Interreg Europe

European Union | European Regional Development Fund

Sharing solutions
for better regional policies

Web admin webinar

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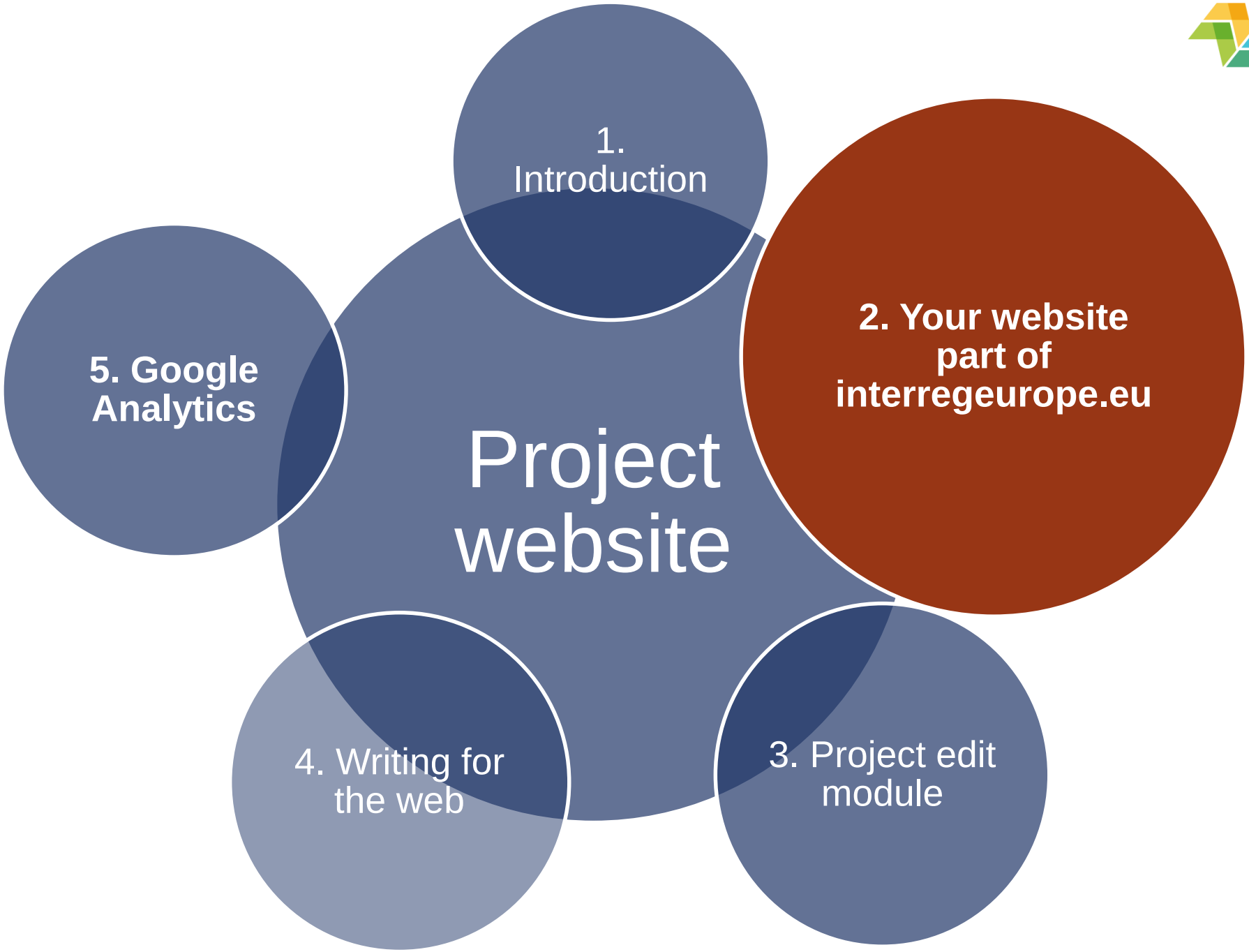
Communication team, Interreg Europe

