Europeana DSI 2– Access to Digital Resources of European Heritage

MILESTONE

MS8.2: Europeana Communications Plan

Revision	1.0
Date of submission	15 August 2017
Author(s)	Eleanor Kenny (Europeana)
Dissemination Level	Public

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

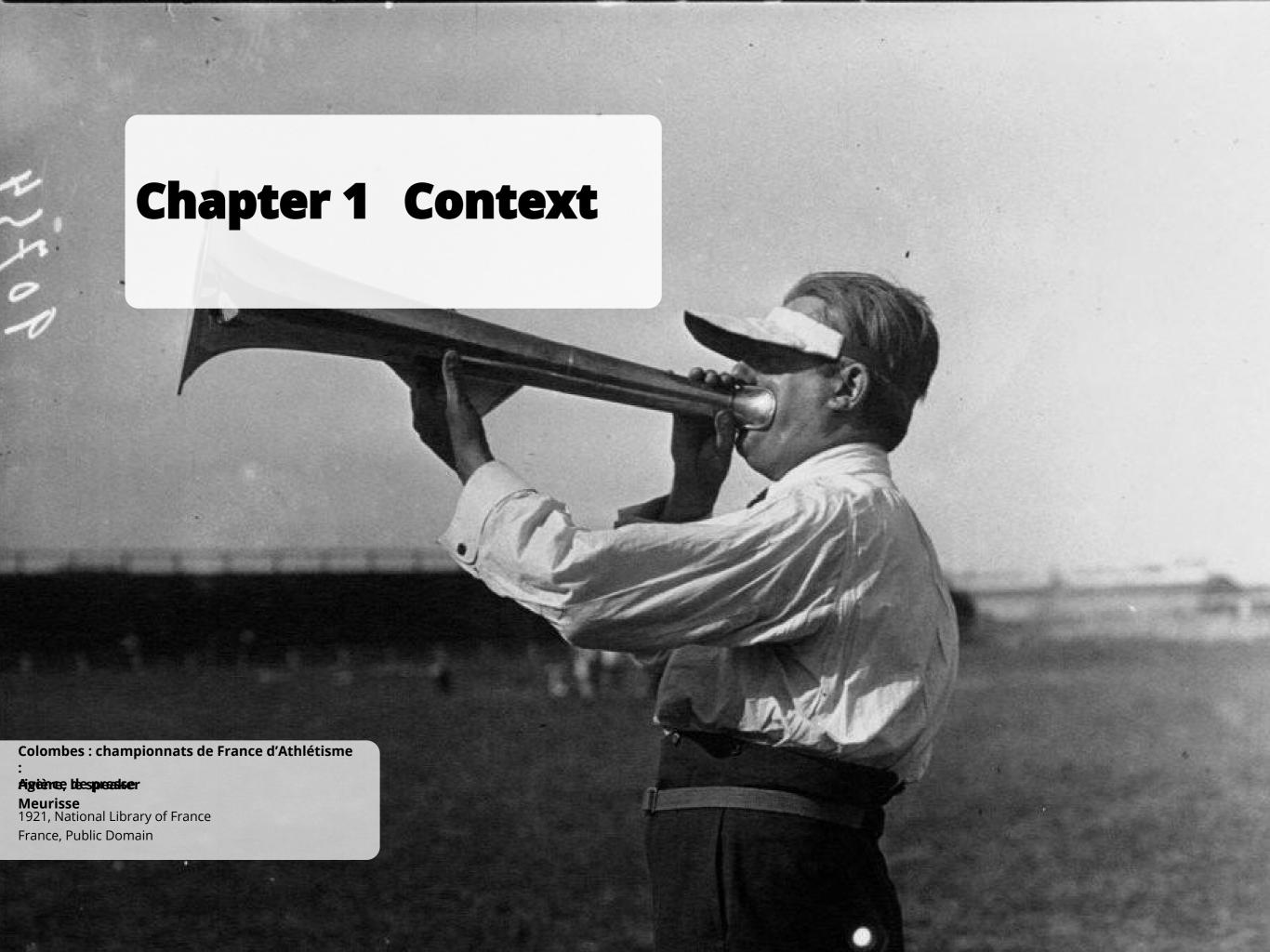| Revision No.	Date	Author	Organisation	Description
0.5		Eleanor Kenny, Harry Verwayen	Europeana Foundation	Initial Version
1.0		Eleanor Kenny, Harry Verwayen	Europeana Foundation	Final Version

Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.

europeana

ycle Confortas [homme debout à côté
un vélo avec volant au milieu d'une rue]
gence Rol. Agence photographique
1914, National Library of France
ance, Public Domain

