

LM&
SOM
ECO

Communicating project results

Alexandra Byskata // 17.09.2020





Alexandra Byskata

Digital Marketing Specialist

Inbound marketing, LinkedIn, international marketing, Google tools, SEO and web content

 @aksuby

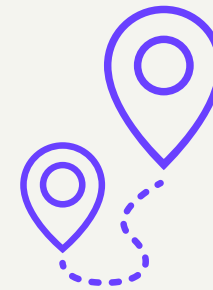
Creative Partner

5 mil. €

revenue

 **50**

industry experts



Helsinki & Turku

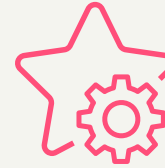
Our Services



Design and product design



Brand marketing



Service design and digital marketing



Communications and content marketing



Organic and paid social media



Data and analytics



Trainings

Agenda

1. Communications as a companion during the project's whole lifecycle
2. Main messages for communications
3. Defining relevant target groups
4. Using social media in project communications

+ Examples of good
project communications

**Communications as a
companion during the project's
whole lifecycle**

**Why is it important to communicate about
a project?**

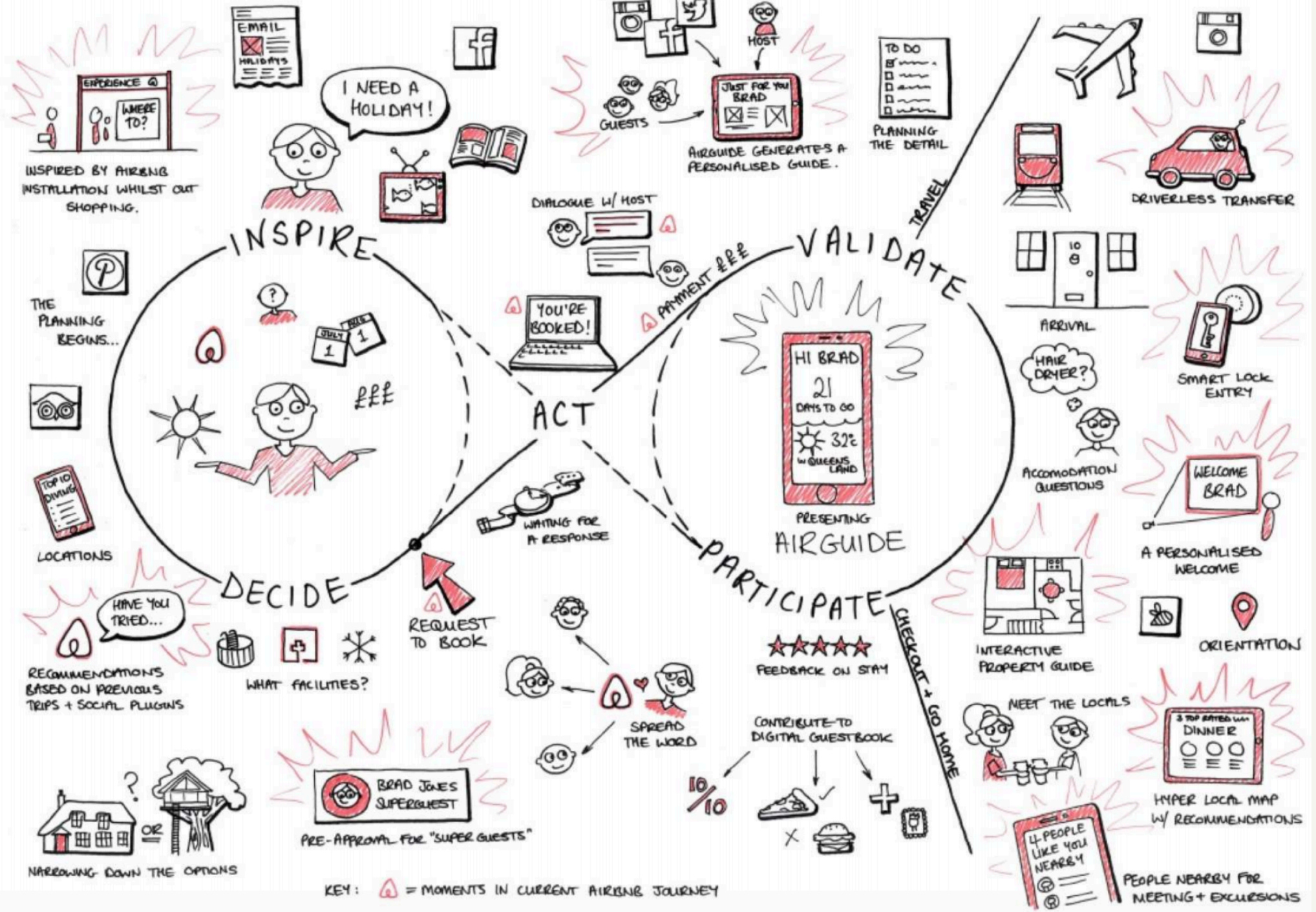
Communications shift







**Everyone has a communications device in
their pocket or purse.**



Communications throughout the lifecycle of the project



↑
Project starts



Central Baltic @CentralBaltic · 11. syysk.

Our [#SustainableBiogas](#) just kicked off! The project is working to ensure the sustainability of [#Biogas](#) in the [#CentralBaltic](#) area: biogas has two end products: energy and nutrients. Both must be handled sustainably to avoid leakages on land and in the sea @johnnurmisenfaat



CityZen Interreg is 😊 feeling motivated.

November 21, 2019 · 🌐

What is CityZen about, how and why do we aim to promote urban farming in five European regions? 🌱

Learn more about our partners from Spain, Greece, Portugal, Bulgaria and Germany and their projects on our website:



INTERREGEUROPE.EU

CityZen

CityZen responds to the growing number of cities and regions ...





Blue Green City

February 3 · 🌐

ADR BI working towards a Blue Green City! 🌱🌍👨‍🎓
 On the 29th of January 2020, the first meeting with the stakeholders from the Bucharest-Ilfov region was held. We gathered 35 representatives from the major organisations working with Blue & Green resources in our region.
[#bluegreencity](#) [#INTERREGEUROPE](#) [#ParculNaturalVacaresti](#) [#BucharestIlfov](#)
www.interregeurope.eu/bluegreencity



👍 4

↻ Central Baltic uudelleentwiittasi



Dr. Minna Keinänen-Toivola @KeinanenToivola · 22. kesäk.

