

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

Online presence

Raluca Toma

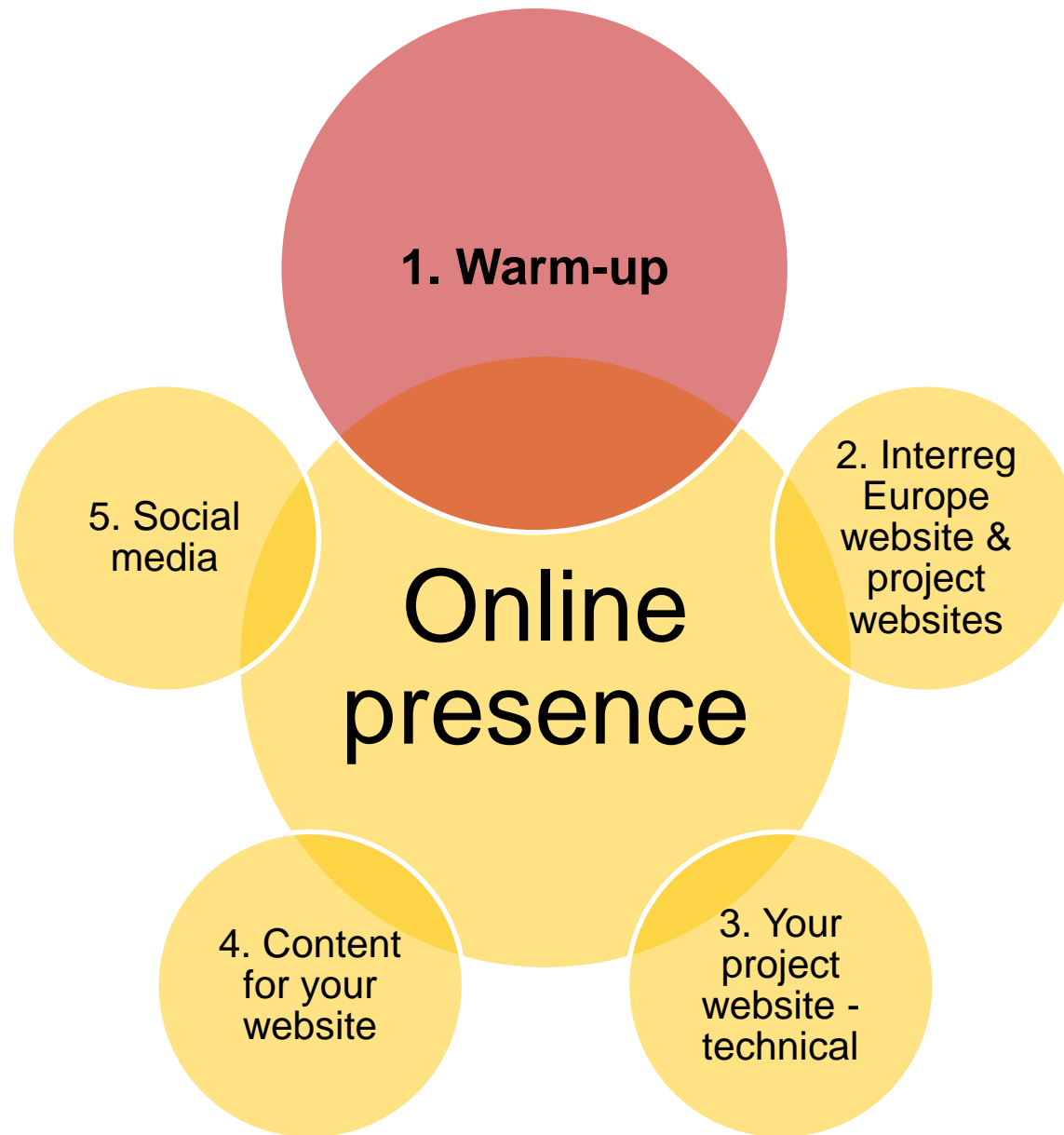
Communication officer – Digital, Interreg Europe

29-30 September, 2016, Athens | Communication seminar



Structure

	Subject	Duration
1	Warm-up: getting to know each other	10 min
2	Interreg Europe website and project websites: join forces for higher impact	10 min
3	Your project website – getting into technical details	30 min
4	Content for your website – practical exercise	25 min
5	How does social media fit into your web presence?	15 min