1. Introduction
2. Your website as part of interregeurope.eu
3. Project edit module
4. Writing for the web
5. Google Analytics
Project website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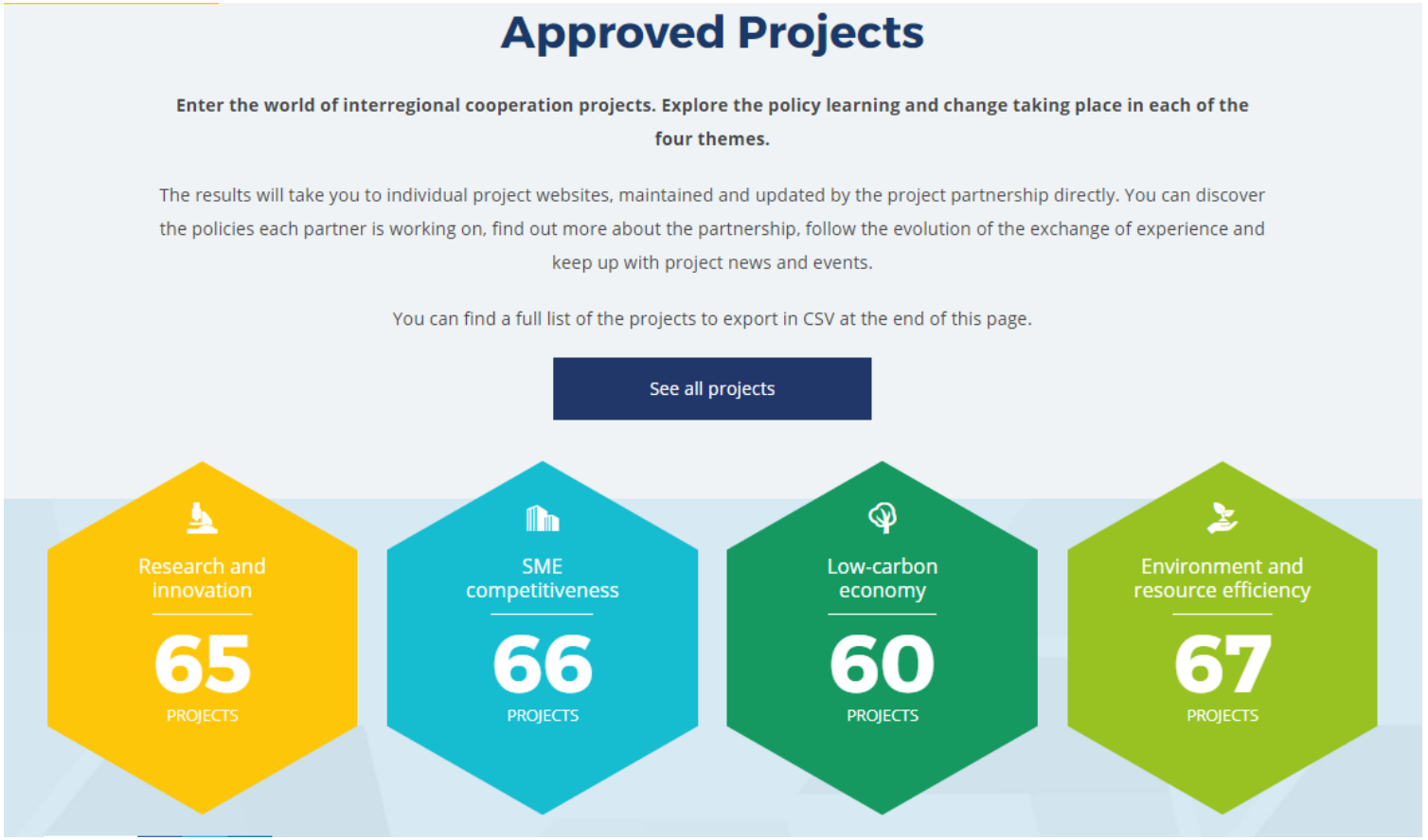
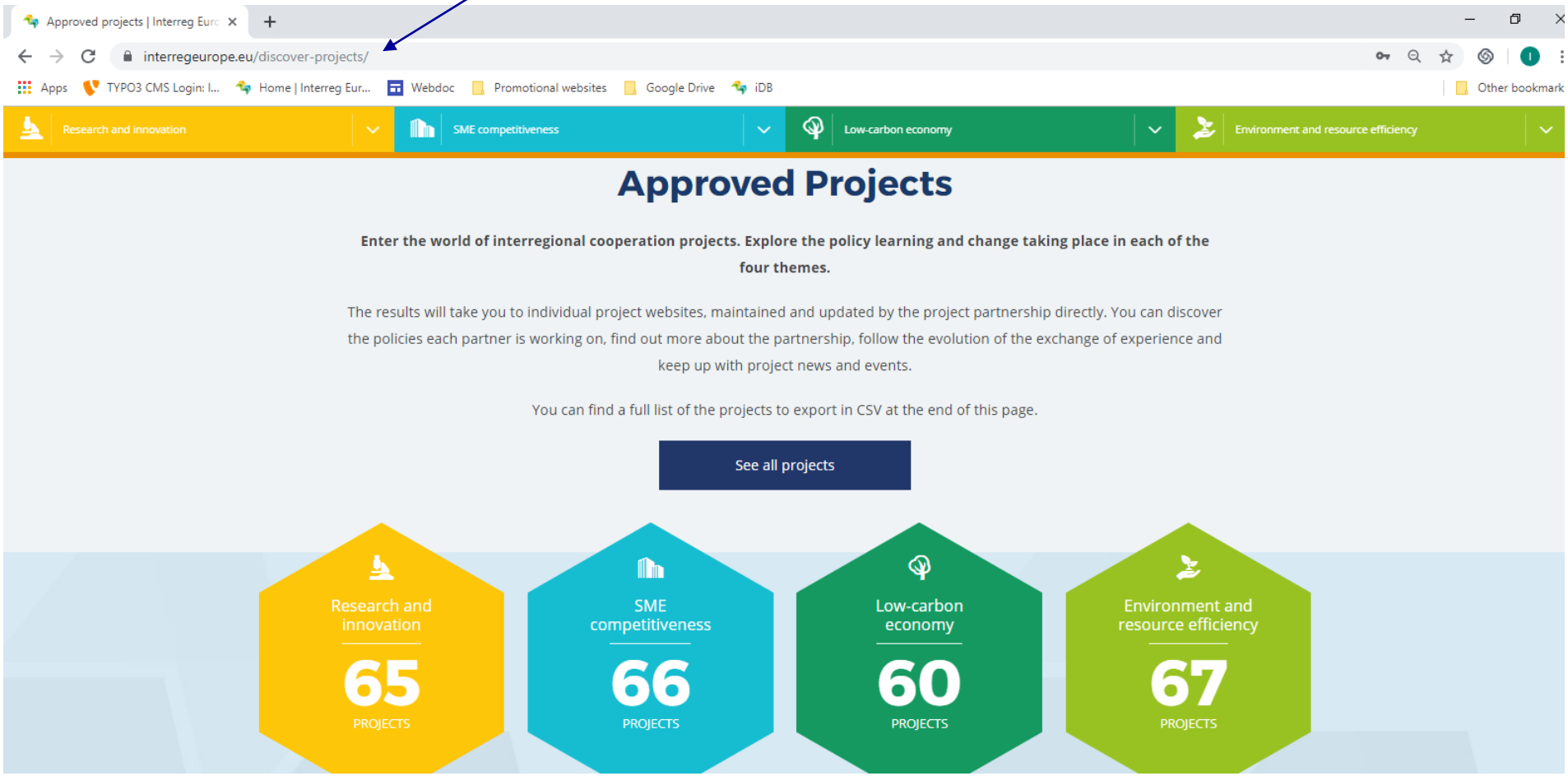
Project branding