Europeana Communications Plan

Milestone MS 8.2

Eleanor Kenny,

 Head of Communications and Marketing

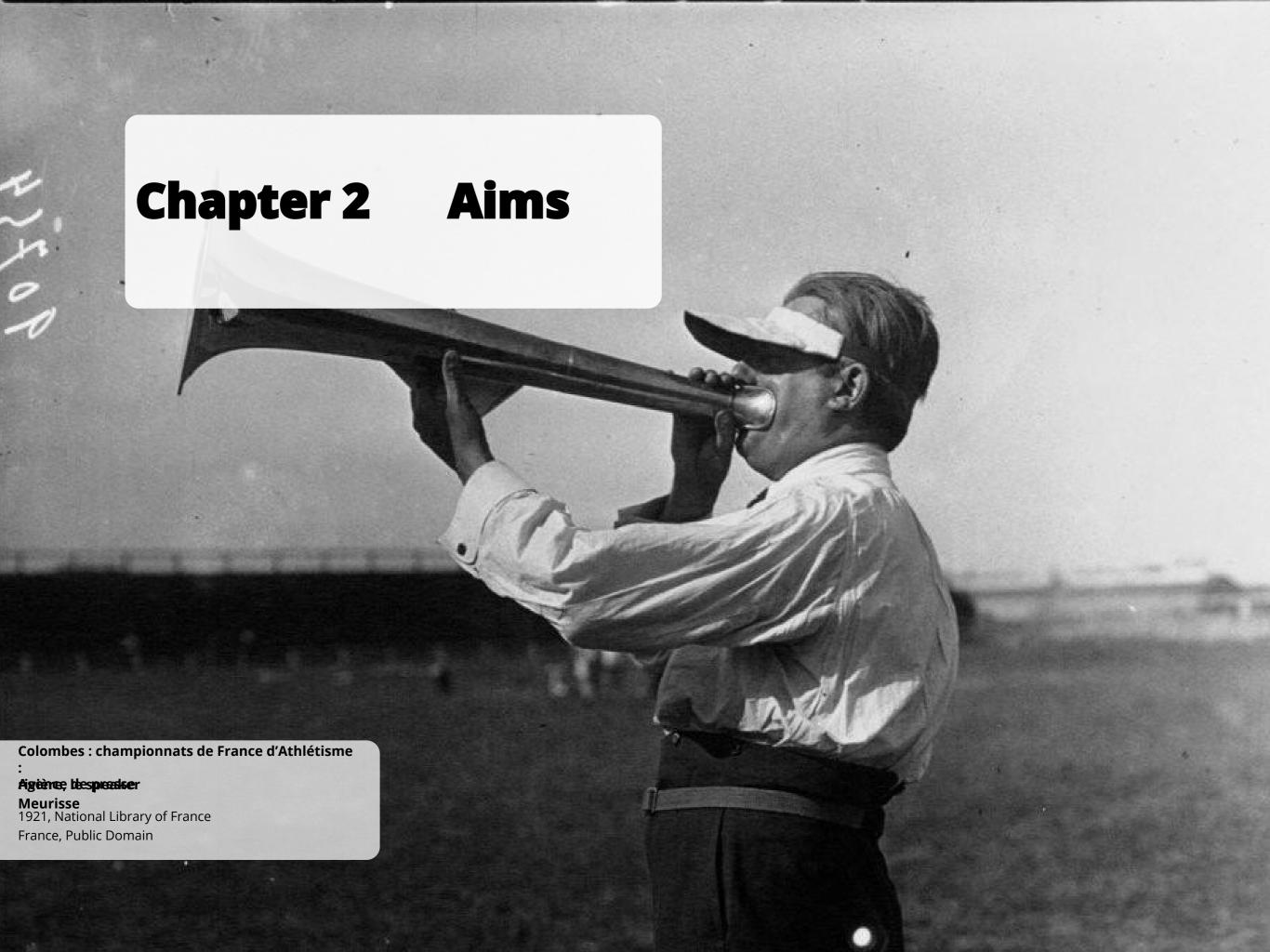# Chapter 1   Context

Context: Strategy 2020

3 key priorities

- Make it easy and rewarding to publish with us
- Modernise approach to end users - on websites and campaigns
- Scale through partnerships

5 key markets

- Cultural Heritage Institutions
- Education
- Research
- Creative Industries
- European Citizens

