36 deliverable.

<b>Activity</b>	<b>Amount (EUR) Per year</b>
Seasons (1.4)	15,000
Recurring activities (1.4)	15,000
Daily engagement with users (1.4)	3,000
Experiments/tests (1.4)	7,000
Branding and Design and documentation (3.2)	10,000
Partner Development (PRO) market promotion & dissemination (3.2)	10,000
Stakeholder communication, promotion and dissemination (3.3)	10,000
<b>TOTAL</b>	<b>70,000</b>

## KPIS and measurement

As marketing and communications professionals working across the organisation and communications spectrum, we adopt a 360 degree approach to evaluating our communication and dissemination activities. Feeding campaign results, emerging patterns and lessons learned into ongoing and future activities is central to this approach.

Whilst all of our work supports organisational KPIs, we directly address the following key organisational KPIs and reporting metrics:

### **KPI 1.1 Traffic to Europeana website**

### **KPI 1.2 Returning visitors to Europeana website**

### **KPI 1.6 Reach on social media**

RM 1.1 New visitors to the Europeana website

RM 1.15 Newsletter subscribers

RM 1.16 Social media engagement

RM 1.17 Social media followers/fans

### **KPI 3.3 Growth of Europeana Network Association members**

RM 3.2 Participants attending events for professionals

RM 3.15 Traffic to Europeana Pro

RM 3.16 Returning visitors to Europeana Pro

RM 3.17 New visitors to Europeana Pro

RM 3.18 Satisfaction rate for Europeana Pro

These are reported in the relevant documents, for example the bi-monthly B.2/B.3 Periodic reports and C.2/C.3 Users and Usage reports<sup>8</sup>. We also set individual communications and marketing goals and measurements in the context of the overarching communication and dissemination objectives and related KPIs. Metrics adopted reflect the nature of activity and channels, and individual marketing plans also include benchmarks and informal KPIs relevant to the objectives of that specific activity and linked to the overarching objectives.

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<sup>8</sup> Reports are available on the Europeana DSI-4 project page in the document section.  
<https://pro.europeana.eu/project/europeana-dsi-4>

## Section 2: Evaluation, learning and planning

### Learnings in unexpected times

Learning over this reporting period can loosely be grouped into two different categories, those learnings from planned approaches and experimentation and those from unexpected challenges or opportunities. However COVID-19 has impacted each category, shaping responses, needs and responsiveness from cultural heritage professionals and citizens alike.

Repeated themes emerging generally in learnings include areas such as:

- Resources
  - Focusing resources on areas of content creation and proactive promotion increases engagement.
  - Ongoing successes, continuing with successful experiments and increased engagement all require additional resources to be maintained.
- Relevance
  - Topical themes directly relevant to the sector appeal beyond the Network, helping to raise awareness and increase engagement. Providing a tangible offer is also important.
- Rewarding
  - Enriching the editorial offer by connecting to other activities such as Generic Service projects or inviting partners and institutions to contribute directly also has the benefit of being perceived as rewarding by the external partners.

Directly in relation to COVID, there has been a strong increase in the explicit expression of interest in collaboration and engagement - between and with professionals, and also with partners. All of which has fostered increased communication, innovation, responsiveness and flexibility in approaches over this period.

### Europeana Pro

The redesigned Europeana Pro<sup>9</sup> was launched in March 2020. All of the text on pages which sit immediately under the website's information architecture were reviewed and refreshed

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<sup>9</sup> <https://pro.europeana.eu/>

based on input from relevant stakeholders across the Europeana Initiative and feedback from user testing.

Working to the Europeana Pro strategy, a cross-team involving colleagues from across the organisation maintains, updates, trouble-shoots and steers ongoing work on Pro. On a monthly basis we use Google Analytics, heatmaps and other resources to monitor KPIs against the specific objectives for Pro, and use this to inform our work in updating the site.

## Overarching work on Europeana Pro

### **Evaluation and learning on overarching work on Europeana Pro and the homepage**

Since launch, month vs month traffic has been higher in 2020 than 2019, and the returning visitor rate has stayed over 30%. In July/August 2020, visitors scored Europeana Pro a very healthy NPS score of 42. Over the reporting period, Europeana Pro recorded its three highest months for traffic. Traffic now successfully goes to the priority areas as set out in the information architecture ('About us', 'Join the network' and 'Share your data') and as a result, we are seeing an increase in other metrics. An example of this is an increase in new Europeana Network Association members following capacity building workshop events.

Pro performs better when resources are dedicated to content-generating activity and promotion. For instance, at the start of 2020 traffic was down on 2019 as we were dedicating most of our time to redesigning/writing Pro. Since launch, the highest months have been the months we have had significant work to promote - our Covid-19 response, capacity-building work and Europeana 2020.

### **Planning for overarching work on Europeana Pro**

We will continue to monitor Pro against our KPIs and in early 2021 we will review and update our strategy to reflect trends and learnings. Alongside general maintenance and keeping content up-to-date in 2021 we plan to:

- Undertake a user survey to help us better understand our audiences and their needs
- Review and improve accessibility and page speed
- Improve search functionality
- Improve code quality
- Continue to track, monitor and update Pro to ensure it is relevant and responsive to our audiences needs

- Continue to review and update editorial across the website
- Offer guidance and support for the creation of new content on Pro to ensure a central editorial oversight of information.

## Services and tools

In 2020, we built a ‘Services and tools’<sup>10</sup> section to highlight our, and our project partners’, offer to cultural heritage professionals. We have split this section into two.

The Services section focuses on key areas of work, such as impact, research and education, alongside new areas developed against our strategy in response to the world around us. For example, 2020 has seen us build dedicated sections around COVID-19 and capacity-building.

The Tools section highlights practical tools from the Europeana Initiative that can be used to support the work of cultural heritage professionals. These include the Europeana API, curated datasets, the Europeana Essentials slide deck and outcomes from projects Europeana has partnered in.

### **Evaluation and learning on services and tools**

Europeana’s COVID-19 section<sup>11</sup> was designed as a resource hub for professionals in the sector as a response to the crisis. Individual pages were curated to showcase wider examples of tools, resources, best practices and other information from across the sector. Additionally, six news posts were published on Europeana Pro News covering Europeana’s response to the crisis, ideas for digital engagement and support for cultural heritage professionals. Between March and June 2020, these pages and posts received over 21,000 views (around 7% of all total page views in this period).