WARM-UPS ARE IMPORTANT



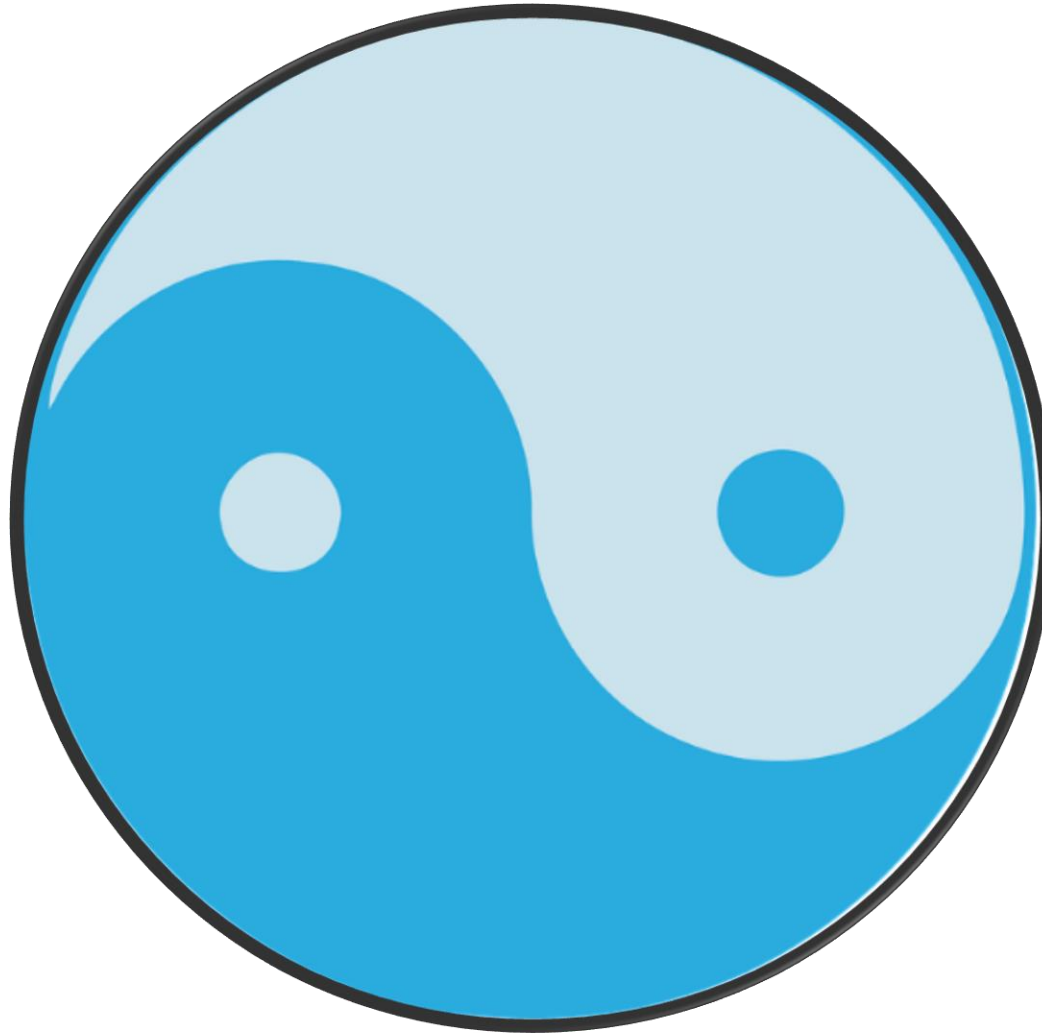
A focused & tailored warm-up can increase your performance & decrease the risk of injury.



- **What is your role in the project? Communication manager or other?**
 - **How many of you are involved in online content editing?**
 - **Who has experience in writing for the web?**
 - **How many of you are familiar with social media?**
-
- **What type of online communication tools are you using or plan to use?**
 - **Do you use/plan to use social media for your project communication? Which ones?**



Interreg Europe website and the project websites: interconnected





Latest News

The most recent programme updates along with policy news and other relevant stories



23/09/2016

Programme manual update - check what has changed!

We have updated the programme manual to further clarify the guidance for project preparation and implementation.

Type: [Programme](#)



29/07/2016

Video challenge: what 3 words would you use to describe...

As part of the Interreg Focused On Results campaign, by DG REGIO, a video challenge was launched. We encourage all Interreg Europe believers to participate!

Type: [Other](#)



12/10/2016

European Textiles Going Digital - Going High-Tech

European Textile Platform International Conference - 12-13 October 2016, Brussels

Type: [Project](#)



20/09/2016

Kick Off Meeting , Ancona (IT)

Towards new Regional Action plans for sustainable urban Mobility

Type: [Project](#)



Upcoming Events

The most relevant events organised by the programme and its partners



OCT
11
2016

Brussels, Belgium

Debate: Policymaking in 21st century

Join the Interreg Europe debate during the EWRC on policymaking challenges in 21st century.

Type: [Programme](#)



OCT
11
2016

Brussels, Belgium

Policy learning lab: practical approaches for smart and...

Join our interactive session to learn and share your ideas on how to improve regional policies in Europe.

Type: [Programme](#)



OCT
12
2016

Brussels, Belgium

Pathways to a circular economy in cities and regions

Learn about the transition to a circular economy together with ESPON, INTERACT, Interreg Europe and URBACT.