Chapter 2   Aims

Comms Aims

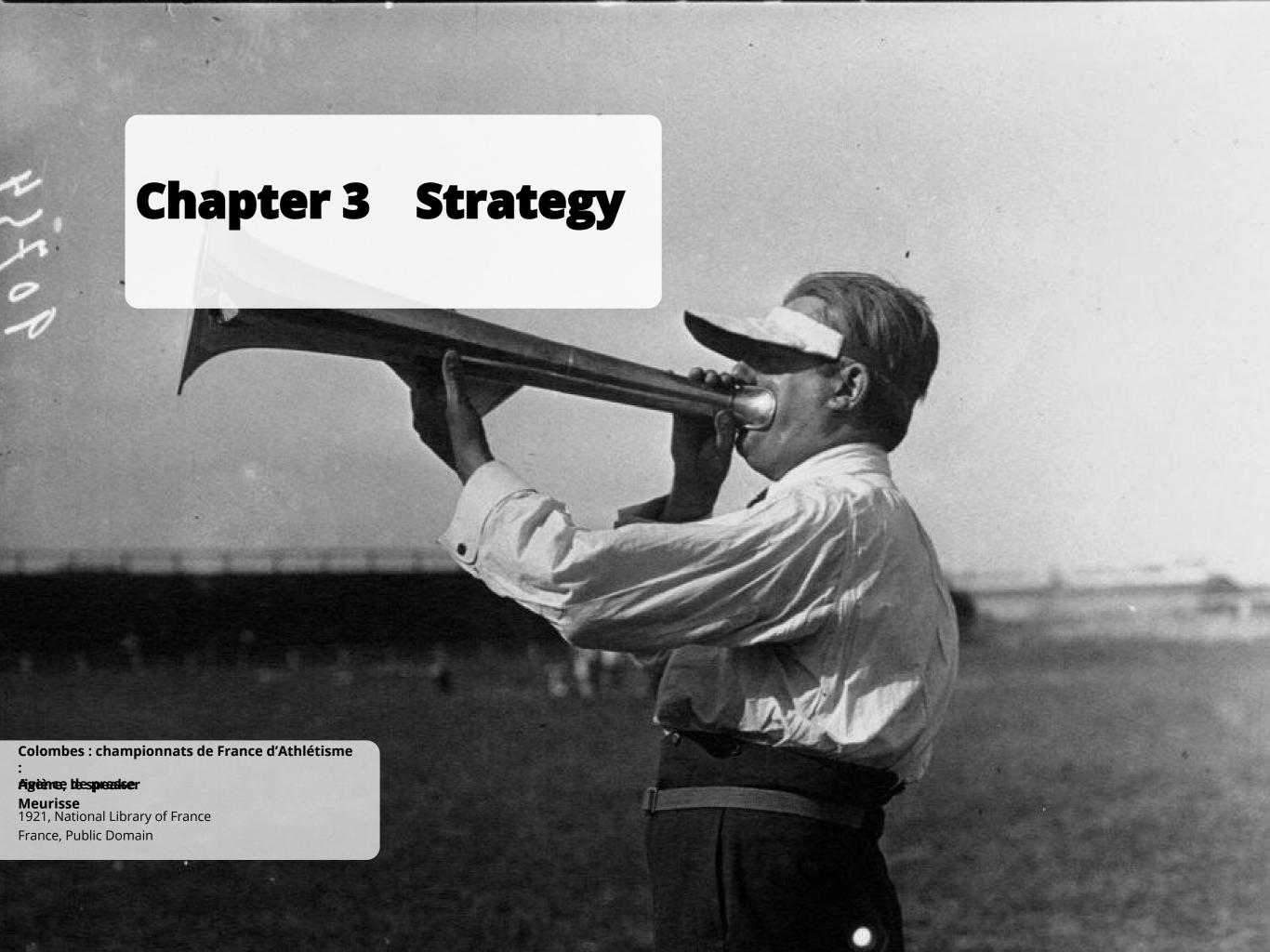## Win hearts & minds

Partners and stakeholders see us as

- Positive force for innovation
- Trusted co-partner
- Providing benefits

Communicate and support the how

Partners and stakeholders feel connected to us through

- Easy to use, engaging, touchpoints
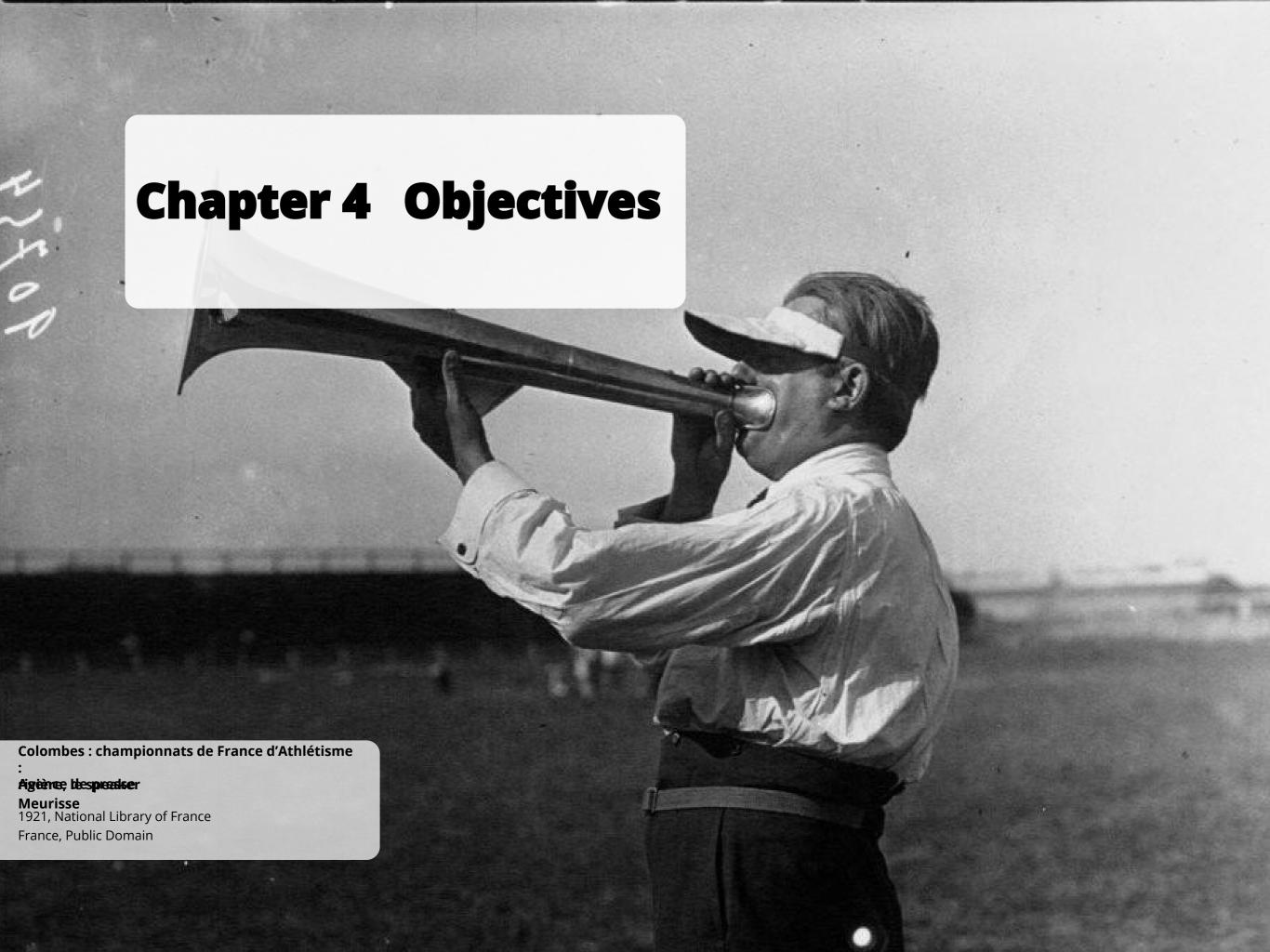- Recognition and promotion of their efforts