- Harmonised communication
- Communication toolkit: logo, ppt, poster, website



Where is your project visible on the Interreg Europe website?



Search tool

Search for

- [ ] People
- [ ] Project ideas
- [x] Projects
- [ ] Good practice
- [ ] Library
- [ ] News
- [ ] Events

\+ More options

\- **Themes**

- [x] Research and innovation
- [x] SME competitiveness
- [x] Low-carbon economy
- [x] Environment and resource efficiency

Destination SMEs - Destination SMEs

Lead Partner: Auvergne-Rhône-Alpes Tourism 'until 31/12/2016 Regional Tourist Development...

Destination strategies for the competitiveness of the local SMEs The aim of Destination SMEs is to assist European territories in designing effective destination management strategies in order to provide tourist

SET-UP - Smart Energy Transition to Upgrade regional Performance

Lead Partner: Bretagne Development Innovation (BDI)

The project's main objectives: The overall goal of the SET-UP project is to improve energy performance of the 6 partner regions thanks to enhanced policies on smart grids. On a medium to long term, better

REBUS - Renovation for Energy efficient BUildingS

Lead Partner: Florentine Energy Agency

What is REBUS? In order to meet EU energy efficiency targets, concrete and widespread policy level improvements are needed in all European regions.   Buildings are among the main sectors

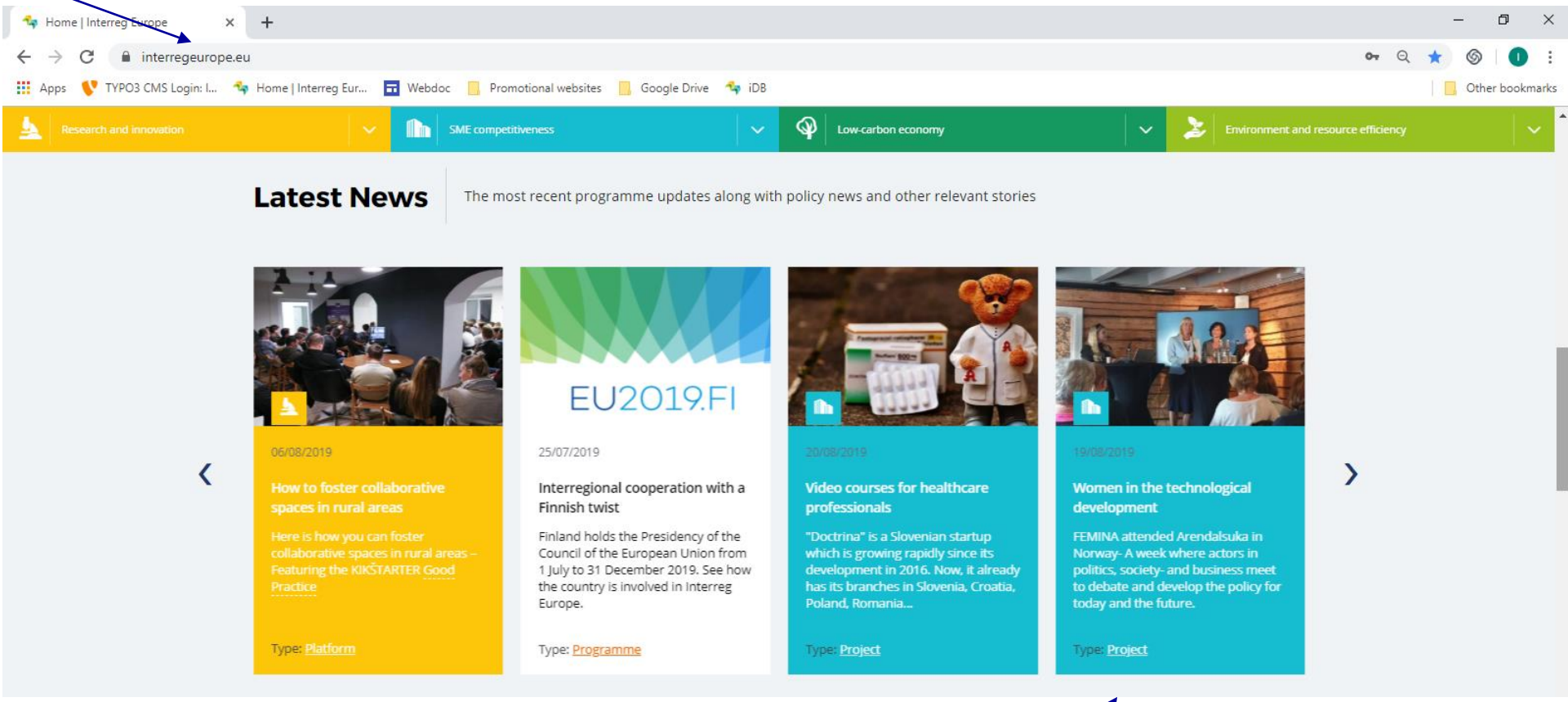
BUILD2LC - BOOSTING LOW CARBON INNOVATIVE BUILDING REHABILITATION...