Digital business to [#Zambia](#). The first [@SMEAisle](#) success story published about [@aionsigma](#). [#CBResults](#) [@CentralBaltic](#) [@SatakunnanAMK](#) [#ICT](#) [#Namibia](#) [#SouthAfrica](#) [#sustainability](#)



SME Aisle @SMEAisle · 22. kesäk.

“Thanks to the [@SMEAisle](#), we have been able to enter the market in Southern Africa” says one of the [@aionsigma](#) founders Joakim Hedenstedt. The first SME Aisle [#SuccessStory](#) is now published! Read the success story: bit.ly/2V78tF4 [#cbresults](#) [@SatakunnanAMK](#)



↻ 2

❤️ 4



School Chance
Interreg Europe

RESULT: Young children in the city of Brasov will be trained to cycle in real traffic situations in urban areas.



interregeurope • Follow
Brasov, Romania

interregeurope Have you heard of the #SchoolChance project?

The Romanian project partner was inspired by Dutch partner's #goodpractice where every year they hold a practical road exam for children on bicycles.

They want to make sure that students can apply what they learned in real traffic situations. Find out more: <https://www.interregeurope.eu/policylearning/good-practices/item/1273/cycling-exam-cycle-training-in-real-traffic-situation/>

#Romania #Brasov #Utrecht #Netherlands #bikes #traffic #schoolchildren #Interreg #EUpeople

23 likes
MAY 13

Add a comment... Post

la Interact Programme 1,174 followers
2mo •

+ Follow ...

What has #Interreg ever done for us? Hear from the next generation of Europeans on #cooperation - in our latest This is Europe podcast <https://lnkd.in/dUAS-6R>

This is Europe

The main goal of this project was that we have to take these children and to show the appearance that

Interreg

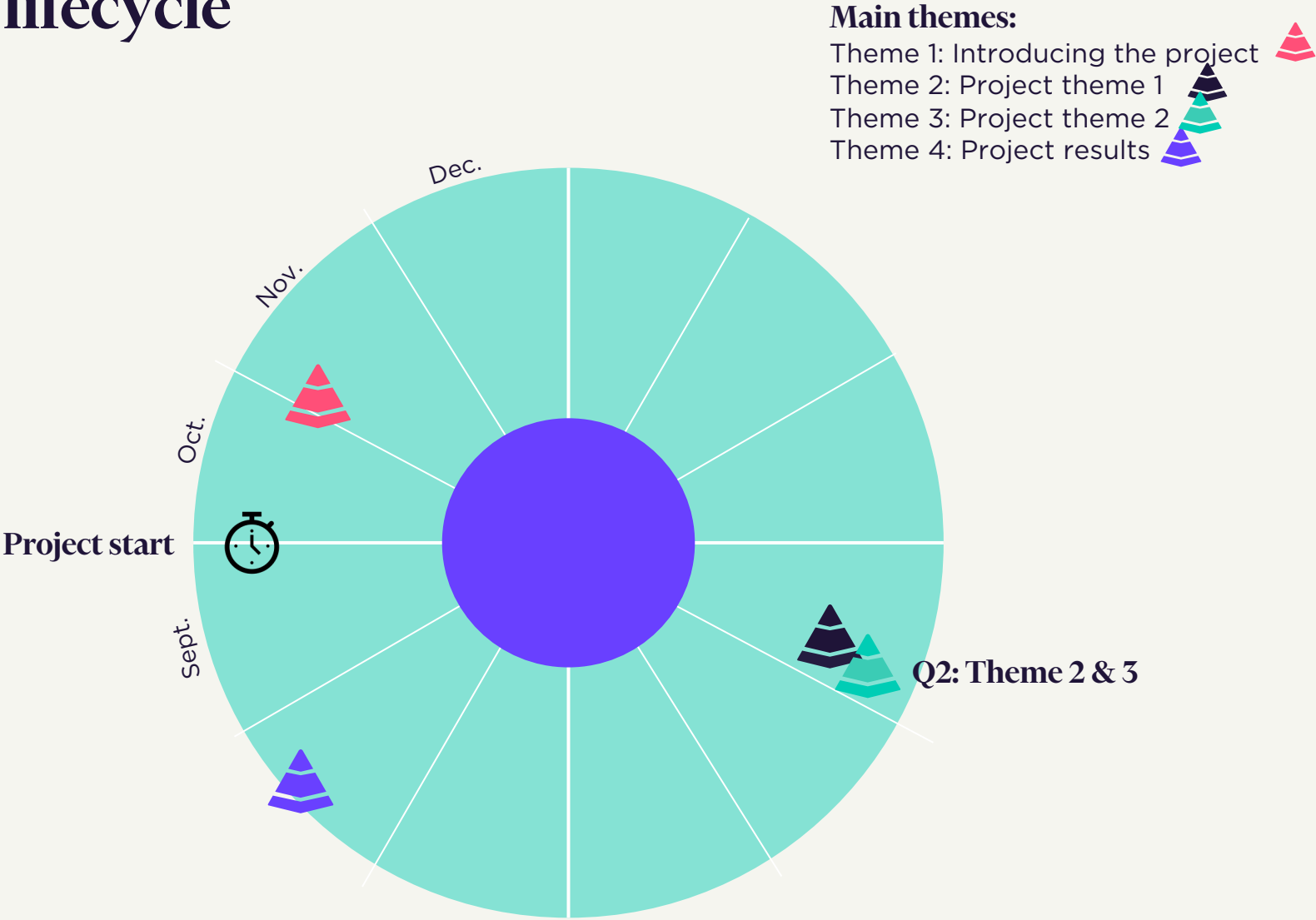
0:01 / 0:23

9

A project's lifecycle

Events to take into consideration:

- October
Launch event
- November
- December
- January



Main messages for communications

**The main messages in the communications
should always arise from the project's
purpose.**

Examples of main messages

"We are an expert in the subject X in the Baltics and the most trustworthy partner."

"We do influential and high quality research work in subject Y."

