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

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D.1 Communication and dissemination plan M45

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Revision History

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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 related Implementation plan M36. Activities address specific communication and marketing objectives, and support the communication and promotion of wider objectives. The approach also reflects and promotes the goals of the Europeana Strategy 2020-2025[1].

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 COVID-19 pandemic brought about a dramatic shift towards digital in how people work with and engage with each other, as reflected in the approach set out in the D.1 deliverables M27 and again in M36. One legacy of the pandemic for communications is both the need and the opportunity to build on an increased openness to digital. While Europe has started to open up, that process is neither fast nor uniform. Primarily online engagement, and a tentative exploration of what hybrid might look like, continue to inform engagement approaches across sectors and society.

This report focuses on the activities of the past nine months, and recognising and responding to the evolving 'new normal' we are all operating in is reflected in approaches and activities. However, just as importantly, the approaches reported and learnings shared reflect the cumulative result of a strategic, coherent and consistent 360 approach to evidence and learnings-based activities and creativity throughout DSI-4.

The foundation of this has been a consistent effort to deepen our understanding of our audience. In addition to the ongoing analysis of metrics, during this reporting period that effort has been supported by key pieces work including our second annual Europeana Pro user survey and our ongoing holistic campaign, alongside new research and a report on improved offers for our professional audience, and work on content taxonomy to inform understanding of areas of interest and support targeting. The insights gained have been applied to internal as well as externally focused activity.

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[1] https://pro.europeana.eu/page/strategy-2020-2025-summary

That improved understanding includes key overarching learnings informing our overall approach. The audience overlap indicated across our websites points to potential for further alignment of activities and collaborative approaches, while the need for a targeted, relevant and concrete offer to engage that audience and its subgroups is evident.

The importance of a wider collaborative approach to tell the story of Europeana's offer is evidenced in different areas. New approaches include the success of engaging and supporting our wider partner network in promoting the annual conference in 2021, and a more targeted and tactical focus on promoting projects in which Europeana is a partner.

And that collaborative approach also builds on the continued relevance and importance of existing partnerships as important opportunities for developing engagement, new audiences and building on Europeana's international profile. As seen in our work with the European Parliament, GIF IT UP and the Digital Storytelling Festival.

While the growing importance of tech-related topics to our audience is clear, creating a connection to wider European and social themes also remains relevant and important to engaging them. This is demonstrated by their response to topics such as New European Bauhaus, the Year of Youth, Women's History Month and Black History Month.

Throughout, creativity has remained central to our approach, as evidenced by new approaches on Twitter, LinkedIn, Instagram and with webinars, again informed by our greater understanding and insights of our audience and their needs.

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 Implementation plan, 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.[2]
- Increase the user return rate to the Europeana website.

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, audiences and channels. This is informed by clear and consistent organisational messaging and narrative, targeted to the relevant audience segment. This approach is sometimes referred to as an 'holistic' approach to marketing and communications. During this period we have continued to strengthen our holistic approach in a couple of key areas.

Key strategic approaches that support the objectives include:

Promoting relevance and amplifying engagement
- Build an audience-focused approach
- Develop a centralised holistic approach to use of channels[3]
- Develop centralised holistic approaches to promoting evergreen content[4]
- Experiment with editorial and social media through new forms, formats, content, and partnerships
- Amplify role of, and relationship to, specialist communities (e.g. education community)

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[2] https://www.europeana.eu/
[3] Channels employed in the approach and per audience are listed in Annex 1.
[4] We consider evergreen content to be outputs and outcomes that are still relevant and usable beyond their initial launch or announcement. See a guide from the Digital Marketing Institute: https://digitalmarketinginstitute.com/blog/the-beginners-guide-to-evergreen-content.

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 M36.

Audiences

Communications and dissemination efforts target European citizens interested in cultural heritage, 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, communications and climate action
- European society[5]
- Education[6]
  - Pan-European education organisations, networks and platforms
  - Ministries of Education and/or Culture
  - Teachers and educators (formal and non-formal education)
- Research bodies and professionals

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[5] Europeana strives to extend the reach of cultural heritage content to European society but in practice the digital audience is global.
[6] 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.

- 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

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[7] and the work that is carried out under the DSI-4 Implementation Plan M36. 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, is a key element of telling the Europeana story. Relating those narratives to relevant EU policies and supporting initiatives helps to reinforce the value and role of Europeana and digital cultural heritage in the wider socio-political landscape, while communications also recognise the European Union as (co-)funder of the Europeana Initiative.

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.

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[7] https://pro.europeana.eu/page/strategy-2020-2025-summary

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, demonstrate what is unique and beneficial about our organisation and can be used as a reference point by members of the Initiative when writing about, presenting or answering questions about Europeana. These messages help us to tell a consistent and coherent story about Europeana - what we do, why we do it and how we do it. The messages are periodically reviewed to ensure continued relevance.

The messages are available to both the editorial team and wider colleagues as a slidedeck, and have been incorporated into the Europeana Pro homepage[8]. Training on understanding and using them has been made available via workshops open to all staff, with specific training tailored to editorial colleagues.

The key messages have been applied across Europeana Pro, and strategic communications such as the Foundation's Business Plan and Annual Report, and the DSI-4 Annual Report. Work will continue to ensure they are applied across all strategic communications. The messages are incorporated into text and content on Europeana Pro, for example, within the About Us section. [9]

The messages are set out below.

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.

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[8] https://pro.europeana.eu/
[9] https://pro.europeana.eu/about-us/mission#what-we-do

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

Tools and training related to telling the Europeana story

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. Foundation staff and Initiative partners are supported in developing their ability to contribute to telling the Europeana story through both written guidance and editorial workshops. This helps them to contribute productively and efficiently to editorial on both Europeana Pro and the Europeana website, and to build their confidence and capacity in digital editorial skills. To support colleagues and partners to deliver consistent messaging, we develop, maintain and promote strategic communication tools. These tools are updated periodically.

A comprehensive slide deck[10] detailing the key messages is 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 and its activities. The key messages are incorporated into text and content on Europeana Pro, for example, on the homepage and within the About Us section.[11]

The Europeana Essentials slide deck is a further resource which puts the key messages into action to tell the story of Europeana. The slide deck is a regularly updated 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 and why. This slide deck is produced by editorial staff in collaboration with colleagues from across the organisation who contribute to its content and upkeep. It is used regularly within the Foundation as well as promoted online to our ENA audience.[12] Work is planned to assess its use cases and ways of further improving its usefulness for colleagues.

The 'Seven tips for digital storytelling for the cultural heritage sector'[13] produced in 2021 have been used and promoted in this period, notably playing a large role in the Digital Storytelling Festival, at which they were presented and referenced not just by Europeana Foundation colleagues but by partners and contributors from the cultural heritage sector who have been putting them to practical use in their own work. The tips have also been presented at events, conferences and workshops by the Europeana Foundation to cultural heritage and research audiences.

A Europeana Pro News series exploring the five themes (diverse and inclusive, participatory, collaborative, climate action, digital spaces) that run through the Europeana Foundation's Business Plan 2021- and continue into the 2022 plan - was concluded in February 2022. This series also provides an opportunity for staff and audiences to explore and understand the Europeana story.[14]

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[10] Available on request.
[11] https://pro.europeana.eu/about-us/mission#what-we-do
[12] https://pro.europeana.eu/page/europeana-essentials-slidedeck
[13] https://pro.europeana.eu/page/seven-tips-for-digital-storytelling
[14] https://pro.europeana.eu/search?q=business+plan+2021

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.

Activity	Amount (EUR) Per year
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
TOTAL	**70,000**

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[15]. We also set individual communications and marketing goals and measurements in the context of the overarching communication and dissemination objectives and related KPIs. This is done on a bespoke basis to test activities and to help inform future work. We refer to some of these below, in section 2 and the channels annexe, where relevant. 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.

Between May and August 2021 Europeana transitioned from Google Analytics (GA) to Matomo in order to be compliant with IDPR guidelines (data protection regulation for EU

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[15] Reports are available on the Europeana DSI-4 project page in the document section.
https://pro.europeana.eu/project/europeana-dsi-4

institutions). However, it should be noted that this switch has negatively impacted the ability to report accurately on comparative and return figures. For example - Matomo reports lower figures than GA, and implementing cookie consent on both the Europeana website and Europeana Pro further reduces the numbers that can be reported on. Secondly, although our cookie banners stay visible until people respond to them, it is still possible to use Pro without interacting with them. A consequence of which is that the returning visitor rates are no longer accurate. Furthermore Matomo can only report from the date it is implemented and while access to bespoke historical information for comparison on GA exists, this has made reporting difficult and more time consuming.