europeana

Chapter 3   Strategy

Colombes : championnats de France d'Athlétisme :

Agence, Hespresuier

Meurisse

1921, National Library of France

France, Public Domain

Comms strategy

We will achieve this by:

- Emphasising sense of co-ownership

- Re-energising our relationship with partners

- Embedding sense of energy into messages and approach

- Underscoring relevance of content and activities in daily life

- Employing an evidence-based approach

- Exploiting quality content

- Enlist partners as champions

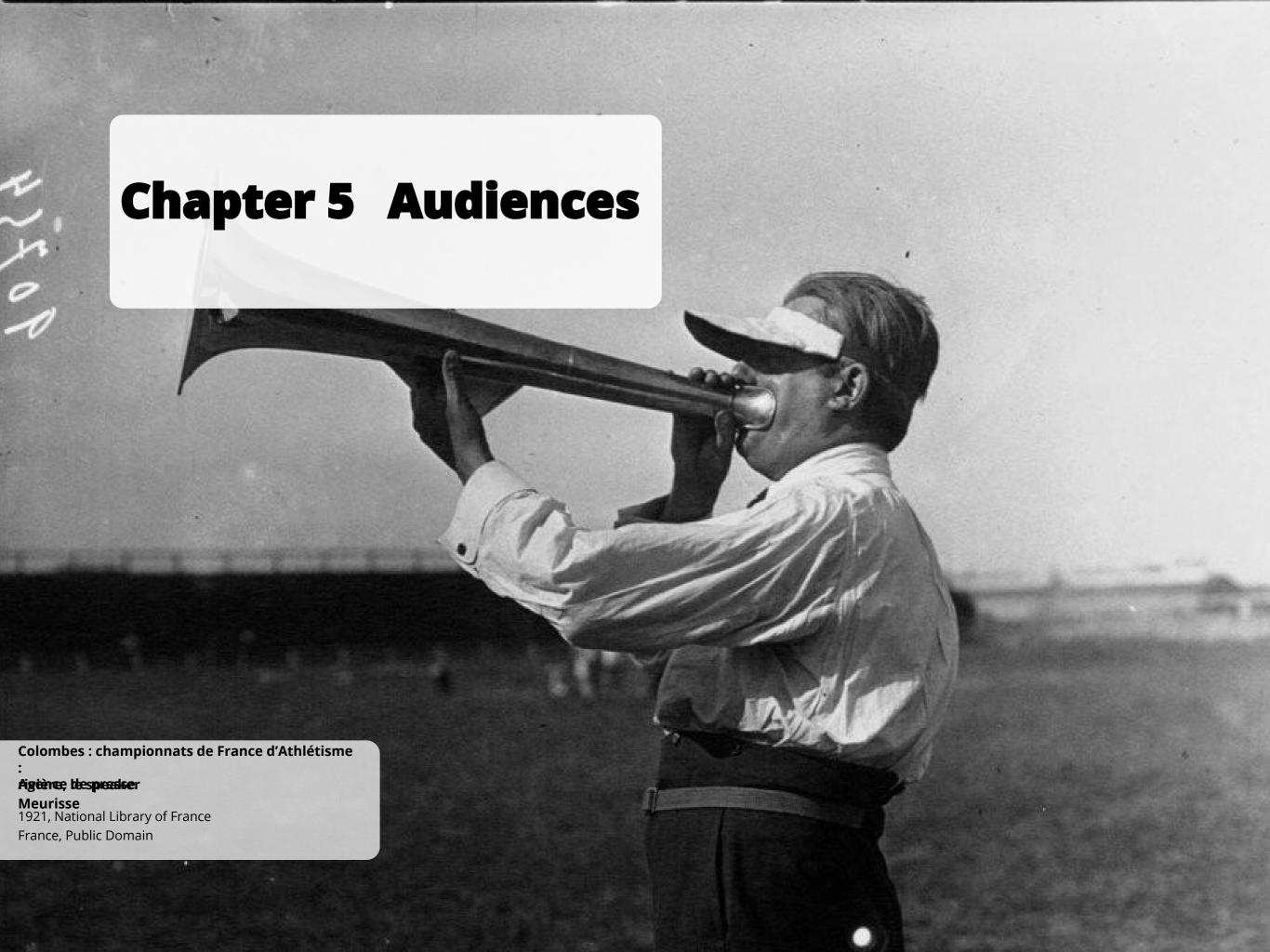- Connecting our message and values to our delivery