Type: [Programme](#)



SEP
26-28
2016

Maastricht, Netherlands

second Working Group Meeting in Maastricht

The partners will meet in Maastricht to discuss their progress in project implementation and to evaluate their regional stakeholder meetings.

Type: [Project](#)



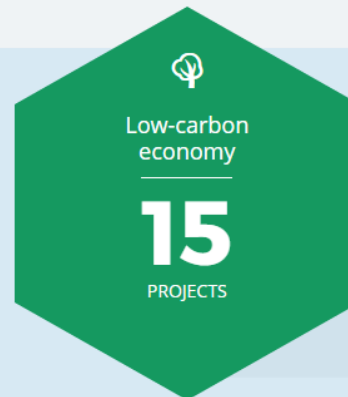


Discover Projects

Enter the world of interregional cooperation projects. Explore the policy learning and change taking place in each of the four themes.

The results will take you to individual project websites, maintained and updated by the project partnership directly. You can discover the policies each partner is working on, find out more about the partnership, follow the evolution of the exchange of experience and keep up with project news and events.

You can find a full list of the 64 projects to export in CSV at the end of this page.





Filter your results

Sort results by

Keyword search

Search for

- People
- Project ideas
- Projects
- Library
- News
- Events
- + More options
- + Themes
- + Countries/regions

Search



ATM for SMEs - Access to Microfinance for Small and Medium-sized...

Lead Partner: Fejér Enterprise Agency

The lack of access to credit and financial exclusion can be a serious obstacle to business creation in many European regions. Microfinancing of SMEs and support to social entrepreneurship is an already tested



BID-REX - From Biodiversity Data to Decisions: enhancing natural...

Lead Partner: Forest Sciences Centre of Catalonia

Matching conservation priorities with regional development policies while paying special attention to ERDF fund availability is a critical challenge to deploy robust and effective biodiversity conservation strategies at



BIO4ECO - Sustainable regional bioenergy policies: a game changer

Lead Partner: Forest Sciences Centre of Catalonia (CTFC)

With the objective of the transition to a low carbon economy, some countries and regions in Europe are developing energy and land use policies in separate ways by different administrations. To improve the



BRIDGES - Bridging competence infrastructure gaps and speeding up...

Lead Partner: Kainuun Etu ltd

Overall objective Overall objective of BRIDGES project is to significantly improve partner regions' RIS3 implementation governance and the delivery of the structural funds; to benefit from policy learning and


How to gain more visibility at Interreg Europe website level?

A screenshot of the Interreg Europe website. The browser address bar shows 'www.interregeurope.eu/discover-projects/'. The navigation bar has four categories: 'Research and innovation' (yellow), 'SME competitiveness' (teal), 'Low-carbon economy' (green), and 'Environment and resource efficiency' (light green). Below the navigation bar, the text 'Featured Project' is displayed. A large image of a modern building facade is shown. Below the image, the 'iEER' logo is visible, followed by a description: '10 regions, 1 goal. Boosting entrepreneurial ecosystems in regions for young entrepreneurs. iEER is an Interreg Europe funded flagship project bringing together 10 regions around Europe. Initiated by a group of regions awarded with the European Entrepreneurial Region label, iEER will define smart paths and solutions to boost regional entrepreneurship ecosystems supporting young entrepreneurs.' A blue button labeled 'Go to project website' is at the bottom.

www.interregeurope.eu/discover-projects/

Research and innovation | SME competitiveness | Low-carbon economy | Environment and resource efficiency

Featured Project



10 regions, 1 goal. Boosting entrepreneurial ecosystems in regions for young entrepreneurs. iEER is an Interreg Europe funded flagship project bringing together 10 regions around Europe. Initiated by a group of regions awarded with the European Entrepreneurial Region label, iEER will define smart paths and solutions to boost regional entrepreneurship ecosystems supporting young entrepreneurs.

[Go to project website](#)







3 aspects to cover

1. How does your website work? Key features
2. Focus on 'Library' – recently added functionality (live navigation & practice)
3. Your Google Analytics report



1. How does your website work?

Key features

- What are the sources of content/data? **Automatic link between website and the iOLF** (online application system) & content created upon log-in
- What is the format? **Individual websites**, based on the same layout
- How to edit information? **Upon simple log-in** to Interreg Europe community account
- Does the joint secretariat monitor the activity on the project website? Yes!



2. Library – recent development

Our library

On sait depuis longtemps que travailler avec du texte lisible et contenant du sens est source de distractions, et empêche de se concentrer sur la mise en page elle-même.



Example test folder, Black...

05/08/2016

Bacon ipsum dolor amet pork rump flank ham picanha. Alcatra jowl picanha, kevin...

Type: [Project](#)



R test folder

08/08/2016

Nunc et cursus justo. Fusce vel eros ac orci scelerisque vehicula. In fringilla...