The separate capacity-building section<sup>12</sup> was introduced around the ‘Digital Transformation in the time of COVID-19’ workshops held in June 2020. In May 2020 we undertook promotion of the workshops themselves, to raise awareness of our work in this area and encourage participation. Our Pro News article publicising the workshops received nearly 2,000 views, and there were 154 applications for 60 spaces. The workshops were open to Europeana Network Association (ENA) members only. Nearly one-third of applicants were not ENA members when applying, and the positive benefit of such an activity in raising

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<sup>10</sup> <https://pro.europeana.eu/about-us/services-and-tools>

<sup>11</sup> <https://pro.europeana.eu/page/working-with-you-and-for-you-in-the-time-of-covid-19>

<sup>12</sup> <https://pro.europeana.eu/page/building-digital-capacity>

awareness of the network is reflected in 125 applications to join in May 2020, the highest of the year. Other months in which we conducted similar levels of promotional activity also showed high levels of applications. For example, in April (our initial COVID response) and September (the Europeana 2020 Call for Proposals) there were 98 and 97 applications respectively. For comparison, our lowest month for applications was January with 40.

Visits to the individual Tools pages are lower than those to Services and have not been the focus of promotional campaigns such as those detailed above. It is clear that without promotion, these pages will not receive high visitor numbers, and this is something we will look to address in the coming year.

### **Planning on services and tools**

In 2020, we aim to further develop this section to reflect our offer to cultural heritage professionals. We have established criteria and a process to create, curate and promote new tools in this section, and will continue to add relevant outcomes from projects and other appropriate resources throughout 2020. We will continue to monitor visits to these pages and highlight services and tools where appropriate throughout Europeana Pro. We will also explore approaches to promote services and tools to raise awareness of our offer to cultural heritage professionals. We will look at how we can gain a better understanding of what users look for on the page and whether we need to make the distinction between the two offers clearer.

## Projects and partnerships

This year we have worked with the Europeana Foundation Programme and Business Development team to create and curate 'Projects'<sup>13</sup> and 'Partnerships'<sup>14</sup> sections on Europeana Pro. These showcase all of the projects in which Europeana is involved, along with domain, research and education partnerships. All Generic Services projects now have their own individual pages, providing a comprehensive overview of their work. Generic Services projects have been promoted through regular Europeana Pro News pieces focusing on project achievements and announcing projects awarded in new calls. These posts are promoted on social media and in the Europeana Network Association newsletters, and draw attention to specific project pages. We also promoted the Europeana Generic Services 2020-1 call in April/May.

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<sup>13</sup> <https://pro.europeana.eu/about-us/projects>

<sup>14</sup> <https://pro.europeana.eu/about-us/partnerships>



## **Evaluation and learning on projects and partnerships**

We promoted the Generic Services call with a Europeana Pro News piece shared throughout the call on social media, in the Europeana Network Association newsletter and the Europeana Pro homepage. Over the duration of the call, the piece received 2,848 views, and was the fifth most-viewed post published on Europeana Pro News this year. The call registered the biggest diversity of participating institutions and countries (seemingly) thanks to the EF outreach and promotion of the calls.

An FAQ page<sup>15</sup> was published several weeks after the Pro News post was published, and received far fewer views (202 views over the project call). In future calls, we should aim to update and include the FAQ page in publication earlier in the call.

## **Planning for projects and partnerships**

In the coming year we will monitor views of the 'Projects' and 'Partnerships' sections, and add new projects and partnerships to these pages as appropriate. We will also publish editorial related to Europeana Generic Services projects (and other relevant projects) through Europeana Pro News, which will highlight and promote the projects themselves as well as their individual pages on Europeana Pro.

We will repeat the process we followed to promote this year's Generic Services call in future calls, taking into account learnings from 2020.

## **Europeana Network Association (ENA)<sup>16</sup> and Community pages<sup>17</sup>**

Following launch we worked with our network team and relevant community managers to improve the user journey and experience. We held key messaging workshops to better understand the selling points of each community. This informed our work updating the pages and design to offer a consistent and streamlined user experience and make the key call to action of joining the network visible and easy to understand. We also supported our Network and Policy Officer in communicating the Network Association membership renewal campaign between April and October.

## **Evaluation and learning of ENA section**

We track monthly visits to these pages and numbers joining each community. Membership of the communities has increased across the board over 2020, and the membership

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<sup>15</sup> <https://pro.europeana.eu/page/generic-services-faqs>

<sup>16</sup> <https://pro.europeana.eu/network-association/sign-up>

<sup>17</sup> <https://pro.europeana.eu/network-association/communities>

campaign was a key driver of this. For example, in the past year (October 2019 - October 2020) we saw a 100+% increase of community membership for all communities with the exception of EuropeanaTech. As Tech is the oldest and largest community, it is unsurprising that the membership drive had less effect, but it still saw a 47% increase in numbers during this period.

### **Planning for ENA section**

We plan to undertake market research of other network associations and review our key messaging for joining the ENA and its communities. We have also planned to explore new approaches to raising awareness of the Europeana Initiative and drive membership of the ENA.

## Europeana Pro News<sup>18</sup>

### **Evaluation and learning on Europeana Pro News**

Through Europeana Pro News we share news and communicate activities around the digital transformation of cultural heritage inside and outside of the Europeana Initiative. In 2020 we have implemented the approach to Europeana Pro News set out in the Pro strategy. This has included a thematic approach to planning content, with monthly and bi-monthly themes focusing on different topics. From February 2020 - October 2020, Europeana Pro News covered the following themes and had the following views (unless otherwise stated, views are from date of publication - 31 October 2020):

- Public domain (6 posts 9,430 views; 5,665 views came from the popular post 'Paris Musées embraces open access')<sup>19</sup>
- 3D and the cultural heritage sector (8 posts, 4,680 views)
- New Europeana websites (3 posts, 1,126 views)
- Strategy 2020 - 2025 (4 posts, 996 views)
- Discovering Europe (6 posts, 2,313 views)
- Strategy in Motion (5 posts, 1,786 views)
- Europeana 2020 (4 posts, 6,003)<sup>20</sup>

The following series ran throughout this period:

- Professionals in Focus (7 posts, 1,230 views)

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<sup>18</sup> <https://pro.europeana.eu/page/news>

<sup>19</sup> Note that this theme ran across January and February 2020.

<sup>20</sup> Note that views of this post are measured until 13 November 2020, the final day of Europeana 2020, as they were promoted throughout the event.

- Digital transformation in time of COVID-19 (9 posts, 6,190 views)

In addition to focused themes, through Europeana Pro News we also regularly publish posts on other topics of interest to our audience of cultural heritage professionals which share knowledge from around the sector, inform about activities taking place across the Europeana Initiative, and inspire with examples of best practice. We record the first seven-day views of each post, and taken cumulatively for the period February - October 2020, these first seven-day views total 35,840, a 15% increase on the same period for 2019 (31,019). We have seen that Pro posts related to topics on copyright are consistently popular, as are posts which relate to initiatives taken across the cultural heritage sector as a response to COVID-19, and posts which offer readers a tangible offer (for example, the Generic Services call).