Chapter 4 Objectives

Comms objectives

Our concrete objectives are:

- To increase **awareness** of Europeana as publishing platform

- To be **recognized** as a trusted partner

- To increase **understanding** of
  - the respective roles
  - quality content to platform

- To be **referenced** as the example of innovation
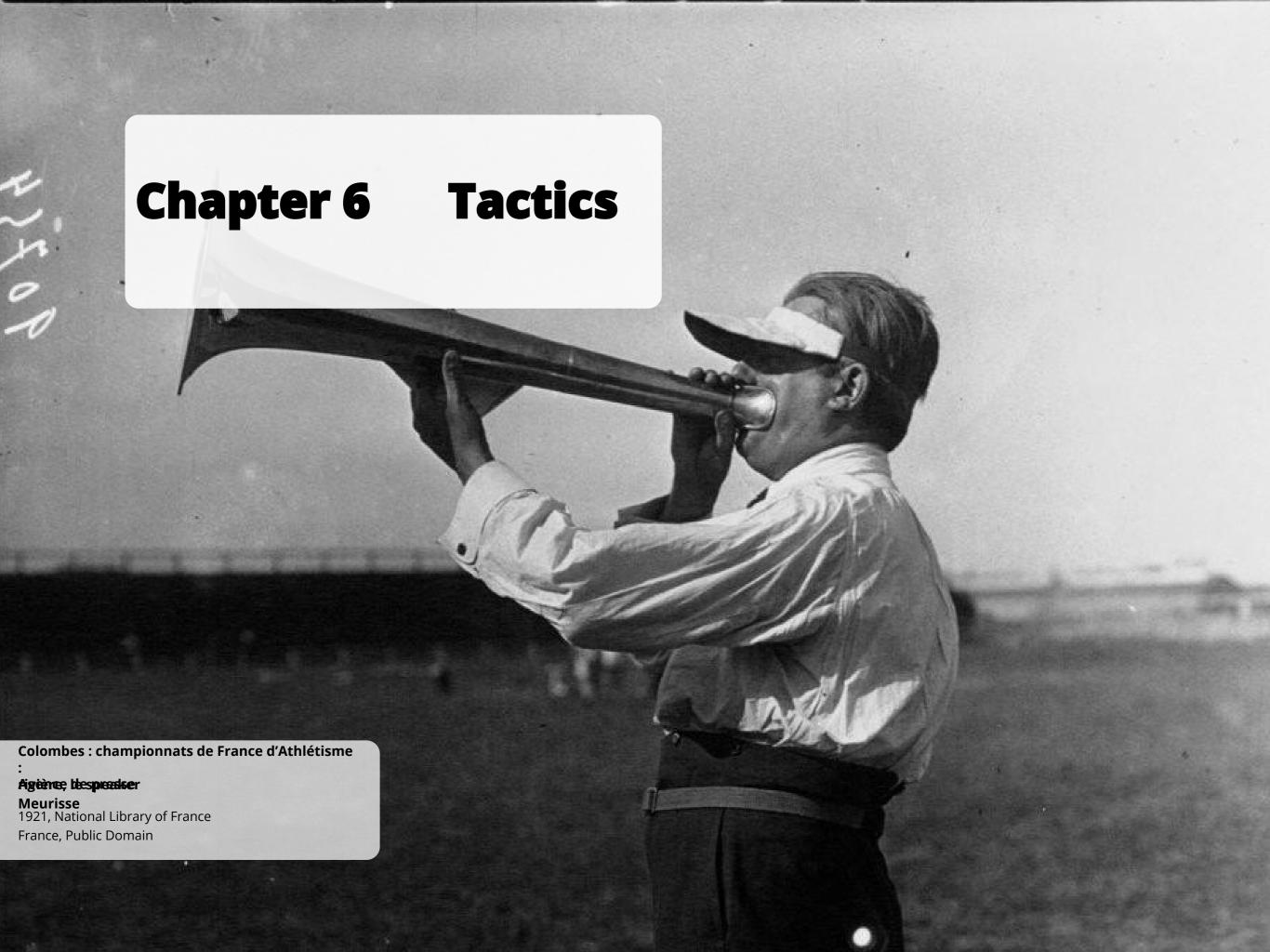
Chapter 5   Audiences

Audiences

Stakeholders

- Europeana Network
- Member States
- EU level: The European Commission, DCHE, The European Parliament, The European Council

Markets

- Cultural Heritage Institutions
- Education
- Research
- Creative Industries
- European Citizens

Chapter 6   Tactics

Key tactics

This will be applied through

- A '**web first**' approach e.g.

