

EUROPEANA NETWORK ASSOCIATION

EUROPEANA COMMUNICATORS COMMUNITY WORK PLAN

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1. STEERING GROUP

Elected by community in May 2019

Chair:

- Peter Soemers

Co-chairs:

- Susan Hazan
- Killian Downing

Manager:

- Beth Daley

Community members:

- Marianna Marcucci
- Vaya Papadopoulou
- Cristina Roiu
- Marzia Polese
- Sofie Taes, Co-opted by SG in November 2019
- Maria Teresa Natale, Appointed by Europeana Foundation

2. ASPIRATION FOR 2020

Strengthen the digital cultural heritage sector by creating a community of active and engaged communicators within the Europeana Network Association.

3. BENEFITS OF COMMUNITY MEMBERSHIP

Personal professional development - access to tools/resources/training

- Via newsletter
- Potentially - early bird registration for Europeana Communicator skills-based webinars (webinars are open to all but members could have first chance to register)

Maintain sector knowledge/relevance - access to Europeana/sector news

- Via newsletter
- Via e.g. webinars

Share own calls to action with the community

- Via newsletter/LinkedIn/ListServ

Connect with communications peers across Europe/the world

- Via newsletter/LinkedIn/ListServ
- Via events e.g. Europeana conference

Expand network within the cultural heritage sector

- Via newsletter/LinkedIn/ListServ
- Via events e.g. Europeana conference
- Via access to wider Europeana Network Association

4. PRIORITY AREAS FOR 2020

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

Following on from the successful Connect Communities conference, the community acknowledges the benefit of greater integration with the other communities as well as groups such as the emerging climate change working group. Incorporating other communities in our activities should be a systematic consideration.

The community also acknowledges that accessibility and multilingualism are issues that all communities can contribute to, and that these should be systematic considerations throughout all our activities.

5. TASK FORCES/ACTIVITIES

1. SUPPORT: Contribute to the Europeana knowledge base by supporting the development and promotion of training resources, tools or activities.

The community identifies a particular need to focus on appropriate communications around how to prepare (good quality) data for Europeana, particularly for small or private institutions. This is an area that requires cooperation with the Europeana Foundation's Data Partner Services team, Pro team and with the Aggregators' Forum, and the Europeana Foundation's Easy and Rewarding cross-team . The Europeana Communicators can support the strategy 1 that comes from the Foundation and Initiative in this area, for example by contributing to the EAF Task Force outlined below, and promoting resources related to this area , e.g. the Europeana Publishing Framework and Europeana Pro.

Activities may include:

- Task Force run by the EAF: Europeana Training and Knowledge Transfer Repository (ETKTR). The Task Force will research and establish the resources that will be required to establish a trusted solution for capturing, indexing and reusing Knowledge, with the Communicators community supporting and disseminating outcomes.

1 Comprising of members of various teams within the Europeana Foundation, this cross-team has a vision of 'Empowering the digital transformation of CHIs by providing them with the tools and services to make it easy and rewarding to publish high quality data.'

- Supporting and promoting introduction of new Pro, in particular the pages that address data production and quality.
- Producing/promoting tools such as FAQs.

2. UPSKILL: Equip ENA members with digital communications skills.

Activities may include:

- Develop a webinar series following on from our first successful webinar, possibly in conjunction with other communities. 3-4 webinars in 2020. Input from community members and MC on suitable topics and speakers will be sought and considered. Topics should align with concerns and activities in the Europeana Initiative and may include - response to coronavirus, using social media for GLAMs, narrating impact (in conjunction with Impact community), Europeana Sport season.
- Activate ENA members on Twitter (and/or other social media) i. Provide social media/comms training for MC/MB ii. Explore regular opportunities for ENA members to tweet together e.g. monthly Twitter chat iii. Lead by example - SG to tweet regularly using relevant hashtags iv. Promote and monitor use of #allezculture and #europeanacommunities
- Realise potential of individual members - take a personal approach to engaging members based on their profiles of skills and interests
- Use existing events (e.g. Collection Days) to hold small comms training or networking opportunities
- Contribute to the annual Europeana conference/event programming.

3. INSPIRE: Share examples of digital culture in action, demonstrating the relevance of Europeana today.

Activities may include:

- Support (and promote) Europeana user-focused campaigns/seasons e.g. sport.
 - Provide editorial e.g. blogs
 - Promote campaigns on members' own channels
 - Support and promote Europeana Pro monthly themes, e.g. 3D
 - Provide editorial, e.g. news posts
 - Promote posts on members' own channels
 - Support and promote Europeana's advocacy campaigns
- Explore areas of mutual benefit with EF's marketing/comms teams e.g. a Task Force to fund and create a short promotional film, collaboration with the climate change group on ENA and climate action, or getting a Google Ads Grant to promote Europeana online on Google
 - Encourage members to use an ENA standard signature in their emails
 - Create/promote case studies/best practices of people using Europeana

6. COMMUNICATIONS/OUTREACH

- Newsletter:
 - Monthly newsletter sent via Mailchimp - maintain open rate of c.55% - increase subscriber numbers - noting that numbers may fall initially in response to spring/summer ENA membership renewal campaign.
 - Publication dates for 2020: 15 Jan, 14 Feb, 13 Mar, 24 Apr, 15 May, 12 Jun, 15 Jul, 14 Aug, 15 Sep, 14 Oct, 13 Nov, 15 Dec
 - Develop ENA communities integration in the Communicators newsletter by sharing others' news
- Develop ListServ to engage members and encourage discussion/interactivity
- Maintain Pro page with updated newsletter and top actions
- Maintain LinkedIn community - to review when/if ListServ established

7. ADMIN

- Monthly virtual meetings for SG - with all community members welcome
- Reporting to MB/MC every three months using the template
- In-person meeting alongside Europeana 2020 conference (tbc)
- Review work plan on quarterly basis

8. BUDGET

Approved by Members Council:


- Conference travel costs - Budget 5 x 400 Euros = 2000 (In 2019, we spent 4 x 400 = 1600 Euros)
- ListServ = 75 euros

Possible additional spending may be required - to be applied for as appropriate, subject to approval:

- Webinar editing x 4
- Expenses for activities linked to existing events (e.g. training/networking opportunities alongside Collection Days)
- Production of resources such as videos/case studies



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