PROJECT COMMUNICATION

PROJECT PARTNERS TRAINING 10.12.2019
SAINT PETERSBURG, RUSSIA

MANAGING AUTHORITY AND TESIM PROJECT

TESIM
Technical support to the implementation
and management of ENI CBC programmes

CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

*Funded by the European Union,
the Russian Federation and
the Republic of Finland.*

AS A REMINDER

Requirements to ensure visibility of funded projects and of the financiers (European Union, Finland and Russia) are set in the;

- Commission Implementing Regulations (EU) No 897/2014

- Joint Operational Programme of the SEFR CBC 2014-2020 (2015/038-995) endorsed on 18.12.2015

- Agreement on Financing and Implementation of SEFR CBC Programme signed by the European Commission, Russia and Finland and ratified on 3.8.2019

- Programme Manual

SOCIAL MEDIA

Social Media –
what are we talking about?

- **Social media**, a phrase thrown around a lot these days.

- In general it may be defined as a **web-based communication tools that enable people to interact with each other by sharing and consuming information.**

- To have more deep understanding, let's look at each word individually:
  - **The 'social' part** refers to interactions.
  - **The 'media' part** refers to an instrument.

- The used language is instrument-related and that is why we need to learn to speak and write differently in different instruments.

Constructing a strategy

WHY?

WHO?

WHERE?

WHAT?

HOW?

Inform

Engage

Build Awareness

Get press attention

….

About your project or organisation

Journalists
Citizens
Local authorities
Project stakeholders

…

SOCIAL MEDIA STATISTICS

Updated statistics about the most used social media in the world (only based on official information).

Social Media	Registered Users	Monthly Active Users	Daily Active Users	Source
Facebook	n.a.	2450000000	1620000000	Facebook
YouTube	n.a.	1900000000	n.a.	YouTube blog
Instagram	n.a.	1000000000	500000000	Instagram
Qzone	n.a.	571100000	n.a.	Tencent
Douyin - Tik Tok	n.a.	800000000	150000000	China Daily
Weibo	n.a.	431000000	190000000	Weibo
Reddit	n.a.	330000000	n.a.	Reddit
Twitter	n.a.	(E)330000000	210000000	Twitter
Quora	n.a.	300000000	n.a.	Quora
Snapchat	n.a.	(E)250000000	186000000	Snapchat
Pinterest	n.a.	322000000	n.a.	Pinterest blog
Linkedin	562000000	106457000	n.a.	LinkedIn
VK	n.a.	97000000	n.a.	VK
Odnoklassniki	n.a.	71000000	n.a.	OK
Foursquare	60000000	50000000	n.a.	Venture Beat

https://vincos.it/social-media-statistics/

Don't fish in a swimming pool

WORLD MAP OF SOCIAL NETWORKS

January 2019
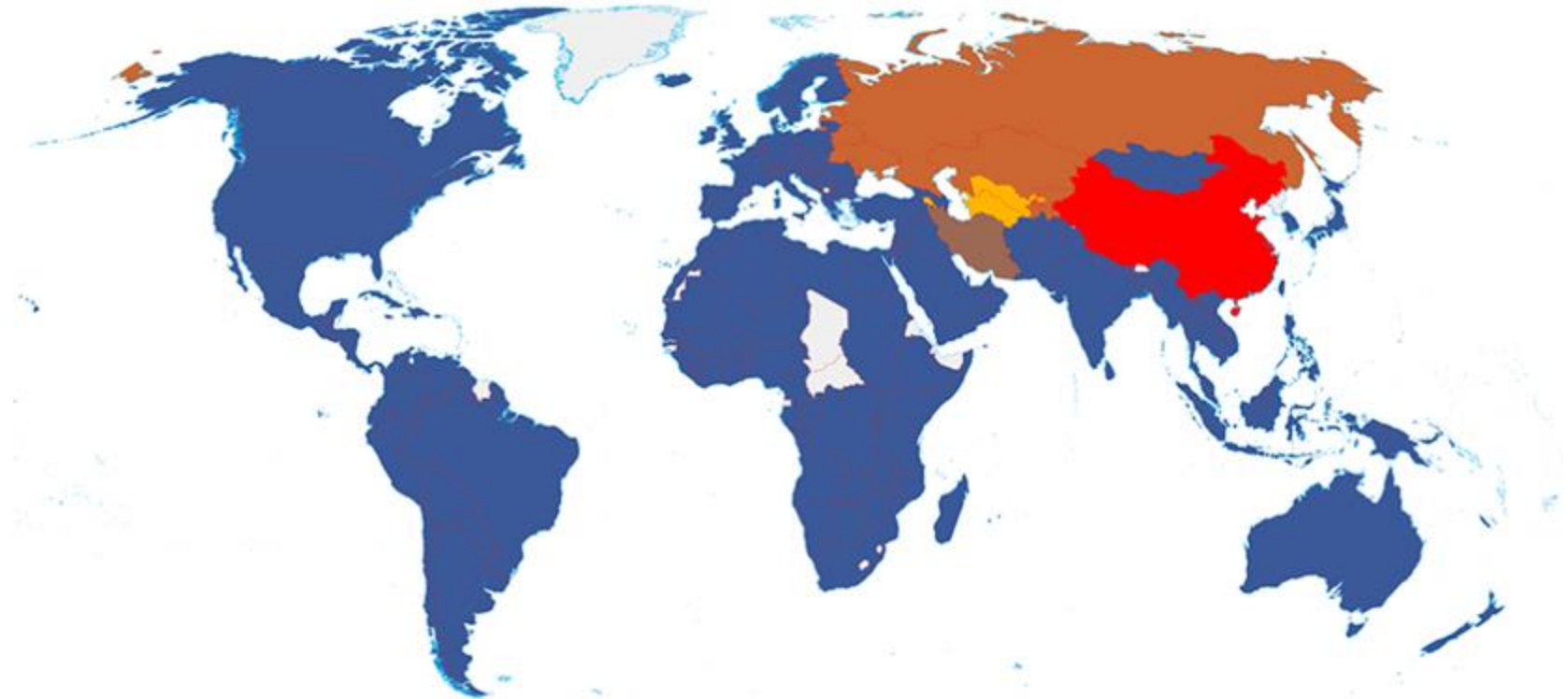
Facebook
QZone
V Kontakte
Odnoklassniki
Instagram