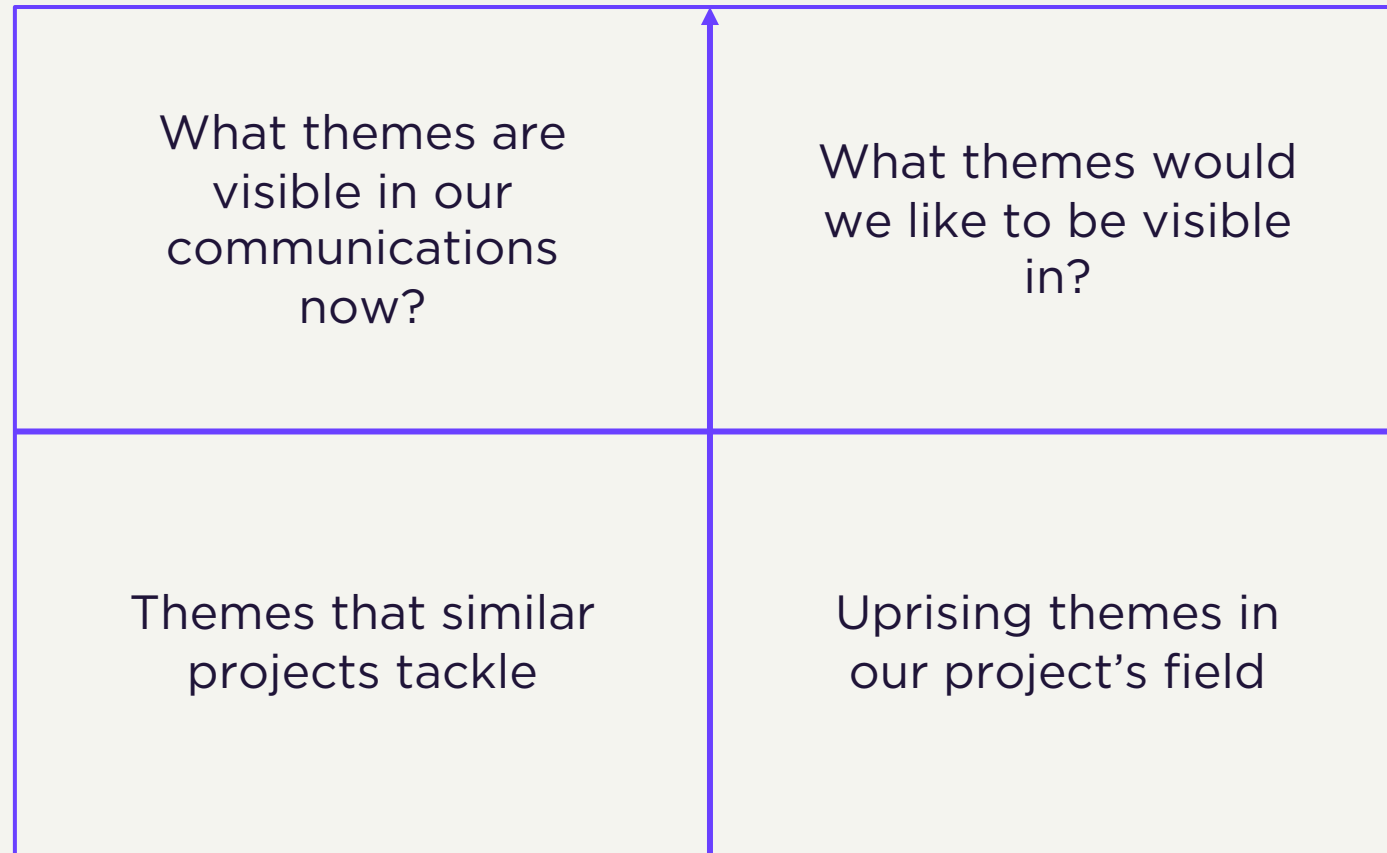
"We want to encourage young people in Sweden to become entrepreneurs."

"We want to enable success stories and support the vitality and competitiveness of the area."

"We act sustainably and ethically. Everything we do is done with the environment in mind."

"We want to ease business between the Baltic countries and the Nordics."

Defining the main messages



Think of an answer to the following questions:



What do you want to say and to whom?



What kind of goals do you want to achieve with the messages?



What kind of content will be produced?



How will it be produced?



What channels will the content be distributed in?



How will you measure its impact?

Goals:

Main messages:

Target groups:

Content:

Channels:

Goals:

What kind of things do we want to achieve in terms of this target group? Do we want to raise awareness about certain subjects? Encourage some sort of action?

Main messages:

What are the key messages from our project's purpose that need to be communicated?

Target groups:

Content:

What does the target group already know? What information are they lacking?

What do they want to hear?

What kind of content do they like to consume?

Channels:

Where are our target groups present?

How many channels do we have resources to maintain?

**Each content piece should support the
project's main messages.**

What kind of goals do the content pieces have?