  Use concise, punchy language whenever we can
  Annual Report is an interactive slidebean not just a PDF

- **Inclusive** language, examples and references e.g

  Our press releases emphasise the 'we' and include a quote from partners
  We invite partners to provide guest blogs

- Incorporating and **showcase content** whenever possible

- Tapping into broader, **topical** and EU level pan-European themes/campaigns e.g.
  Migration   European Year of Cultural Heritage

  Valentines Day   World Poetry Day   World Book Day

Key tactics

This will be applied through

- **Feedback on progress and value t**o participating institutions and stakeholders core to planning and execution. e.g.

  provide regular campaign updates to contributing institutions on how content used in campaigns

  create and share reports that demonstrate use of open content

- Ensuring **MS and CHI are involved** in creating, running, promoting campaigns e.g.

  Europeana 280

  Europeana Migration

- Communicating the MS and CHI role in wider success through **easy to use/share stories and cases** that they can also communicate.

  Europeana 280 Slidebean

- Developing **role of domain aggregators** in sharing evidence-based demonstration of value of Europeana to CHI

Key tactics

This will be applied through

- Continuing to develop **relationships and partnerships with**
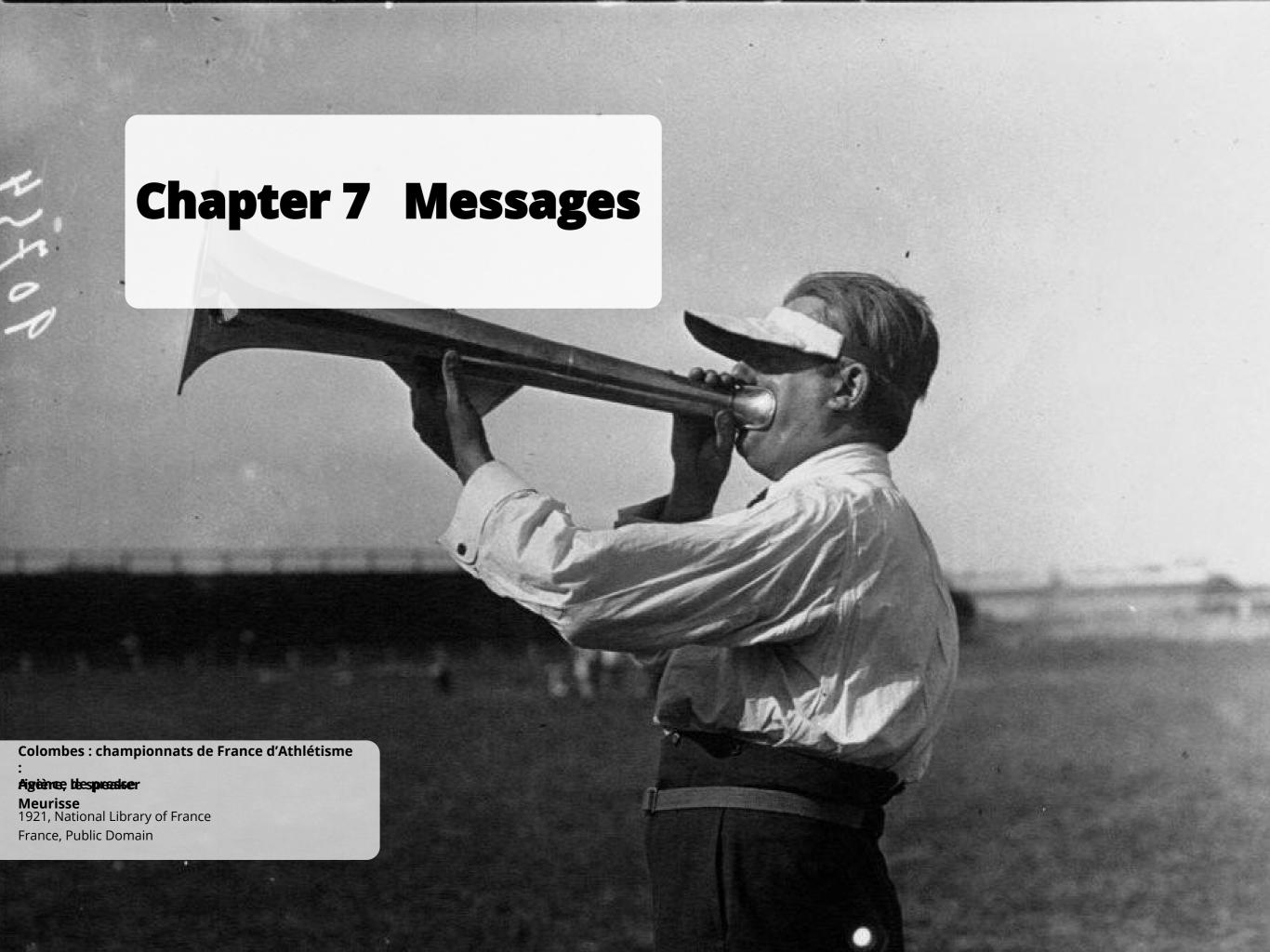 - **external platforms** to widen take-up by casual users of culture e.g.

    building our inital participation in #GiFitUP into a partnership

  - **major platforms and communities** like Wikipedia, Wikimedia Commons to promote access to content

    Europeana 1914-1918 Wikimedia competition

  - relevant **pan-European cultural organisations** to enrich content and experience offered to audience and to extend reach

Chapter 7 Messages

Messages

A shift in perception = shift in what we say

- Not what can you do for Europeana but what can Europeana do for you?