Type: [Project](#)



R test 09/08/2016

09/08/2016

On sait depuis longtemps que travailler avec du texte lisible et contenant du...

Type: [Project](#)

Sign up for the SME Resilience newsletter

Subscribe now



Library

Documents, videos & photos

See more





Nota bene

Requirement, in line with reporting: each project should create a library folder where all media appearances are gathered



Help and support services for project websites

- **NEW! Frequent asked questions (FAQ) page:**
<http://www.interregeurope.eu/projects/guidance/project-websites/>

The screenshot shows the 'Help page to edit project websites' on the Interreg Europe website. The page has a navigation bar with four categories: Research and innovation (yellow), SME competitiveness (teal), Low-carbon economy (green), and Environment and resource efficiency (light green). The main content area is titled 'Help page to edit project websites' and features a sidebar with a menu of topics: Introduction, Administration rights, Style of your content (highlighted), Key tips for editing, About the project, News, Events, Contacts, Library, Sidebar, Extra pages, and Help and support. The main content area is titled 'Style of your content' and contains a list of frequently asked questions: 'Is there a style guide I have to follow?', 'How to make my texts easy to read?', 'What to avoid?', 'How to organise my content?', 'How to encourage people to stay longer on your website?', and 'Where can I find images for my project website?'. Below this list, there is a section titled 'Is there a style guide I have to follow?' with a paragraph of text. At the bottom of the page, there is a 'SHARE' button and social media icons for Facebook, Twitter, and LinkedIn. On the right side of the page, there are three additional sections: 'Printable guide' with a 'Download' button, 'Interreg Europe online style guide' with a 'Download' button, and 'Help' with a 'Contact now' button.

Research and innovation | SME competitiveness | Low-carbon economy | Environment and resource efficiency

Help page to edit project websites

- Introduction >
- Administration rights >
- Style of your content >**
- Key tips for editing >
- About the project >
- News >
- Events >
- Contacts >
- Library >
- Sidebar >
- Extra pages >
- Help and support >

Style of your content

- [Is there a style guide I have to follow?](#)
- [How to make my texts easy to read?](#)
- [What to avoid?](#)
- [How to organise my content?](#)
- [How to encourage people to stay longer on your website?](#)
- [Where can I find images for my project website?](#)

Is there a style guide I have to follow?

Yes, there is. Your project website is integrated to the Interreg Europe one and it is important to ensure a certain coherence for our visitors.

So as a content editor, you should follow specific style guide rules presented in our [Interreg Europe website – content style guide](#). You

Printable guide

Download a printable manual on how to edit your project website.

[Download](#)

Interreg Europe online style guide

Download the online style guide - rules that all content editors have to follow.

[Download](#)

Help

You could not find the answer to your question? Then contact your [communication officer](#).

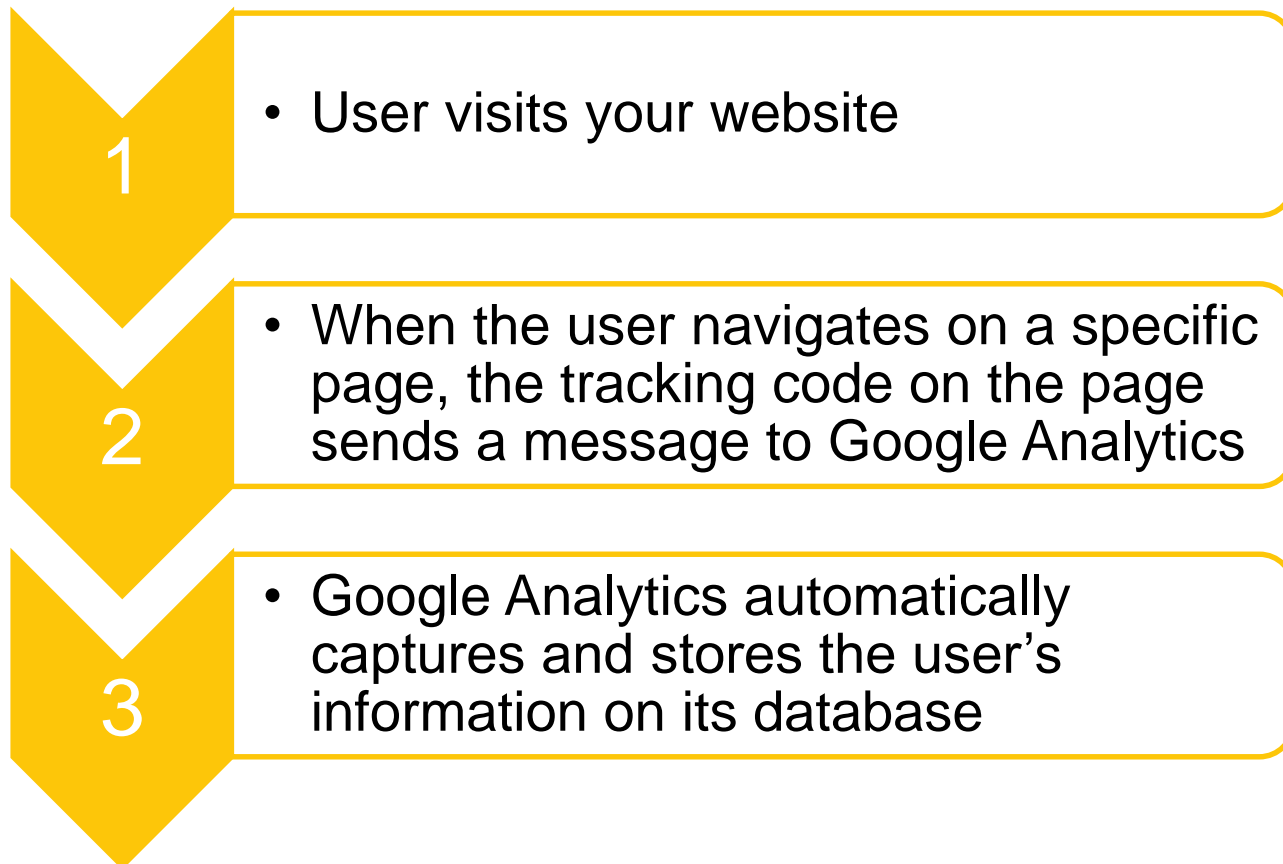
[Contact now](#)