Change of
behavior

Gaining
support for the
project

Informing

Activation

Thought
leadership

Building a
mental image

Education

Cooperation

Other

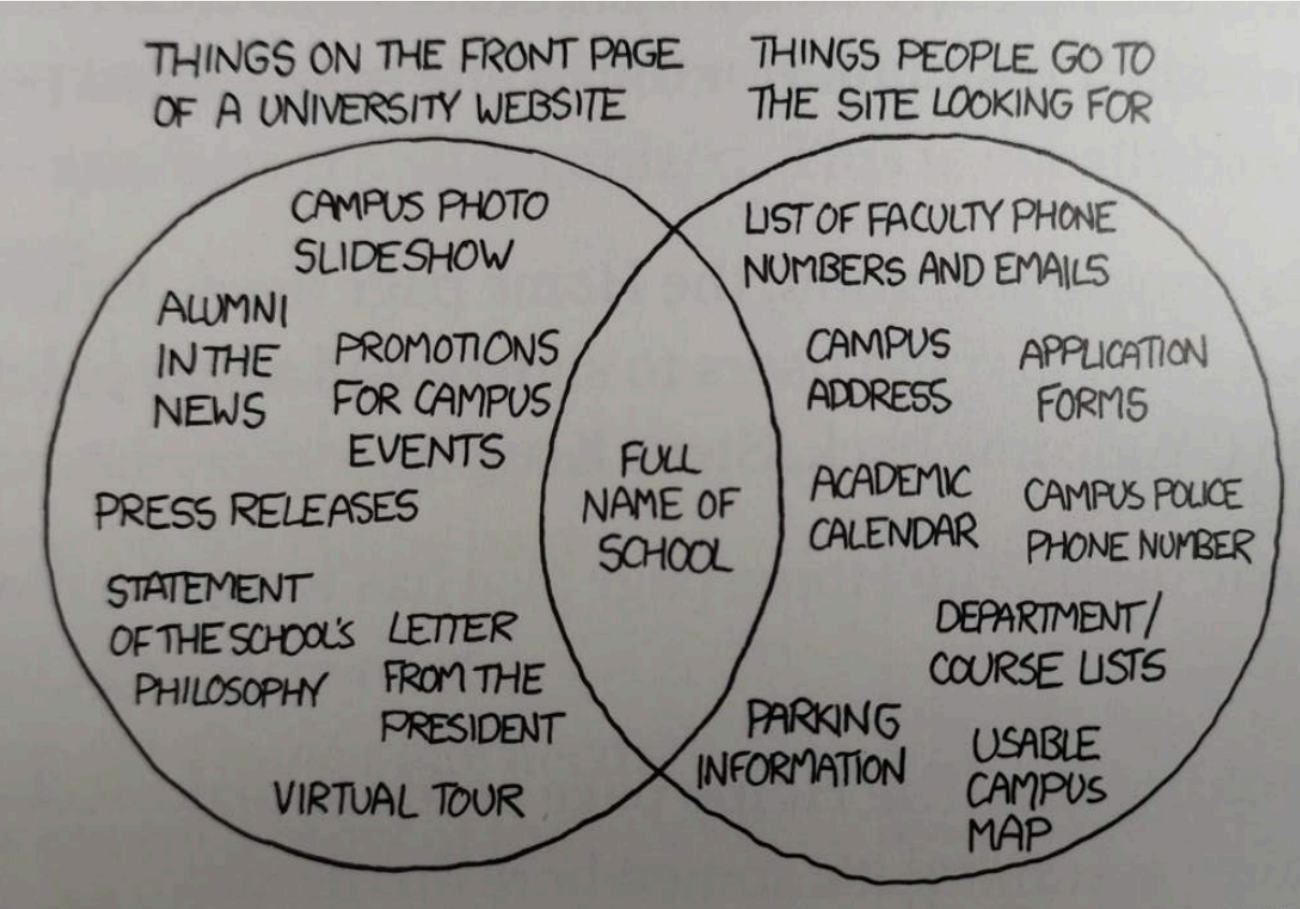
Defining relevant target groups

A target group is the recipient of your content. The ones that you want to hear your message.

**The only interesting thing is what your
target group wants.**

Not what demography they represent.

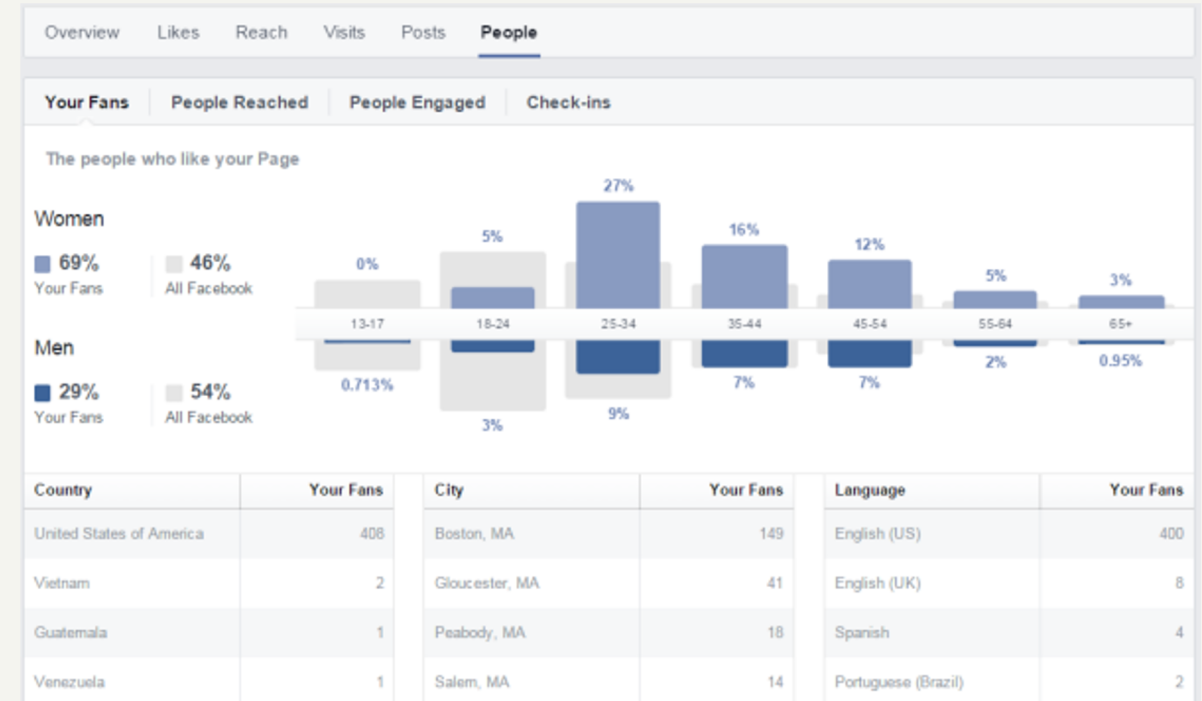
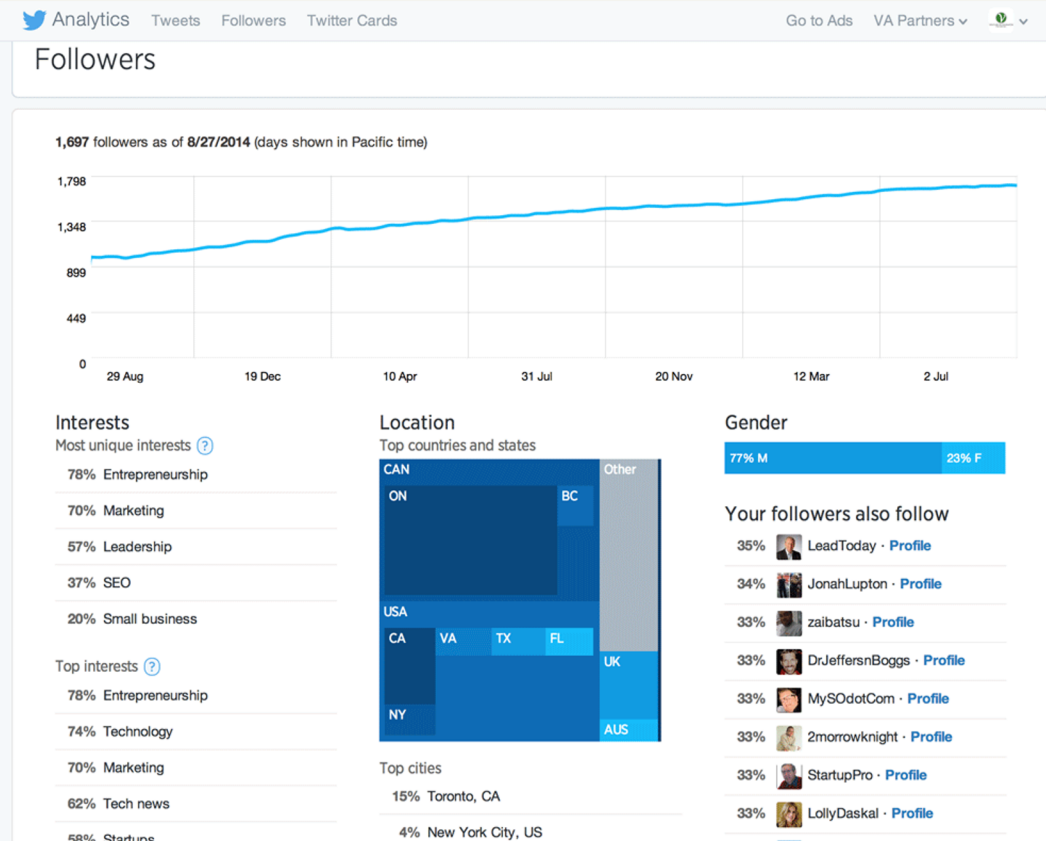
What content is produced vs. what the target group wants to see