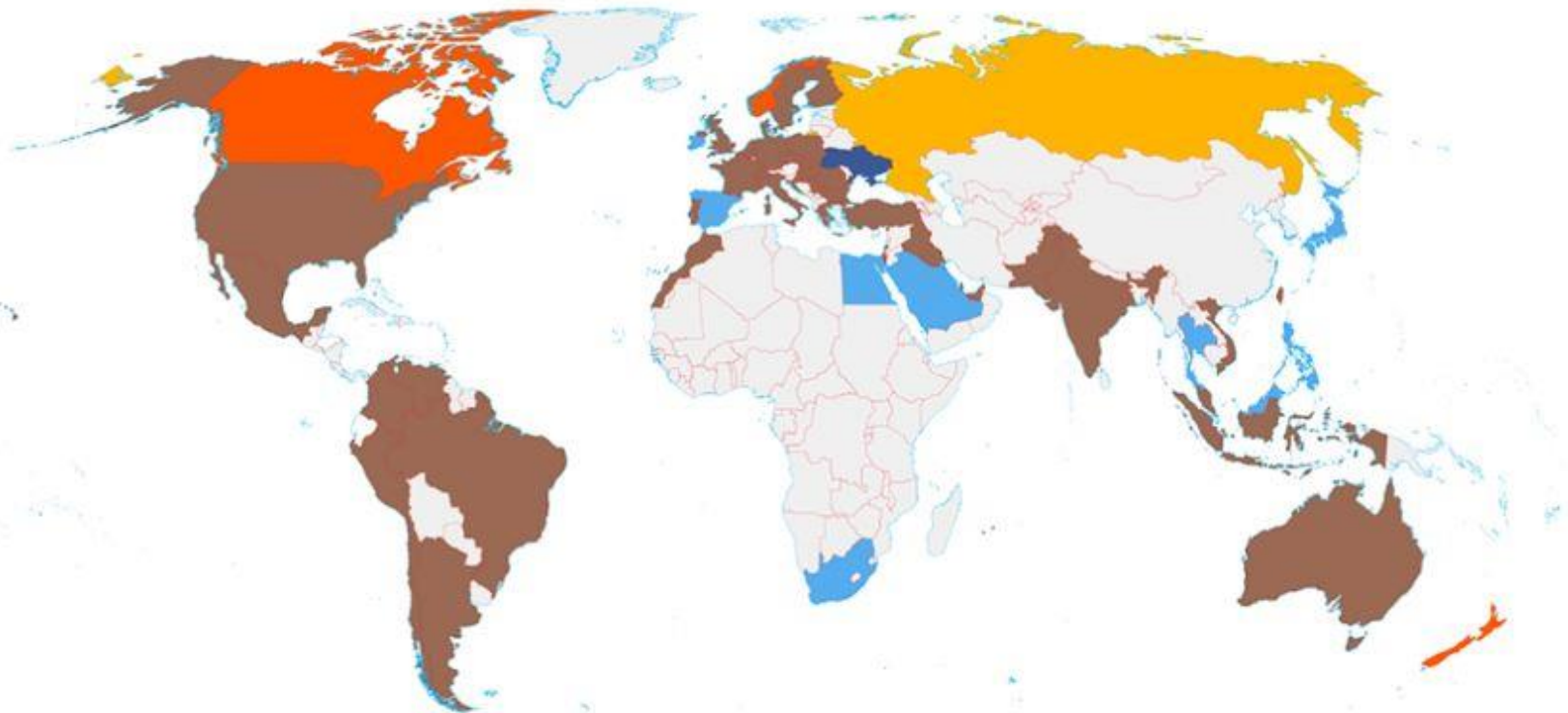# WORLD MAP OF SOCIAL NETWORKS
Ranked 2nd - January 2019