We receive regular requests from staff and partners to publish posts through Europeana Pro News, suggesting that it is seen as an effective and popular channel through which to share news from the Europeana Initiative and of interest to the wider sector. To be able to effectively respond to these requests, we have learned that flexibility in the planning calendar is important to effectively manage volume of content, as well as provide space to react to timely and unexpected events. For this reason, while a thematic approach remains an effective way to ensure consistent and relevant content for Pro News, some themes now run over two months instead of one. This also allows us to align with longer-running initiatives from other parts of the organisation - for example, the Discovering Europe season (which ran from May - October) was a theme on Pro for July and August. This year we have also experimented with aligning themes with other editorial, for example, issues of EuropeanaTech Insight. The 3D theme on Europeana Pro which aligned with this was one of the year's most successful in terms of views and number of posts published.

### **Planning on Europeana Pro News**

In the coming year we plan to:

- Align themes and series on Pro with other editorial across Europeana; for example, we will run a 'Sports' series alongside the Europeana season, and look at aligning themes with further planned issues of EuropeanaTech Insight.
- Respond to the popularity of topics related to copyright and repeat a thematic focus on the public domain on Europeana Pro news in January 2020.
- Create an insight repository to evaluate the previous year's editorial activity in more detail, and allow internal stakeholders to more easily access the viewing figures of posts they worked on.

- Continue to monitor and track views to individual Pro News posts and introduce monitoring of engagement with them on social media.

## Events

### Europeana 2020

Due to the developing situation with COVID-19, we postponed our planned promotional events of Europeana 2020 due to start from early March 2020. Once it became clear we would be unable to host a physical event in 2020, substantial work was required to plan an online event in its place. This delayed promotional activities for Europeana 2020. Europeana 2020 promotion launched with the 'save the date' in June 2020, and August 2020 saw the announcement of our first speaker and work to position and launch the call for proposals<sup>21</sup> in September 2020. We created a detailed marketing plan to promote the call for proposals, ticket sales, and to draw attendance to the conference.

#### **Online events**

We refreshed and updated the 'Events'<sup>22</sup> section on Europeana Pro and created a new dedicated 'Webinars'<sup>23</sup> section. The Events page now prominently highlights the Europeana annual conference, and allows users to browse events from the sector based on whether they are online or physical. Users can also submit their own events to be considered for inclusion. The page highlights the newly created Europeana online events guide as well as the new section for webinars. This webinars page brings together recordings of past webinars and relevant information as a static resource for cultural heritage professionals.

#### **Evaluation and learning of event promotion**

Through our activity for Europeana 2020 we generated over 100 applications for our call for proposals, nearly 1,700 bookings for Europeana 2020 and very healthy attendance on all three days. The technology does not tell us how many of these individuals attended but the morning and afternoon sessions all averaged around 300 attendees so we can assume the total number of attendees well exceeded 500 on each day. Europeana 2020 trended on Twitter twice during the conference, during the first morning and during the digital aperitivo hosted by the Communicators community. Insight from the number of session attendees will help to inform planning for our digital events programme in 2021.

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<sup>21</sup> <https://pro.europeana.eu/page/conference-call-for-proposals>

<sup>22</sup> <https://pro.europeana.eu/about-us/events>

<sup>23</sup> <https://pro.europeana.eu/page/webinars>

Our promotional activity has supported a high level of interest in online events, with over 1,800 people attending our webinars since April. Europeana Pro posts introducing webinar series have comparatively high numbers of views. Between publication on 24 August - 31 October, the post 'Copyright when sharing data with Europeana - introducing a new webinar series' received 2,990 page views and was the fourth most-viewed Pro News piece published this year. Between publication on 24 September - 31 October, the post 'Understanding the impact of digital cultural heritage in digital transformation - join our webinar series' received 892 views; it received 481 in the first week it was published, the highest viewing figure of any post published that week and the two previous weeks.

### **Planning for event promotion**

We now have experience of promoting both large-scale physical and digital conferences, so we will be well-placed to use our learnings whatever format Europeana 2021 takes. In 2021 we will:

- Complete a full analysis of our promotional activity for Europeana 2020 in December and January and outcomes will inform planning for Europeana 2021.
- Plan and conduct promotion of Europeana 2021.
- Continue to add and maintain the events and webinars pages and monitor and track views of the pages to understand audience interest.
- Promote webinars as a valuable resource offered by the Europeana Initiative, and create a process to streamline promotion of individual webinars on social media and other relevant/targeted channels.

### **Europe Day webinar**

Europeana and Europa Nostra, acting in conjunction with the European Heritage Alliance held a webinar to mark the 70th anniversary of the Schuman Declaration. The event aimed to highlight how cultural heritage can be a powerful catalyst for the future of Europe. The webinar brought together high-level representatives of all the EU Institutions in open conversation with representatives of Europe's cultural heritage world. Working closely with colleagues at Europa Nostra we devised a communication plan to promote the event before, during and after the event, including dedicated social media on the day.

### **Evaluation and learning of Europe Day webinar**

1,000 people registered for the event (which was held on a Saturday), with an eventual audience of 500 participants comprising both members of the cultural heritage sector and institutional stakeholders. The recording of the Europe Day webinar was shared on social media and had a further 500+ views, and our Pro News article promoting the resulting manifesto had nearly 3,000 views. Our experience working with Europa Nostra gave us learnings on how to promote a digital event while it happens, and helped shape our plans for Europeana 2020 and other online event promotion, for example by scheduling content and asking for recorded videos ahead of time to watch for memorable quotes.

### **Planning for future strategic webinars**

The planning created for this webinar will be revisited in the light of any future similar events.

## Professional-specific communications

### Europeana Communicators

The aspiration for Europeana Communicators<sup>24</sup> for 2020 is to strengthen the digital cultural heritage sector by creating a community of active and engaged communicators within the Europeana Network Association. Priority areas of work are:

- **SUPPORT:** Contribute to the Europeana knowledge base by supporting the development and promotion of training resources, tools or activities.
- **UPSKILL:** Equip ENA members with digital communications skills.
- **INSPIRE:** Share examples of digital culture in action, demonstrating the relevance of Europeana to digital transformation.

### **Membership**

The community has 788 ENA members. Subscriber numbers to the communicators newsletter increased from 177 in January to 680 in September. This increase was due to a combination of greater visibility linked to a webinar series promoting the community and to changes in the way Europeana Network Association members register for a community. As of September 16, the ListServ group has 440 members, and the LinkedIn group has 220 followers.

