Kick-off Interreg.eu & Social media project.

Eva Martínez, Laura Belenguer, Rosa Escamilla | Interact | 26.02.2024

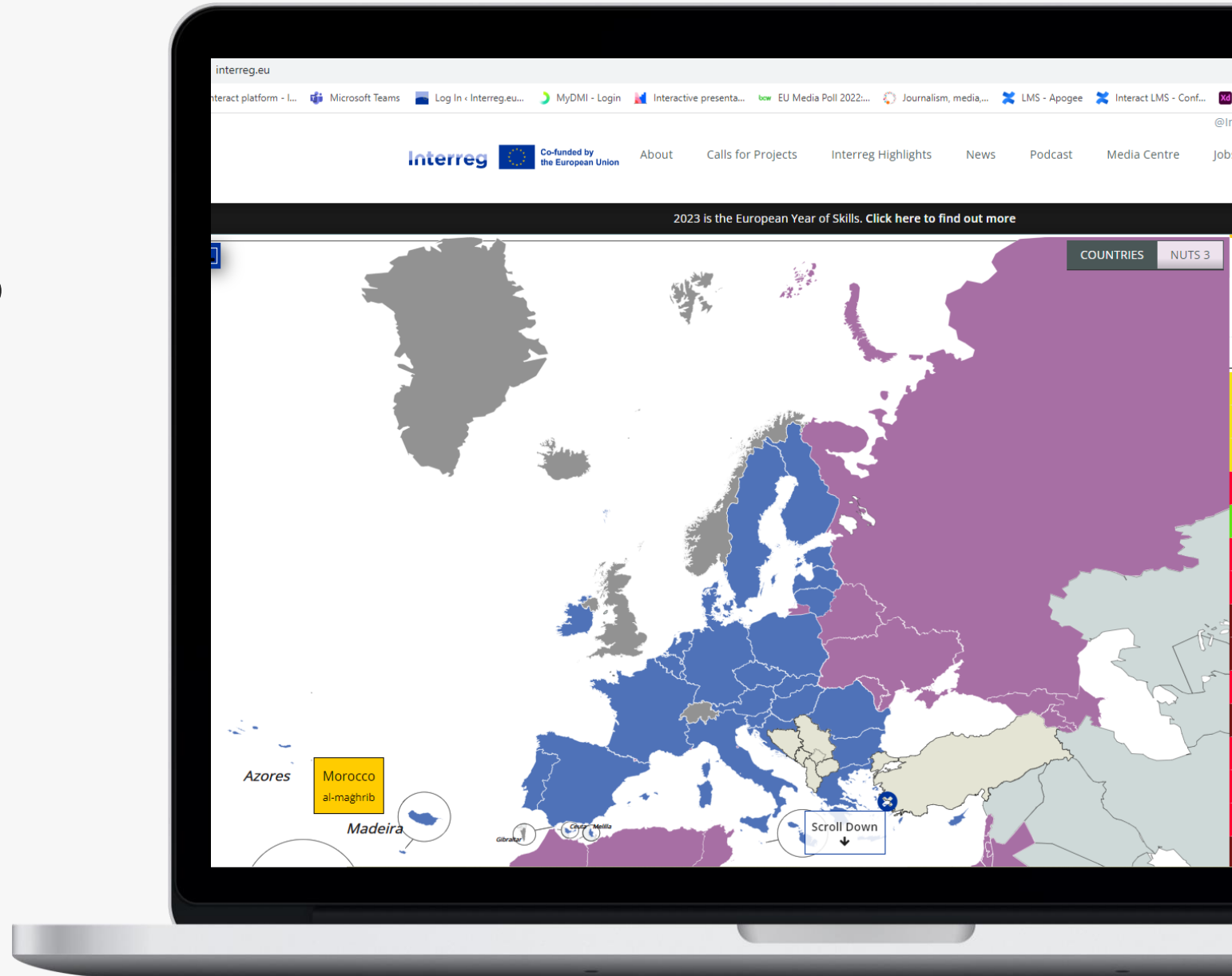Interact

Co-funded by
the European Union
Interreg

Write
to us

interregonline@interact.eu

Where are we standing with Interreg.eu and where do we go?