Lead Partner: Andalusian Energy Agency, Regional Ministry of Employment, Enterprise and...

The recent framework strategy of the "Energy Union" of the European Commission indicates that 75% of

On the homepage

1. News and events on homepage



Featured project – ‘Approved projects’

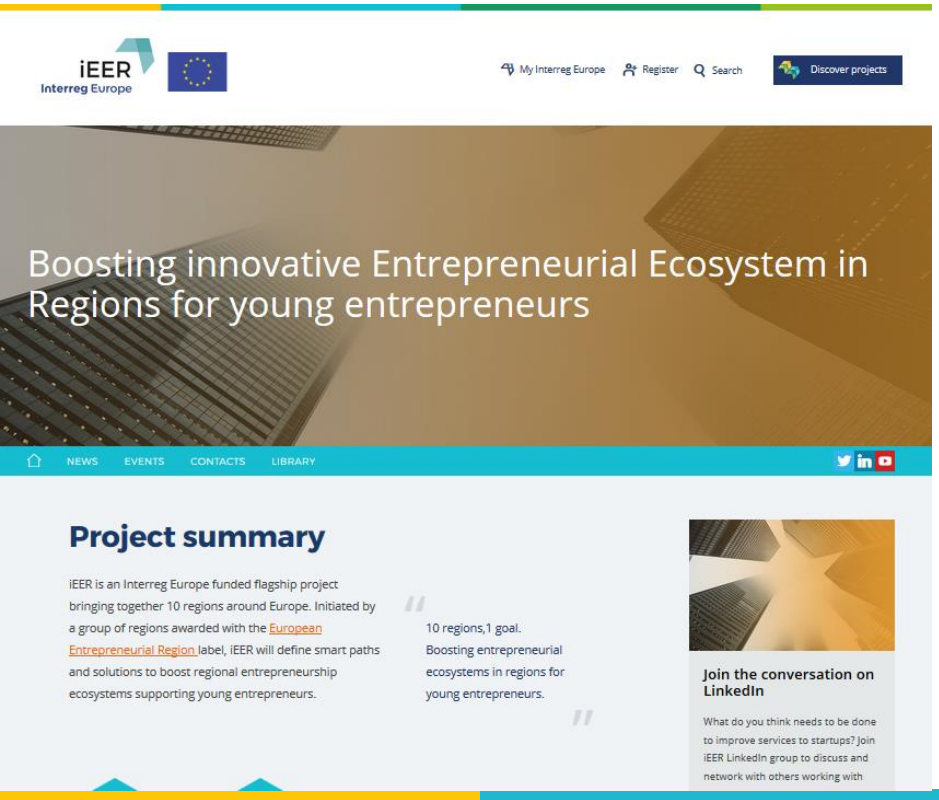
CLUSTERIX 2.0

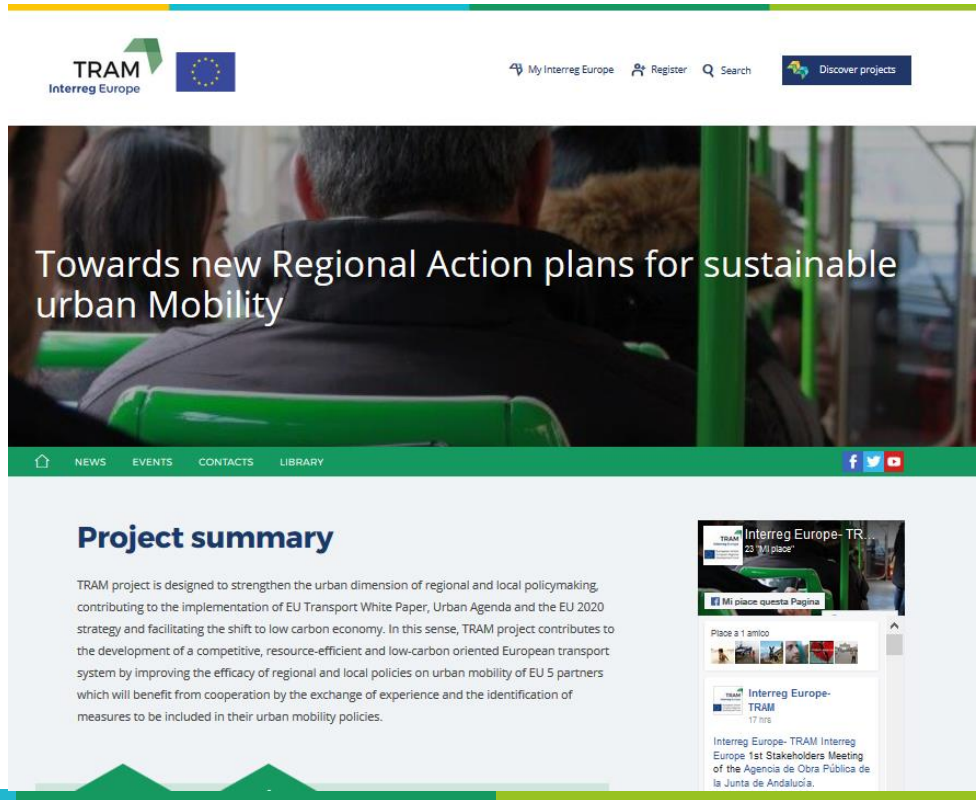
ClusteriX 2.0 is a project financed under the Interreg Europe programme that addresses the improvement of regional innovation policies by making better use of clusters. Over decades clusters have proven to be efficient policy instruments enabling cooperation between industry, research and policy, but ClusteriX 2.0 looks forward into new ways of facilitating intra and inter regional cooperation....

