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**Deployment of a common European data
space for cultural heritage**

DS. Communication and dissemination plan M2

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TABLE OF CONTENTS

Introductory context	4
Section 1: Approach	6
Audiences	6
Objectives	7
Strategy and tactics	8
Narratives and messaging	9
Budget	16
Section 2: Planning	17
Work package 1: Development and operation of the data space infrastructure	17
Work package 2: Integration of high-quality data	17
Work package 3: Capacity building and fostering reuse	18
Work package 4: Digital services for the public	24
Work package 5: Programme management	26
Annex 1: Communication and dissemination channels	27
Approaches	27
Europeana-owned channels	30
Partnerships	36

Introductory context

Access to cultural heritage in all its richness helps us learn about who we are, where we come from and what we can become. Accessing, enjoying, preserving, protecting and drawing socio-economic value from it benefits all of us and the many communities of which we are part. The common European data space for cultural heritage will integrate cultural heritage into all aspects of modern society at a digital level. It will help cultural content reach more individuals, businesses and sectors. It will allow it to be used in ever more useful ways in creative industries, research, education, tourism and more.

The data space offers an opportunity for the Europeana Initiative to deliver - and to promote and communicate - higher-quality digital data that can be used and reused in everything from school projects to world-changing research. It will foster advances in 3D - for preservation and restoration - and will boost opportunities in tourism and creative industries. It will allow the development of advanced technologies and artificial intelligence in our sector to get more culture to more people more usefully.

But success here is not all about technology. It's about people and values like trust, authenticity and inclusion. These values must be demonstrated throughout our communications.

Communicating the work, the outcomes, and the values of this data space as it is established, and the benefit that it holds for stakeholders as articulated above, will be key work in the coming years. This document presents the communication and dissemination plan to promote the common European data space for cultural heritage, and the work which the Europeana Initiative undertakes as the steward of the data space. It is the first communications and dissemination plan written since the Europeana Initiative has moved from operating under Europeana DSI-4¹ to being the steward of the new common European data space for cultural heritage².

The activities set out in this plan will support the realisation of the organisational objectives set out in the *Europeana DS Tender* and the related *DS Implementation plan M1*. However, crucially, this plan also establishes the strategic, consistent and focused approach we will take to all of these activities (see '[Strategy and Tactics](#)' below). This approach will underpin our work in the coming year and beyond as the Europeana Initiative stewards the data space.

¹ <https://pro.europeana.eu/project/europeana-dsi-4>

² <https://pro.europeana.eu/page/common-european-data-space-for-cultural-heritage>

The approach set out in this plan continues to recognise and build upon the close and fruitful working relationship with the Europeana Network Association (ENA) and the Europeana Aggregators' Forum (EAF), whose active involvement is crucial for the transition to the common European data space for cultural heritage. Through our communication efforts, we will emphasise the key role of ENA and EAF as co-creators and amplifiers of the data space. In this way, we will continue to build the profile of these bodies, supporting them to enhance their work, and increase awareness and engagement with the activities of the Europeana Initiative as a basis for building the common data space for cultural heritage.

Communications opportunities and challenges

The move from Europeana DSI to the data space presents an exciting opportunity to develop a compelling narrative around the data space as well as the role the Europeana Initiative plays in it. In addition, it presents a chance to build upon the evidence-based and holistic approaches that were implemented and refined under Europeana DSI-4 (which placed emphasis on knowledge and learning-based strategies, audience understanding and creativity) to promote and build engagement with the data space.

The shift from Europeana DSI to data space also presents communications challenges. We need to help our audiences understand the transition to the data space, how they can contribute to its development and benefit from it, and we need to demonstrate the relevance to their lives and work. While emphasising change and improvement, the data space will build on work undertaken under Europeana DSI-4, and we need to ensure that the Europeana 'story', and the Europeana Initiative's key messages, are clearly connected with the common European data space for cultural heritage. This will help us remain recognised and trusted by our audiences, and will continue to demonstrate the Europeana Initiative's experience and established expertise in supporting a sector in its digital transformation, and the role which this expertise will play in building the data space.