Consultation
with the Interreg community

Interviews + Sonar	Focus Groups	Surveys	Follow up interviews
7 Stakeholder Interviews	**1** Stakeholder Focus Group (7 participants)	**120** Stakeholder Respondents	**5** Stakeholder Respondents
9 Sonar Stakeholder Interviews	**1** Interact Focus Group (5 participants)	**30** Interact Respondents	**2** Interact Respondents

Consensus to communicate together

90.3% of all stakeholders agree that it is relevant for Interreg programmes to communicate jointly on a new website and social media channels.

Stakeholder Quotes and Insights:

"Collaboration between programmes is quite important and will better support joint campaigns"

- Communication Manager, Programme

"In general, I consider it relevant for the programmes to communicate jointly. First of all because it reaches a higher number of stakeholders and second of all because when together, Interreg programmes can be more powerful and can actually show what the added value is for the entire Interreg community"
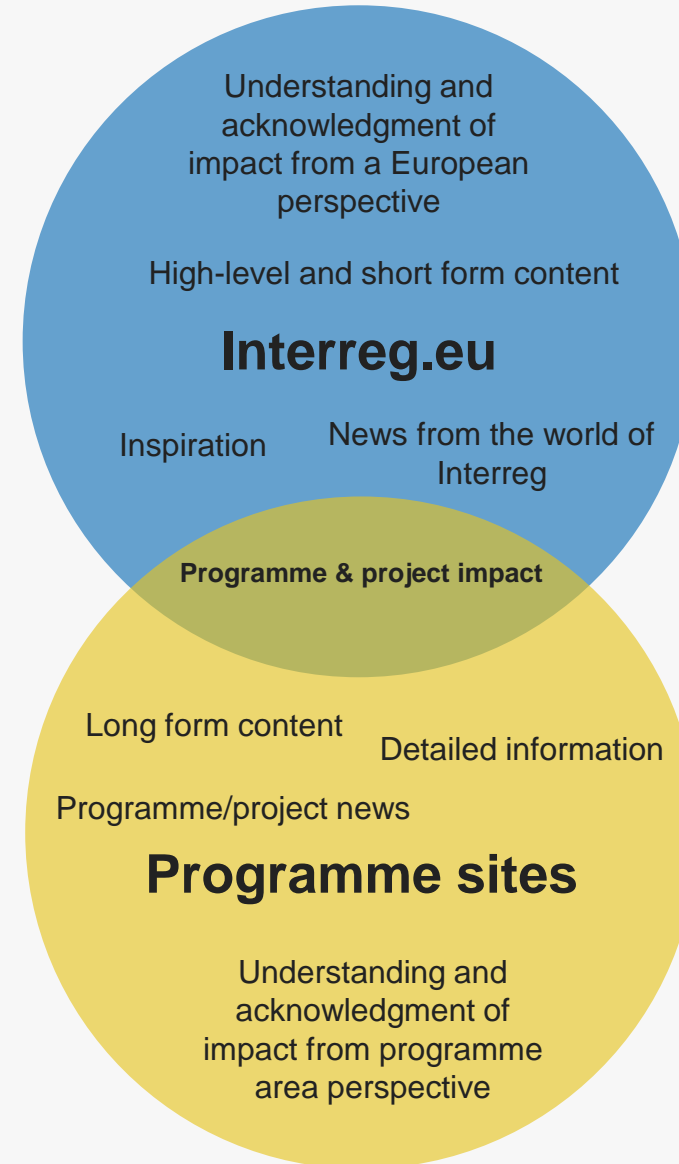
- Head of Secretariat, Programme

The niche
of Interreg.eu

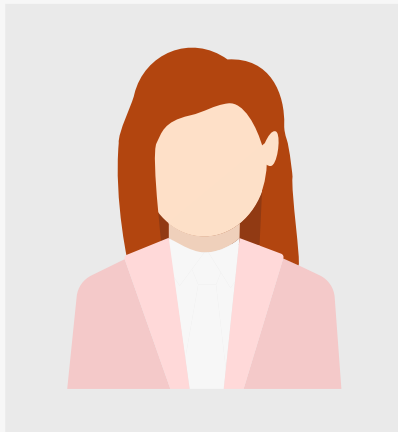## An impact hub and portal to the world of Interreg

- **Content to build awareness:** the what, the how, and the why, programmatic overview and high-level guidance for potential applicants.