How do you find out who is your target group?

- Market research – the same target group as your project’s target group
- Social media analytics
- Web analytics
- Interviews
- Hunch
- Think: who would be or should be interested in your project? Investors/funders? Media? Politicians or other decision makers?

Who follows you now vs. who do you want to follow you?



Questions to answer when defining your target groups:

- What is your target group missing? What are their motives and needs in terms of content?
- What do they search online?
- Why should they be interested in your project and its cause?
- What do they already know about the topic?
- How sensitive are they about the topic?

Target group stories



Persona

(As Persona X)...



Motive

...I want/need...



Goal

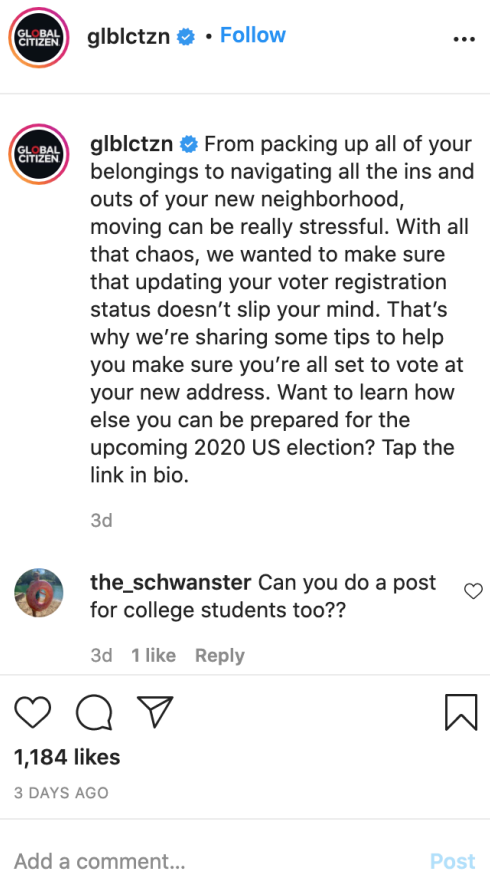
...in order to...

When planning content, think how you can solve your persona's problem or help them

Everything you need to know about voting if you recently moved



GLOBAL
CITIZEN.



gblctzn • Follow

gblctzn From packing up all of your belongings to navigating all the ins and outs of your new neighborhood, moving can be really stressful. With all that chaos, we wanted to make sure that updating your voter registration status doesn't slip your mind. That's why we're sharing some tips to help you make sure you're all set to vote at your new address. Want to learn how else you can be prepared for the upcoming 2020 US election? Tap the link in bio.

3d

the_schwanster Can you do a post for college students too??

3d 1 like Reply

1,184 likes
3 DAYS AGO

Add a comment... Post

Recently move to a new town, city, or state?

If you moved within the same state you were already living in
➔ note that you've changed your address on your voter registration form.

If you moved to whole different state
➔ check your state-specific guidelines on residency.

(Some states make you wait 30 days after moving before you can register)

GLOBAL
CITIZEN.

Using social media in project communications

Channels

Facebook

- Most users, many different types of people
- Suitable for many different types of content
- Economical ads and very developed ads manager

Instagram

- Visuality is important
- A peak behind the scenes
- Stories, IGTV and Reels
- Important especially if your target group is young people
- Advertising done through Facebook Ads Manager

Twitter

- Expertise
- Current industry topics
- The most fast paced channel
- Importance of personal profiles
- A good channel especially when targeting the C-level, media or politicians

LinkedIn

- Expertise
- Work and professional network
- Importance of personal profiles
- Efficient ads by targeting professional backgrounds
- Content has the longest lifecycle here

Remember! Be present only in the channels where your target group is and which you have resources for.

How to get followers?

- Publish regularly
- Diverse content that helps or entertains the target group
- Clearly defined topics → Think why you are publishing something and what you want to achieve.
- Like and comment if people mention you on social media.
- Be prepared for long term work
- Remember cross-channel posts → Publish on Instagram that you are also on Facebook and vice versa
- Advertise

Content types



Text

- Storytelling type of posts in the channels
- Tips
- Guides
- Link posts in the channels
- Blog articles



Image

- Picture posts in channels
- Infographics
- Person profiles, quotes
- GIFs, memes
- Pictures to bring a certain mood to support text



Video

- Interviews
- My Day -type documentaries
- Live streams
- Animations
- Stories-videos that live in the moment



Audio

- Podcasts
- Interviews
- News
- Video, where the video only brings a certain mood (for example slide show)

**Whatever your content is, make sure it
works on mobile.**

What works in social media?