SHARE [f](#) [t](#) [in](#)



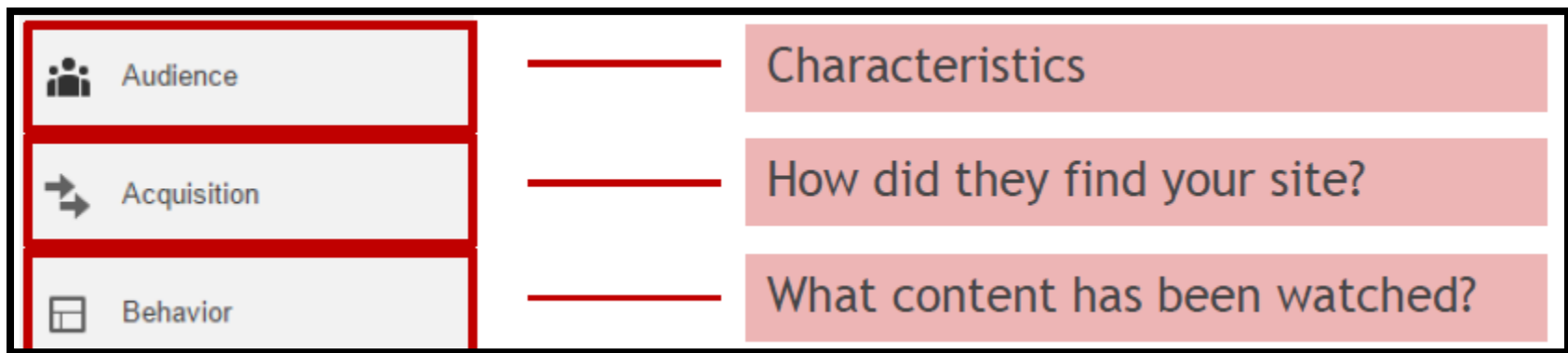
3. Google Analytics report

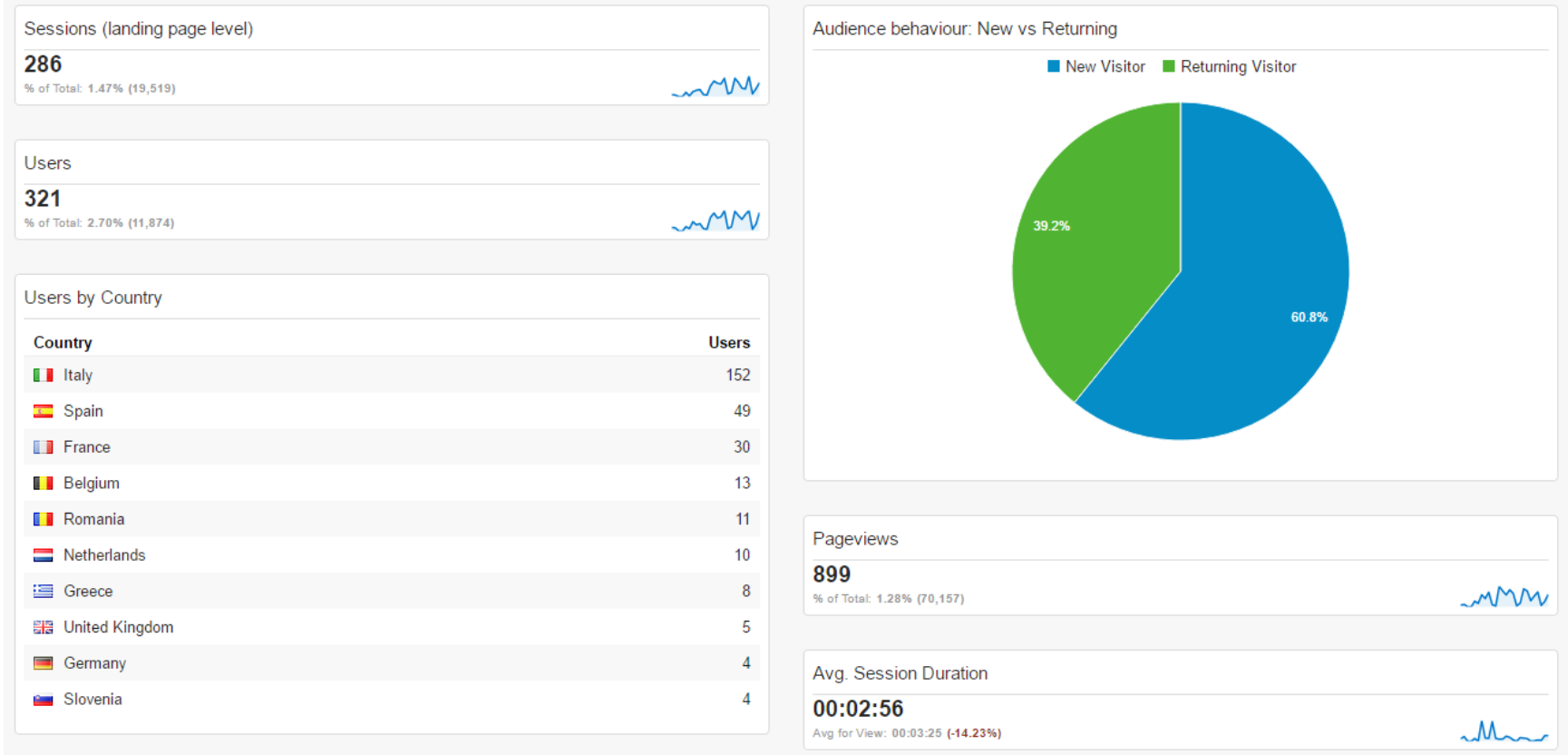
How does it work?





Website traffic - what are we measuring?





(part 1)

Session: a session is the period time a user is actively engaged with a website

Users: users that have had at least one session within the selected date range. Includes both new and returning users

Pageview: total number of pages viewed. Repeated views of a single page are counted.

Avg. Session Duration: average length of a session



Top Channels ✎ ✕	
Default Channel Grouping	Sessions
Direct	128
Organic Search	118
Referral	25
Social	15

Sessions Drilldown	
Landing Page	Sessions
/contacts/ 🔗	224
/retrace/news/news-article/80/regional-dissemination-event-italy/ 🔗	11
/retrace/contacts/ 🔗	7
/retrace/news/news-article/128/promoting-the-sustainable-energy-package/ 🔗	7
/retrace/news/ 🔗	5
/retrace/news/news-article/143/2nd-field-visit-france/ 🔗	5
/retrace/news/news-article/144/promoting-sustainable-energy/ 🔗	5
/retrace/news/news-article/80/regional-dissemination-event-italy/ 🔗	5
/retrace/events/ 🔗	4
/retrace/events/event/166/energy-kick-off-meeting/ 🔗	4

Most visited pages (page views)	
Page	Pageviews
/retrace/ 🔗	329
/retrace/events/ 🔗	90