- **Content to build understanding:** relevance and impact and provide storytelling opportunities.

- Content that is **fit for Interreg outsiders**.

- An **experience** that **feels integrated with keep.eu.**

Interreg.eu
vs
programme websites

Understanding and acknowledgment of impact from a European perspective

High-level and short form content

Interreg.eu

Inspiration

News from the world of Interreg

Programme & project impact

Long form content

Detailed information

Programme/project news

Programme sites

Understanding and acknowledgment of impact from programme area perspective

Target Audience
Archetypes

The Policy maker

The Decision maker

The Potential applicant

The Beneficiary

Staff working in Programme Joint Secretariats

Represents (examples)

- Local, regional & national policy makers
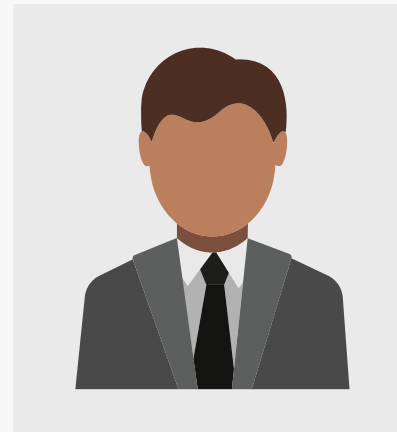- Committee of the Regions
- EU Parliament members
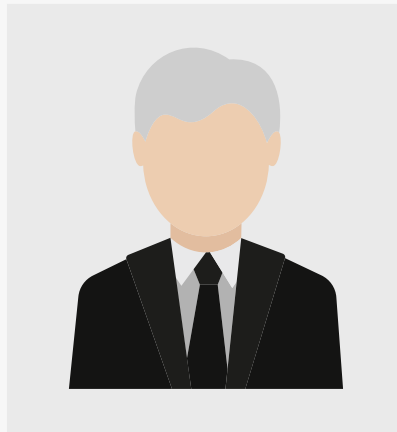
Represents (examples)

- Ministries, national agencies, civil servants etc.
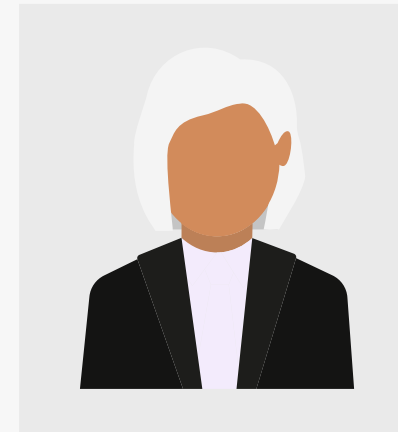- Regional & national authorities

Represents (examples)

- Regions
- Business support organisations
- Trade/industry associations
- Universities / Knowledge institutions
- Municipalities (Local authorities)
- NGOs

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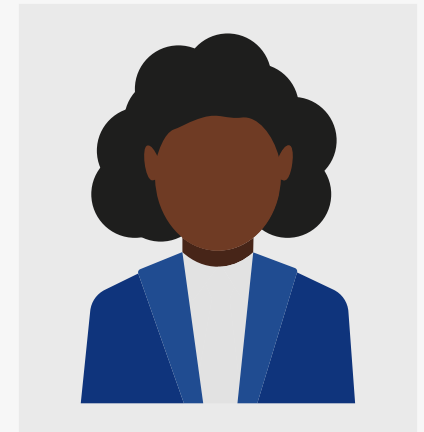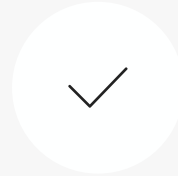- NGOs

Represents (examples)

Joint Technical Secretariat

- Communication Managers
- Communication Officers
- Head of Joint Secretariat

Strategic Objectives

Why, what and how

Clearly establish Interreg's brand.