Instagram
Odnoklassniki
Twitter
Reddit
Facebook

credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: SimilarWeb/Alexa
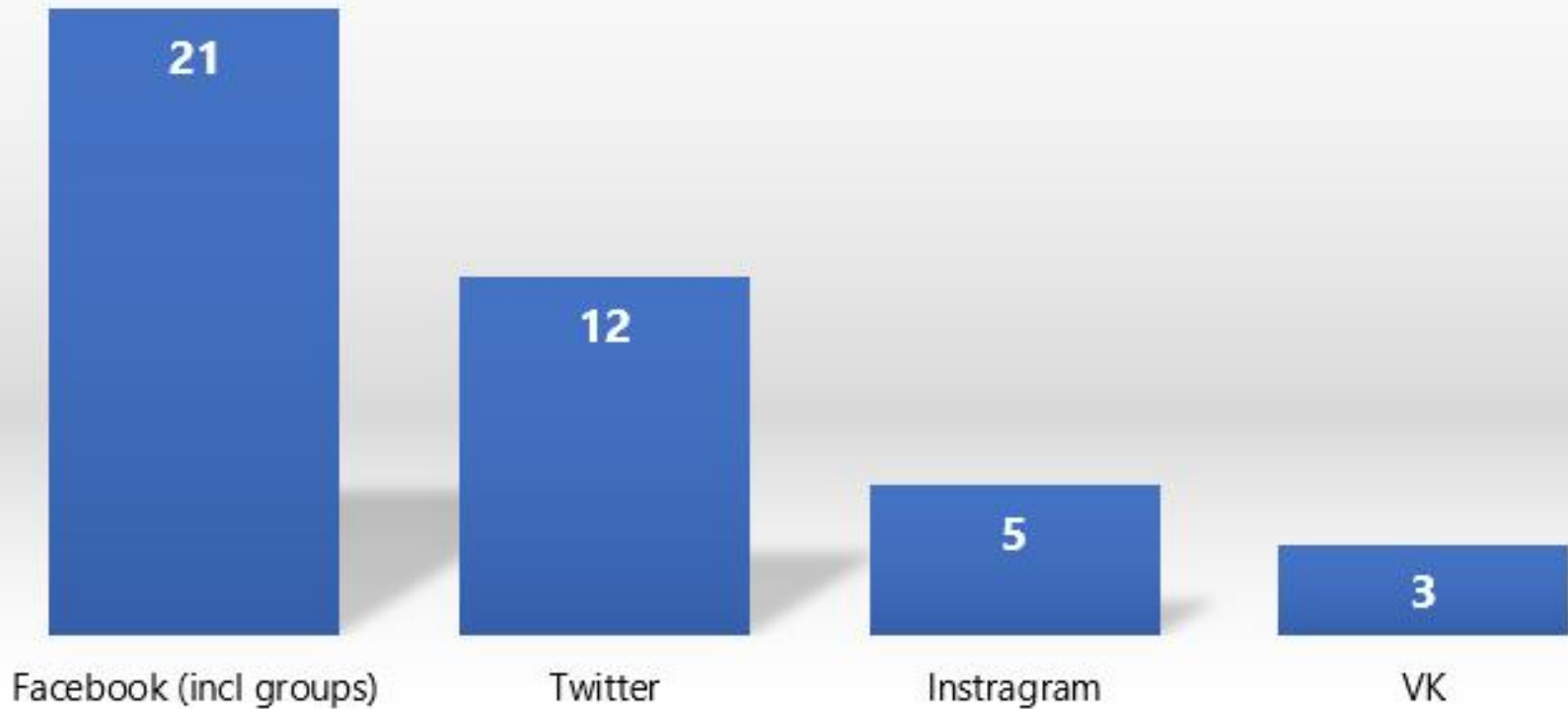
State of Play 11_2019

Facebook

- More than 2 billion users worldwide
- People still spend most time on Facebook
- Young people from 18 to 29 still highly represented: 88%
- Good to reach a very broad audience based on age/gender
- Good to reach a very narrow audience based on interests

Example
Facebook

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Use native tools - **Facebook**

Photo/Video

Feeling/Activity

Tag Product

Write Note

Support Nonprofit

List

Advertise Your Business

Get Messages

Check in

Poll

Add a milestone

Start a Q&A

Watch Party
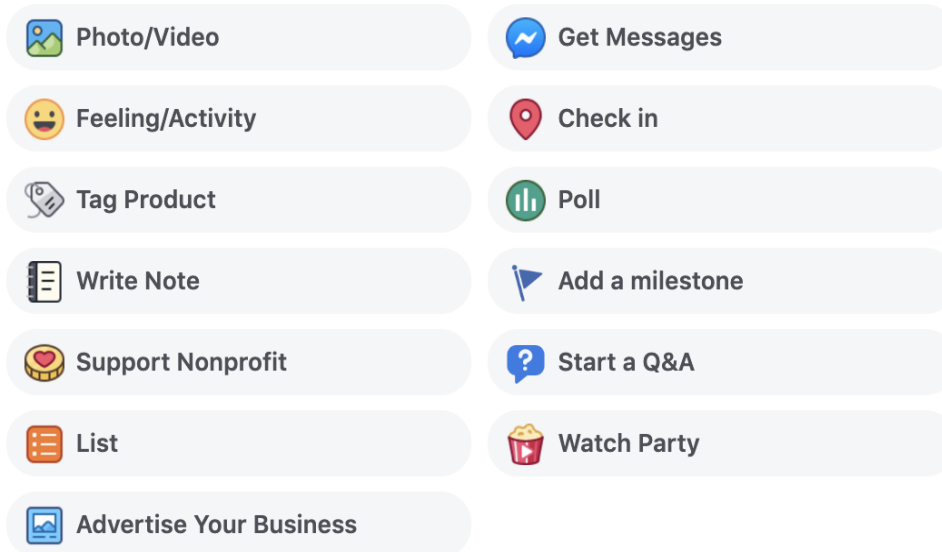
Post a homemade photo or video in the office or at an event

Create Post

Upload Photos/Video
Add photos or video to your status.

Create Photo Album
Build an album out of multiple photos.

Create a Photo Carousel
Build a scrolling photo carousel with a link.

Create Slideshow
Add 3 to 10 photos to create a video.

Create an Instant Experience
Now you can tell a more immersive story by combining images and videos.

