

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Communication: how to report

Nuala Morgan

Communication & Contact Points Coordinator

Joint Secretariat

Communication seminar Athens | 29 September 2016



Progress reporting

- Required communication indicators
- Intra-project communication monitoring
- Storytelling



Indicator

**Number of appearances in media
(for example the press)**

- 'Earned news' not 'own news'
- Media, not social media
- Number: in progress report; Evidence: on website



Indicator

Average number of sessions at the project pages per reporting period

- Measured by Google Analytics
- Monthly report cumulated, six-monthly figure reported



To indicator requested in application form

- Target value to be resubmitted with first PR



Other metrics

Evaluation of communication strategy requires further metrics, e.g.

- Number and nature of participants at events
- Number of newsletter subscribers
- % of satisfied participants at events
- % of stakeholders aware of project activities
- Session duration on website
- Number of likes, shares, mentions on social media

Be ready to tell us about your communication implementation if we ask!



4 Video-tutorials

Reporting activities and achievements

1. General instructions / 2. Implementation overview
3. Activities / 4. Results and Policy instruments

Available end of October

Q&A session

18th November

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Thank you!

Questions welcome



Interregeurope