Section 2: Evaluation, learning and planning

Deepening our understanding

During this period we have focused on continuing successful activities and testing approaches in order to improve our ability to learn. Building on work reported on in M36, we have developed our benchmarking and understanding of audiences, in order to better understand what types of content and topic resonate most with them on different channels. We have been applying those learnings to new activities and will continue to develop this 360 approach to ensure our efforts reflect the needs of our audiences. We have continued our specific focus on increasing our understanding of our professional audience, providing insight into both established and emerging audiences.

That work has not been limited to externally focused promotional activities. We have also applied learnings to internal activity, including development of products, further embedding our holistic approach to Europeana's marketing and communications.

A number of marketing and communications specific learnings are detailed in section 2 and Annex 1 that will help inform our future approaches. Two important overarching key learnings also emerged - the potential overlap that exists between our audiences on our two websites, and the continued importance of a relevant, concrete offer that provides tangible benefits to our users.

- There is room for alignment
  - Evidence suggests from user surveys that our audiences across both websites are more similar than previously understood in terms of professional focus. This provides opportunities for alignment and

collaboration that could support the users of both websites, and help support the Europeana Initiative reach its objectives.

- Activities that run across our websites and audiences have been well received, for example Black History Month and Women's History Month, and the Europeana Communicators involvement in the Digital Storytelling Festival.
- Building on established approaches and existing partnerships still offers important opportunities for developing engagement, new audiences and building on Europeana's international profile. This can be best seen in approaches to GIF IT UP, exhibitions with The European Parliament, The European Year of Youth and Built with Bits.

- The importance of a relevant and concrete offer with a tangible benefit to the user
  - Our audiences are most responsive to concrete outputs, calls to action, and events, especially when there is a tangible benefit to the user.
    - For professional audiences this could be the offer of funding, the opportunity to take part in an event, or to discover outputs from a community, Task force or Generic Services project. Evergreen products and services from the Europeana Initiative (for example, resources related to digital cultural heritage and copyright or impact practice) are particularly relevant here, especially related to professional development.
    - For more general audiences, including the public this could be the opportunity to develop new skills, be creative or contribute to a like-minded community, through for example GIF IT UP or the Digital Storytelling Festival, or to engage with a wider social narrative or happening such as Women's History Month.

MarComms for professional audiences

Alongside ongoing promotional activity and bespoke campaigns, our approach in the last nine months has incorporated two, linked, areas of activity.

1. Continuing to test and refine approaches to promoting evergreen content, tools, products and services in order to raise awareness of the Europeana Initiative and improve our understanding of what our audiences find most interesting and useful.
2. Improving evaluation capabilities to inform the way we present and promote work in the wider Europeana Initiative.

Holistic approaches

In the last nine months we have continued to implement and evaluate holistic approaches to communications and marketing. We have focused on evaluating and refining activities from the previous period (including our holistic campaign, content taxonomy and approach to webinars); developing content around Europeana's 'evergreen' offer (including training); and undertaking research (across the sector and within Europeana).

Holistic campaign

We completed evaluation of our holistic campaign, which tested new approaches to promoting content to highly targeted professional audiences on Twitter, LinkedIn and Facebook. The evidence suggests that running this campaign was worthwhile, and is worth building on. Our adverts were seen over 3 million times, they were clicked on over 9,000 times and we generated 5,355 directly tracked clicks to Europeana Pro that we may not have received otherwise. 67.5% were new visitors, and some of those may go on to be repeat visitors. From this work, we gained a number of insights and these learnings will inform approaches going forward. Consequently, we plan to run a similar campaign later in 2022.

- Each channel has different strengths and weaknesses and in future we may advertise different things on different channels to improve the overall efficacy of the campaign.
- For all areas that we promote, we recommend that there is a clear, concrete and well-defined offer familiar and of immediate use to the target audience.
- We had some area-specific learnings about editorial copy which we will implement going forward and evaluate based on click-through rate.
- There was some evidence to suggest more timely content (i.e not evergreen) can perform well, so we will test promoting such content in 2022, for example the ENUMERATE self assessment tool and Europeana 2022.

Content taxonomy

Complementing evaluation of our holistic campaign, we have tested, evaluated and implemented a 'content taxonomy' to categorise content for professional audiences shared across Twitter, LinkedIn and Europeana Pro News. The aim of this taxonomy is to help us understand the level of interest and engagement our work receives from our audiences, in

order to finetune and improve our communications/marketing around our offer and product development, in a way that serves the needs of our audience and helps us amplify our impact as an organisation. The taxonomy allows us to measure work by the 'body' it represents (i.e EF, ENA, EAF or the wider Initiative), the 'topic area' of the work (i.e if the work relates to Copyright, Impact, Research, Tech etc) and the 'content type' of the work (i.e if it is a tool, an event or even simply information that we're promoting). Based on analysis of the taxonomy, we have had several valuable overarching learnings, as well as channel specific learnings which we have detailed in relevant sections below, where relevant.

- Audiences are most interested in content for which there is a tangible and beneficial offer for them, and do not appear to make distinctions based on which area of the Europeana Initiative is making this offer.
- Broadly, Twitter seems to be better for awareness-raising (impressions) whereas LinkedIn is more likely to receive targeted actions from the audience (engagement).
- Some topics and areas are more successful on certain channels.
  - On Twitter, Tech, Education, and Data Sharing were the most popular areas of interest. Copyright related content also received interest, as did content related to Training.
  - On LinkedIn, communicating cultural heritage, Tech and Education are among the most popular areas of interest. There was a high interest in posts sharing training, tools, resources and job offers.
- Any content we shared that offered training (i.e. the education MOOC) or a specific resource or tool, tends to perform better than other types of content (i.e. interviews). This could be evidence suggesting that our audiences are interested in upskilling, which is in line with our capacity building work.

Webinar approach
We also undertook research to help us better understand how useful recorded webinars are for our audiences. We did this by analysing the following video metrics:

- webinar views before and after the event happened
- the % of visitors to a webinar page who actually start watching the webinar
- the average % of webinars watched.

This analysis covered the introduction of live webinars in March 2020 and the introduction of the recorded webinars section on Europeana Pro in August 2020, up until the end of November 2021. Our analysis confirmed other data we have that suggests a high interest in

our live events and recorded videos. In that time period, our live webinars had nearly 8,000 attendees and the webinar section (and pages within it) received nearly 15,000 unique visitors.

However when we started exploring the level of engagement with recorded videos, there appears to be more interest in live webinars than recorded videos (at least in their current format). We found that over 50% of visitors were visiting these pages ahead of the live events (despite the pages being online much longer as a repository), and of those who visited after the live event only 39% started watching the recorded webinar. The majority of those who do start watching are not watching the videos for very long (a total of 12.8% of each webinar is watched, on average). Comparing a number of variables we concluded that the most significant changes we could make to test for the future are to design webinars to specifically produce videos intended to be watched at a later point, produce bespoke videos based on hot topics, and to focus on shorter videos around specific topics. We are following this up with relevant colleagues to see how we can improve processes.

Other activity and learnings

Taking learnings from this research and audience feedback demonstrating high interest in opportunities for professional development (see 'Pro survey'), we have started to explore how we can more coherently present and promote our capacity building efforts for cultural heritage professionals on Europeana Pro.

We have provided editorial support to an update on the Europeana Glossary of Terms[16] which provides standardised definition of terms used across Europeana Frameworks, including around training and capacity building resources. Based on these definitions, we are working with colleagues to identify resources which form part of Europeana's capacity building offer, and in the coming period will work to present them in a more coherent way on Europeana Pro. We have already undertaken work to better reflect aspects of Europeana's training offer, establishing an editorial format to present training and adding or updating webpages for training related to Copyright and one webpage for the Data Statistics Dashboard.[17] We will evaluate their success in the coming period as part of this wider work.