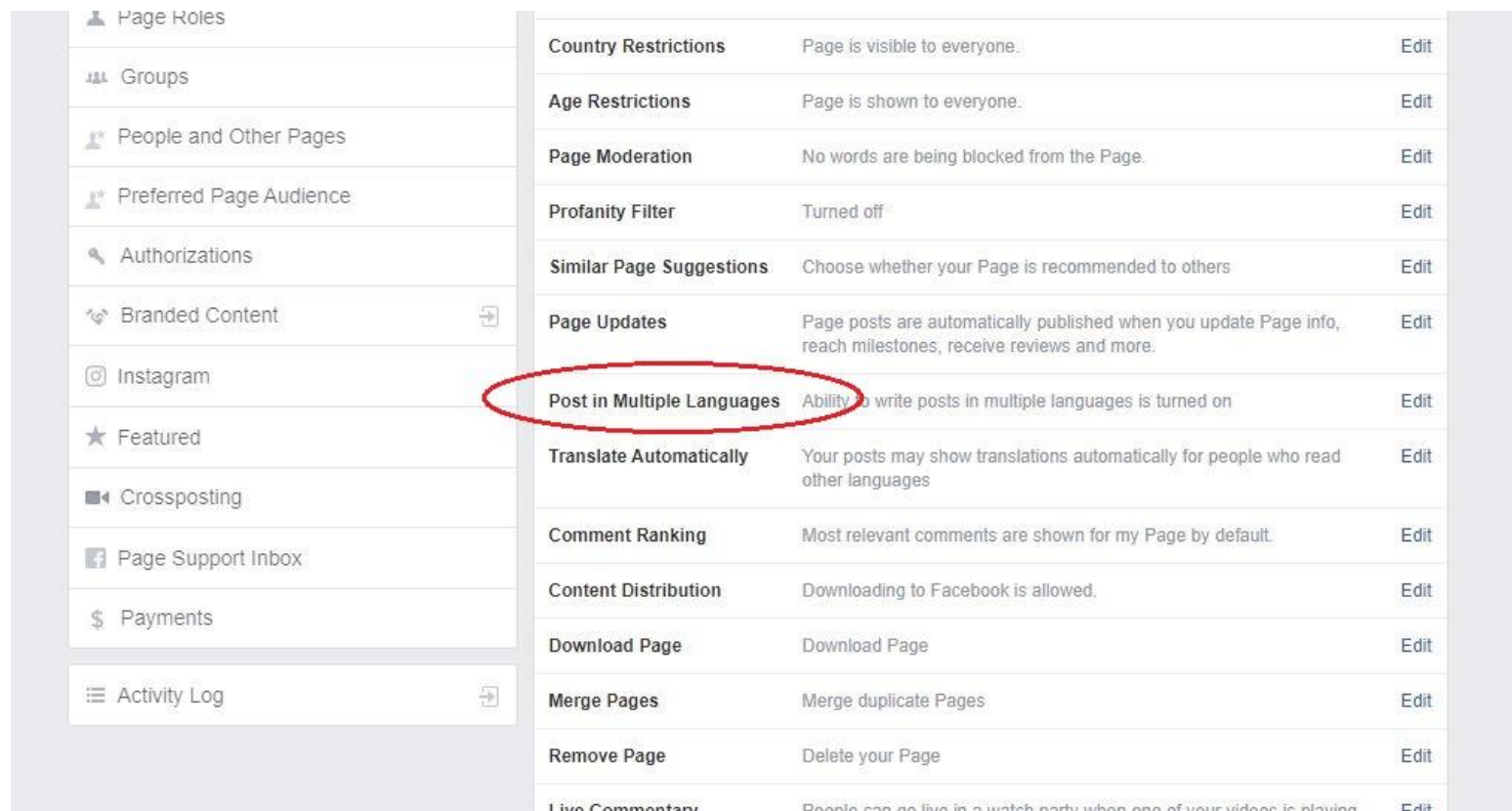Photo/Video   Feeling/Activ...   Check in   ...

Write a **note** with a snippet of an article on your website and link towards the full article

Add a milestone, e.g. project start, amount of EUR, amount of fans

Organise a poll, e.g. True or False…

Use multiple languages

Facebook: metrics

- Likes

- Post reach and engagement

- Page reach

Twitter

- Around 340 million users worldwide
- 'Niche' audience: experts, journalists, academics, opinion makers …
- Audience: as of 25+
- Reach goes beyond the network because of openness

Examples - **Twitter**

Use native tools– Twitter

Go #live!   **Post photos (up to 4) that tell a story**   **Create polls**

AJ+ ✔ @ajplus · 17m

Coca-Cola packaging is littering UK beaches more than any other brand.

@sascampaigns found nearly 50K pieces of trash from 229 beach cleans. 20K pieces were branded.

The results were submitted to the UK govt in a push to hold brands more responsible for the costs of litter.

↺ 42   ♡ 48

@enicbc Content that works!

Choice 1
Yes, it does!
13/25

Choice 2
No, it doesn't!
15/25

Poll length
Days 2   Hours 0   Minutes 0

Remove poll

Tweet

Twitter: metrics

Followers

Average engagement

Link clicks
143

Apr 30
7 link clicks

On average, you earned **5 link clicks** per day

Retweets
40

Apr 30
0 Retweets

On average, you earned **1 Retweets** per day

Likes
208

Apr 30
2 likes

On average, you earned **7 likes** per day

Replies
17

Apr 30
1 reply

On average, you earned **1 replies** per day
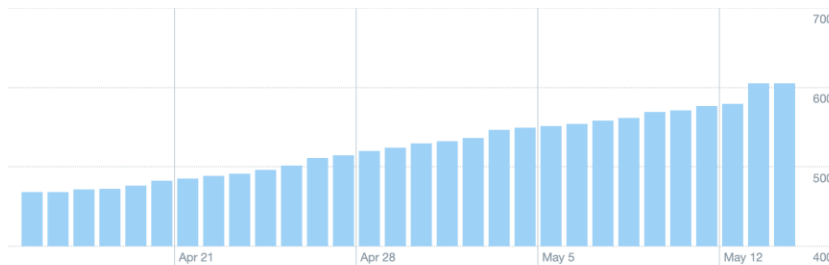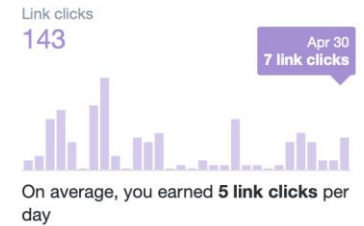
Impressions per month

