

Don't miss the chance to join the Interreg Social Media movement

Interreg Knowledge Fair session report | March 2024

Overview

A group of Interreg communication experts gathered to discuss the launch of Interreg's new social media channels. The session aimed to coordinate the Interreg social media presence, managed by Interact but powered by the collaborative work of all Interreg programmes.

The session highlighted the significant role of social media platforms as essential tools for communication within the Interreg community. A recent consultation by Interact showed that the Interreg community wished to communicate together online. There was unanimous agreement on the importance of establishing Interreg's brand identity and presence across social media platforms.

Efforts to effectively showcase the societal impact of Interreg projects within diverse territories were also well-received. Further discussions were warranted to prioritise showcasing the people behind Interreg projects and their real-world impact, emphasising human stories over mere statistics.

The establishment of Interreg's presence on major European platforms, including Facebook, LinkedIn, X (former Twitter), Instagram, and YouTube, marks a significant step forward in amplifying the voice of our entire Interreg community and showcasing our communication campaigns.

Methodology

During the session, Interact presented how Interreg programmes can actively participate in Interreg channels to maximise impact on social media. The importance of sharing relevant content such as stories, articles, news updates, project calls, engaging videos, joint studies and reports, as well as podcasts, mini-campaigns, open positions, and major events from the programmes was emphasised.

Additionally, practical tips were provided for optimal posting in 2024, including strategies for maximising visibility and engagement on their individual channels and Interreg platforms:

- Concise content: Short, digestible posts enhance visibility and engagement on social media platforms. Emphasise key info and make it easily understandable.

- Emojis, numerical figures and symbols: they transcend linguistic barriers, adding visual interest and succinctly conveying information. By reducing text heaviness, posts improve readability, enhance storytelling and effectively convey tone and emotions. Additionally, they help break up text, making it easier for users to digest the content while adding personality and charm to your messages.
- Bullet points: used to clarify complex information, highlight essential points and organise content for easy comprehension and navigation.
- Hashtags: Enhance visibility and discoverability, aiding in content research and staying informed about trending topics. We recommend their use for hashtag-driven campaigns and contests.
- Visuals: Incorporate visuals like high-quality images, infographics, videos, GIFs and user-generated content to capture and retain audience attention. They transcend language barriers and convey messages effectively.
- Snackable content: Use short snippets of existing content, less than 1-minute long, from videos or podcasts for social media consumption, allowing for the recycling of valuable content.
- Tagging: Adding relevant accounts in your publications increases networking opportunities, facilitating communication with stakeholders and enhancing post visibility.

The session concluded with an individual and personalised exercise. Each participant received the informative summary of one project from their programme and was asked to write a post using the various tips and suggestions explained earlier. Afterwards, we collected all of them and committed to uploading them to our Interreg social media channels in the coming months.

Key discussion points

Social Media landscape

Communication experts agree that social media has become an essential tool in our modern era due to its remarkable cost-effectiveness. It's not just beneficial anymore, it's necessary as it facilitates reaching a wider audience and actively engaging them.

We see how LinkedIn has become a major platform for users and is also growing within the Interreg and European institutions' realms. At the same time, Facebook remains a very effective platform for cross-posting content, while Instagram thrives on high-quality visual content, targeting a younger audience. YouTube remains stable and serves as an effective media repository for video content.

But where does the Interreg community fit into this picture? There is a consensus within the Interreg community to communicate collectively.

Interreg Social Media channels

Five new channels have been opened, and the programmes are keen to contribute content.

We all agree that one of the main objectives for this is establishing Interreg's brand identity and presence across major platforms. These channels will serve as the voice of the entire Interreg community and the window to our communication campaigns. Through effective use of social media, we also agree that we should use these channels to showcase the human stories behind the impactful projects.

Programmes' contribution to the channels

We have established direct and efficient communication with the programmes for the publication of their content. Therefore, they should prepare their material and visual content and send it to us via interregonline@interact.eu with the subject line: Social Media Publication Request - Programme XXX. We will review the submission and publish it within a month.

Conclusions, plans for followed up

The session provided a clear roadmap for enhancing Interreg's social media presence and effectively communicating the impactful work of Interreg programmes. Moving forward, it's really important to use the energy from this meeting to make sure our communication plan works well.

Looking ahead, we are committed to ongoing collaboration and knowledge-sharing among Interreg communication experts to adapt to evolving trends in social media. Together, we will amplify the voice of the Interreg community and drive greater awareness of our efforts, projects and work.

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