Relevance and impact

Showcase societal impact of Interreg in the territories

Overview of programmes

Easy understanding of programmes and access to applicants to funding information.

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Engage through storytelling

People and impact before numbers and stats.

Content principles

1 Content **complexity fit for outsiders**

2 Content that is **humanised**

3 Content with **emotional storytelling**

4 Content with an **impact aspect**

5 Content **fit for re-communication**

Key tactics to support user needs

Overall Understanding

Functional
- FAQ about Interreg

Content
- About Interreg section including mission and vision
- Interreg in 2 mins - animation
- Who is part of Interreg
- History of Interreg
- Strands explained
- Difference between Interreg funding and other EU funding schemes
- Why regional cooperation is valuable

Acknowledgement

Functional
- Programme level results
- Joint campaign module

Content
- What difference does Interreg make in EU, territories and for citizens
- Long term impact of Interreg
- Impact vs cost
- Infographics on results and impact
- Emotional storytelling and impact stories

Programme Level Understanding

Functional
- Programme overview (database)
- Link to programme websites
- High-level contact details

Content
- Themes of programmes
- Examples of high impact of programmes
- Regional impact data
- Success stories of programmes
- Get inspired for programme co-op

Funding and Application

Functional
- Self-assessment – eligibility for funding
- See open and upcoming calls
- Filter calls based on XYZ
- Subscribe to news about calls
- Subscribe to updates on themes

Content
- Explain generic application progress
- Relatable example projects within themes/programmes

Guidance and Inspiration

Functional
- Modular based front-page that teases for subpage content
- Cross inspiration modules on 'all' pages
- Subscribe to newsletter
- Subscribe to updates on programmes,
- Onsite call to action to follow Interreg SoMe channels

Content
- Content complexity fit for outsiders

Being in the Loop

Functional
- Subscribe to newsletter
- Subscribe to updates on programmes, regions, theme level
- Onsite call to action to follow Interreg SoMe channels

Content
- Monthly newsletter content
- Website newsroom

Search, Find and Filter

Functional
- Modern search function
- Filter by themes and territory
- Modular based frontpage that teases for subpage content
- Cross inspiration modules on 'all' pages