Your Tweets earned **38.5K impressions** over this **30 day** period

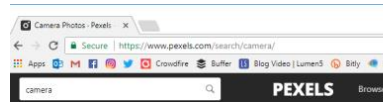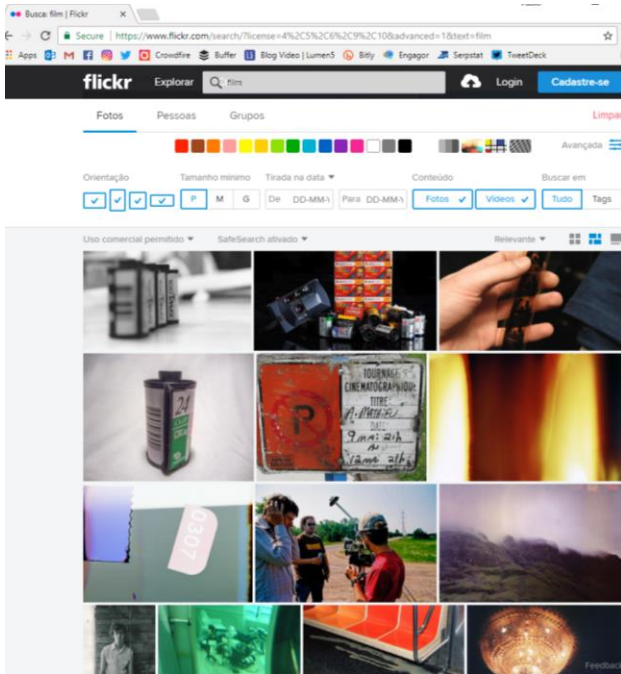|	WHO	WHY	WHEN	WHAT	TIPS
Facebook	General audience.	Awareness and community building, explaining in a human way what the project is about.	Three times a week.	Native tools, video if possible.	Diversify the content (photo, video, GIF, native tools); plan the frequency; try different formats: daily tips, announcements, news, team introduction etc.; work on proper metadata (tags, links…); check-in anywhere you can; use more visual content than long text
Twitter	Niche audience of professionals, experts, journalists.	Factual content, opinions, fast teasers to long form content.	As many times possible, think about repackaging content.	News-driven content, live content, current affairs.	Tag others - journalists, national bodies, partners, colleagues; use # (3-5); tweet frequently; live-tweet from events; use live videos; repeat content packaged differently; get people to visit your website
Instagram	Young, visually-oriented audience.	To reach and inform in a quick way about the project. It should be clear from the first glimpse what it is about	3 posts a week, stories on a daily basis.	Visuals and videos, usually beautiful imagery.	Dive into conversations by monitoring hashtags; geolocalise where you are, in that way you may be included in location; use many hashtags, but don't go to far; work together with influencers; create GOOD content
YouTube	Basically everybody who watches videos.	To store long form video, to get traffic to the website, to embed videos on the website.	On a regular basis, every couple of weeks	Interviews, mini documentaries, project introductions.	Create playlists with project-related videos; design click-worthy thumbnails (with close-ups of faces, text overlays, colourful backgrounds etc.); keep titles short and punchy (include keywords for SEO); consider the possibility of adding subtitles