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<sup>24</sup> <https://pro.europeana.eu/page/europeana-communicators-group>

## 2020 Highlights

- **‘Culture from Home’ webinar series.** From April to June 2020, the community organised a series of four webinars on the theme ‘Culture From Home’ focusing on the digital activities and initiatives that CHIs are implementing to reach audiences during the coronavirus pandemic. Individual sessions looked at social media (largely museums), libraries, archives and education. 500 individuals registered from 51 countries and 260 attended. More than half were not ENA members, which demonstrates a wide interest and reach. All webinars are available as lasting resources via Europeana Pro<sup>25</sup>, and a summary on Europeana Pro News<sup>26</sup>.
- **Webinar: ‘Running webinars: what we’ve learnt so far’<sup>27</sup>.** This webinar was organised by Europeana Communicators in conjunction with the EF events team. The webinar invited some of the people behind the online events that Europeana and the ENA communities have led in the past few months to share their experiences. It also shared the first version of the Europeana guide to running virtual events<sup>28</sup>. 125 people registered and 62 participated. 100% of post-webinar surveys agree that the event was interesting, useful and they would recommend it to others. The webinar is available as a lasting resource via Europeana Pro<sup>29</sup>.
- **Task force:** The community is sponsoring a Task Force - Europeana as a powerful platform for storytelling<sup>30</sup>, which began on 1 September 2020.
- **Europeana 2020 and social media:** The community contributed proposals for sessions as part of the Europeana 2020 conference, particularly to do with evening networking events, which contribute to one of our community goals - activate ENA on social media.
- **Cross-Community Cooperation:** Since May 2020, in discussion with the Europeana Network Association Management Board and Europeana Foundation Community and Partner Engagement team, the Communicators Steering Group has been liaising with each ENA community, in an informal but systematic approach to share support, guidance and collate feedback from other communities around communication. This approach will continue and has been appreciated by communities who have benefited from liaison to discuss communication approaches, lessons learnt and relevant methodologies.

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<sup>25</sup> <https://pro.europeana.eu/page/webinars>

<sup>26</sup> <https://pro.europeana.eu/post/culture-from-home-connecting-through-webinars-during-the-lockdown>

<sup>27</sup> <https://pro.europeana.eu/event/running-webinars-what-we-ve-learnt-so-far>

<sup>28</sup> <https://pro.europeana.eu/post/eventguide>

<sup>29</sup> <https://pro.europeana.eu/page/webinars>

<sup>30</sup> <https://pro.europeana.eu/project/europeana-as-a-powerful-platform-for-storytelling>

### **Learnings for the Communicators Community:**

- The level of response in the Culture From Home webinar series showed a strong desire for members to connect with each other and to learn from each other. Webinars have been shown to drive traffic to the Europeana Communicators web page and increase membership of the community. The website format proved a successful way of engaging with the community and the 'Tana Libera Tutti' section of these webinars, which gave all attendees a chance to discuss and participate, was particularly well received.
- The level of response for the Storytelling Task Force - over 30 members, with more interested in following progress - shows that there is a significant appetite for more discussion of storytelling from a digital cultural heritage perspective.
- Newsletters have been sent out on a monthly basis to the growing community. We have learnt that as subscriber numbers have increased, the open rate of our emails has decreased. An element of 'digital fatigue' may also be an element here as 2020 has become a much more digital year due to COVID-19. Also, the way that members are recruited to the list has changed this year. Whereas before, members actively signed up for the newsletter, now, when they sign up to the ENA and select the communities they are interested in, if they select Communicators, they are added to the list. This means that we attract a broader range of members, rather than those with the highest motivation to join.

### **Planning for Europeana Communicators**

The work plan for 2020 is set out in Europeana Communicators Work Plan 2020<sup>31</sup>. A work plan for 2021 will be completed by the end of 2020, taking into account learnings from 2020.

## Promotion of European Commission consultation

### **Evaluation**

Over the summer of 2020, the European Commission ran a public consultation on opportunities offered by digital technologies for the culture heritage sector<sup>32</sup>.

Europeana supported this consultation by promoting the survey and encouraging our partners and networks to respond. This consultation offered the opportunity to mobilise

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<sup>31</sup> <https://pro.europeana.eu/post/europeana-communicators-work-plan-2020>

<sup>32</sup>

<https://ec.europa.eu/digital-single-market/en/news/public-consultation-opportunities-offered-digital-technologies-culture-heritage-sector>



and reinforce support from stakeholders for an ambitious view of Europeana's future role in the sector's digital transformation and to share their insight into necessary priorities and focus.

### **Approach**

Building on our approach to and learnings from other Commission consultations in 2019, we adapted and implemented a comprehensive communications plan to promote this consultation. A key awareness was that the consultation period was over the summer - a period in which we traditionally see less engagement - and during the coronavirus pandemic - a period in which many people faced greater challenges than normal in both their working and domestic lives. Due to these elements, we focused on communicating a very clear message at the start of the period, maintaining visibility of the survey throughout the summer, with a greater push for action towards the end of the period, which included sharing Europeana's own response - a position paper<sup>33</sup>. A wide variety of channels was employed to support targeted communications. This included personal messages from leaders of the Europeana ecosystem were also used to highlight the consultation to particular groups, e.g. the Aggregators' Forum, DSI-4 partners and Europeana Network Association Members Council.

### **Learning for promotion of European Commission consultation**

The communications plan was successful. The Europeana Pro News piece<sup>34</sup> received 1,500 views and the position paper received 764 views. Feedback from the Commission shows a very good rate of response, with a significant level of stated support for Europeana.

We have consolidated our approach to promoting consultations through this experience, building on our learnings from 2019, and are confident this approach can be applied in the future successfully.

### **Planning for promotion of European Commission consultation**

The planning created for this consultation will be revisited in the light of any future consultation promotion.

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<sup>33</sup>

<https://pro.europeana.eu/page/europeana-initiative-position-consultation-on-opportunities-offered-by-digital-technologies>

<sup>34</sup> <https://pro.europeana.eu/post/european-commission-seeks-your-views-on-future-of-digital-and-culture>

## Promotion of Europeana Strategy 2020-2025

### **Evaluation**

The new Europeana Strategy 2020-2025 was released in late March 2020. A five-year strategy is a document with a long shelf life. While initial promotions are important, a long-term strategy was developed for first, raising awareness of the new strategy and second, building understanding of the strategy with continuous reinforcement of the main messages and priorities outlined in the strategy.

Over this reporting period this translated into two key areas of activity:

- Establishing a central reference point for the strategy on Europeana Pro which can be signposted in related communications. A series of explanatory Pro pieces, breaking the ideas behind the strategy into manageable elements, supported by promotional posts on Twitter and LinkedIn, and referenced in both the general Europeana Network Association and Europeana Communicators newsletters.
- Ongoing reinforcement of the strategy through related documents such as the Implementation Plan, the copyright strategy and the aggregation strategy as well as Europeana Pro and resources such as the Europeana Essentials slidedeck.

Pages and posts relating to Europeana Strategy 2020-2025 received over 6,000 views in the period April to November 2020, half of which on the main 'summary' page.