With these challenges and opportunities in mind, the *Europeana DS. Communication and dissemination plan M2* sets out an overview of the marketing, communications and dissemination activities the Europeana Foundation, working with data space consortium members, will undertake to promote the common European data space for cultural heritage and the work which the Europeana Initiative undertakes as the steward of the data space. The Europeana Foundation Marketing and Communications (MarComms) team leads this work, and comprises colleagues working on corporate communications, advocacy and external relations, as well as community and partner engagement, and

collections engagement. Unless specified elsewhere, the actions and activity described in this document will be carried out by this team.

Section 1: Approach

Audiences

Communications and dissemination efforts target Europe's citizens, cultural heritage institutions, professionals who work within and around them, their key audiences for content, and other stakeholders in the sector's digital transformation, both at European and national level.

Audiences are - at this point in planning - identified below, and we expect to refine this list through research in the coming months. We note that these audiences are not mutually exclusive. For example, a professional working in a cultural heritage organisation with the influence to share data may also have the drive to ensure that data may be reused. They may also have the motivation to reuse high quality data, have an interest in one or more of our specialist communities and a general interest in cultural heritage. With this in mind, depending on the situation, we may communicate to the same person at different times as a representative of a cultural heritage institution, as a cultural heritage professional and as a culture lover.

- Professionals and non-formal professionals³ working or seeking to work in cultural heritage institutions, with the influence/drive to share data with Europeana
- Professionals and non-formal professionals working or seeking to work in cultural heritage institutions, with the influence/drive to ensure their data can be reused
- Professionals and non-formal professionals working or seeking to work in, with, or around cultural heritage, with the motivation or potential interest to reuse high-quality data (from Europeana or another source), including those who work in:
 - Pan-European education organisations, networks and platforms
 - Research bodies
 - Cultural and Creative Industries (CCIs)
 - Pan-European tourism networks and platforms

³ In line with the European Commission's report '[Fostering cooperation in the European Union on skills, training and knowledge transfer in cultural heritage professions](#)' (2019), non-formal professionals in the heritage sector might include volunteers, workers in the process of qualification or with non-formally obtained cultural heritage competences.

And

- Professionals and non-formal professionals working in Ministries of Education and/or Culture
- Teachers and educators (formal and non-formal education)
- Researchers and academics, university students, university support staff
- Professionals, non-formal professionals and entrepreneurs with an interest in tech, research, education, impact, copyright, climate action and communications
- Europe's society⁴ and non-expert audiences
 - Europe's citizens interested in exploring shared European cultural heritage and identities
 - Europe's citizens interested in developing digital, creative and storytelling skills while engaging with cultural heritage

Stakeholders

- EU level: The European Parliament, The European Council, Council of the EU (Cultural Affairs Committee) and Rotating Presidencies, The European Commission, CEDCHE Expert Group
- Member States (MS) level: Ministries of Culture, Education, Research
- Common European data space for cultural heritage consortium partners (procurement and grants)
- Europeana Aggregators' Forum (EAF)
- Europeana Network Association (ENA)
- Data Spaces Support Centre
- Stakeholders involved in other data spaces, including tourism and media
- Other European cultural networks
- Other pan-European and EU-funded initiatives linked to cultural heritage

Objectives

To support the strategic objectives of the *DS Implementation plan M1*, our overarching communication and dissemination objectives are to:

- Raise awareness of and share examples of the value of the common European data space for cultural heritage.
- Raise awareness and share examples of the value of the Europeana Initiative, its constituent bodies (Europeana Foundation, Europeana Network Association and Europeana Aggregators' Forum) and their activities which are at the heart of the data space.

⁴ Europeana strives to extend the reach of cultural heritage content to European society but in practice the digital audience is global.

As part of our evidence-based approach, we track and evaluate the efficacy of all our work. We will evaluate our performance against the objectives above in the *Europeana DS. Communication and dissemination plan M11 (due July 2023)*. We also detail relevant Key Performance Indicators (KPIs) within the planning section below.

Strategy and tactics

The communication and dissemination objectives detailed above will be achieved by employing an evidence-based, strategic, coherent and coordinated approach to planning and activities across areas, audiences and channels. This will be informed by clear and consistent organisational messaging and narratives, targeted to the relevant audiences. This is referred to as our 'holistic' approach to marketing and communications.