General tips for all platforms

1) Keep your Target Audience and Tone in mind when producing content

2) Post in your own language

3) Keep an eye on recent innovations

4) Play around and test what works

5) Attribution, tagging, location tagging

6) Plan your content

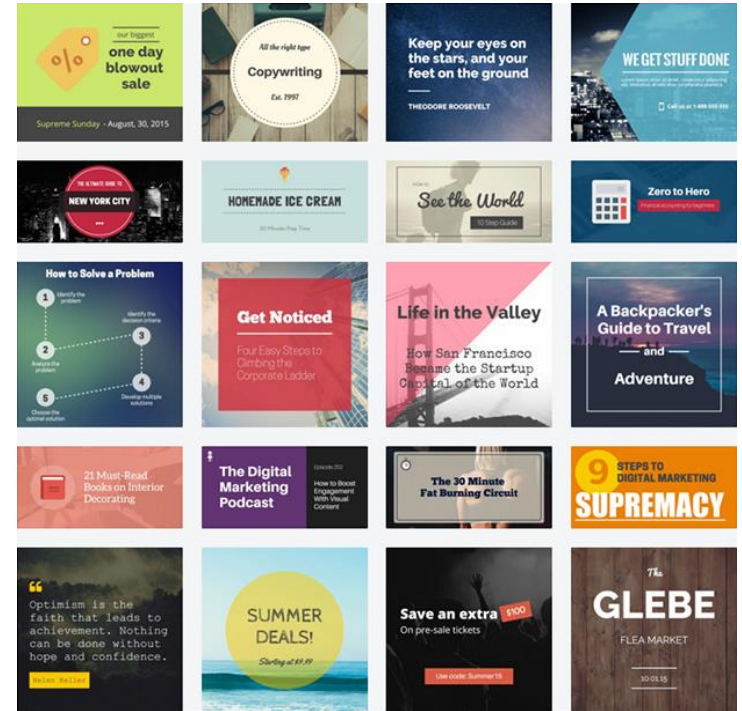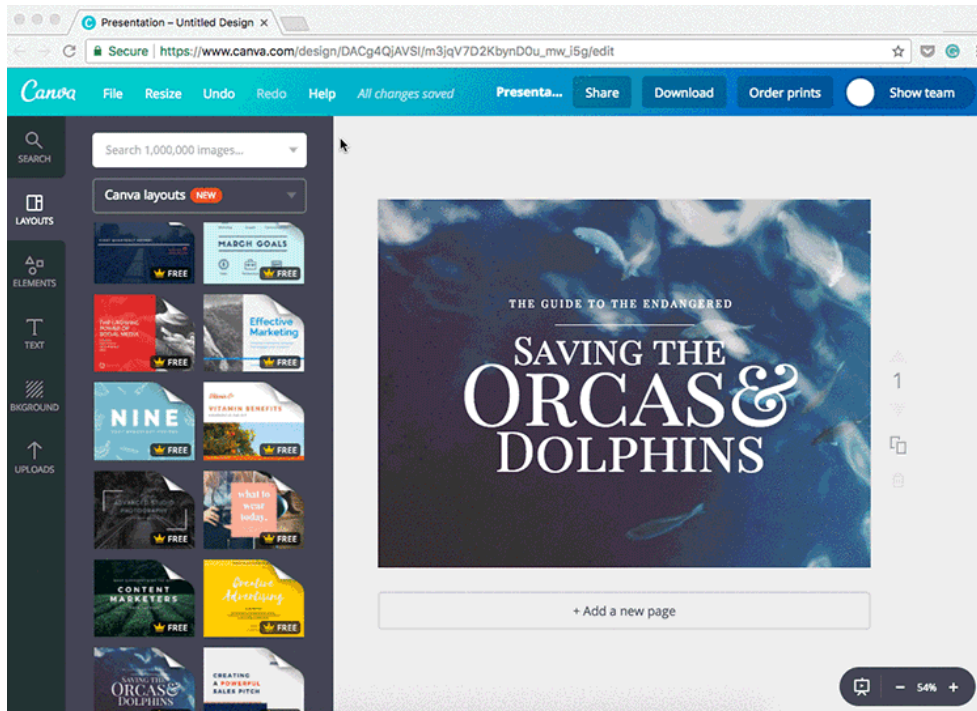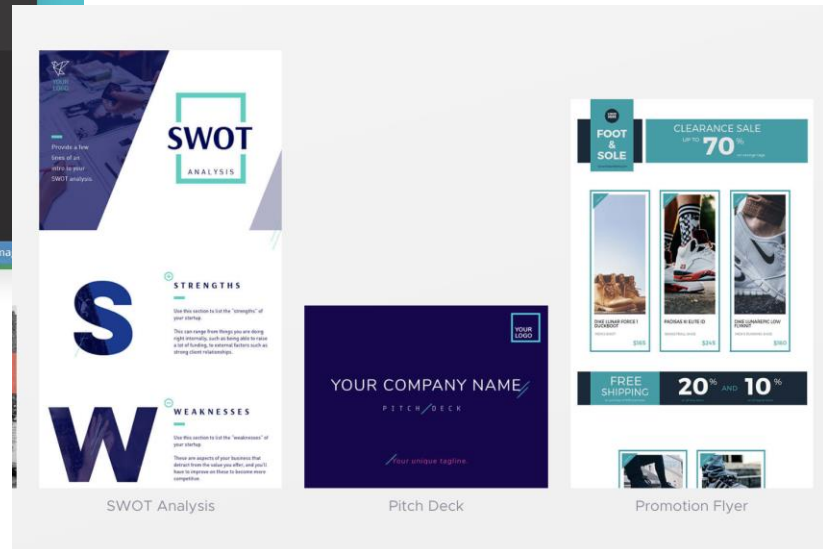# Visuals - Finding suitable images
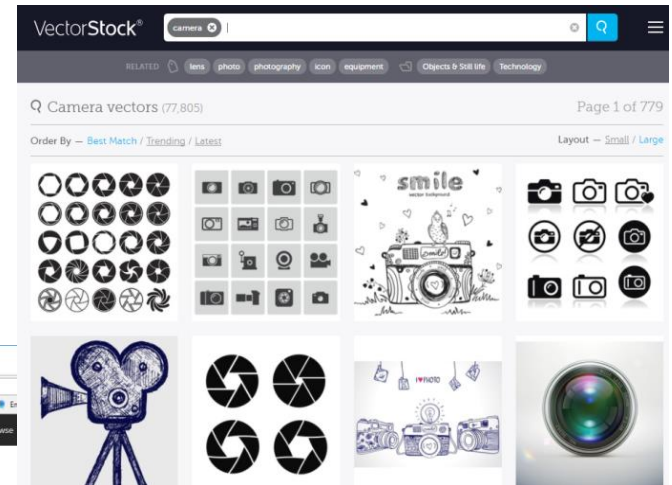
Graphic design tools
(Canva & Snappa)