Content
- Content tagging to allow for advanced search and filtering
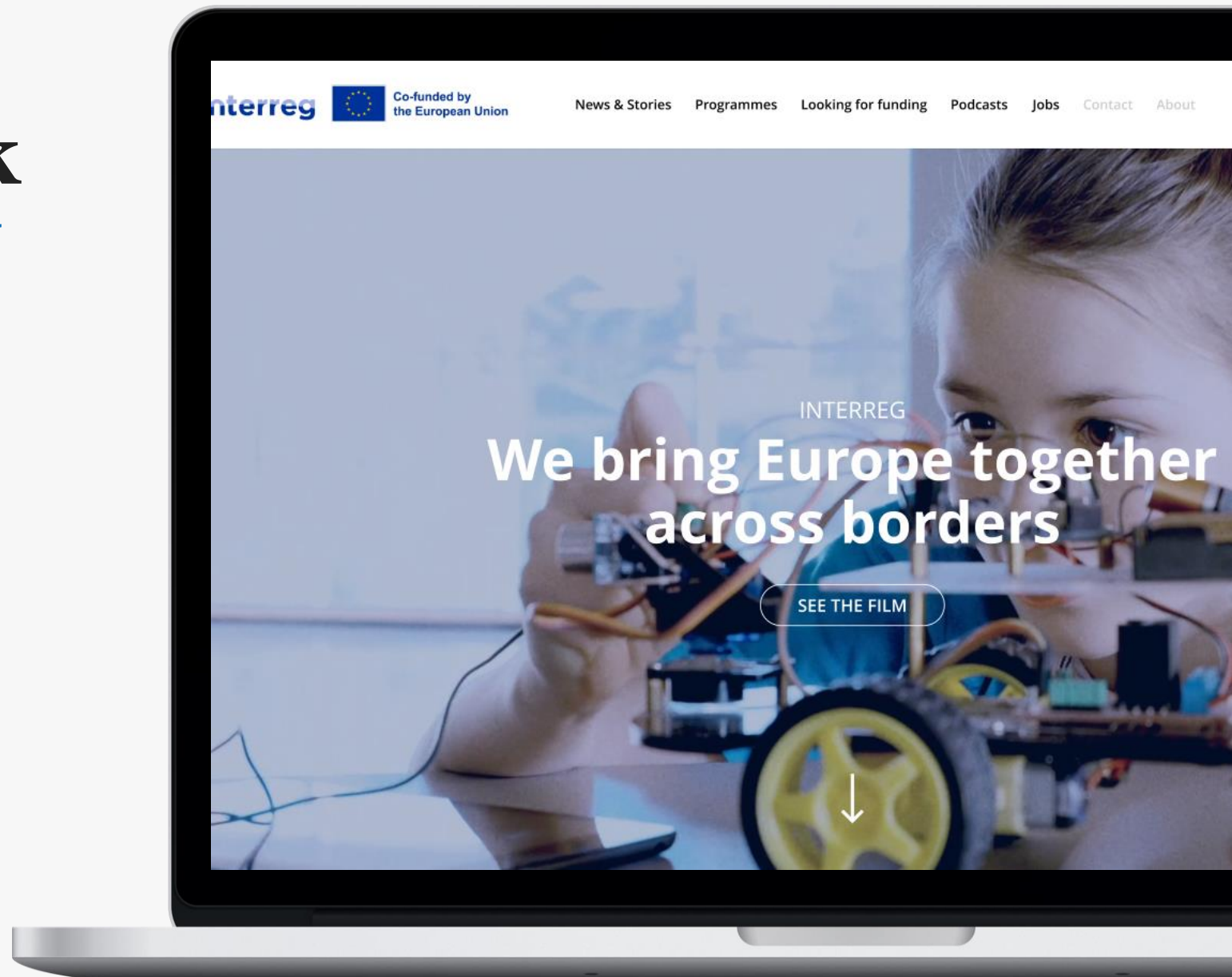
Engaging and relatable content

Functional
- Personalisation
- Modular based frontpage that teases for subpage content
- Cross inspiration modules on 'all' pages

Content
- Content complexity to embrace Interreg newcomers
- Human stories
- Executive summaries for re-communicating

Sneak peek on the new website

Current website: growing strong

Data from last 30 days

⬆48,9%	**⬆43,6%**	**⬆53,4%**	**⬆39,7%**
New users	**Returning users**	**Views**	**Engaged sessions**

You own it, it's yours! ☺

www.interreg.eu

Content from programmes

Sections

Interreg — Co-funded by the European Union — About — Calls for Projects — Interreg Highlights — News — Podcast — Media Centre — Jobs
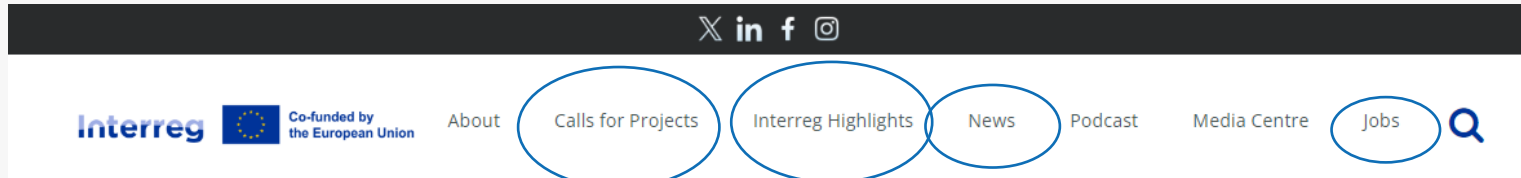
✓ **Programmes' page –** Check the info and contact us if anything needs to be updated.