Visuality

People

Videos and
livestreams

Activation
and
engagement

Good
grammar

How to write a good copy text?

- Have a clear point – what do you want to say?
- Address the target group directly
- Add feeling or a promise of value
- Include a call to action – but only one!
- Balance the text with the visual element – they should complement each other, not say the same thing

A few words about algorithms...

**The algorithm of a channel is like a
gatekeeper:
it decides what content will be shown and to
who**

In general the algorithms show us content that is similar to the content we have engaged with.

At the same time, the algorithm thinks a content with a high engagement rate is worth showing to more people.

The channels want people to stay in their channel. That's why generally the algorithm favors content that is consumable in the channel.

For example links to websites and YouTube videos perform worse than microblogs or videos uploaded directly to the channels.

Generally also visual content, videos and photos, do better than only text.

**All the channels have advertising
opportunities to bring more visibility
despite the algorithm**

Advertising

Facebook

- Very economical and a lot of different options
- Boosting vs. advertising through Ads Manager
- Targeting based on interests and background
- Goals based on what you want to achieve (visibility vs. traffic)

Instagram

- Advertising done through Facebook Ads Manager
- Can be done either in the feed or in Stories
- Enables links on Instagram stories to drive traffic

Twitter

- A bit more expensive than Facebook and Instagram.
- Targeting not as developed as in other channels, done through interests or by followed accounts

LinkedIn

- The most expensive ad prices
- Campaigns need to be longer
- Precise targeting based on professional background
- Goals based on what you want to achieve

Good content examples 😊

Videos and GIFs

United Nations Development Programme - UNDP 4d · 🌐

Non-communicable diseases -- such as cardiovascular disease, cancer, diabetes and chronic respiratory disease -- are the leading cause of death in most countries. They kill 41 million people each year, accounting for 71% of deaths globally. These pre-existing conditions can also worsen the severity of [#COVID19](#).

See our new policy brief with the [World Health Organization \(WHO\)](#), which provides guidance to policymakers and development partners on integrating [#NCDs](#) into their p... [See More](#)

STAY HEALTHY TO BEAT COVID-19

- EAT A HEALTHY DIET
- AVOID ALCOHOL
- QUIT TOBACCO
- BE PHYSICALLY ACTIVE

World Health Organization

UNDP 1,236,188 followers 3d · 🌐 [+ Follow](#) ...

Good [#health](#) is fundamentally tied to equality and development, and to the health of our planet. With just one decade left to achieve the [#SDGs](#) - humanity's blueprint for a sustainable and just future - the [#COVID19](#) pandemic is a formidable roadblock. We need integrated solutions to build a greener and more inclusive future to meet the [#GlobalGoals](#).

See how we're helping decision makers [#BuildForwardBetter](#) and look towards 2030 in the areas of governance, social protection, the green economy, and digitalization: <https://lnkd.in/gpcJPv7>

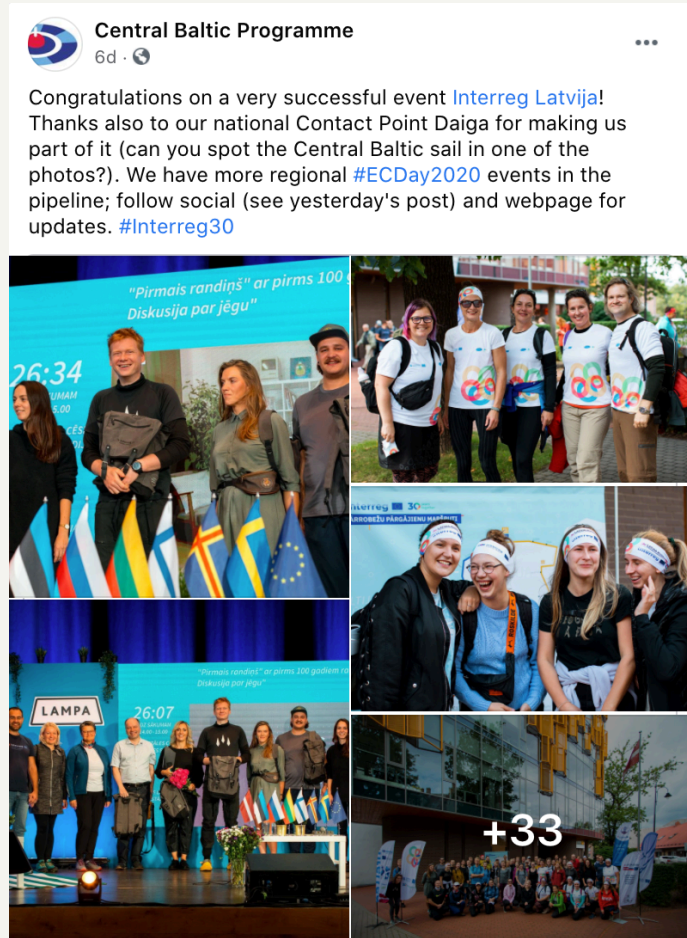
[#UNGA75](#) [#GlobalGoals](#) [#Health4All](#)

SDGs TODAY
A NEW FUTURE FOR HEALTH

0:21 / 0:21

76 · 2 Comments · 2,043 Views

Picture collections



Graphic images

GC FACTS

While Black women make up only about 7% of the US population, they voted at or above 60% in the past five presidential elections.

GLOBAL CITIZEN

gblctzn • Follow

In the US, Black suffragists like Sojourner Truth and Fannie Lou Hamer fought tooth and nail to secure women's right to vote, but they never got to taste the fruits of their activism. The Voting Rights Act, which gave Black Americans the right to vote, wasn't even passed until 1965 — but today, Black women voters tend to turn out at higher rates than any other demographic. Although we've made major progress, many Black women still face countless obstacles and barriers when it comes to casting their ballots. Now it's up to our generation to continue the centuries-long fight and deliver on the promise of equal representation at the polls. Find out how you can step up for equity, justice, and a fair democracy at the link in bio

2,289 likes

AUGUST 31

Add a comment... Post

“I cannot control how decision-makers set boundaries to women all over the world. However, education has given me control to become an advocate in a world filled with gender inequality.”