Infographics
(Infogram & Piktochart)
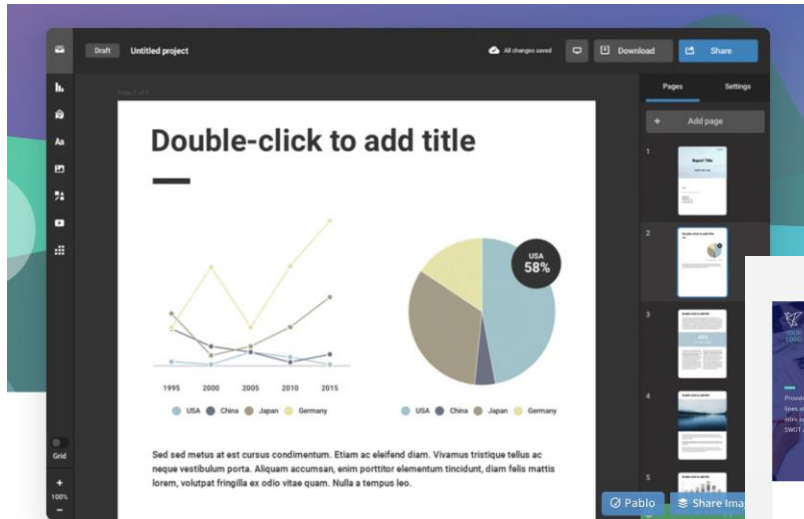
Mobile apps: Snapseed, Lightroom
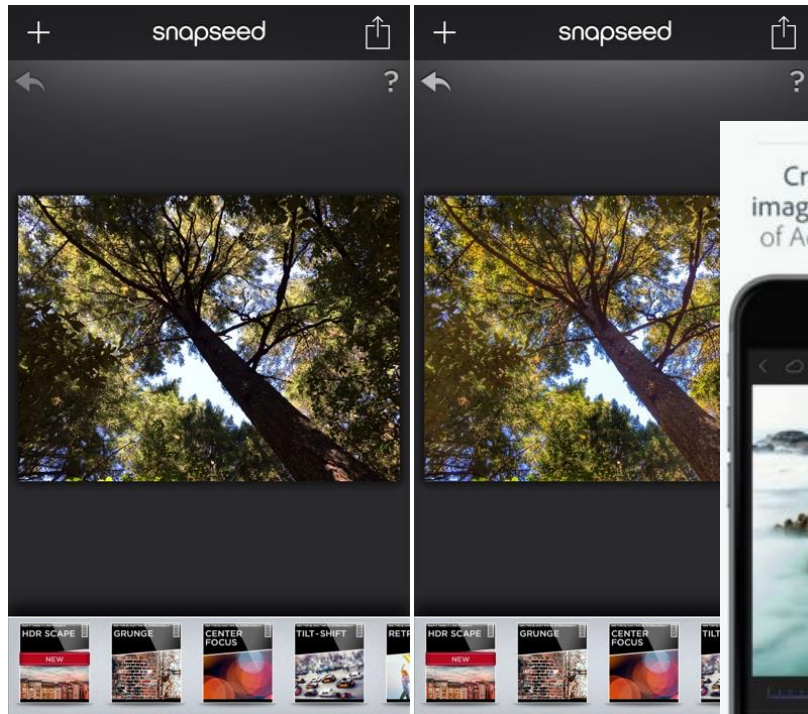
Video: Biteable, Animaker

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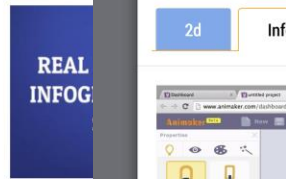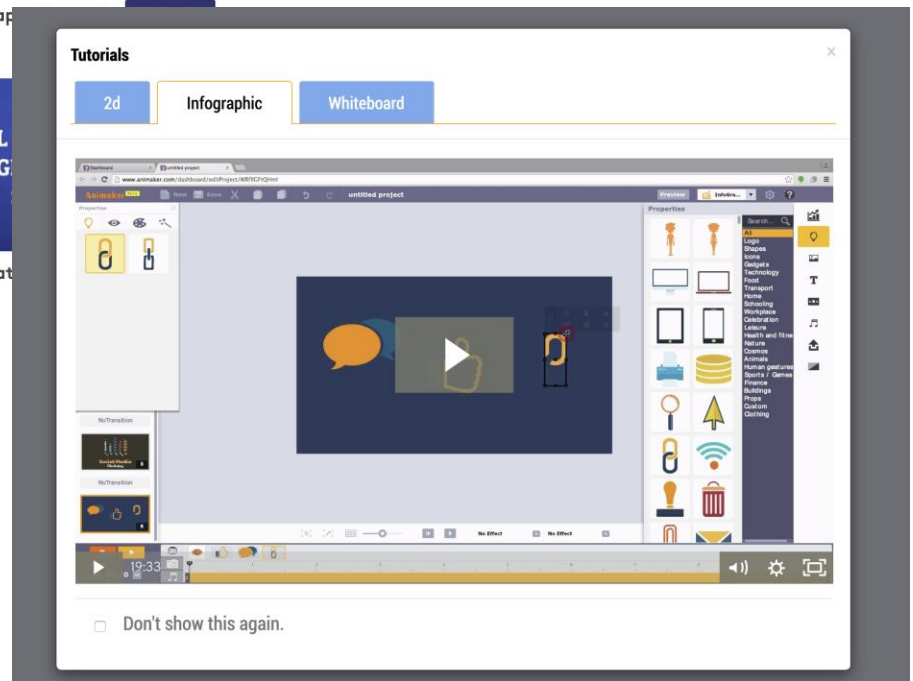
Online graphic design and video editing tools

Photo stock	Graphic design	Gif-making	Video editing	Infographics
Flickr	Canva	GIFMaker.me	Biteable	Piktochart
Pexels	Snappa	Ezgif.com	Moovly	Infogram
VectorStock		GIPHY	Animaker	
Unsplash			Video cutter	

Crisis management

DO

- If the comments are related to the subject matter, respond with facts.
- Ignore if the troll feeds on continued responses.
- If the comments escalate to threats or hate speeches, block or ban the trolls and send a report to the relevant channel.

DON'T

- Prematurely delete comments that are negative.
- Block anyone who disagreed with or is unhappy with you.
- Take things personally.

October Jones @OctoberJones · May 29, 2012
Dear Sainsbury's. The chicken in my sandwich tastes like it was beaten to death by Hulk Hogan. Was it?

Sainsbury's News ✔
@SainsburysNews

@OctoberJones really sorry it wasn't up to scratch. We will replace Mr. Hogan with Ultimate Warrior on our production line immediately.

♡ 77   4:58 AM - May 29, 2012   ⓘ

💬 157 people are talking about this   ›

PLAIN LANGUAGE

Plain language – what are we talking about?

Plain language (also called plain writing or plain English) is communication your audience can understand the first time they read or hear it.