- Not Foundation centric - focus on inclusivity of ecosystem

- Beyond the portal -- Europeana as platform

Messages

How we say it matters

- Reflecting Europeana Strategy 2020, Europeana is a **value based** community

- The tone of our messaging reflects our values

- We speak to audiences hearts and minds with **accessible, value rich language**

- Editorially this **translates as** language that is
  Welcoming   **Inspiring**   **Intelligent**

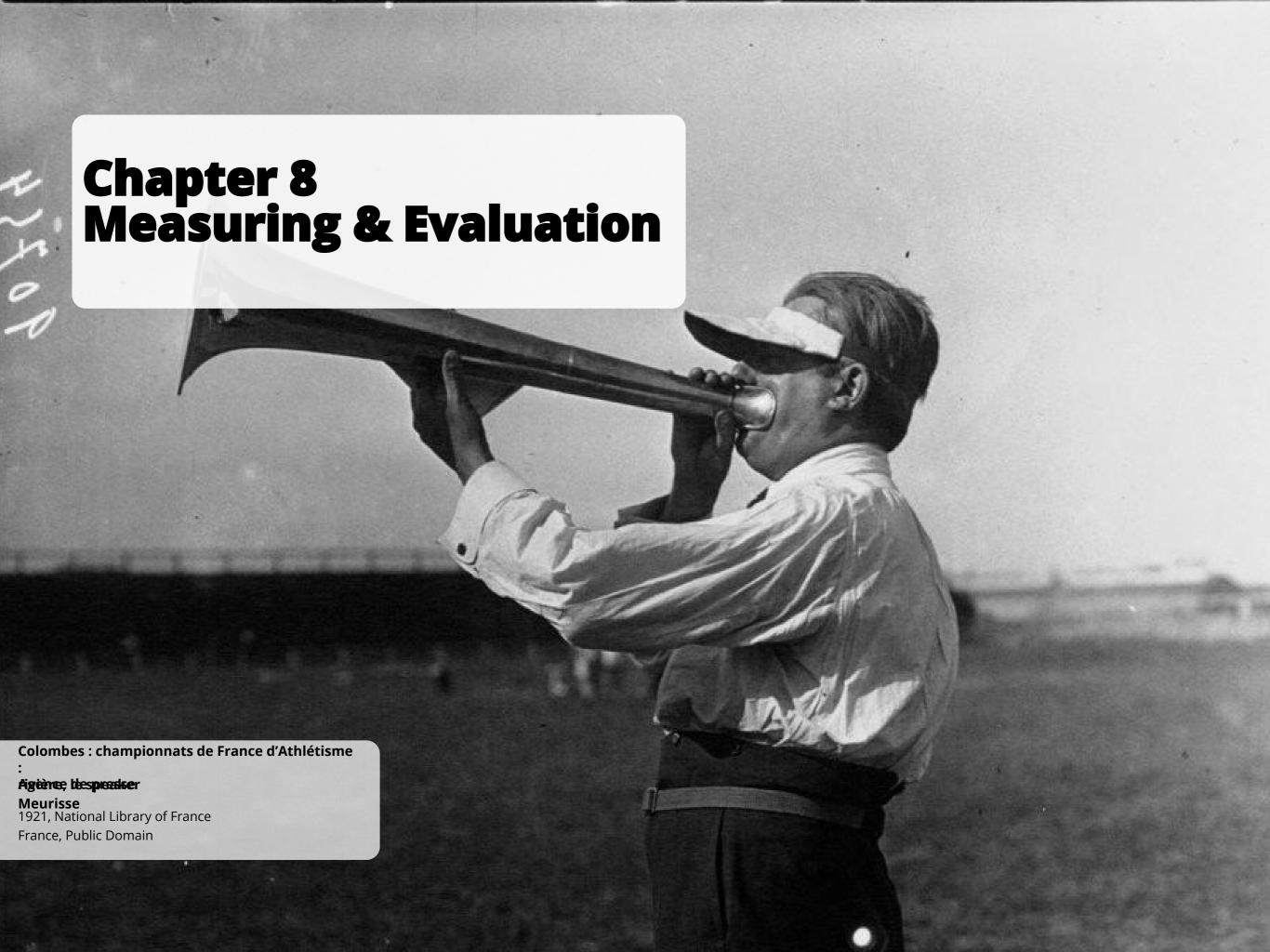- We will work to embed our **Tone of Voice** internally & with partners

Messages

Who we say it to

- Key audiences and stakeholders
  [Strategy 2020](#)   [BP2017](#)

- Mapped to ensure relevance and focus

- Tailored to support audience specific goals

- Remain consistent with core messages

Chapter 8
Measuring & Evaluation

Measuring & Evaluation

Approach

- Closed loop analytics
  Feed trends & lessons into ongoing and future activities