/retrace/news/news-article/80/regional-dissemination-event-italy/ 🔗	82
/retrace/news/news-article/128/promoting-the-sustainable-energy-package/ 🔗	78
/retrace/news/ 🔗	74
/retrace/communication/ 🔗	39
/retrace/contacts/ 🔗	38
/retrace/news/news-article/143/2nd-field-visit-france/ 🔗	21
/retrace/news/news-article/142/communication-and-finance-seminar/ 🔗	20
/retrace/news/news-article/144/promoting-sustainable-energy/ 🔗	19

Bounces and Pageviews by Page Title		
Page Title	Bounces	Pageviews
CONTACTS Interreg Europe	151	330
REGIONAL DISSEMINATION EVENT ITALY Interreg Europe	9	89
2nd Field Visit - FRANCE Interreg Europe	5	21
Contacts Interreg Europe	3	38
PROMOTING SUSTAINABLE ENERGY Interreg Europe	3	19

(part 2)

Top channels: acquisition details – how did the users find your website?

Sessions drilldown (previously: “Sessions by landing page”): further details on sessions per page

Bounce: A bounce is a visit in which the person left your site from the entrance page without interacting with the page. Together with “pageviews” can give you an accurate feeling on how relevant is a page content for the user



'Event label': event in Google Analytics terminology - interaction taken with a type of content (subscribe to newsletter, search etc.)