Written material is in plain language if your audience can:

- Find what they need

- Understand what they find

- Use what they find to meet their needs

Some techniques

- **Focus on your reader**: use a conversational tone rather than an academic or overly formal one. This does not mean you should use slang or dialect – your writing should still be professional and correct – but your tone should engage your reader. Use first and second personal pronouns to refer to your organisation and reader (we, us, and you). Imagine which questions he/she may ask, may be even use such questions as subheadings: *"What do we expect to achieve?"*

- **Use active sentences - and name the agent**.
The document was published in January by the European Commission vs *The European Commission published the doc*

Some techniques (KISS)

- **Keep It Short...(sentence length)**: use an average sentence length of 15 – 20 words (no longer than 30). Mix sentence length – short sentences can be very effective. Say only one thing per sentence. When in doubt, use a full-stop.

- **...and Simple (vocabulary)**: use everyday words that everybody would understand. Simple language will not make
you seem less learned or elegant – it will make you more credible.
In the view of the fact that = as
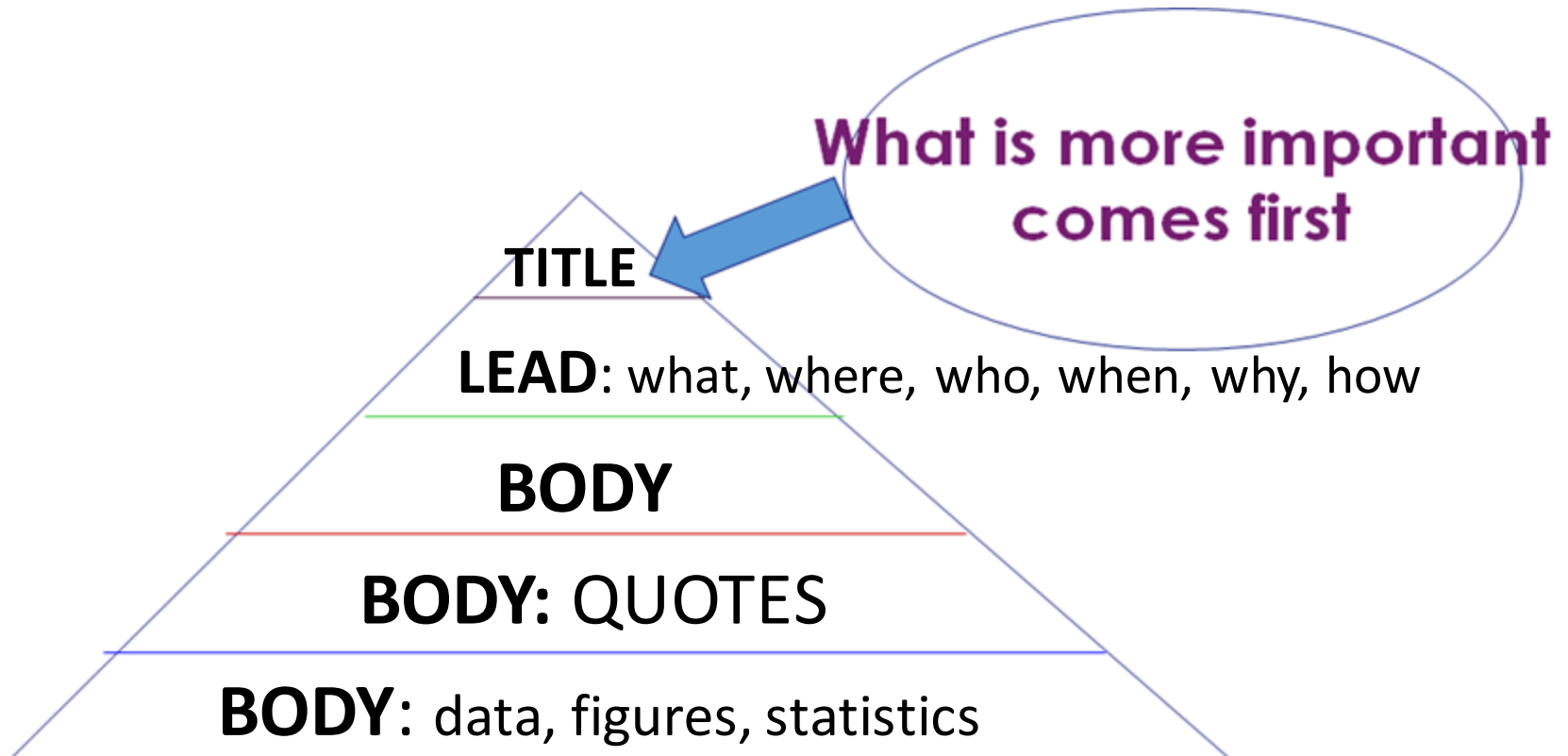*Within the framework of = under*

    Avoid jargon and acronyms whenever possible. If not, explain them.
mainstreaming=taking into account in all EU policies
    Often, the 'EU aspect' of terms related to the Commission's activities is implicit but needs to be made explicit for non-expert audiences: *acquis* vs. *body of EU law*

Some techniques

- **Structure**: put the most important fact at the beginning of your text so that readers can find it easily – don't bury it in the middle. Use bullet points rather than long paragraphs.

The pyramide approach

What is more important comes first

TITLE

LEAD: what, where, who, when, why, how

BODY

BODY: QUOTES

BODY: data, figures, statistics

TESIM online trainings

Programme in Social Media

Facebook

https://www.facebook.com/sefinruscbc

Twitter

https://twitter.com/sefinruscbc

Instagram

https://www.instagram.com/sefinruscbc

YouTube

https://www.youtube.com/channel/UCPV1Mgx-0kXzNIb3VhBhcbg