Go to project website

Your project website

- Individual website, same layout
- Public face of the project
- Reflects project's communication plan





Your role as website administrator

1. Edit your project website

2. Approve good practices submitted by the project partners > visible under ‘Good Practices’

3. Validate people requests to be linked to your project > visible under ‘Contacts’

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Remember

- Misplaced partners on map
  > edit GPS coordinates under ‘Contacts’

- Editing contact details
  > directly in iOLF and from there the website will automatically synchronise

- Length of Twitter feed
  > 500 pixels wide at most

- Avoid special characters on document names

- Clear formatting (e.g. notepad) when copying text to editor

Remember

- Size of photos

  > News & Events 440 X 450 pixels
  > Partner logos 250 x 260 pixels
  > More on FAQ page

- Events vs. news

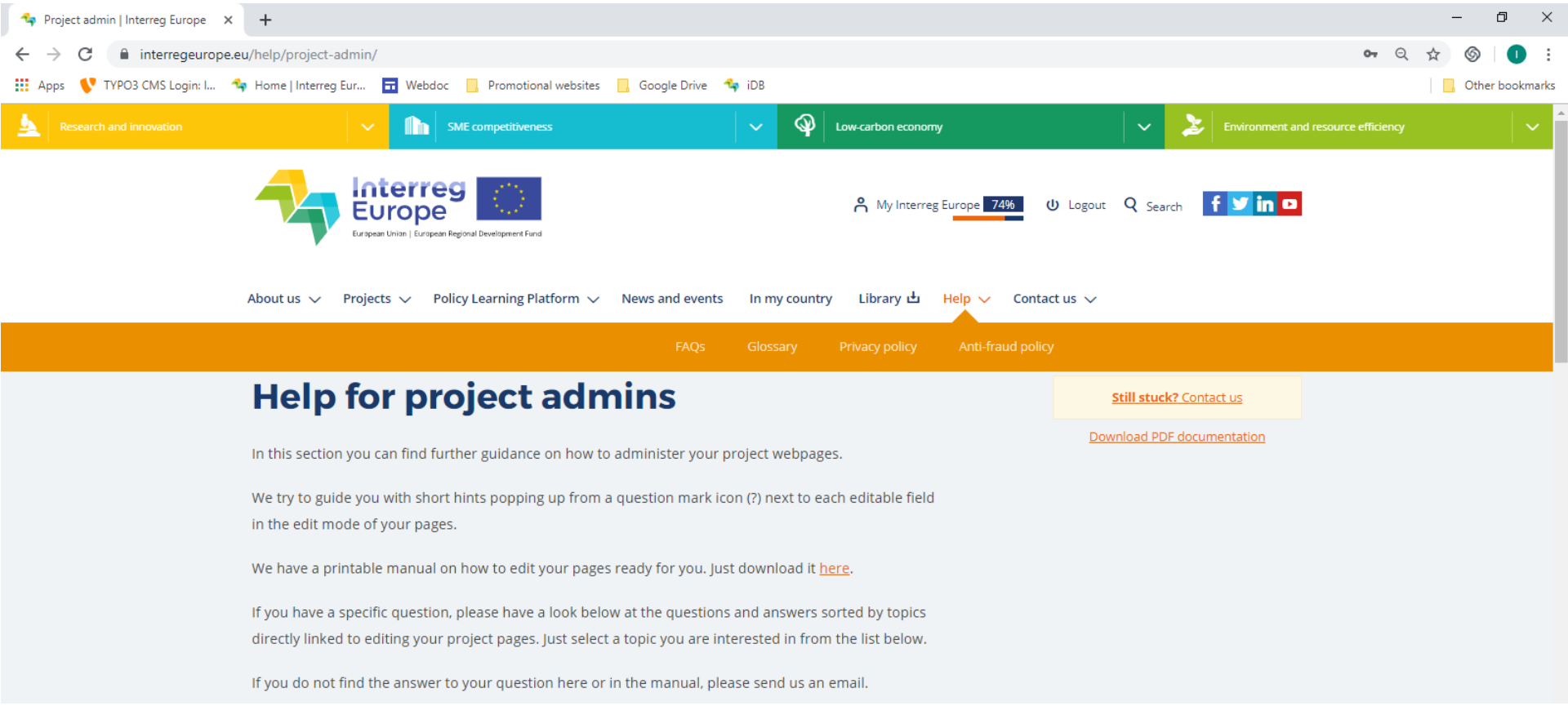
- Photo copyright rules

- Save often

- Be careful what you delete

Help and support

https://www.interregeurope.eu/help/project-admin/



time for questions
INNOVATION SYSTEM & OPEN INNOVATION

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Tips for good online content