— **Deyna Castellanos**
Venezuelan football player

GAME CHANGERS

malalafund • Follow
Venezuela

malalafund Check the link in our bio @deynacastellanos

3w


euphoria_live Hey Malala, do you know Maria Shahbaz 14 year old minor pakistani Christian girl who was forced to convert into muslim and to marry her abductor? She was denied justice by Lahore highcourt and was ordered to go with him and to be a good wife of him. You are an activist who gotta nobel for girls education.This child in your country is now denied it.Remember your nation where minorities and minority rights are destroyed.Please do justice to your Noble prize without looking religion

3,058 likes

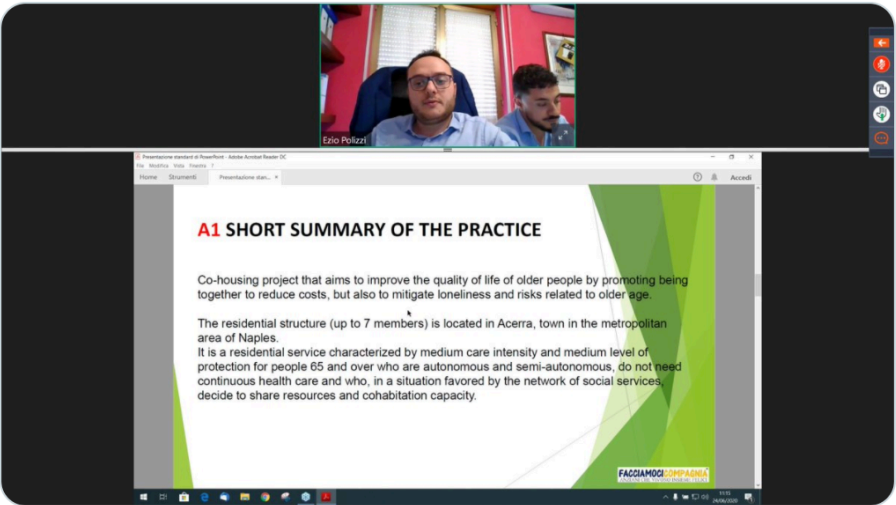
AUGUST 20

Add a comment... Post

Events

 **EU_SHAFE** @EuShafe · 24. kesäk. ▼

[#facciamocicompagnia](#) is the good practice presented by [@EIPAHA_Campania](#): a multistakeholder approach to [#senior](#) [#cohousing](#) pursuing ease of social interaction and better health monitoring while fighting [#loneliness](#) to promote longer & independent lives and [#activeageing](#)



Valentina Tageo ja 9 muuta

 **Central Baltic Programme** ⋮

August 25 at 9:54 AM · 🌐

[#CBnext](#) is taking shape through Thematic Workshops. The first of five is in full swing in Mariehamn, Åland. If you are interested in giving your input for the new Central Baltic Programme, be sure to register by Friday for Estonia, Finland or Latvia (the event will be held online in Sweden, details available soon). For more information, see: <http://centralbaltic.eu/content/give-your-input-new-programme-thematic-workshops>



 18  1 Share

Link posts

EU_SHAFE @EuShafe · 13. helmik.

Want to keep up to date on how to make [#innovation](#) policies for [#smarthealthy](#) [#agefriendly](#) environments? Why not sign up to [#EU_SHAFE](#) Newsletter 📧 interregeurope.us4.list-manage.com/subscribe?u=fa...
[#SmartEnvironments](#) [#AgeingWell](#) [#SHAFE](#) [#ActiveAgeing](#) [#HealthyAgeing](#)



The graphic features a dark blue background with a white circle containing the EU_SHAFE logo and the text 'Interreg Europe' and 'European Union European Regional Development Fund'. Below this, it says 'SIGN-UP for EU_SHAFE Newsletter!' in large yellow letters. At the bottom right, there is a yellow hexagonal icon with the text 'HEALTHY AGE FRIENDLY ENVIRONMENTS' and icons for a house, a person, and a tree.


Universidad Deusto ja 9 muuta

5 7

INFACT project + Follow ...

663 followers
1mo • 🌐

Would you like to know more about the airborne hyperspectral campaign in the [#INFACT](#) reference sites in Andalusia, Spain? 📌
<https://bit.ly/33AGpz1>
 🇪🇸 🇩🇪
[#sustainable](#) [#mineralexploration](#) [#rawmaterials](#) [#innovation](#)



The image consists of two side-by-side photos. The left photo shows a white fixed-wing aircraft with 'G-AWNT' on its fuselage flying over a desert landscape. The right photo shows two people in high-visibility vests and caps working with equipment on the ground in a similar landscape.

Photo credit: Moritz Kirsch

44 · 2 Comments

Like Comment Share Send

Special days and holidays



gamifyeu • Follow

gamifyeu Today is EUROPE DAY! Every May 9, Europe Day celebrates the peace and unity of the continent. It's been 70 years since we took the big step of working together to move forward as a society. We celebrate the EU which, in the spirit of the Schuman Declaration, works for prosperity and solidarity.

Fun fact: Did you know that it was not until 1985 that Europe Day became official? 35 years after Schumman's Declaration, at the 1985 Milan Summit, European Union leaders decided to celebrate 9 May as "Europe Day". During the years many activities have been carried out for us across Europe to enjoy and celebrate this day, but this year everything is different. Different

9 likes
MAY 9

Add a comment... Post

WWW.GAMIFYEU.ORG



undp • Follow

undp Thursday is World Friendship Day!

Friends and family give us strength and keep us going in these unprecedented times. 2020 may look daunting but together, our friends inspire us to dream of the world we want after the pandemic.

This Friendship Day, remember to wish your BFFs a very Happy Friendship Day.

Shutterstock/ @katya_sever

#FriendShipDay #WorldFriendShip #Friendship #Wellbeing #HealthyTogether #CreativeTogether #Happ #SDGs #healthyliving

1,320 likes
JULY 29

Add a comment... Post

Important issues

MFRC GMIT uudelleentwiittasi

 **Heidi Acampora** @heidiacampora · 10. syysk.

Stomach contents of a Northern Fulmar found in Co. Mayo by one of our volunteers. On the left dish, all anthropogenic contents are plastics. On the right dish, all natural contents. @MfrcGmit @BirdWatchIE @CleanCoasts @osparcomm #plasticpollution #seabirds



GMIT ja 4 muuta

5 70 129



undp • Follow
Indonesia

undp Even before the pandemic, women and girls were already overrepresented among the world's extreme poor by 6 million. The pandemic will push 47 million more women and girls below the poverty line, reversing decades of progress to eradicate extreme poverty.