### **Learning for promotion of Europeana Strategy 2020-2025**

The initial Pro News piece was the most successful with 552 views (73 Twitter engagements), while the three 'priority' or detailed news pieces had a much lower view number (440 views combined) however the Twitter engagement (retweets and likes) on these pieces was high (48+80+23 Twitter engagements). We can assume from this that our audience appreciates the significance of the existence of the new strategy and wish to share it, but at this moment, they are not as interested in the finer detail. We anticipate that they are more likely to engage further at a later stage, when detailed plans directly affect their own work or areas of interest.

### **Planning for promotion of Europeana Strategy 2020-2025**

For future promotion of the strategy, it will be important to make links between the strategy and the impact it will have on individuals - to make it personal, giving the audience a reason to delve deeper and get involved or share further.

## Europeana LinkedIn

### **Evaluation and learning from LinkedIn**

Following our testing of approaches on LinkedIn at the end of 2019 and collecting data on audiences, competitors and benchmarking, in January 2020 we created a LinkedIn strategy for addressing professional audiences through this channel. Throughout 2020 we have been implementing this strategy. This has had very promising results.

- From 1 January 2020 - 31 October 2020, LinkedIn directly referred 4,903 sessions to Europeana Pro and 1,956 new users, compared with 2,753 sessions and 1,211 new users in the whole of 2019. This indicates that our approach of using the channel to refer audiences to Pro is successful. LinkedIn is now the second highest referrer to Pro after Twitter.
- From 1 January 2020 - 31 October 2020, we have gained 2,079 new followers to the main Europeana LinkedIn page, exceeding our aim to increase followers by 1,250 in 2020. This is an average of 208 new followers per month (compared with 192 followers per month across November and December 2019).

We have learned that content shared to LinkedIn does not always appear immediately on our followers' timelines, and that people can react to content sometimes days after it has been posted. For this reason, we will not use LinkedIn as a channel to promote individual events (with an exception for news posts about, for example, new webinar series and significant events including Presidency events and the Europeana conference).

### **Planning for LinkedIn**

We will continue to implement the approach outlined in our LinkedIn strategy. In early 2021 we will review and update the strategy, looking particularly at audience composition to gain a greater understanding of our followers. We will test promoting static resources from Europeana Pro to our audiences.

## Medium

### **Evaluation and learning for Medium**

Between January and September 2020 we published a total of six stories on the Europeana Medium account, which in total received 747 views and showed a read ratio of 24%-34% . We wanted to see how longer pieces of content performed, and understand audience interest in opinion pieces, and have learned the following:

- Our theory that Medium may be an appropriate platform for longer reads has not necessarily borne out to be true (one article we posted, which had a suggested read time of 15 minutes, had an average reading time of one minute).
- We have learned that views of articles on Medium are significantly lower than views of equivalent posts published on Europeana Pro. An example of this is our article 'Keeping digitised works in the public domain: how the European Copyright Directive makes it a reality', which we published on both Medium and Pro - since publication on Medium it has received 110 views, and on Pro over 1,500.
- All 2020 articles have a professional cultural heritage sector focus. Looking at statistics from previous years, in 2015 there was experimentation with more collections-based, general public audience articles. Some of these received much higher views (400-700 being fairly common with one article getting over 1,000), and have a read ratio of 50-60%.

### **Planning for Medium**

In the coming year we plan to test different types of content on Medium, including republishing articles related to the Europeana Initiative originally published in academic journals, and reposting popular content from Europeana Pro News. We will evaluate this activity to determine whether we should continue to post on Medium, or whether the channel dilutes our editorial efforts and should be discontinued.

## Europeana website

### Europeana website update

On March 18th 2020, an updated version of the Europeana website went live. The previous version of the website became available under [classic.europeana.eu](http://classic.europeana.eu),<sup>35</sup> giving users the opportunity to come back to the old version if they need it. The switch has been communicated to relevant audiences including: visitors of the Europeana website, social media followers, ENA Members, visitors of Europeana Pro, teachers/educators working with Europeana, newsletter subscribers and various groups of stakeholders. The update has been communicated through a number of channels:

- The website itself - with a banner informing about the change, inviting people to explore and share feedback and mentioning the possibility to come back to the old website
- Email - personal emails to stakeholders, newsletters

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<sup>35</sup> <http://classic.europeana.eu>

- Social media - Europeana's social accounts and the educators' Facebook Group
- A Pro News post<sup>36</sup>

### **Learnings from the website update**

- As our product teams work in an agile way, flexibility is required when planning the communication of feature updates
- It's important to map all the relevant audiences on channels and adapt the messaging and the level of detail to their specific needs
- Resources need to be allocated to engaging with the users following the feature release: following assistance as well as thanking for their feedback, and for spreading the word

### **Europeana website - planning**

- In November 2020 we released the first version of Europeana account functionality: users can now create personalised accounts, save liked items for future reference, and create (public or private) galleries. A new dedicated Help page<sup>37</sup> was created and the feature is highlighted in the What's New section of the home page. This feature will be further optimised in the near future, based on feedback from users and staff members.
- In the coming weeks and months, we will communicate and promote the account feature by sharing 'how to' guides, highlighting interesting public galleries created by Europeana users, and inviting our audiences to get involved.

### **Women's History Month**

- During Women's History Month in 2020, we built on the achievements of 2019, featuring even more women contributing to arts, science, society and sport.
- Successful existing and newly created editorial content was promoted in order to reach wide and diverse audiences and bring their attention to the achievements of Women in history.
- We promoted the Learning Scenarios created by the Teaching with Europeana Community.
- The season's editorial content generated over 50 000 visits during March.
- A feature page on 'Women in history' has been created and is available on Europeana's website .

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<sup>36</sup> <https://pro.europeana.eu/post/introducing-the-new-europeana-collections-website>

<sup>37</sup> <https://www.europeana.eu/en/how-to-create-and-use-a-europeana-account>

### **Learnings from Women's History Month**

- Women's History Month is an opportunity for Europeana to be involved in the issues important for the society, through cultural heritage content.
- The existing content is evergreen, can be repromoted and reach new audiences.
- As Women's History Month is a worldwide celebration, it's a chance to raise awareness of Europeana.

### **Women's History Month - planning**

- The celebration of the Women's History Month will be back in 2021, building on the previous editions, combining editorial content with audience engagement elements.

### **COVID-19 response/editorials**

The outbreak of COVID-19, followed by the closure of cultural institutions and Europe-wide lockdown brought increased attention to exploring cultural heritage content online. As a digital platform, Europeana didn't have to change the way it works and shares cultural heritage with audiences. Yet, our work and the created content played an important role in educating and entertaining people during these challenging times. Our approach consisted of a balance of light and entertaining pieces of content with more in-depth, informative editorials providing historical context, to practical items such as sharing backgrounds for online conferences. In addition, interactive elements such as puzzles, and games were incorporated to offer a gentle distraction while engaging with culture.