1. Scanning
2. Clear language

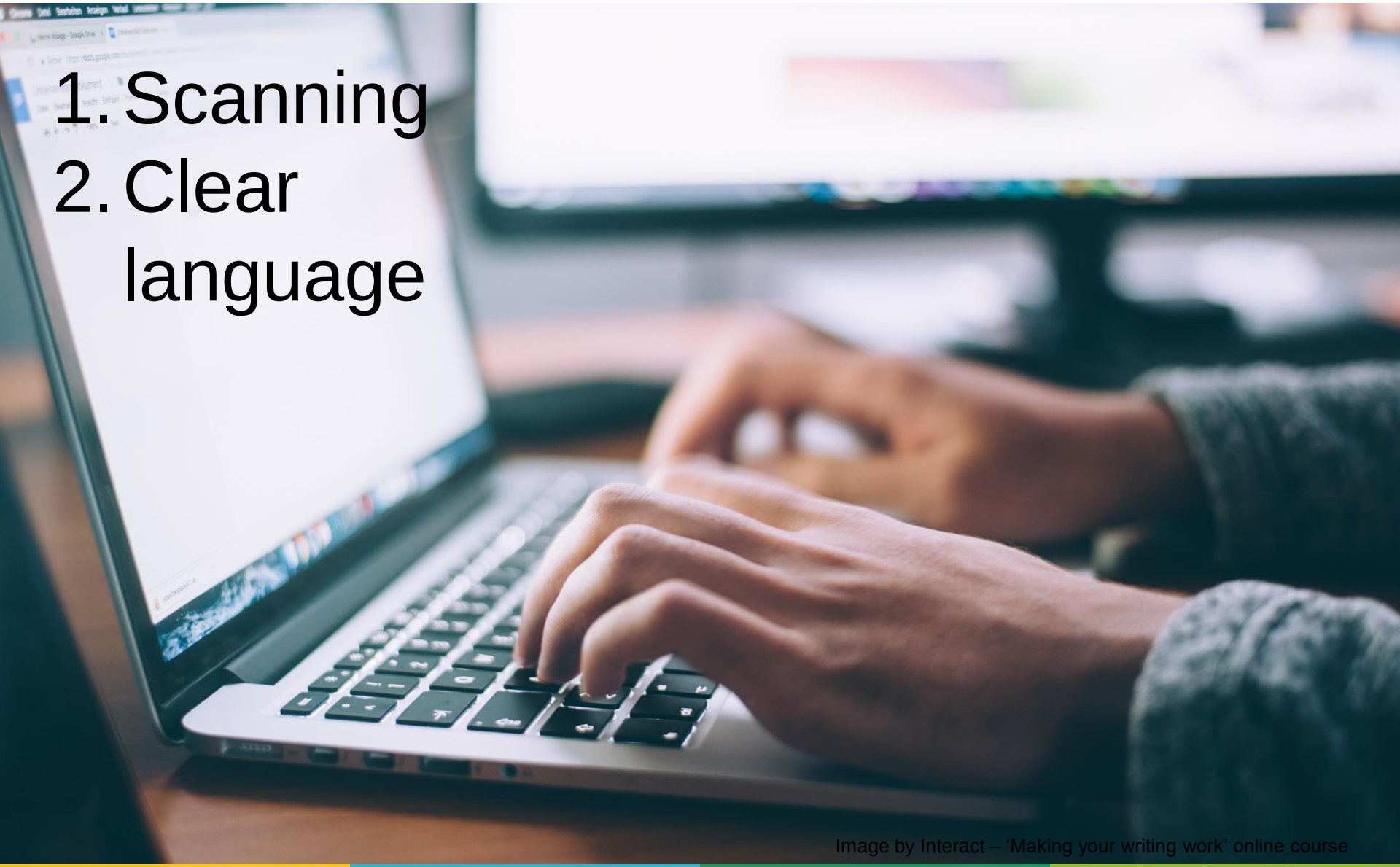


Image by Interact – ‘Making your writing work’ online course

Tips for good online content

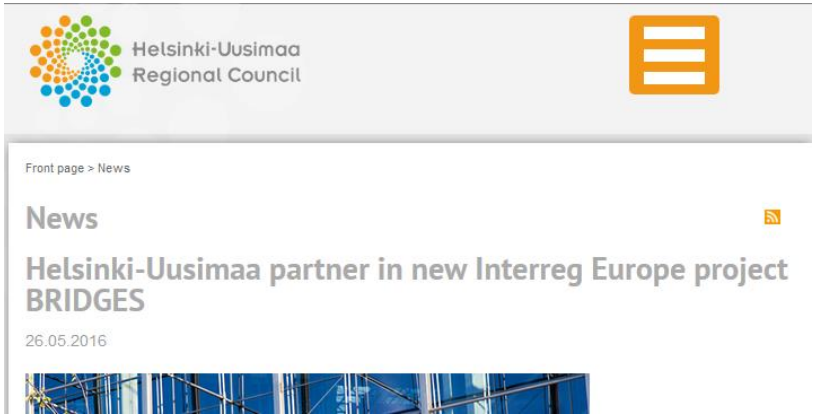
1. Paragraphs
2. Headers

Photo by Glenn Carstens Peters on Unsplash

Spread your content to get more visitors

- Always have a direct link
- Tell people about your website
- Share your news

An interregional cooperation project for improving low-carbon economy policies



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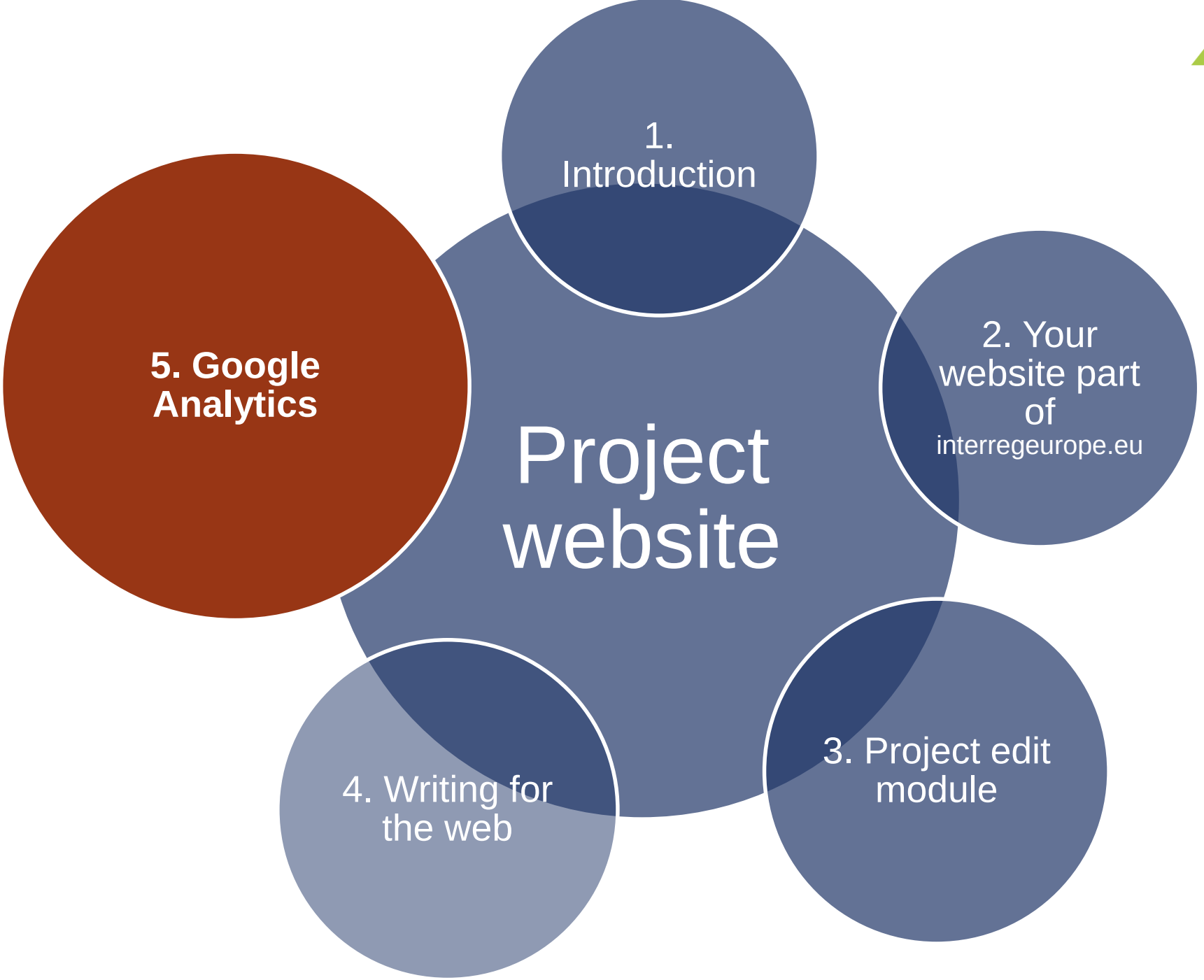
interregeurope
www.interregeurope.eu

Join us for #EURegionsWeek 2019!

Social media

- You don’t have to be on every channel
- Think of your target audience
- Reserve time and resources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What can you learn?

Do you reach your targets?

Who visits your website?

What is interesting for your visitors?

How do people find you?

Icons: http://ballicons.net/

Monthly report

Sessions

532

% of Total: 0.90% (58,822)

Users

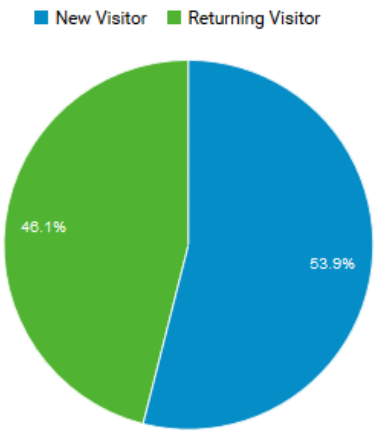
802

% of Total: 2.30% (34,814)

Users by Country

Country	Users
Spain	181
Italy	123
France	57
Romania	45
Belgium	43
Germany	41
United Kingdom	32
Greece	30
Portugal	27
Poland	22