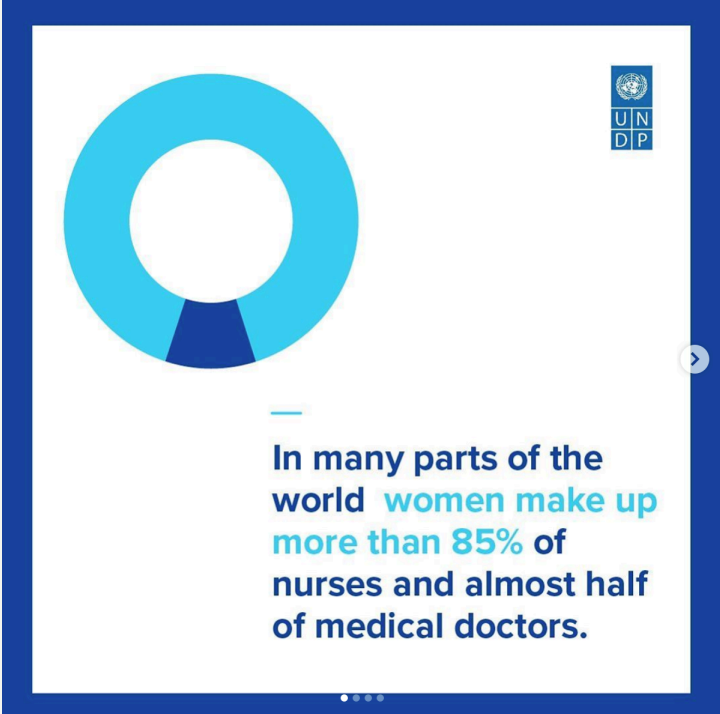
The pandemic isn't the only challenge to gender equality but it is the most complex threat to humanity and nature.

Existing vulnerabilities such as climate change, the biodiversity crisis, land rights, discriminatory laws and exclusionary systems magnify the social and economic impact of the pandemic.

1,119 likes
SEPTEMBER 4

Add a comment... Post

Infographics



undp • Follow

undp This morning, we launched our new #Data4HumanDev report at the @UN High Level Political Forum. The report contains data from 189 countries about how COVID-19 affects women. In just three months, the Coronavirus has smashed decades of hard-won progress towards women's rights and gender equality. The demand for women's work has sky rocketed both at home and in workplaces. Whether they are working or they've lost their jobs, women workers are in essential sectors most affected by COVID-19. The world's economy is highly dependent on the health workers to address the pandemic. The world's population depend on workers who produce the goods, foods, and services that we

1,712 likes
JULY 13

Add a comment... Post

United Nations Development Programme - UNDP 1d

#COVID19 is unleashing an unprecedented development crisis. Global #HumanDevelopment - which can be measured as a combined measure of the world's education, health and living standards - is on course to decline for the first time since 1990.

Closing gaps in health, education and access to technology are critical to helping countries #BuildForwardBetter: <https://bit.ly/32kiDWK>

#UNGA75

CHANGE IN HUMAN DEVELOPMENT INDEX VALUE, ANNUAL


THE GLOBAL FINANCIAL CRISIS



GLOBAL HUMAN DEVELOPMENT could decline this year for the first time since the concept was introduced in 1990.

2020 SIMULATED CHANGE IN COVID-19-ADJUSTED HDI

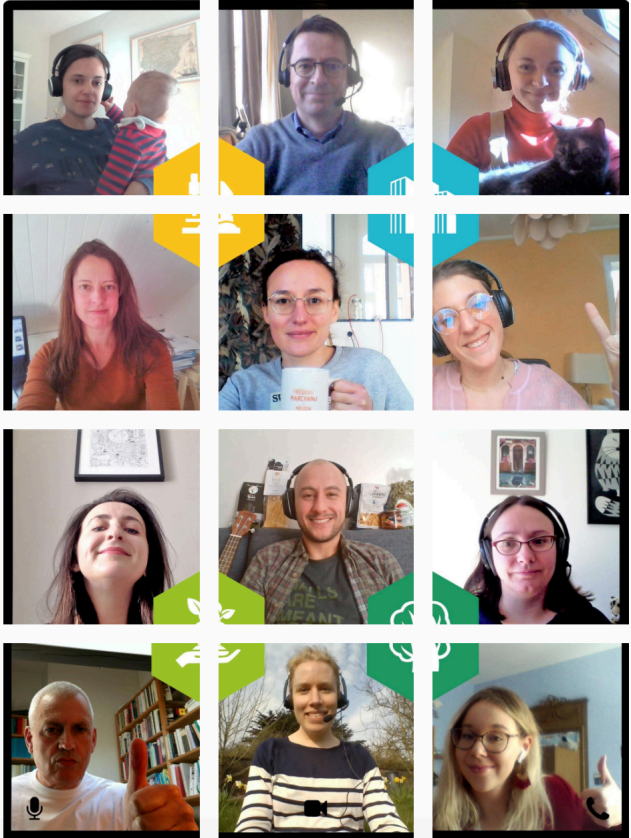
* The 2019 value is a provisional estimate

63 2 Comments 7 Shares


interregeurope Follow + ...
 82 posts 655 followers 266 following
 Interreg Europe
 We help regional and local governments across Europe to develop and deliver better policy.
www.interregeurope.eu

 30yrs Inte...
 PASSAGE

POSTS TAGGED




 EU Climate Action uudelleentwiittasi
UN Climate Change  @UNFCCC · 15. syysk.

Climate change & biodiversity may be represented by two separate UN Conventions, but the topics addressed by each are deeply and intricately linked - UNFCCC Head [@PEspinosaC](#)

Press release on the 5th Global Biodiversity Outlook: bit.ly/3kl0bU4
[#GBO5](#) [#Biodiversity2020](#)



"Climate change is a key driver pushing countless species to the brink of extinction.

Conversely, **protecting biodiversity** is an essential element not only with respect to addressing climate change today, but building a clean, green, safe, healthy and more **sustainable future.**"



Patricia Espinosa
UN Climate Change Executive Secretary

UN Biodiversity ja ipbes

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  88
  134
 

Any questions?

Thank you!