### **Learnings from COVID-19 response/editorials**

- Cultural heritage played an important role in helping people through challenging times.
- The richness and diversity of content available on Europeana makes it suitable for a range of situations, including the most challenging.
- Timely and relevant content brings culture closer to people's daily lives.
- With school activities going online, Europeana's existing learning scenarios gained prominence and played an important role in helping teachers around Europe prepare their lessons.

## Seasons - Discovering Europe

The 'Discovering Europe' season ran between May and October 2020. The season used the rich cultural heritage shared through Europeana collections to showcase the beautiful landscapes, historic places and rich culture of Europe, and inspire travel to local and alternative destinations. It featured cultural jewels and hidden gems across the continent in galleries, blogs and learning scenarios which highlight the diversity and beauty that Europe offers.

Involvement in the season helped museums, galleries, libraries and archives across Europe to engage with existing and new audiences, while empowering their digital transformations through participation in editorial activities.

- 28 blogs and 32 galleries were written and co-produced in close cooperation with more than 10 different organisations and four Generic Services<sup>38</sup>.
- Altogether, the editorial for Discovering Europe showcased more than 2,080 cultural heritage objects from more than 410 cultural heritage institutions in 38 countries
- The season's editorials received 147,032 visits .
- A 'Discovering Europe' webpage<sup>39</sup> for cultural heritage professionals was created on Europeana Pro, showcasing relevant initiatives, projects, apps and tools. Six complementary Pro News posts were written for the season, which together with the page had over 3,700 views.

### **Learnings from Discovering Europe:**

- The theme of tourism and cultural heritage is interesting for a wide range of audiences across Europe.
- Editorials arising from Generic Service collaborations were successful in driving traffic to Europeana and engaging various audiences.
- Asking partner CHIs to write a guest blog or curate a gallery is a good way to show the value of sharing digitised content online.
- There is a need for tools providing greater editorial guidance and support to external contributors to allow timely delivery and a more consistent quality of textual content.
- Audiences for Europeana Pro are interested in content which highlights and explores the experiences of cultural heritage institutions opening their doors during

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<sup>38</sup> Europeana Common Culture, Europeana Archaeology, Europeana Sport, The Art of Reading in the Middle Ages - ARMA

<sup>39</sup> <https://pro.europeana.eu/page/discovering-europe>

the COVID-19 pandemic, as well as creative approaches. For example the article 'Turning digital art into designer face masks' which focused on a reopening initiative from Serbian museums received over 1,000 views from publication on 6 August - 31 October.

## 70th anniversary of the Schuman Declaration Exhibition

When a long-planned physical exhibition celebrating the 70th Anniversary of the Schuman Declaration could no longer take place in European cities, the European Parliament Archives worked with Europeana to bring the exhibition to life online – in 24 languages. The exhibition has received over 37,500 visits between May and July and the accompanying social media post received over 5 million views and over 13,000 engagements.

### **Learnings from Schuman Declaration Exhibition**

- A successful digital launch of a product initially aimed for a physical release.
- The fact that the exhibition was available in 24 languages, which meant that a lot of people could read it in their mother tongue or a second language, increased the audience size and opened more opportunities for promotion. The multiple language versions have also been appreciated in the user feedback as well.
- A smooth cooperation between Europeana, the European Parliament and the European Commission in terms of joined-up communication efforts supported promotion of the exhibition.
- The teaser produced by the EC for social media in all the languages has been very helpful in promotion of the exhibition.

### **European Parliament exhibitions - planning**

- As a direct result of this successful initial collaboration, from 2020-2024, Europeana will publish 20 online exhibitions in collaboration with the European Parliament. Each exhibition will be in 24 languages, and on modern history and political topics related to peace and democracy, such as the fall of the Berlin Wall, Louise Weiss and the Helsinki Accords.

## GIF IT UP 2020

The 2020 edition of the annual GIF-making competition GIF IT UP, organised by Europeana in collaboration with DPLA, Trove and DigitalNZ welcomed two new content partners - Japan Search - a digital platform providing access to the content from cultural heritage in Japan and DAG Museums in Kolkata in India. The competitions received over 200 entries



from across the world, remixing 178 artworks from 62 cultural institutions. An online GIF-making workshop was run as a part of the Creative Commons Global Summit. Building on learnings from previous years, promotion of competition entry focused on marketing and social media channels. For wider awareness-raising and positioning, Europeana worked with a non-profit agency, CUMEDIAE, specialised in cultural and creative sectors to address the gap in internal PR resources.

### **Learnings from GIF IT UP 2020**

- The new content partners were met with enthusiasm by the OpenGLAM community and the participants.
- The existing GIF-making resources are still popular and being explored and the featured curated content suitable for GIF-making is used by participants. This year some of the creators produced their own resources to help the others, including a SkillShare Course.
- Despite the lack of possibility to organise physical GIF-making workshops as in previous years, the online GIF-making workshop at the Creative Commons Global Summit worked well. The concept will be further explored and tested.
- While understanding of copyright and using openly licensed content remains an issue and causes disqualification, the general awareness of the rights statements and public domain seems to increase yearly. The feedback of the authors of disqualified works is mostly positive and they see the experience as a learning opportunity.
- The increasing amount of entries requires a lot of administrative work around the submissions.
- Proactive media efforts focused on the idea behind the competition, its topical relevance, and the role of Europeana and the partners, is successful in generating coverage of interest to Europeana's wider audiences and stakeholders. Coverage to date this year includes online articles in Spanish, Italian, French and Belgian media.

### **GIF IT UP - planning**

- We will continue exploring potential new content partnerships.
- We will explore the possibility of using new functionality of user galleries for content sourcing and engaging the users.
- We will explore apps and tools that could help manage the workload related to the submissions' administration.
- The themes and special categories of the 2021 edition will be selected according to the themes that are relevant to the Europeana's editorial activities.

## Annex 1: Communication & dissemination channels

### Europeana-owned channels

#### Websites

Channel	Description	Audience(s)
Europeana website <sup>40</sup> and thematic collections: 1914-1918, Archaeology, Art, Fashion, Industrial Heritage, Manuscripts, Maps and Geography, Migration, Music, Natural History Newspapers, Photography, Europeana	<p>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.</p> <p>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.</p>	European society, Education, Academic research, Creative industries
Europeana Pro <sup>41</sup>	<p>Europeana Pro is Europeana's main channel for communicating to cultural heritage institutions and professionals inside and outside of the Europeana Network Association (ENA).</p> <p>It positions Pro as a valued source of information, resources and news for the cultural heritage sector, and builds readership (traffic) and engagement. It positions Europeana as a valuable contributor to the digital transformation of the sector.</p>	Cultural heritage institutions, Europeana Network Association, Europeana Aggregators' Forum, Cultural heritage professionals (both people who are ENA members and those who are not)