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[16] https://pro.europeana.eu/page/glossary
[17] https://pro.europeana.eu/page/europeana-data-statistics-dashboard-training
https://pro.europeana.eu/page/identifying-copyright-in-collection-items
https://pro.europeana.eu/page/selecting-a-rights-statement
https://pro.europeana.eu/page/available-rights-statements

Finally, we undertook research to write a report on improved offers for professional audiences in the cultural sector. The report explored three areas that could help the Europeana Foundation improve understanding of professional audiences and implement methods to help develop products that meet their needs. Those areas were:

- What wider market research do we need to undertake to better understand the needs of the cultural heritage sector in Europe?
- What evidence-based practices can we use to help inform product development for professionals?
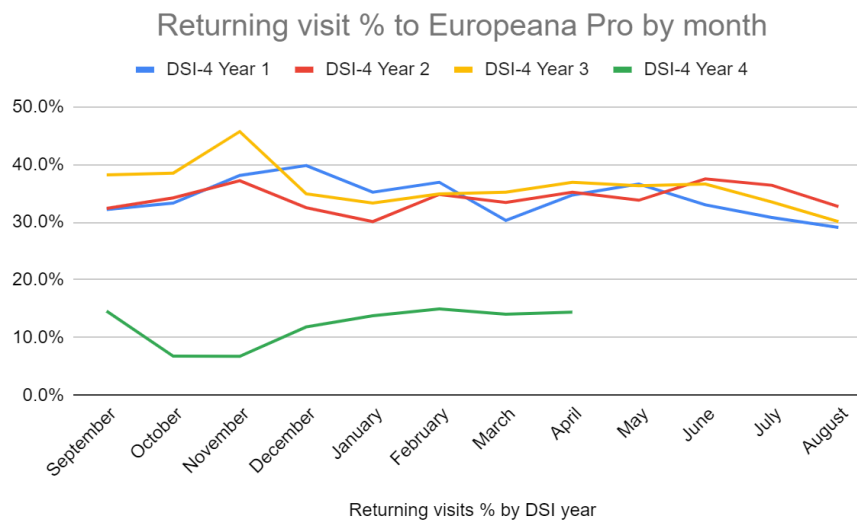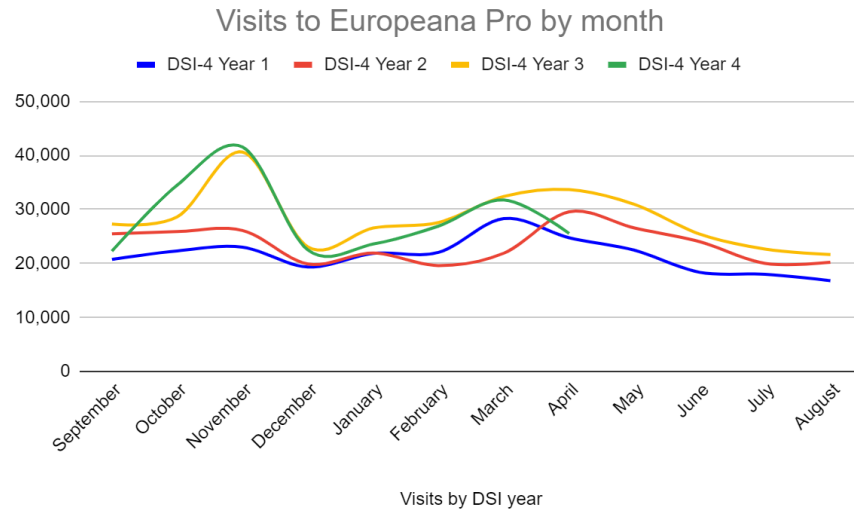- How can we manage overlap of our audiences and their needs in a consistent way?

This report recommended ways to explore centralising, standardising and simplifying our work in this area to develop our market research capacities and audience understanding. It identified potential benefits to incorporating a standard and collaborative approach to product planning and development. It identified that the organisation could benefit from viewing our key audiences, across all of our channels and work, more holistically and providing them with a more well-rounded offer by standardising the questions we ask of our audiences when surveying them, better documenting overlaps, and providing functionality so colleagues can better understand those overlaps and learn from each other. Learnings have also helped inform plans going forward.

Europeana Pro

Europeana Pro is our primary communications platform for professionals and supports the cultural sector in the provision of interoperable digital cultural heritage. It reflects Europeana's key messages, values and goals while raising awareness of and providing access to relevant information and tools, such as frameworks, API documentation and rights statements. Europeana Pro is also the platform to connect with our various communities, and for ENA members to discover other international professionals in the sector and their learning, experience and expertise.

Working to the Europeana Pro strategy and working with stakeholders across the Initiative, we deliver content on Europeana Pro under a strategic and consistent editorial approach, featuring examples of best practices and strong industry outcomes (case studies, resources and tools). In addition to ongoing work there is a greater focus on accessibility (see Pro development work below) and on improving user journeys as part of the holistic approach detailed above.

Europeana Pro performance

Visits to Europeana Pro by month

Visits by DSI year

Returning visit % to Europeana Pro by month

Returning visits % by DSI year

On a monthly basis we use Matomo, heatmaps and other resources to monitor KPIs against the specific objectives for Pro, and use this to inform our work in updating the site. Over the past nine months we have seen a slight decline in traffic to Europeana Pro compared to corresponding months in the previous year. We believe this is for a number of reasons. As previously mentioned, Matomo reports lower than Google Analytics and now users can opt-out of tracking. In total, over the nine months in DSI year 4, Pro received traffic of 254,689, and in the corresponding months in DSI year 3, Pro received traffic of 270,872. This is around a 6% decrease, which is similar to the decrease we saw when

running Google Analytics and Matomo together in the summer of 2021 (4%), especially when you take into account that we believe around a further 6% of visitors opt-out of tracking. However we are also seeing indications that it will be difficult to continue growing traffic to Pro at the rate of the previous three years. For example, engagement on Twitter decreased in 2021 from 1.89% to 1.32% and there are indications from a number of areas that this is a trend being seen worldwide and across organic social media channels[18].

There was a significant spike in traffic in November 2021. This was a direct result of Europeana 2021 being held online, and demonstrates how powerful a digital conference can be, in terms of raising awareness of the Europeana Initiative as a whole, alongside increasing numbers participating in the event. During that month all sections of the site saw a comparable increase in traffic, further supporting this observation.

The returning visitor rate was also affected by moving to Matomo, and we believe this rate is no longer reliable. As explained on page 15 (KPIS and measurement) in this report, and in the periodic report (M40) we believe it is also a result of implementing the cookie banner. While we are still able to see visitor numbers for those who choose to ignore the banner, we believe that Matomo does not differentiate between new or returning visitors who do so. The result is that it automatically counts all who do so as 'new' visitors when this is unlikely to be the case.

Pro development work

During this reporting period, development work has continued to focus on improving content and increasing accessibility and functionality for users to be able to make more of the site. This is in line with the Europeana Strategy 2020-2025, and reflects Europeana's ongoing commitment to diversity and inclusion. The MarComms team continues to work closely with and contribute to internal accessibility and Diversity and Inclusion cross-teams.

We have evaluated and improved code quality on the site, and actioned recommendations from an external, expert-led accessibility review of Europeana Pro, many of which focused on navigation. We have also made a number of accessible, aesthetic improvements to the site, including: improving styling on forms; creating more flexibility for styling of banners across the site; making the 'tile' functionality clickable; making Pro embeddable on other websites; developing new functionalities to present links to external websites; and improving the presentation of tags on 'project' content types.

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[18] https://www.rivaliq.com/blog/social-media-industry-benchmark-report/

Work is ongoing to update Bolt, the content management system through which we update Europeana Pro. We expect to have this completed by the end of August 2022. Future development work is outlined in detail in the dedicated Europeana Pro strategy. It will continue to prioritise accessibility, but also explore multilinguality and mobile use of the site.

Pro user understanding

In January 2022, we designed and ran our second annual user-survey to help better understand who our users are, and their motivations. Barriers to completing the survey were kept low and consistency with 2021 was ensured. Whilst the number of survey responses provides a statistically robust base, the number of people completing the survey was down significantly compared to 2021 (263 vs 1,250). This was a direct consequence of only serving surveys to those who opt-in to the Klaro privacy banner. 81% of our users ignore the banner or opt-out.

User sector

Europeana Pro users by sector
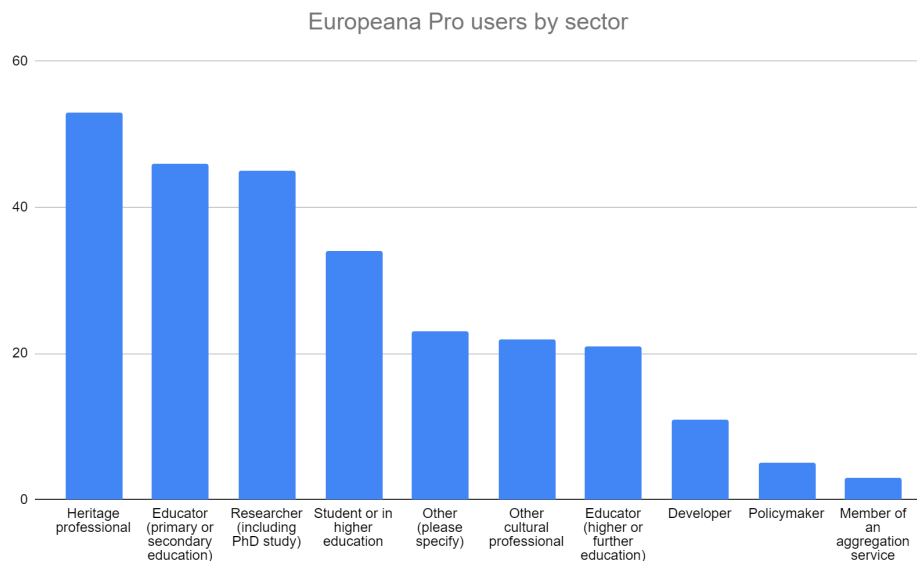
As in 2021, in 2022 we asked users which sector they worked in, but changed the options in 2022 to be consistent with the Europeana standardised question bank[19]. The results are consistent with last year, suggesting that of our audiences who accept the privacy banner,

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[19] https://pro.europeana.eu/page/europeana-standardised-question-bank

people who work or study in higher education and academic research are the biggest users of Pro. We see this reflected in the make-up of the network and our largest community, and it suggests work to support these audiences is successful in raising awareness of Europeana. We should continue to share content of relevance to these audiences in the coming period.