- Individual goals in context of overarching objectives

- Metrics reflect nature of activity and channels adopted

Measuring & Evaluation
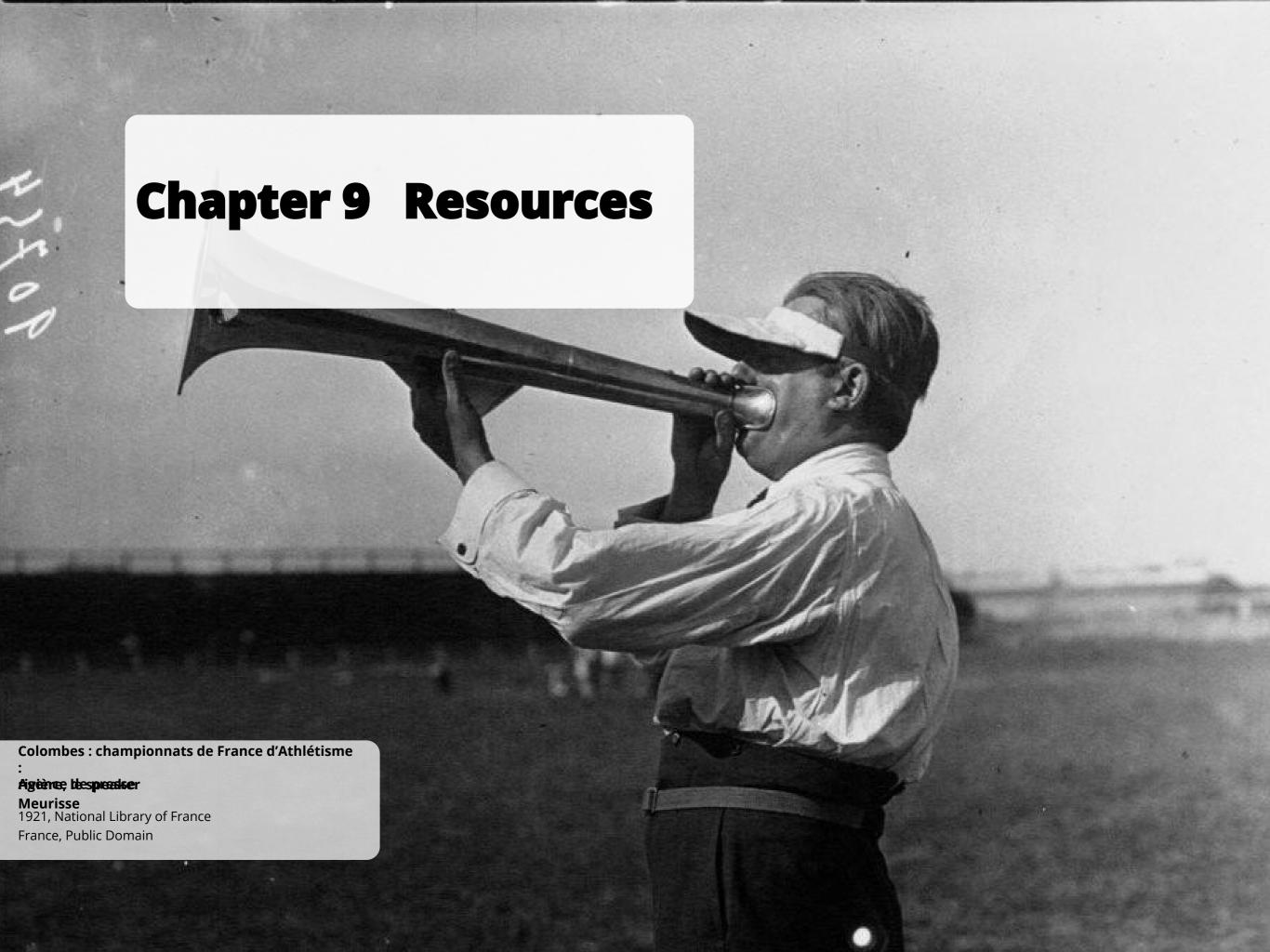
Social media & online promotion

- KPIs for reach and engagement 2017 set out BP 2017

- Quantitative: tools include Google analytics, native insight analytics, benchmarking and #trackers

- Qualitative: factors include e.g. key influencers activity

Measuring & Evaluation

Press

- Media Monitoring
  Media mentions, editorial tone, influence of publication / journalist / blogger

- Captured: monitoring service, Google alerts

- Recorded: Media Monitoring Table

- Shared and promoted e.g. Europeana Pro *In The News*

Chapter 9   Resources

Resources

In house

Marketing & Comms team:

- Brand positioning/comms strategy

- Social media presence & analytics

- PR & Editorial

- Editorial

- Marketing campaign planning

- Campaign coordination & administration

Collections, Design, Network teams:

Design (overview), Desktop publishing, Print, Enduser blogs, Network newsletter

Chapter 10   Channels

Channels

Social media (owned)

- Twitter
- Facebook
- Pinterest
- LinkedIn
- YouTube
- Vimeo

Social media (partners)

- Daily Art
- GifItUP
-

Editorial (owned)

- Blogs

  Professional   **End user**   **Medium**

- Newsletters

  Network   **Enduser**   **Comms Group**

Media

- Press

  Online   **Print**   **Broadcast**

- Bloggers

De Chinese markt
Manufacture Royale de Beauvais
1767, Rijksmuseum
Netherlands, Public Domain

europeana

#AllezCulture

DSI 2