<sup>40</sup> <https://www.europeana.eu/portal/en>

<sup>41</sup> <https://pro.europeana.eu/>

Transcribathon.eu <sup>42</sup>	An online crowdsourcing initiative for the transcription and annotation of Europeana 1914-1918 material.	European society, Education, Academic research
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## Blogs

Channel	Description	Audience(s)
Europeana (end-user) blog <sup>43</sup>	4-8 monthly posts exploring current and interesting topics (taking into account user feedback) while showcasing content available on the Europeana website.	European society
Europeana Pro News <sup>44</sup>	With 1-4 posts a week, Europeana Pro News highlights news and insight from and for the Europeana ecosystem.	Cultural heritage institutions, Education, Academic research, Creative industries

## Newsletters (subscription-based)<sup>45</sup>

Channel	Description	Audience(s)
Europeana eNews	Monthly newsletter containing content and event highlights of Europeana Collections. Available in two languages - English and French.	European society
Europeana Network Association 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. [Due to the unusual circumstances of 2020, the frequency was updated to at least bi-monthly for the period of this report]	Member States, Ministries of Culture, Policymakers, DCHE members

<sup>42</sup> <https://transcribathon.com/en/>

<sup>43</sup> <http://blog.europeana.eu/>

<sup>44</sup> <https://pro.europeana.eu/blog>

<sup>45</sup> The Europeana 1914-1918 has now closed as the campaign is no longer active

Europeana Communicators	Monthly - Europeana's campaigns; tools and resources that are relevant to communications professionals; comms-related news and events from the cultural heritage sector.	Cultural heritage institutions, Communications professionals and influencers
Europeana Impact	Monthly - latest news and updates on the Impact Playbook and impact in the cultural heritage sector	Cultural heritage institutions Creative industries Policymakers Education Academic research
Europeana Copyright	Ad hoc - 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 heritage institutions

### Mailinglists (subscription-based, network members only)

Channel	Description	Audience(s)
EuropeanaTech <sup>46</sup>	Space for Europeana and members of the community to share news, projects, funding opportunities and best practice	Cultural heritage professionals with an interest in Tech
Europeana Education <sup>47</sup>	Space for Europeana and members of the community to share news, projects, funding opportunities and best practice	Teachers and educators
Europeana Research <sup>48</sup>	Space for Europeana and members of the community to share news, projects, funding opportunities and best practices	Researchers and cultural heritage professionals interested in research
Europeana Communicators <sup>49</sup>	Space for Europeana and members of the community to share news, projects, funding opportunities and	Cultural heritage professionals interested in

<sup>46</sup> <https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-TECH&X=52BBAA685B35730E5F&Y>

<sup>47</sup> <https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-EDUCATION&X=52BBAA685B35730E5F&Y>

<sup>48</sup> <https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-RESEARCH>

<sup>49</sup> <https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-COMMUNICATORS>

	best practices	communications
Europeana Copyright <sup>50</sup>	Space for Europeana and members of the community to share news, projects, funding opportunities and best practices	Cultural heritage professionals interested in copyright

## Social Media

Channel	Description	Audience(s)
<b>Facebook</b>		
Europeana fan page <sup>51</sup>	<ul style="list-style-type: none"> <li>- Posts featuring content available on Europeana Collections</li> <li>- Targeted paid campaigns on specific curated content</li> <li>- Recruiting for events</li> </ul>	European society
Europeana Education Group <sup>52</sup>	<ul style="list-style-type: none"> <li>- Posts with learning material using Europeana content or curated content from the portal E.Collections with strong educational value</li> </ul>	Teachers and educators
<b>Twitter</b>		
Europeana (main account) <sup>53</sup>	<ul style="list-style-type: none"> <li>- Daily tweets featuring content available on Europeana Collections and Europeana Pro</li> <li>- Sharing the best content from other Europeana accounts</li> </ul>	European society Cultural heritage institutions
Europeana 1914-1918 <sup>54</sup>	Tweets featuring content available on Europeana 1914-1918	European society
EuropeanaTech <sup>55</sup>	Account of EuropeanaTech and R&D community	Creative industries Cultural heritage institutions

<sup>50</sup> <https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-COPYRIGHT&X=52BBAA685B35730E5F>

<sup>51</sup> <https://www.facebook.com/Europeana/>

<sup>52</sup> <https://www.facebook.com/groups/EuropeanaEducation>

<sup>53</sup> [https://twitter.com/Europeanaeu?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/Europeanaeu?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<sup>54</sup> <https://twitter.com/europeana1914?lang=en>

<sup>55</sup> [https://twitter.com/EuropeanaTech?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/EuropeanaTech?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

Europeana Copyright <sup>56</sup>	Cultivating, curating and sharing knowledge around the topic of copyright in the cultural heritage sector	Cultural heritage institutions
Europeana Labs <sup>57</sup>	Offers inspiration and support to anyone looking to reuse Europe's digital cultural heritage	Creatives
Europeana Research <sup>58</sup>	Promoting Europeana Research's activities; sharing information and knowledge about the reuse of digital cultural heritage in research; advocating for Open Science	Researchers; professionals interested in digital cultural heritage and research; stakeholders
#EuropeanaCommunities <sup>59</sup>	To bring the Europeana Network Association, its specialist communities and other Europeana-related networks together.	ENA members
#AllezCulture <sup>60</sup>	To show support for digital culture and the cultural heritage sector and can be used to promote digital culture in action or as a rallying call.	ENA members, cultural heritage professionals
#Europeana2020	For attendees of our annual event and to raise awareness in the sector	Cultural heritage professionals
#BuildDigitalCapacity	To support the mission of Europeana Strategy 2020-2025 to support the cultural heritage sector in its digital transformation	Cultural heritage professionals
<b>Pinterest</b>		
Europeana <sup>61</sup>	Thematic boards showcasing openly licensed images from a variety of institutions	European society

<sup>56</sup> <https://twitter.com/europeanaipr?lang=en>

<sup>57</sup> <https://twitter.com/europeanalabs?lang=en>

<sup>58</sup> [https://twitter.com/EurResearch?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/EurResearch?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

<sup>59</sup> [https://twitter.com/search?q=%23EuropeanaCommunities&src=typeahead\\_click&f=live](https://twitter.com/search?q=%23EuropeanaCommunities&src=typeahead_click&f=live)

<sup>60</sup> [https://twitter.com/search?q=%23AllezCulture&src=saved\\_search\\_click&f=live](https://twitter.com/search?q=%23AllezCulture&src=saved_search_click&f=live)