Audience behaviour: New vs Returning



Pageviews

2,018

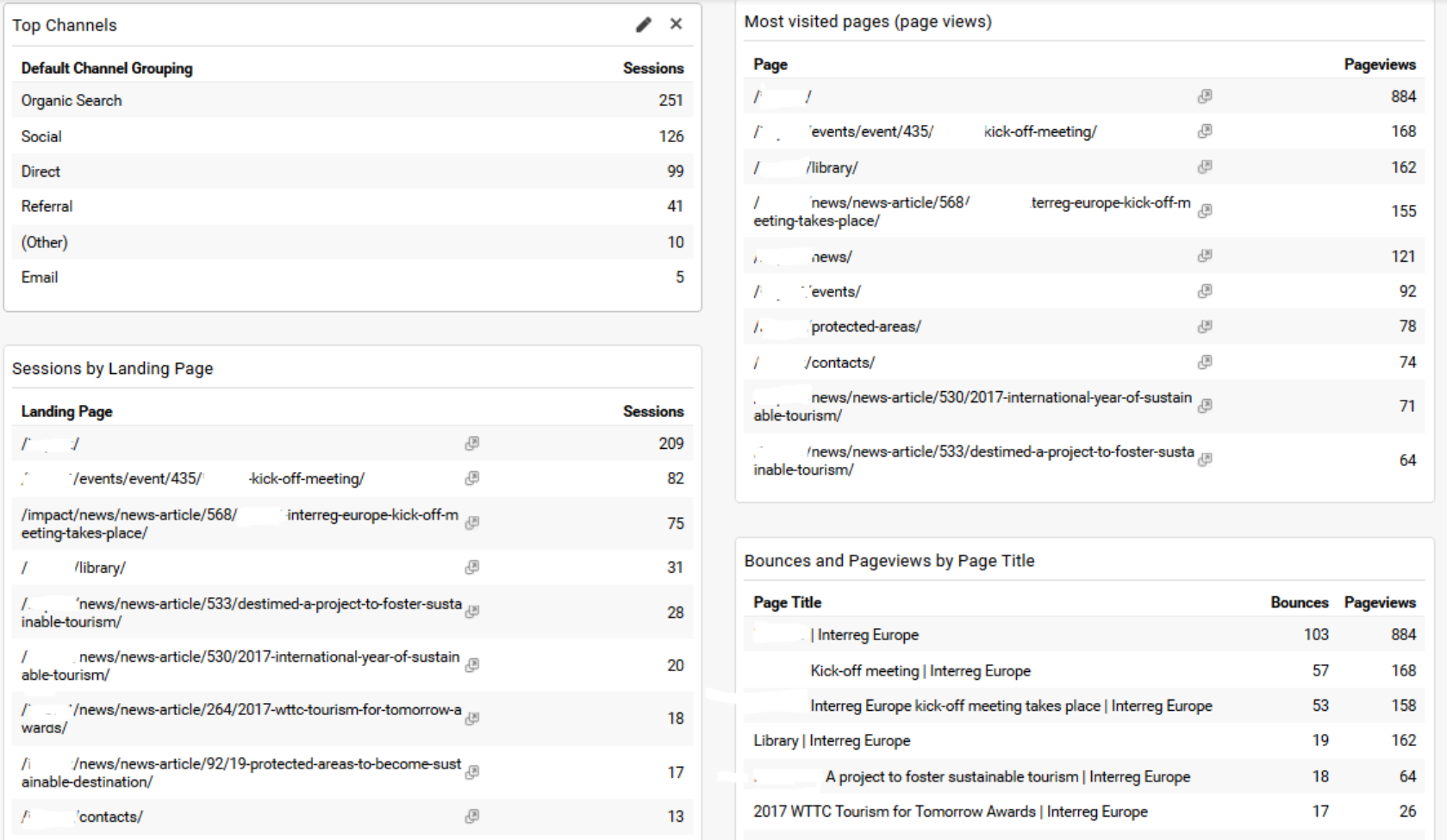
% of Total: 0.89% (227,414)

Avg. Session Duration

00:03:23

Avg for View: 00:03:49 (-11.32%)

Session: a user is actively engaged with a website



Top Channels

Default Channel Grouping	Sessions
Organic Search	251
Social	126
Direct	99
Referral	41
(Other)	10
Email	5

Sessions by Landing Page

Landing Page	Sessions
/ /	209
/events/event/435/ kick-off-meeting/	82
/impact/news/news-article/568/ interreg-europe-kick-off-meeting-takes-place/	75
/ /library/	31
/news/news-article/533/destimed-a-project-to-foster-sustainable-tourism/	28
/ news/news-article/530/2017-international-year-of-sustainable-tourism/	20
/news/news-article/264/2017-wttc-tourism-for-tomorrow-awards/	18
/ /news/news-article/92/19-protected-areas-to-become-sustainable-destination/	17
/contacts/	13

Most visited pages (page views)

Page	Pageviews
/ /	884
events/event/435/ kick-off-meeting/	168
/ /library/	162
news/news-article/568/ terreg-europe-kick-off-meeting-takes-place/	155
news/	121
events/	92
protected-areas/	78
/contacts/	74
news/news-article/530/2017-international-year-of-sustainable-tourism/	71
/news/news-article/533/destimed-a-project-to-foster-sustainable-tourism/	64

Bounces and Pageviews by Page Title

Page Title	Bounces	Pageviews
| Interreg Europe	103	884
Kick-off meeting | Interreg Europe	57	168
Interreg Europe kick-off meeting takes place | Interreg Europe	53	158
Library | Interreg Europe	19	162
A project to foster sustainable tourism | Interreg Europe	18	64
2017 WTTC Tourism for Tomorrow Awards | Interreg Europe	17	26

Top channels: How did the users find your website

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

How to report sessions?

See this overview of all project sessions per each reporting period:

https://drive.google.com/drive/u/2/folders/0B_2u8LvpD_IzTnFvOUVwLWxiYjQ

(PDF for 4th call project not created yet)

time for questions
INNOVATION SYSTEM & OPEN INNOVATION

Contact us for help

- Website related questions
- For LPs and project communication managers
- Keep lead partner + project and finance officers in copy

Petra Polášková

Coordinator - Communication and Contact Points

Julie Patenaude

Communication Officer

Miia Itänen

Communication Officer

Joséphine Mazy

Communication Assistant and Officer

Paolo Cammarota

Communication assistant

Next steps

1. Invite your project partners to connect to your project
2. LPs will receive project posters for display
3. First Google Analytics report in September
4. Project seminars on 21-23 January 2020 (3 days, finance, activity reporting and communication)

Subscribe to our newsletter for any future updates:
https://www.interregeurope.eu/#newsletter-signup

Useful links

- Project communication tools
  http://www.interregeurope.eu/library/#folder=16
- Help page for web admins
  https://www.interregeurope.eu/help/project-admin/
- Project resources
  https://drive.google.com/drive/u/0/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk
- Implement a project -page
  http://www.interregeurope.eu/projects/implement-a-project/

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Sharing solutions
for better regional policies

Thank you!

Interregeurope