We will achieve our [objectives](#) (detailed above) and approach [planning](#) for all our activities (detailed below) through relevant strategies (noted where relevant below and available on request). We will consistently apply the following tactics across our work:

Positioning the Europeana Initiative vis-à-vis the data space

- Reinforce the established expertise of the Europeana Initiative as the basis for the data space. With the Europeana Initiative at its heart, the data space for cultural heritage has a head start, and we should have the ambition to serve as an exemplar for other European data spaces.
- Emphasise the collaborative strength of the Europeana Initiative - with its trusted and well-established network - to lead the development of the data space.
- Reinforce and build connections between activities taking place across the data space, in particular, showcasing the importance of high-quality data and encouraging reuse.

Develop strong storytelling around the data space

- Develop strong narratives, based on the Europeana Strategy 2020-2025, and in line with the objectives of the Digital Europe programme to support audience understanding of the data space.
- Experiment with editorial and social media through new forms, formats, content, and partnerships.
- Prioritise diverse and inclusive storytelling from a variety of perspectives to make the data space a place by all and for all.

Make professional connections

- Support colleagues across the data space in the development, refinement, promotion and dissemination of products, tools and services, thus providing consistent effective communications.
- Amplify the role of the Europeana Network Association and its specialist communities, and the Europeana Aggregators' Forum, as co-creators of and key contributors to the data space.

Reach audiences

- Build our approach so that we further develop our understanding of audiences and what they need.
- Further develop our use of channels⁵ so that audiences across Europe are made aware of, and use, the full range of the data space's services and products.
- Use the understanding and insight we gain to tailor approaches to different audiences and channels.
- Further develop our approach to promoting evergreen content.⁶

Narratives and messaging

Developing strong and clear narratives which focus on priority areas of work and target specific audiences are all important for telling the story of the data space so that our audiences understand its benefits. Relating those narratives to relevant EU policies and initiatives -including the Digital Europe programme and Europe's Digital Decade- helps to reinforce the value and role of the data space and digital cultural heritage in the wider socio-political landscape.

Communicating the transition from Europeana DSI to the data space, Europeana's role as the steward of the data space, and the infrastructure, benefits, outputs and function of the data space itself, will be crucial in the coming period. Work will be undertaken to develop narratives which promote and position the data space, while also aligning with well-established narratives and resources which highlight the Europeana Initiative's expertise, experience and capability to build the data space. Communications will recognise the common European data space for cultural heritage as an initiative of the European Union, funded by the Digital Europe Programme.

⁵ Channels employed in the approach and per audience are listed in [Annex 1](#).

⁶ We consider evergreen content to be outputs and outcomes that are still relevant and usable beyond their initial launch or announcement. See a guide from the Digital Marketing Institute: <https://digitalmarketinginstitute.com/blog/the-beginners-guide-to-evergreen-content>.

Branding the common European data space for cultural heritage

The common European data space for cultural heritage is a new flagship initiative of the EU, and is part of an ecosystem of 14 data spaces. From a branding perspective, it needs to be seen to be part of this ecosystem, yet have its own identity that speaks to its own audiences.

We will liaise with the Data Space Support Centre, taking into account their own communication and dissemination plan and starter kit, to make sure our messaging aligns with the overall vision for the 14 interlinked data spaces and we will explore what this means for the branding of the common European data space for cultural heritage, and for the Europeana Initiative.

We will incorporate communication about the data space via our existing Europeana-branded channels and explore other branding scenarios and opportunities.

Communicating the introduction of the data space

We are developing a range of communications resources to introduce the common European data space for cultural heritage to both colleagues and partners, and to our audiences.

A communications Q&A sheet for Europeana Foundation colleagues presents an introduction to the data space and Europeana's role in it, and answers a series of questions to help all staff understand and talk about the data space consistently to partners and stakeholders. This document will evolve over time and guide staff in developing external texts and communications.

This resource was the basis for the text for both a webpage on the European Commission's site⁷, and the summary information about the deployment of the data space for cultural heritage⁸ on Europeana Pro, which offers a public and factual resource to build understanding of the data space. The resource offers useful information to partners beyond the Europeana Foundation, and it will be adapted and shared with audiences via an FAQ page on Europeana Pro.

7

<https://digital-strategy.ec.europa.eu/en/news/deployment-common-european-data-space-cultural-heritage>

⁸ <https://pro.europeana.eu/page/data-space-deployment>

For external audiences, a Pro News series⁹ (beginning in November 2022) will improve our audiences' awareness and understanding of the common European data space for cultural heritage. The entries will be published independently but will be interlinked, allowing readers to easily access all data space related information as it becomes available. Altogether, the posts will build a comprehensive narrative around the data space, the role of the Europeana Initiative and Europeana Foundation in it as well as its relation to other EU initiatives, programmes and policies, including for example the Digital Europe programme, Europe's digital Decade or the European Collaborative Cloud for Cultural Heritage. Entries under the 'Data space Pro News series' will also be promoted as a single product on social media and other channels.