<sup>61</sup> <https://nl.pinterest.com/europeana/>

<b>YouTube</b>		
Europeana <sup>62</sup>	Hosting Europeana's videos for sharing on social media and embedding on websites	European society
Europeana Education playlists hosted in EUN youtube channel <sup>63</sup>	Four promotional videos and playlists with 23 multi language webinars on how to use Europeana in education (hosted in EUN youtube channel) <sup>64</sup>	Teachers and educators
Europeana Education playlist 2020 <sup>65</sup>	Nine videos: eight tackling the use of Europeana with innovative methodologies like CLIL or STEAM and one student testimonial	Teachers and educators
<b>Vimeo</b>		
Europeana <sup>66</sup>	Hosting Europeana's videos for sharing on social media and embedding on websites	European society
<b>GIPHY</b>		
Europeana <sup>67</sup>	GIFs created from content available on Europeana Collections	European society
<b>LinkedIn</b>		
Europeana (group) <sup>68</sup>	Platform for cultural heritage professionals to share information with each other	Cultural heritage professionals
Europeana (main profile) <sup>69</sup>	Daily posts sharing news items from Pro News, event and campaign information and job postings	Cultural heritage professionals

<sup>62</sup> <https://nl.pinterest.com/europeana/>

<sup>63</sup> <https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL>

<sup>64</sup> <https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL>

<sup>65</sup> <https://www.youtube.com/playlist?list=PLtA54levDap0kZvNvTPp087gGfv3rij8C>

<sup>66</sup> <https://vimeo.com/europeana>

<sup>67</sup> <https://giphy.com/europeana>

<sup>68</sup> <https://www.linkedin.com/groups/134927/>

<sup>69</sup> <https://www.linkedin.com/company/3201557>

Europeana Impact	Content for cultural heritage professionals (and beyond) interested in Impact	Cultural heritage professionals, researchers, education, creative industries
Europeana Education Group <sup>70</sup>	Content focusing on education policy related with digital learning and culture (new 2020 strategy)	Teachers and Educators
Europeana Communicators <sup>71</sup>	Content for communications professionals in cultural heritage	Cultural heritage professionals
<b>Instagram</b>		
Europeana <sup>72</sup>	Visually appealing images with a story from Europeana Collections	European society
<b>Flickr</b>		
Europeana <sup>73</sup>	Images from key events Europeana attends	Member States, Ministries of Culture, Policymakers, DCHE members, Cultural heritage professionals

## Partnerships

Channel	Description	Audience(s)
DailyArt <sup>74</sup>	An app and a magazine for art lovers, used for featuring Europeana content	European society
GIF IT UP <sup>75</sup>	A yearly GIF-making contest encouraging creative reuse of openly licensed cultural heritage material	European and world citizens
#ColorOurCollections <sup>76</sup>	ColorOurCollections is a week-long colouring festival on social media	European and world citizens

<sup>70</sup> <https://www.linkedin.com/groups/13518332/>

<sup>71</sup> <https://www.linkedin.com/groups/13611314/>

<sup>72</sup> [https://www.instagram.com/europeana\\_eu/](https://www.instagram.com/europeana_eu/)

<sup>73</sup> <https://www.flickr.com/photos/europeanaimages2/>

<sup>74</sup> <https://www.getdailyart.com/>

<sup>75</sup> <https://gifitup.net/>

<sup>76</sup> <https://twitter.com/hashtag/colourourcollections?lang=en>



	organised by libraries, archives, and other cultural heritage institutions around the world	
Wiki Community <sup>77</sup>	Activities and challenges related to Europeana content and campaigns	European society
#MuseumWeek <sup>78</sup>	A worldwide cultural event on social networks	European society
Teaching with Europeana blog <sup>79</sup>	An online space where to find learning scenarios developed with Europeana resources organized by curricula topic and age	Teachers and educators
Historiana <sup>80</sup>	Online open platform for history education where educators can find source collections made with Europeana content	Teachers, educators and students
Europeana spaces in European Ministries of Education (SP <sup>81</sup> , PT <sup>82</sup> , FR <sup>83</sup> , IT <sup>84</sup> , GR <sup>85</sup> ) or public agencies in charge of innovative learning	Online spaces in public platforms addressed to national communities of educators and increase the awareness of Europeana	Teachers and educators in respective countries
Pan-European education campaigns: Open Education week <sup>86</sup> and All Digital week <sup>87</sup>	Online campaigns to promote educational resources	Teachers and educators in Europe and beyond

<sup>77</sup> [https://en.wikipedia.org/wiki/Wikimedia\\_Foundation](https://en.wikipedia.org/wiki/Wikimedia_Foundation)

<sup>78</sup> <http://museum-week.org/>

<sup>79</sup> <https://teachwitheuropeana.eun.org/>

<sup>80</sup> <https://historiana.eu/#/>

<sup>81</sup> <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

<sup>82</sup> <https://erte.dge.mec.pt/europeana-recursos>

<sup>83</sup> <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

<sup>84</sup> <https://www.diculther.it/europeana-iccu/>

<sup>85</sup> <http://iep.edu.gr/el/deltia-typou-genika/europeana>

<sup>86</sup> <https://www.openeducationweek.org>

<sup>87</sup> <https://alldigitalweek.eu/partners/>

Educational platforms: Unsplash <sup>88</sup> , Klascement <sup>89</sup> , OER commons <sup>90</sup>	Educational platforms that integrate Europeana content or/and resources for education	Teachers, educators and students in Europe and beyond
CHI online environments where Europeana resources for education are included (e.g.Kaleidoscope, University Library of Cluj-Napoca, Digital National Library of Moldavia)	CHI dedicated spaces to Europeana content or resources for education	CHI professionals, museum educators, librarians, educators and teachers, students
Europeana Education MOOCs (5 language versions: EN, SP, PT, IT, FR)	Massive online courses in five national languages to help teachers and educators to integrate digital culture regardless the subject they teach	Teachers and educators

## Media

Channel	Description	Audience(s)
General press	- Online, print and broadcast general news platforms and publications	European society Political stakeholders
Lifestyle press	- Online, print, broadcast magazines, revues and supplements focusing on cultural and digital topics at an enthusiast level	European society Cultural professionals Creative industries
Sectoral /specialist press	- Online and print specialist and technical newsletters, periodicals, magazines and sites pitched at professional level	Cultural professionals Creative industries Education Academic research
Bloggers	- Online blogs by influencers	Cultural professionals

<sup>88</sup> <https://unsplash.com/@europeana>

<sup>89</sup>

[https://www.klascement.net/lesmateriaal/?extra\\_url=&cmdFilter=filter\\_activated&q=&filter\\_organisation%5B%5D=22122](https://www.klascement.net/lesmateriaal/?extra_url=&cmdFilter=filter_activated&q=&filter_organisation%5B%5D=22122)

<sup>90</sup>

[https://www.oercommons.org/search?f.search=europeana&f.general\\_subject=&f.sublevel=&f.alignment\\_standard=](https://www.oercommons.org/search?f.search=europeana&f.general_subject=&f.sublevel=&f.alignment_standard=)

	<ul style="list-style-type: none"><li>- Can cover both enthusiast and professional level</li><li>- Timing depending on individual blogger, often responsive</li></ul>	European society Creative industries
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