User motivation

#	What motivates you to visit Europeana Pro?	Count	% of responder	% of answers
D	I'm looking for tools, services and information to help support my professional development	102	47%	26%
G	I want to find out more about what Europeana offers	79	36%	20.20%
F	I'm looking for EU projects information and funding opportunities	48	22%	12.20%
E	I'm looking to connect with other professionals/organisations	48	22%	12.20%
A	My organisation is exploring the idea of producing and sharing digital content.	39	18%	9.90%
C	My organisation already has digital content and would like to do more with it.	28	13%	7.10%
B	I want to know how my organisation can publish our content in Europeana.	27	12%	6.90%
H	Other (please specify)	21	10%	5.40%
	Total 392 answers from 217 participants			

We also asked respondents what motivated them to visit Pro. Results were consistent with 2021, highlighting that people are looking for professional development opportunities as a priority (nearly 50% of respondents), and that to learn more about Europeana's offer was secondary. This suggests that Europeana's offer should, first and foremost be aimed at professional development, and the products, tools and services we offer should be reflective of that. In 2022 more people stated that they were looking for funding opportunities. More people were also looking to connect with other professionals than in 2021, which is potentially something the ENA can capitalise on in the coming period.

Multilinguality
We also asked respondents questions around multilinguality, involvement with Europeana and awareness and use of the Europeana website. Nearly 65% of respondents agreed that it is important to have Europeana Pro and the products/services we offer in their native language, and provides evidence for ensuring work on multilinguality covers all of our key products and services. Involvement with the Europeana Initiative stayed at similar levels to 2021, however we did see a 9% increase in people who were members of the Europeana Network Association. This could suggest that our efforts to make benefits of and how to

join the network clearer are having an impact, but it may also reflect that people more closely aligned with Europeana are the most likely to accept the privacy banner. Finally, we asked if respondents were aware of the Europeana website, and if so how often they use it. 50% were aware, and of those nearly 50% visit a few times a year. This suggests that we could do more to encourage users to use both sites and improve the user journey between the two, especially as the most recent user surveys of both sites suggest that the make-up of users on both sites fit very similar profiles.

Future survey

To enable us to continue to monitor and further understand our audience demographics, motivations and satisfaction, and to start exploring how we can gain a better understanding of those in the sector we currently do not reach, we plan to run a similar survey in early 2023.

Europeana Pro News[20]

Throughout this reporting period we have implemented the approach to Europeana Pro News set out in the Pro editorial strategy[21]. This has included a thematic approach to content, with monthly and bi-monthly themes focusing on different topics of relevance and interest to the cultural heritage sector. From September 2021 - April 2022, Europeana Pro News covered the following themes and had the following unique page views (UPVs, from date of publication to 30 April 2021).

- Europeana Education (four posts, 1,853 UPVs)[22]
- Black History Month (five posts, 857 UPVs)[23]
- New technologies (six posts, 878 UPVs)[24]
- New Professionals for European Year of Youth (four posts, 581 UPVs)[25]
- Women's History Month (four posts, 637 UPVs)[26]
- New European Bauhaus: Built with Bits (seven posts, 653 UPVs)[27]

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[20] https://pro.europeana.eu/page/news
[21] Available on request.
[22] https://pro.europeana.eu/tags/education-theme-2021
[23] https://pro.europeana.eu/tags/black-history-month-2021?&page_tag_black-history-month-2021=1
[24] https://pro.europeana.eu/tags/new-tech
[25] https://pro.europeana.eu/tags/new-professionals-interviews
[26] https://pro.europeana.eu/tags/womens-history-month-2022
[27] https://pro.europeana.eu/tags/built-with-bits-interviews

The following series (ongoing focuses running over several months) ran throughout this period, and will continue to run in 2022 (views are from date of publication - 30 April 2021):

- Professionals in Focus (six posts, 833 UPVs)[28]
- Diversity and Inclusion at the Europeana Foundation (one post, 252 UPVs)
- Europeana Quarterly Highlights (three posts, 94 UPVs)
- Europeana website quarterly updates (two posts, 397 UPVs)
- Europeana Foundation Business Plan (five posts, 420 UPVs)
- Copyright Directive (two posts, 1,208 UPVs).

Learnings

In addition to focused themes and series, through Europeana Pro News we publish posts which share knowledge from around the sector, inform about activities taking place across the Europeana Initiative and inspire with examples of best practice. Through our taxonomy work, in this period we have categorised content shared on Pro news to gain insights into interest and engagement from our audiences. Besides the key learnings mentioned earlier on under 'MarComms for Professional Audiences' (p. 17),

- The five most popular topics covered on Europeana Pro News in 2021 (which received, on average, the highest number of unique page views) were: the Europeana Conference ; Education; Research; Tech; and Copyright. The number of posts per topic varied and when this is taken into account, Education and Tech seem to be the most popular topics as they were posted about more often and had higher engagement levels. The interest in Research and Education topics confirms learnings from the Europeana Pro survey, that significant portions of our visitors come from the University & Research (31%), and Education (18%) sectors.
- The Pro News post related to the Europeana MOOC (categorised as a training resource) received the highest number of unique page views of any news post on Europeana Pro in 2021, which reflects interest in both Education as a topic, and in 'training' offered by Europeana. There was also high interest in posts related to calls and events/webinars.
- The popularity of posts on events reinforces the value of introducing a series of events to promote through a Europeana Pro News post and creating a coherent narrative around their organisation.

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[28] https://pro.europeana.eu/search?q=professionals+in+focus

- Interviews received less interest than other editorial formats in 2021. This has become a much used content type on Europeana Pro News however low engagement across channels, in 2022 suggests its use should be reassessed.

Supporting the Europeana Network Association

Our work supporting the Europeana Network Association broadly covers two areas. Firstly, promoting the Network organisation, its communities and activities more generally, and secondly supporting the activities of the Europeana Communicators community.

Promoting the Network and its communities and activities

During this period, MarComms colleagues have worked with members of the ENA Management Board to refresh the ENA's landing page on Europeana Pro[29] to help users navigate the different sections relevant to the ENA and to 'tell the story' of its constituent parts. There is now a dedicated page to encourage users to 'join us', complementing the broader information available. We will continue to work with the ENA membership Working Group to ensure that its outcomes are fed back into Pro, and to explore ways to improve findability of other members via Pro.

As part of our focus on promoting our evergreen offer, we have been proactive in continuing to promote elements of our network offer, and in January 2022 we undertook a thorough review of 2021 activity.

Promotional activity of the Europeana Network Association included 100 social media posts, 44 newsletters and 34 Pro News articles. In total our activity promoting ENA was seen over 420,000 times in 2021, the ENA section of Pro received 25,000 unique visits and we have analysed higher and lower performing activity to help us with future plans. The evidence suggests that our audiences do not distinguish between promotional activity from different bodies within the Initiative. For example, there is little variation in performance from different bodies; topic areas that perform higher or lower do so irrespective of the body the work originated from, while broader Europeana Initiative activity seems the most popular. Therefore, we believe there is strength in our collective approach.

While the Europeana Communicators Community remains particularly relevant to MarComms activity, during this period we have also continued to provide more structured

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[29] https://pro.europeana.eu/europeana-network-association

strategic and practical support across the six individual ENA communities. We supported the launch of the seventh ENA Community, the Climate Action Community, including the creation of a community page[30] and communications and promotion of the community to new and existing ENA members. The most successful piece of content shared was the announcement of the Climate Action manifesto and the launch of the Climate Action Community on Twitter[31] during the second day of Europeana 2021, which received the highest number of impressions (16,590) and the highest number of engagements (225) out of all the Climate-related activity we have published on our channels. The level of engagement with the manifesto during our annual Conference shows that there is a potential benefit in using the platform of our Conference to make important announcements, as it seems easier to mobilise an audience that is already engaged with the Europeana activities. This is something we would like to utilise again in the future. The Climate Community now has 154 members. In the coming period, we will support this community (along with all others) to share more information about its work and relevant resources.

Europeana Communicators[32]

The Europeana Communicators community aims to be a communication hub between community members, communities and the Europeana Network Association; to contribute to Europeana's shared knowledge by supporting the development and promotion of training resources, tools or activities; to equip ENA members with digital communications skills; and to share examples of digital culture in action, demonstrating the relevance of Europeana today.