Searches.

Overview of most researched terms; search happening on a specific project website

← Searches

Event Label	Total Events
logo	2
test	2
...	1
...	1

Newsletter sign ups.

Measures newsletter subscriptions

← Newsletter sign ups

Event Label	Total Events
...	5

(part 3)



Want to know more?

Google Analytics resources:

- Google Analytics YouTube channel:
<https://www.youtube.com/googleanalytics>
- Google Analytics Academy – online courses:
<https://analyticsacademy.withgoogle.com/>
- How Google Analytics works:
<http://www.analyticsmarket.com/blog/how-google-analytics-works>

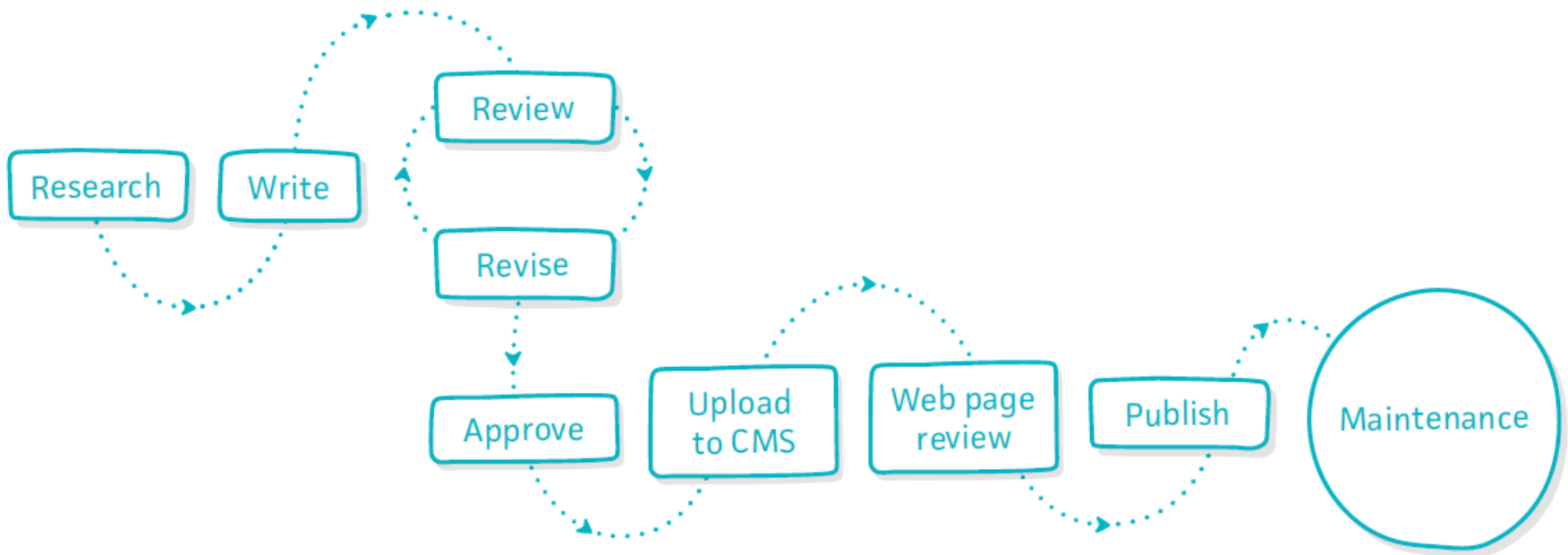




WEBSITE Forum media BLOG
Technology video
SOCIAL MEDIA user
CONTENT
SHARE NETWORK TREND
APP ONLINE IS  FOLLOWER
INFORMATION MARKETING SEO
HOME PAGE **KING**
COMMUNICATION
RELATIONSHIP DOMAIN