✓ **Calls for projects**

✓ **Vacancies, jobs**

✓ **News –** useful information for potential applicants. **This is not news:**

Internal processes or procedures; annual meetings of our programme; over-complex info stuffed with jargon; monitoring committee's meetings

✓ **Interreg highlights –** long format stories to showcase your project/programme results

Ia

New campaigns

Faces of Interreg	An ongoing series, in a short form format, presenting a person from within the world of Interreg and what he/she does. Goal: to create a sense of community.
Regions profile	Fulfill the need of policymakers to know what the projects do and what their impact on her region is; and the need of potential applicants what issues are solved in their regions and what the projects achieve to be inspired to apply.
Interreg seen by first timers	Going 'outside our bubble'. Section portraying the experience of outsiders (IVYs, for instance) who had not idea of what Interreg is and now they see the impact of programmes & projects.

Who to contact?

New email!

@ interregonline@interact.eu

Come to us!

- When you have content to share
- When you think you have content to share but you are not sure
- When you have ideas for content
- When you spot mistakes / not accurate info

Interreg.eu
SoMe landscape

Managed by Interact and fueled by the

collaborative work of all Interreg

programmes, our channels serve as:

- The voice of the entire Interreg community
- The window to our communication campaigns

Where have we landed?

@Interreg   @Interreg   @Interreg.eu   @Interreg_eu   @Interreg_eu

Take an active part!

1. **Prepare your content** (text and/or visual material) for the web and/or Social Media.

2. Send it to us via interregonline@interact.eu with the subject line: **Social Media Publication Request - Programme XXX**.

3. We will **review your submission** and prepare it for publication

4. Expect it to be **uploaded to our channels** within a month!

Publishable content

Stories, articles and news

including achievements, milestones and impactful stories

Calls for Projects

that you have previously published on our website

Engaging videos

you can send them to us in MP4 to upload directly to our platforms or share your Youtube link

Joint studies and reports

that can have an impact on the Interreg community

Publishable content

Podcast

In case your programme decides to create, or in future joint collaborations

Mini campaigns

If your programme is making one, we'll help drive traffic to them through social media

Open positions

that you have previously published on our website

Big events (ex. Open days)

that may be of interest to a broad community of future beneficiaries

What can you **send** us?

Creative content and messages with value about the stories and results from your programme and projects

Visual material: images, videos, gifts, graphics

Snackable content: Taking content you've created on YouTube/podcasts and cutting it into small snippets of less than 1 minute to use on social media: **recycle used content**
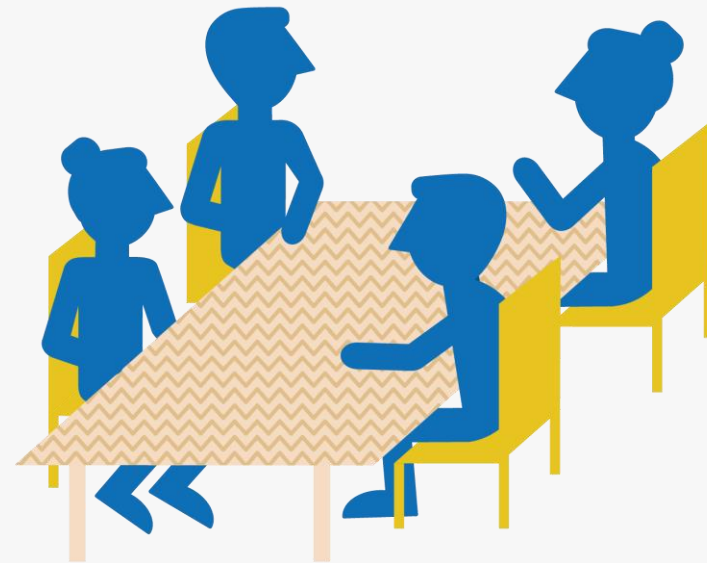
What can you **send** us?

Tag us in all didactic content, testimonials and user-generated content uploaded to your programme channels

Website links including the main info about them

Joint collaborations between programmes, whether through studies, reports, campaigns, etc

Floor is open
for discussion

Cooperation works

All materials will be available on:

Interact website / ICON community