The aspiration for Europeana Communicators for 2022 is to foster a welcoming, inclusive community of engaged communicators, who recognise, share and promote the value of (digital) cultural heritage.

Priority areas of work are:
- Deepen understanding of the priorities and needs of the community in order to mobilise and engage members;
- Ensure that community planning and reporting processes are transparent to the community;
- Build and foster connections within the community and across ENA communities;

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[30] https://pro.europeana.eu/page/climate-action-community
[31] https://twitter.com/Europeanaeu/status/1458753336082059267
[32] https://pro.europeana.eu/page/europeana-communicators-group

- Work to be inclusive to the multinational and multilingual community through encouraging multilingualism in activities;
- Investigate possibilities for reinforcing the value of open digital cultural heritage by demonstrating the varied and valuable ways it can be used and shared.

Membership

In this reporting period, the Communicators Community grew from 1,451 ENA members in August 2021 to 1,614 ENA members in May 2022. Subscriber numbers to the ENA newsletter have grown in line with this from 1,141 for the newsletter sent in August 2021 to 1,278 for the newsletter sent in May 2022. As of May 2022, the ListServ group has 1,196 members, and the LinkedIn group has 338 followers. This is a reduced rate of growth compared with the previous period, in which we received a larger influx of members. In this period, we have had to adjust how we engage with these new members but are having successes (for example, open rates in the newsletter detailed below).

Highlights from September 2021 - May 2022

- **Europeana 2021:** Two sessions organised by Communicators Steering Group Members Marianna Marcucci and Cristina Roui, on inclusive language and impact and digital storytelling were delivered at Europeana 2021. The SG organised and delivered a successful #DigitalAperitivo at Europeana 2021.
- **Newsletter:** Subscriber numbers to the ENA newsletter have grown from 1,141 for the newsletter sent in August 2021 to 1,278 for the newsletter sent in May 2022. Growth rate has slowed since the previous period. In the period, open rates range from 18.6% to 41.5% with an average of 33.5% - which is in line with the previous reporting period and comparable with other newsletters sent across the Europeana Initiative. Open rates have improved slightly since we introduced a new strategy of unique call-to-action subject lines, as opposed to the previous static one, and the average open rate for Jan-April 2022 is 38.9%. Click rates range from 3.2% to 8.1% with an average of 5.8%, which is in line with the previous period.
- **Cross-Community cooperation:** Since May 2020, the Communicators Steering Group has been liaising with each ENA community to share support, guidance and collate feedback from other communities around communication. In this reporting period, the Communicators community has worked with the Copyright Community by supporting a Copyright Hours event on using copyright material for content creation.[33]

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[33] https://pro.europeana.eu/event/copyright-office-hours-using-copyright-material-for-content-creation-research

- **Digital Storytelling Festival:** At the Opening Gala of Europeana and the Digital Heritage Lab's Digital Storytelling Festival, the Community ran a webinar on the seven digital storytelling tips in action, and published a Europeana Pro News post on the same topic to inspire audiences and build on the work of the digital storytelling Task Force.[34]
- **New Steering Group members:** In this period, three new Community members have been elected to the Community's Steering Group, bringing new expertise in digital storytelling, video and education.

The work plan for 2022 is set out in Europeana Communicators Work Plan 2022[35], which was created within this period and will inform activity in the coming months.

Events

Building on approaches developed in the last reporting period, we have continued to refine how we announce, promote and follow up on the events that we organise. We have established workflows for both colleagues and external partners to submit events, which are then consistently promoted through our social media and targeted to the most relevant audiences in other communications.

Promotion of events
In the past year, and with the addition of a Marketing Specialist in our MarComms team, our capacity to promote events, especially on Twitter, has grown substantially. This does not only include organic promotion of events from the Europeana main account, but also increased engagement with the Twitter accounts of the partner organisations which run the events, further amplifying the reach of those events.

We put significant promotion efforts behind Europeana 2021 as our flagship event. We worked closely with our events team to ensure key promotional opportunities were included in our planning and ran a promotional campaign that included organic social media promotion, a short targeted ad campaign and utilisation of all key Europeana channels. This year we also created a media pack for partners to use, contacting over 50 relevant groups in the sector encouraging them to promote to their audiences. This activity helped Europeana 2021 receive the highest number of registrations yet, with 1,685 registering and 797 attending.

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[34] https://pro.europeana.eu/post/get-inspired-by-examples-of-digital-storytelling-in-action
[35] https://pro.europeana.eu/post/communicators-community-work-plan-2022

We offer bespoke promotion and plans for other flagship events, which in this period included Presidency events, and community online events series (for example, Copyright hours[36]).

Testing and evaluation
During this period, we have been experimenting with different approaches in our live tweeting, aiming to increase interest and engagement with the target audiences of events. The Twitter testing phase (March 2021 - October 2021) and strategy identified that Presidency events were perhaps underperforming in the past, so we made some plans to test a new approach, then tested and evaluated it. As first results, we noticed that the French Presidency (March 2022) became the best performing Presidency event in terms of engagement (both in total engagements (345) and engagement rate (2.23%))[37].

A new approach has been to focus more on communicating event highlights live, instead of sharing pre-prepared visuals with quotes, urging the professionals and organisations involved to tweet from their own accounts, while we retweet from the main Europeana account. The value of this approach is that we are able to share and reshare more specialised content that resonates more with the specialised target audience of each event (e.g. aggregators, data engineers, digital humanities researchers). Overall, the engagement rate of our events on Twitter has increased compared to the previous period, going from 1.13% to 1.93%, confirming that, through organic and paid activities and supported by our taxonomy work, our work in approaching the right target audiences has been impactful. For that reason, in the coming period, we'd like to start testing with event promotion on LinkedIn and Facebook as well.

Data from events held between September 2021 and March 2022 shows a broad consistency with the previous period, with a small reduction in average attendees per event, perhaps reflecting wider trends towards digital fatigue seen as the pandemic progresses.[38] However, there are high numbers participating in our events overall, reflecting our iterative and evaluative approach which prioritises events of most interest to our audiences; for example, following low attendance and learning from the previous period, we did not repeat the Spring Programme.

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[36] https://pro.europeana.eu/post/copyright-office-hours-are-back
[37] The next most popular flagship event in terms of engagement rate during the event on Twitter was the Slovenian Presidency (2.00%), followed by Europeana 2021 (1.50%)
[38] See B.2/B.3 periodic report.

Communication with European citizens

Europeana website updates

In the previous period, we introduced new ways to explore and discover content on Europeana. We also began a quarterly update series on Europeana Pro news to share the website's ongoing development work with professional audiences.[39]

Learnings from the website update
- We learned that people might need an incentive to open an account. The account functionality has been promoted in the newsletter by featuring two user galleries in each edition as well as a #GalleryOfTheWeek. We have included the creation of the galleries and saving favourite items in the creative activities and events such as GIF IT UP, Digital Storytelling Festival and Sport GIF-making workshop.
- We revamped the filters, making it easier for people to refine the search results and search results view. We learned that some users were not aware of this functionality. The revamped filters have been featured during the Digital Storytelling Festival, encouraging people to explore content to use them in their stories.

Europeana website - planning
- With the creation of dedicated 'Organisation pages' on the website, audiences are now able to browse and discover content by the specific organisation which shared the data with Europeana. We are planning to test the promotion of specific organisations that offer high quality content.
- We will continue raising awareness of the improved filters by incorporating the instructions and use cases in our events and activities encouraging reuse.

Exhibitions created in partnership with the European Parliament

As a direct result of the successful initial collaboration on the online exhibition "70th Anniversary of the Schuman Declaration" Europeana and the European Parliament are now collaborating on a series of approximately 15 exhibitions promoting the EU's democratic values, to be published between 2020-2024. Each exhibition will be in 24 languages, exploring modern history and political topics related to peace and democracy,

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[39] https://pro.europeana.eu/search?q=What%E2%80%99s+new+on+the+Europeana+website%3F

such as the fall of the Berlin Wall and the Helsinki Accords. In this reporting period the new exhibition *Louise Weiss: a committed European* was published bringing the total to five exhibitions to date:

- 70th anniversary of the Schuman Declaration, 9 May 1950
- It was 30 years ago: The European Parliament, the fall of the Berlin Wall and German reunification
- The Sakharov Prize, the European Parliament and human rights worldwide
- The Charter of Fundamental Rights of the European Union turns 20!
- Louise Weiss: a committed European

Learnings from the European Parliament Exhibitions
- Available in all EU-languages and promoted multilingually
- During launch period and joint promotion, the exhibitions have a great potential to generate high traffic volumes (over 50K visitors). Afterwards the traffic stabilises to around 15K/month
- There's interest in accessing content in the mother language with other language versions receiving more visits than the English version
- After the initial, Europeana-led production of the exhibition, we supported the European Parliament Team to build the skills to create the exhibition in Europeana's CMS. This approach has allowed the EP Team to lead in the production of the future planned exhibitions.
- 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 teasers produced by the EC for social media in all EU languages have been very helpful in promotion of the exhibition

GIF IT UP 2021

The 2021 edition of the annual GIF-making competition GIF IT UP, organised by Europeana in collaboration with DPLA, Trove and DigitalNZ, Japan Search and DAG Museums in Kolkata in India welcomed a new partner - The Art Institute in Chicago. The competition received over 200 entries from across the world. Building on learnings from previous years, promotion of competition entry focused on marketing and social media channels.