Alongside this there are a number of outcomes and pieces of work described in the *DS Implementation plan M1* that may impact how we position and promote the data space as the work on it by consortium partners evolves. For example, the Motivation and engagement model for capacity building (*Activity 3.4.1. Develop capacity building tools and services*), work with the data space support centre (*Activity 1.2.2. Synergies with other European data spaces*) and work to ensure collaboration and enhance connections across the data space, including *Activity 3.1.1. Approach to creating a rewarding experience for CHI evaluated*, and the task *Assessment of connection between ENA and EAF members completed* (*Activity 3.1.2*), may all provide learnings that inform the way we talk about and present the data space to our audiences.

Europeana Strategy 2020-2025 and the data space

The Europeana Strategy 2020 - 2025 was published in 2020, and sets out the vision, mission and priorities of the Europeana Initiative until 2025¹⁰. While the strategy was written under Europeana DSI-4, the development of the common European data space for cultural heritage is integral to the realisation of the strategy, with the Europeana Initiative vision of a cultural sector powered by digital reflecting the European Commission's data space vision of harnessing the value of data for the benefit of European society. The shared visions of the Europeana Initiative and European Commission give us solid ground to promote the data space as consistent with Europeana's strategy. Our promotional work will continue to advocate for this, with the data space at the heart, and also reflect any updates made to the strategy in the coming year.

⁹ See the first post in this series here -

<https://pro.europeana.eu/post/europeana-begins-building-the-common-european-data-space-for-cultural-heritage>

¹⁰ <https://pro.europeana.eu/page/strategy-2020-2025-summary>

Vision and mission

The vision and mission of the Europeana Initiative are as follows:

Europeana Initiative vision: *Europeana imagines a cultural heritage sector powered by digital and a Europe powered by culture, giving it a resilient, growing economy, increased employment, improved well-being and a sense of European identity.*

Europeana Initiative mission: *Europeana empowers the cultural heritage sector in its digital transformation. We develop expertise, tools and policies to embrace digital change and encourage partnerships that foster innovation. We make it easier for people to use cultural heritage for education, research, creation and recreation. Our work contributes to an open, knowledgeable and creative society.*

The vision of a sector powered by a digital and the mission to empower the cultural heritage sector in its digital transformation and to make it easier for people to use cultural heritage for education, research, creation and recreation echoes that of the data space for cultural heritage, which aims to accelerate the digitisation of cultural heritage assets and boost their reuse in domains such as education, sustainable tourism and cultural creative sectors. Our communications will emphasise these close links and how they mutually reinforce each other.

Priorities

The three priorities of the Europeana Strategy 2020-2025 are in line with the priorities for the development of the common European data space for cultural heritage and are reflected in the *DS Implementation plan M1* work packages.

Priority 1: Strengthen the infrastructure → This priority is translated into the Implementation Plan's WP 1 'Development and operation of the data space infrastructure and WP 4 - 'Digital services for the public'

Priority 2: Improve data quality → WP 2 'Integration of high-quality data'

Priority 3: Build capacity → WP 3 'Capacity building and fostering reuse'

This consistency enables us to keep our core messaging strong, emphasising a continuation of established expertise and focus, and to integrate this established messaging into a narrative for the data space.

Work to build understanding of both the Europeana Strategy 2020-2025 and the common European data space for cultural heritage go hand in hand. Our communication efforts will aim to show how activities, topics and themes shared by

both the Strategy and the data space directly affect our cultural heritage professional audience, and how our established principles hold strong and continue to underpin the work we do.

Reuse of digital heritage content for education, research, creation and recreation is central to the Strategy but has an even greater emphasis in the data space - see [Planning](#) section in relation to support for the IP's reuse tasks. In addition to these tasks, we will continue to develop our reuse page on Europeana Pro to showcase the innovative ways that educators, academics and researchers, culture lovers and creatives are using cultural heritage content to enrich educational resources, open up new areas of research, or create new art, games and entertainments¹¹. This page allows us to tell the story of that reuse to Europeana's wider stakeholders.