Content workflow



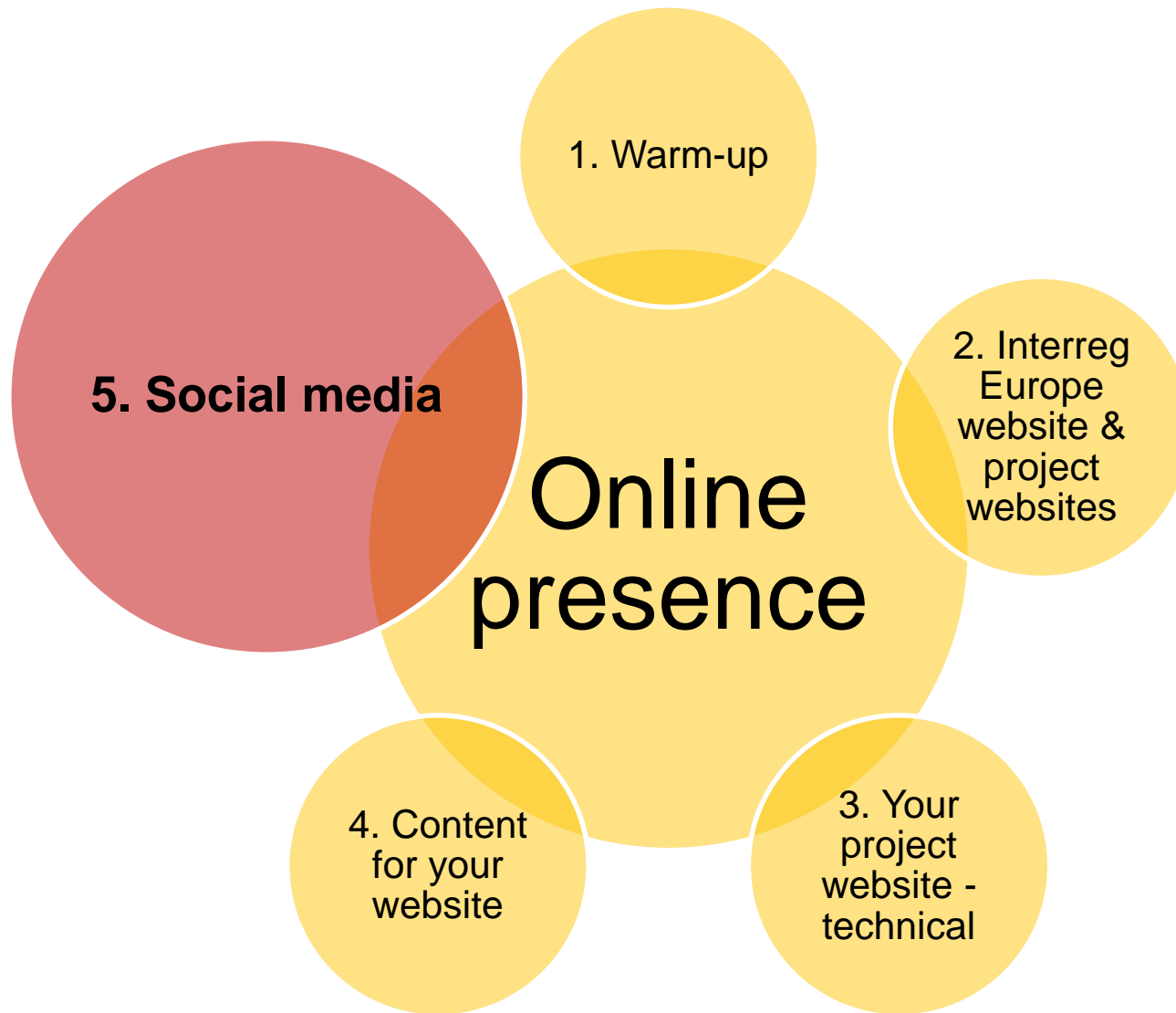
“A guide to content production planning”, by GatherContent

Establishing an editorial calendar



Practical exercise (10 min)

What should be published?	Where should we publish?	Who is responsible?	When should it be published





The Internet in Real-Time

How Quickly Data Is Generated

Like 421 | Share 421 | Tweet 454 | +1 310 | Share 83 | Share 475



By the way, in the 23 seconds you've been on this page, approximately 519202 GB of data was transferred over the internet.



Preliminary considerations

- **You don't have to be on every social media channel! Before tacking any decision, do some research and take in consideration your target group**
- **Social media has no value without community management (if you don't invest time and resources in monitoring, engaging followers, providing relevant content, monitoring etc.)**
- **Stay up to date with new features, changes in algorithm etc. – they might influence your account/presence**
- **Don't be afraid to experiment**

Facebook



- **1 billion registered users** (33% of ALL internet users worldwide) **who look at Facebook nearly daily**
- **Incredibly sticky:** no 1 site to spend time
- **Measurable.** Easy access to very precise insights in terms of fans, post performance etc.
- **News Feed is at the epicentre of Facebook's success**

LinkedIn



- **people actively use LinkedIn to consume business content**
- **professional network (switch between “spend time” & “invest time”)**

twitter



- **ultimate network for real time information**
- **one of the most powerful and widely used communication tool especially when looking to engage with people who have a joint interest (same theme/domain/event)**
- **insured reach of one's followers**



Want to know more?

- Creating a social media strategy, by Hootsuite:
<https://blog.hootsuite.com/wp-content/uploads/2015/10/Hootsuite-CreatingAnSMStrategy-en-guide-1.pdf>

Interreg Europe on social media



Facebook: <https://www.facebook.com/interregeurope>

Twitter: @interregeurope
(<https://twitter.com/interregeurope>)

LinkedIn: <https://www.linkedin.com/company/interreg-europe>

**Interreg
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*Sharing solutions
for better regional policies*

Thank you!

Questions welcome



Interregeurope