To facilitate the capacity building and learning among the new GIF-makers, we created a GIF-making Academy - an online course guiding the participants through the process of GIF-making, from the selection of openly licensed content to submission. Over 700 participants graduated from the Academy, which remains an evergreen and relevant resource throughout the year, not only during the contest.

Learnings from GIF IT UP 2021
- 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.
- GIF-making Academy was well received with a completion rate of 99%
- 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.

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 2022 will be related to the European Year of Youth.
- GIF-making Academy will be improved and enriched to encourage new audiences to create their own first GIF
- We will run online (and physical if possible) GIF-making workshops.

Cross-platform thematic campaigns

Ongoing promotion of Europeana Strategy 2020-2025

Work to promote the messages and build understanding of the Europeana Strategy 2020-2025 continues through reinforcement of the main messages and priorities it sets out. Our focus in this period has been to show how activities, topics and themes derived from the Strategy directly affect our cultural heritage professional audience.

On Europeana Pro, this has translated to editorial themes such as those on Education (September 2021), Black History Month (October 2021), innovation and technology with Heritage in Motion (January 2022), New Professionals (February 2022), Women's History Month (March 2022), New European Bauhaus: Built with Bits (April 2022) and Digital Storytelling (May 2022). These themes align with the priorities of the Europeana Strategy 2020-2025, which has a focus on collaboration, innovative use of technology to support digital transformation, openness, inclusivity and global communities.

Reuse of digital heritage content for education, research, creation and recreation is central to the Strategy. To support this focus, a new reuse page has been developed on Europeana Pro to showcase the innovative ways that educators, researchers, culture lovers and creatives are using cultural heritage content to enrich educational resources, open up new areas of research, or create new art, games and entertainments[40]. This page allows us to tell the story of that reuse to Europeana's wider stakeholders in an engaging way. We will update the page with new examples on an ongoing (at least quarterly) basis and are exploring technical solutions to include more examples while still offering readers an attractive and easily readable page.

New European Bauhaus: Built with Bits

Since early 2021, Europeana has undertaken a series of coherent actions, events and promotional activity with the aim to raise awareness and understanding of, and promote engagement with, the New European Bauhaus initiative by the cultural heritage sector.

In this reporting period, we have in particular supported editorial and communications around the 'Built with Bits' initiative, a Europeana mentoring programme and educational challenge which contributed to the New European Bauhaus movement by inviting students

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[40] https://pro.europeana.eu/page/europeana-reuse-be-inspired

and educators to design beautiful and sustainable spaces with Mozilla Hubs. We created a landing page[41] around the initiative, which has been updated as the challenge progressed to include calls to action to get involved, information and resources, and announcement of the winners. In this reporting period, this webpage has received 1,397 unique page views.

The winners of the challenge were announced in January 2022, and in April we continued our editorial focus on their achievements through an Pro News interview theme with the winners[42] which explored their experiences and highlighted how the programme had deepened their understanding of New European Bauhaus. Seven posts were published, which received 653 unique page views in total.

These posts also connected the programme with the European Year of Youth, a connection which has been strengthened with the organisation of a 'Built with Bits Brussels' edition, which begins at the Festival of the New European Bauhaus. This has been promoted through dedicated editorial.[43]

In addition to our editorial and communications support on the 'Built with Bits' initiative, we have been involved in the wider discussion around the New European Bauhaus on Twitter, following, promoting and supporting relevant accounts in addition to promoting New European Bauhaus related activities in our own networks. The objective is to provide support to colleagues engaging with New European Bauhaus, to amplify the position of Europeana in relation to the New European Bauhaus and to promote the initiative more widely to our audiences.

European Year of Youth

With 2022 designated as the European Year of Youth, we have also undertaken activities to highlight and support the role of youth in the cultural heritage sector. In February, a Europeana Pro News theme[44] highlighted projects and networks supporting new professionals, drawing the connection with their work and the European Year of Youth. These four posts received 581 UPVs. Additionally, Europeana (through the Diversity and Inclusion Task Force) is a partner in Europa Nostra's 'Youth for the Future of Cultural Heritage in Europe' consultation and we have promoted the call among our networks and on social media.

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[41] https://pro.europeana.eu/page/built-with-bits-designing-virtual-spaces-for-the-future
[42] https://pro.europeana.eu/tags/built-with-bits-interviews
[43] https://pro.europeana.eu/post/built-with-bits-brussels-kicks-off-at-festival-of-the-new-european-bauhaus
[44] https://pro.europeana.eu/tags/new-professionals-interviews

We worked in partnership with ESACH, the European Students Association for Cultural Heritage, to organise a dedicated session on digital transformation within their Year of Youth ESACH Talks series[45], and the Europeana Conference call for proposals will have a dedicated strand for events related to the European Year of Youth.[46]

Black History Month

- We launched a new exhibition 'Black lives in Europe'[47] showcasing notable Black figures from European history. The exhibition was published in English as well as French, German, Italian, Polish, Romanian and Spanish and promoted in these languages.
- We created an email course highlighting Black history through the stories of 13 individuals.
- We published three new galleries and seven blogs which told further stories relating to the lives and communities of Black people in Europe. These were prepared by Europeana and partner projects, organisations and individuals including Europeana Sport, the Statens Museum for Kunst, Actions Culturelles Internationales, Dr Susan Hazan and Professor Johanna Fisher. All these stories were gathered together on a page on the Europeana website[48] which was promoted throughout the month and is available as a feature page on Europeana throughout the year
- During Black History Month, we aligned work being done on the Europeana website with a Europeana Pro news thematic focus on stories, projects and collections which highlight Black history in Europe. We interviewed four institutions about their work, informed professional audiences how they could get involved, and followed up after October with further interviews and reflections on Black History Month.

Women's History Month

- During Women's History Month in 2022, we built on the achievements of the previous years to feature 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.

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[45] https://pro.europeana.eu/event/esach-talks-may-2022-digital-transformation-and-cultural-heritage
[46] https://pro.europeana.eu/post/submit-your-proposal-for-europeana-2022
[47] https://www.europeana.eu/en/exhibitions/black-lives-in-europe
[48] https://www.europeana.eu/en/black-history

- We promoted 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's history[49] has been created and is available on Europeana's website.
- A new exhibition - The Pill[50] - was launched.
- We invited six different organisations dedicated to bringing visibility to women's history and women's contributions to society to take over our Instagram Stories for one day and share their work and content.
- We aligned work being done on the Europeana website with a thematic focus on women's history on Europeana Pro news.[51] We published four posts highlighting projects and institutions working on women's history, looking in depth at 'The Pill' exhibition and informing professional audiences how to get involved. This activity helped us to establish new relationships, and since the end of the month, we have continued to publish pieces celebrating such initiatives throughout Europe.

Learnings from Women's History Month
- Women's History Month is an opportunity for Europeana to be involved in the issues important for society, through digital 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 internationally.
- The Instagram Stories takeover provided new and interesting content for our followers while introducing us to new audiences. We will reuse this format for other occasions.

Women's History Month - planning
- The celebration of Women's History Month will be back in 2023, building on the previous editions, combining editorial content with audience engagement elements.

Projects in which Europeana is a partner

In line with our approach to increase visibility of project partnerships and related outputs, we support promotion of Generic Services and Horizon 2020 projects in which Europeana is a partner. Our work here is designed to help raise the visibility of European

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[49] https://www.europeana.eu/en/womens-history
[50] https://www.europeana.eu/en/exhibitions/the-pill
[51] https://pro.europeana.eu/tags/womens-history-month-2022

Commission-funded projects and to reinforce the 'rewarding' aspect of cultural heritage institutions working with Europeana.

In 2021, our promotional activity of these projects was seen over 168,000 times, which reflects the success of the processes that we have put in place to represent and promote them. Each project receives an overview page on Europeana Pro which is kept updated as the project progresses and once it is finished. We include relevant outcomes from the projects under our Tools and Services page on Pro, and we amplify calls to action and activities from the project with social media posts as well as dedicated Pro News posts. When each project finishes, we aim to publish one 'wrap-up' summary post to share its achievements and explain the benefits for stakeholders. We track, analyse and report on learnings in relevant project reports and through our taxonomy work (see above).