Key messages

The Europeana Initiative's key messages, initially developed in 2019-2020, relate to the vision, mission and priorities of the Europeana Strategy 2020-2025¹². Five well-established key messages, with sub-messages, express the essence, benefits and positioning of the Europeana Initiative in concrete terms, and can be used as a reference point by members of the Initiative when writing about, presenting or answering questions about Europeana.¹³

In the new context of the Europeana Initiative's role as the steward of the common European data space for cultural heritage, the key messages remain valid, strong and relevant, with collaboration, participation, reaching audiences, building capacity and building technology all vital in achieving the goals of the first year's *DS Implementation plan M1*. All five messages will be reflected in communications about the data space ([see section on 'Communicating the introduction of the data space'](#)).

Additionally, as the data space development unfolds, we will review and refine the messages and sub-messages to position and promote the data space. Initial drafts of new key messages that we will refine in the coming period are indicated in italics where the key messages are listed below.

¹¹ <https://pro.europeana.eu/page/europeana-reuse-be-inspired>

¹² <https://pro.europeana.eu/page/strategy-2020-2025-summary>

¹³ The messages are available to both the editorial team and wider colleagues as a slidedeck, and have been incorporated into the Europeana Pro homepage. Training on understanding and using them has been made available via workshops open to all staff, with specific training tailored to editorial colleagues. The key messages have previously been applied across Europeana Pro and incorporated into its text and content (see the About Us section) and strategic communications.

The five key messages are as follows:

We collaborate

- We bring together cultural heritage professionals from all domains and from all of Europe.
- We take part in partnerships and funded projects that develop digital solutions for sharing and using cultural heritage.
- *As we build and steward the data space, we will explore and develop new collaboration models and foster meaningful connections between professionals, organisations and other data spaces.*

We advocate

- We provide the cultural heritage sector with a voice advocating for better digital practices.
- *As we welcome a growing momentum in digital policy, we will empower the cultural heritage sector to grasp the challenge of shaping a strong, vigorous and robust data space.*

We reach audiences

- We provide opportunities for cultural heritage institutions to connect with existing and new audiences online.
- We develop opportunities for audiences to use and work with culture digitally, and for their own stories to become part of Europe's history.
- We help institutions to use digital technology that ensures that online cultural heritage is accessible, traceable and trustworthy.
- We develop opportunities for institutions to connect their collections to other services, sites and applications.
- *Through the data space, we will make Europe's cultural heritage accessible for wider and more diverse audiences. We will expand pan-European themes and perspectives, inspiring use, reuse, and participation.*

We build capacity

- We provide opportunities for institutions and individuals in the cultural heritage sector to develop their digital skills and practice.
- *We will support cultural heritage professionals in developing and enhancing the required skills to fully contribute to and benefit from the data space.*

We build technology

- We develop and maintain technical solutions for showcasing, sharing and using digital cultural heritage.

- We build partnerships with technology organisations that foster and promote innovation in the cultural heritage sector.
- *We will expand our current technical infrastructure towards a more trusted, secure and interoperable data space.*

In addition, work will be undertaken to develop key messages specifically around the data space. These will be refined in the coming period but build on the following ideas:

- The role of the Europeana Initiative as steward of the data space.
- The importance of collaboration, community and teamwork to build a truly common data space - one that reciprocally benefits everyone, from our sector to our societies.
- The need to recognise cultural heritage's unique contribution to society and to promote a people-centric, value-driven approach to digital transformation, in order for the data space to reach its full potential.
- The increased emphasis on the reuse of digital cultural heritage content and metadata.
- The opportunities offered by an increase in the quantity and quality of 3D cultural heritage content, both for the public and those with expertise in this area.

Tools and training to support narratives around the Europeana Initiative and the data space

The Europeana Initiative's tone of voice is defined as 'welcoming, inspiring and intelligent' and applies to all communications, from strategic documentation to website editorial. In their work relating to the data space, Foundation staff and Initiative partners will continue to be supported in developing their ability to tell the Europeana story and reinforce the Europeana Strategy 2020-2025 through written guidance and editorial workshops (including a new series running from October 2022 to March 2023).