In terms of social media promotion on Twitter, we have been diligent in promoting events hosted by partners, project updates with a tangible call to action for the audience, and closely monitoring partner accounts to retweet news and announcements from the accounts of our project partners related to digital heritage that might be relevant to the Europeana audiences. Besides an increase in dedicated promotion of our projects and project partners on the channel (29 tweets, compared to 22 tweets shared in the previous period), the main result has been a clear increase in the engagement rate during this period (from 1.16% to 2.12%), which shows that we have been successfully reaching the relevant audience and we will continue to improve our processes to be able to reach our target audiences.

Annex 1: Communication & dissemination channels

Approaches

Twitter

In this period we evaluated the testing activity from the previous period to inform our Twitter strategy for Professionals 2022, which we're now implementing.

Besides the key learnings mentioned earlier on under 'MarComms for Professional Audiences' (p. 17), further learnings were:

- Copyright and Impact were not in the top-performing topics but presented consistent results. Introductory content usually performed better, compared to more specialised resources. Our [#CopyrightHour](#) campaign, running every Saturday and promoting a Copyright resource from Europeana Pro, has provided some of our most consistently successful pieces of content on Twitter.
- The learnings from our testing phase, combined with our taxonomy work, have helped us better promote our offer to the relevant audiences, leading to an increase in engagement rate (2% in the period September 2021 - May 2022, compared to 1.24% in the previous period).
- Other than event-specific hashtags (e.g. #Europeana2021), our audiences are not really interested in exploring other hashtags.

Based on these learnings, we have refined our approach to content and we are conducting further testing to see if we can increase our engagement rate even more. We will continue to monitor performance, and evaluate and update the Twitter strategy on a yearly basis.

Facebook

During the reporting period, the new Mac iOS 14 and the GDPR regulations in combination with a rebrand to Meta, affected the performance of Facebook:

- Many precise targeting functions are no longer available which negatively influences the efficiency of the activities. This means we might need to test using Facebook as a tool to raise awareness rather than primarily to generate traffic, as we have done to date.

- The Facebook audience is ageing. While cultural heritage content can and should be explored by audiences of all ages, we have to shift our efforts to other networks, especially Instagram, to reach younger users.
- The increased privacy makes it very hard to track performance as social media/Facebook no longer display as a traffic source for users who chose more private browsing and their visits are registered as 'other' or 'direct' instead.

LinkedIn

For this reporting period of September 2021 - May 2022, we have been implementing a consistent approach to sharing content through LinkedIn, based on a strategy first drafted in early 2020 and evaluated on an annual basis (last in January 2022). This has continued to perform well:

- Matomo reports that from 1 September 2021 - 30 April 2022, LinkedIn referred 4,381 visits to Europeana Pro. For the same period the previous year, Google Analytics reported that LinkedIn referred 4,758 sessions to Europeana Pro. Given the different platforms, it is not possible to draw a conclusion based on the comparison, but we will be more equipped to do this in the next reporting period as we will be able to compare like for like in Matomo.
- From 1 September 2021 - 30 April 2022, the Europeana LinkedIn profile gained 1,543 new followers, a slight increase on the same period the previous year, which saw 1,470 new followers.

As part of our strategy update in early 2022, we looked at the followers to our LinkedIn profile page, learning the following:

- The professions our LinkedIn followers list themselves as working in reinforces the suitability of LinkedIn as a channel to promote content from Europeana Pro. It's particularly strong for those who work in GLAMs and Higher Education/Research, which reflects the results of the 2021 Europeana Pro user survey. We should continue to share content of relevance to these audiences via LinkedIn.
- A high number of our followers work in Arts and Design, Media and Communications, operational areas and Education, although the variety of responses for job functions given, and the relatively low number assigned for each one, suggests that our audience is varied.

- A large number of our page visitors are located in the Netherlands and Brussels. This suggests that a large number of visitors come looking for job opportunities. This is supported by high engagement with posts which share job offers.
- The seniority of our followers suggests that just over half are in relatively senior positions, with the rest in more junior positions. Just over half of our followers identify themselves as 'Senior', 'Director', 'Manager', and just under half as 'Entry.' If we want to grow the latter category, in line with recommendations from the New Professionals Task Force, there would be scope for targeting this group with specific content, and information about inclusivity, diversity, and training.

Through our taxonomy work, in this period we have also categorised content shared on LinkedIn to gain insights into interest and engagement from our audiences. Besides the key learnings mentioned earlier on under 'MarComms for Professional Audiences' (p. 17), we found that popular topics shared on LinkedIn this year were related to communicating cultural heritage, Tech, Education, research and careers. The high interest in posts around communicating cultural heritage suggests the interest of our audience in, for example, novel ways of sharing collections, engaging audiences and trying new formats. These posts are often non-specialist, and this looks to be attractive to our audiences on LinkedIn. A high interest in Tech topics on LinkedIn is also reflected on Europeana Pro news and Twitter. We should actively seek to create, curate and share content around Tech topics.

Through our holistic campaign, we found that LinkedIn is a good channel through which to target specific audiences and groups on specific topics; that shorter, clear copy worked better than longer copy; and that if we want people to reshare content, we should encourage them to do this explicitly in copy. The holistic campaign also demonstrated that there is an appetite for static 'evergreen' content from Pro among our LinkedIn audiences, which we will test further in the coming period.

Instagram

In the last few years, Instagram has shifted from a photo sharing app to a platform serving content in various formats and offering interactive functionalities. We have incorporated the use of the new functionalities into our workflows. The interactive activities on Instagram Stories included:
- Short quizzes on various topics
- Questions asking followers about their tastes and preferences related to art

- Insta Museum on the Museum Day with people sending an emoji through a direct message and receive an artwork or a cultural heritage object in return
- Using the 'link sticker' to generate traffic to blogs, galleries and exhibitions

Our learning from broadening the Instagram offer were:
- A possibility to share a bigger variety of cultural heritage content, including less visually appealing yet interesting material
- Through quizzes, we found out the areas where we can help people learn something new. This information will feed our editorial and social media activity
- Sharing posts and stories mentioning Europeana are a way to bring the attention to people and organisations talking about Europeana or using Europeana's material

Medium

Following the successful use of a Medium publication to host the Digital Storytelling Festival in 2021, our strategy for Medium is to continue to use its publication functionality for dedicated activities, such as the Digital Storytelling Festival which runs again from May-July 2022. We will also use its regular stories for content directly related to digital approaches and transformation which, for length or other editorial considerations, cannot be published on Europeana Pro, for example, re-posting long-read articles created by Europeana for publication in journals or books. This way, Medium provides a useful complement to Europeana Pro as an editorial outlet.

Email marketing

In 2021 and 2022, we continued the development of a new email marketing format - an email course. The email courses are a way to encourage users to explore content related to a specific theme. Currently, we offer courses on four topics:
- Women's History
- Black History
- Sporting Heritage
- GIF-making Academy

The existing course themes explored underrepresented themes and content. In total, 4 335 people participated in courses with a completion rate of 96%. This means that we can continue scaling up, bringing new users to join the existing courses and introducing new ones. As this format is automated and the content is evergreen, over time emails courses

can become a more important way of generating traffic and decreasing the dependency on social media when interacting with audiences.

Media coverage

Due to prioritisation of resources, Europeana's Marketing and Communications efforts have proactively focused on channels other than news media. Organic media coverage of Europeana in the media does occur and we look to record this where possible.

Europeana-owned channels

Websites

Channel	Description	Audience(s)
Europeana website[52] with access to Collections pages[53] (based on entities) and editorial features	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. Entity collections pages (persons and topics) provide users with quick access to topics of interest . High quality editorial features such as galleries, blogs and exhibitions highlight captivating materials and stories.	European society, Education, Academic research, Creative industries
Europeana Pro[54]	Europeana Pro is Europeana's main channel for communicating to cultural heritage institutions and professionals inside and outside of the Europeana Network Association (ENA). It is a valued source of information, resources and news for the cultural heritage sector. It positions the Europeana Initiative as a valuable	Cultural heritage institutions, Europeana Network Association, Europeana Aggregators' Forum, Cultural heritage professionals (both people who are ENA members and those who are not)

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[52] https://www.europeana.eu/portal/en
[53] https://www.europeana.eu/en/collections
[54] https://pro.europeana.eu/

	contributor to the digital transformation of the sector.	
Transcribathon.eu[55]	A crowdsourcing platform with a online tool for the transcription and enrichment of digitised material from Europeana.	European society, Education, Academic research

Blogs

Channel	Description	Audience(s)
Europeana (end-user) blog[56]	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[57]	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)[58]

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
Member States newsletter	Quarterly round-up of policy, strategy	Member States,

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[55] https://transcribathon.com/en/
[56] http://blog.europeana.eu/
[57] https://pro.europeana.eu/blog
[58] The Europeana 1914-1918 has now closed as the campaign is no longer active

	and activity for Member States.	Ministries of Culture, Policymakers, DCHE members
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	Bi -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

Email courses (subscription-based courses on specific topic related to cultural heritage)

Theme	Description	Audience(s)
Women in history	A course celebrating women artists, scientists, athletes and activists throughout history.	Broad audience interested in untold stories and underrepresented groups.
Sporting heritage	Stories of notable and less known athletes and sporting events.	People interested in sport and its links with cultural heritage
Black history	The lives and achievements of Black artists, scientists, athletes and activists in history.	Broad audience interested in untold stories and underrepresented groups.
GIF-making academy	A practical creative course explaining the GIF-making process, from content	People interested in boosting their creative

	search to animation.	and digital skills, potential participants of the GIF IT UP contest.

Mailinglists (subscription-based, network members only)

Channel	Description	Audience(s)
EuropeanaTech[59]	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[60]	Space for Europeana and members of the community to share news, projects, funding opportunities and best practice	Teachers and educators
Europeana Research[61]	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[62]	Space for Europeana and members of the community to share news, projects, funding opportunities and best practices	Cultural heritage professionals interested in communications
Europeana Copyright[63]	Space for Europeana and members of the community to share news, projects, funding opportunities and best practices	Cultural heritage professionals interested in copyright
Europeana Climate Action[64]	Space for Europeana and members of the community to share news, projects, funding opportunities and best practices	Cultural heritage professionals interested in climate action

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[59] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-TECH&X=52BBAA685B35730E5F&Y
[60] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-EDUCATION&X=52BBAA685B35730E5F&Y
[61] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-RESEARCH
[62] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-COMMUNICATORS
[63] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-COPYRIGHT&X=52BBAA685B35730E5F
[64] https://list.ecompass.nl/listserv/cgi-bin/wa?A0=EUROPEANA-CLIMATE

Social Media

Channel	Description	Audience(s)
Facebook		
Europeana fan page[65]	- Posts featuring content available on Europeana Collections - Targeted paid campaigns on specific curated content - Recruiting participants for online events	European society
Europeana Education Group[66]	- Posts with learning material using Europeana content or curated content from the portal E.Collections with strong educational value	Teachers and educators
Twitter		
Europeana (main account)[67]	- Daily tweets featuring content available on Europeana Collections and Europeana Pro - Sharing the best content from other Europeana accounts and accounts of project partners	European society Cultural heritage institutions
Europeana 1914-1918[68]	Tweets featuring content available on Europeana 1914-1918	European society
EuropeanaTech[69]	The Twitter account of EuropeanaTech and R&D community	Creative industries Cultural heritage institutions
Europeana Copyright[70]	Cultivating, curating and sharing knowledge around the topic of copyright in the cultural heritage sector	Cultural heritage institutions

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[65] https://www.facebook.com/Europeana/
[66] https://www.facebook.com/groups/EuropeanaEducation
[67] https://twitter.com/Europeanaeu?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
[68] https://twitter.com/europeana1914?lang=en
[69] https://twitter.com/EuropeanaTech?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
[70] https://twitter.com/europeanaipr?lang=en

Europeana Labs[71]	Offers inspiration and support to anyone looking to reuse Europe's digital cultural heritage	Creatives
Europeana Research[72]	Promoting Europeana Reseach'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[73]	To bring the Europeana Network Association, its specialist communities and other Europeana-related networks together.	ENA members
#Europeana2021/ #Europeana22	For attendees of our annual event and to raise awareness in the sector	Cultural heritage professionals
#CopyrightHour[74]	Weekly campaign running on Saturdays, sharing a Copyright-related resource from Europeana Pro	Cultural heritage professionals
Pinterest		
Europeana[75]	Thematic boards showcasing openly licensed images from a variety of institutions	European society
YouTube		
Europeana[76]	Hosting Europeana's videos for sharing on social media and embedding on websites	European society

[71] https://twitter.com/europeanalabs?lang=en
[72] https://twitter.com/EurResearch?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
[73] https://twitter.com/search?q=%23EuropeanaCommunities&src=typeahead_click&f=live
[74] https://twitter.com/search?q=%23CopyrightHour&src=typed_query&f=live
[75] https://nl.pinterest.com/europeana/
[76] https://nl.pinterest.com/europeana/

Europeana Education playlists hosted in EUN youtube channel[77]	Four promotional videos and playlists with 23 multi language webinars on how to use Europeana in education (hosted in EUN youtube channel)[78]	Teachers and educators
Europeana Education playlist 2020[79]	Nine videos: eight tackling the use of Europeana with innovative methodologies like CLIL or STEAM and one student testimonial	Teachers and educators
Vimeo		
Europeana[80]	Hosting Europeana's videos for sharing on social media and embedding on websites	European society
GIPHY		
Europeana[81]	GIFs created from content available on Europeana Collections	European society
GIF IT UP	GIFs from the GIF IT UP contest	European society
LinkedIn		
Europeana (group)**[82]**	Platform for cultural heritage professionals to share information with each other	Cultural heritage professionals
Europeana (main profile)[83]	Daily posts sharing news items from Pro News, event and campaign information and job postings	Cultural heritage professionals
Europeana Impact	Content for cultural heritage professionals (and beyond) interested in Impact	Cultural heritage professionals, researchers, education, creative industries

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[77] https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL
[78] https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL
[79] https://www.youtube.com/playlist?list=PLtA54levDap0kZvNvTPp087gGfV3riJ8C
[80] https://vimeo.com/europeana
[81] https://giphy.com/europeana
[82] https://www.linkedin.com/groups/134927/
[83] https://www.linkedin.com/company/3201557

Europeana Education Group[84]	Content focusing on education policy related with digital learning and culture (new 2020 strategy)	Teachers and Educators
Europeana Communicators[85]	Content for communications professionals in cultural heritage	Cultural heritage professionals
Instagram		
Europeana[86] Instagram Grid	Visually appealing images with a story from Europeana Collections	European society
Europeana Instagram Stories	Engaging posts using interactive features (quiz, voting, sending a direct message, sharing mentions)	European society
Europeana Instagram Reels	Looping short videos with music	European society
Flickr		
Europeana[87]	Images from key events Europeana attends	Member States, Ministries of Culture, Policymakers, DCHE members, Cultural heritage professionals

Partnerships

Channel	Description	Audience(s)
DailyArt[88]	An app and a magazine for art lovers, used for featuring Europeana content	European society
GIF IT UP[89]	A yearly GIF-making contest encouraging creative reuse of openly licensed cultural heritage material	European and world citizens
#ColorOurCollections[90]	ColorOurCollections is a week-long	European and world

[84] https://www.linkedin.com/groups/13518332/
[85] https://www.linkedin.com/groups/13611314/
[86] https://www.instagram.com/europeana_eu/
[87] https://www.flickr.com/photos/europeanaimages2/
[88] https://www.getdailyart.com/
[89] https://gifitup.net/
[90] https://twitter.com/hashtag/colourourcollections?lang=en

	colouring festival on social media organised by libraries, archives, and other cultural heritage institutions around the world	citizens
The Heritage Lab	An Indian digital media platform connecting citizens to cultural heritage through stories, public engagement programs and campaigns.	European and world citizens, cultural professionals
#MuseumWeek[91]	A worldwide cultural event on social networks	European society
Teaching with Europeana blog[92]	An online space for learning scenarios developed with Europeana resources organised by curricula topic and age	Teachers and educators
Historiana[93]	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[94], PT[95], FR[96], IT[97], GR[98]) 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[99] and All Digital week[100]	Online campaigns to promote educational resources	Teachers and educators in Europe and beyond

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[91] http://museum-week.org/
[92] https://teachwitheuropeana.eun.org/
[93] https://historiana.eu/#/
[94] http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea
[95] https://erte.dge.mec.pt/europeana-recursos
[96] https://www.edutheque.fr/utiliser/partenaire/europeana.html
[97] https://www.diculther.it/europeana-iccu/
[98] http://iep.edu.gr/el/deltia-typou-genika/europeana
[99] https://www.openeducationweek.org
[100] https://alldigitalweek.eu/partners/

Educational platforms: Unsplash[101], Klascement[102], OER commons[103]	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 (Five 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 channels (potential)

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 - Can cover both enthusiast and professional level - Timing depending on individual blogger, often responsive	Cultural professionals European society Creative industries

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[101] https://unsplash.com/@europeana
[102] https://www.klascement.net/lesmateriaal/?extra_url=&cmdFilter=filter_activated&q=&filter_organisation%5B%5D=22122
[103] https://www.oercommons.org/search?f.search=europeana&f.general_subject=&f.sublevel=&f.alignment_standard=