Resources and training activities will help staff, network members and partners to contribute productively and efficiently to editorial on both Europeana Pro and the Europeana website, and to build their confidence and capacity in digital editorial skills. To support colleagues and partners to deliver consistent messaging, we develop, maintain and promote strategic communication tools. For example, a comprehensive slide deck¹⁴ detailing the key messages is available and includes a range of proof points (evidence, statistics, quotes) to illustrate each message, demonstrating what is unique and beneficial about the Europeana Initiative and its activities. This resource will be

¹⁴ Available on request.

updated with appropriate messages, sub-messages and proof points as the key messages for the data space develop.

We will also create a separate essentials slide deck for the data space for cultural heritage (expected Mar 2023). This will be positioned alongside the existing Europeana Essentials slide decks¹⁵ on Europeana Pro, and we will ensure that they are interlinked and compatible. We see value to our stakeholders in having both, and the data space essentials will allow us to create a dedicated space that not only explains the data space, but allows people to adapt for their own presentations.

The Europeana Essentials slide decks are a further resource which put the key messages into action to tell the story of Europeana. These regularly updated slide decks provide an overview of the work undertaken by the Europeana Initiative, and are intended to support anyone who is presenting work on or with Europeana, and help to give an overview of the areas the Initiative is engaged in and why. These slide decks are produced by editorial staff in collaboration with colleagues from across the organisation who contribute to their content and upkeep. They are used regularly within the Foundation as well as promoted online.¹⁶ Europeana Essentials has been redeveloped to reflect the data space narrative and priorities - resulting in a complete change of structure, built around the data journey. Europeana Essentials is reviewed and updated every 6 months and we will continue to develop the data space elements throughout the seven Europeana Essentials slide decks, whilst exploring where that should sit in the longer term, including how we introduce, position and title it on Europeana Pro.

The 'Seven tips for digital storytelling for the cultural heritage sector'¹⁷ produced in 2021 will also continue to be used and promoted. Work is ongoing to translate them into multiple languages, with support from the Europeana Communicators community. Finally, two 'Europeana Explainers' are planned for 2023 around the data space. These will be for Europeana Foundation staff and one will be on the data space, the second on communicating the data space.

Budget

The communications budget for year one in the common European data space for cultural heritage reflects and supports the overall objectives and KPIs as stated in this document. Costs will be subject to final approaches and activities. Costs forecast are, where relevant, based on previous expenditure for similar activity.

¹⁵ <https://pro.europeana.eu/page/europeana-essentials-slidedeck>

¹⁶ <https://pro.europeana.eu/page/europeana-essentials-slidedeck>

¹⁷ <https://pro.europeana.eu/page/seven-tips-for-digital-storytelling>

Activity	Amount (EUR) Per year
Seasons (1.4)	8,000
User engagement events (GIF IT UP, Digital Storytelling Festival) (1.4)	8,000
Email courses & newsletter development and dissemination (1.4)	6,000
Multilingual content promotion and dissemination (1.4)	10,000
Promotion of new features and functionalities	2,000
New approaches, tests, experiments	6,000
Branding and Design and documentation (3.3)	5,000
Europeana Pro market promotion & dissemination (3.2)	10,000
TOTAL	55,000

Section 2: Planning

In this section, we outline specific communication and dissemination tasks from the *DS Implementation plan M1* that we will fulfil in the coming year. We also identify which activities across the different work packages we will contribute to through communications and dissemination activities (these are not exhaustive, and our work may also cover areas outside of the *DS Implementation plan M1*). When working on, and supporting, these tasks and activities, we will consistently adopt the approach we outlined above in ‘Strategy and Tactics’ and work closely with colleagues across the Foundation and wider Europeana Initiative.

The section below includes outcomes planned until August 2023 (corresponding to the Y1 implementation plan) that we plan to promote and disseminate in year one and beyond. Reporting metrics and KPIs which are included below **in bold** are metrics that are directly related to marketing and communications.

In addition to the work outlined below, there are also a number of reports which we will support colleagues in publishing and promoting to specific, relevant, targeted audiences on a case by case basis.

Work package 1: Development and operation of the data space infrastructure

Marketing and communication activities will support this Work Package where there is a need to disseminate information and products to relevant audiences. For this we have a specific planning process and follow the approaches outlined in [strategy and tactics](#).

Work package 2: Integration of high-quality data

Marketing and communication activities will support this Work Package where there is a need to disseminate information and products to relevant audiences. For this we have a specific planning process and follow all the approaches outlined in [strategy and tactics](#).

In addition, we foresee specific Marcomms support for the activities below:

2.1.1	EF	Strategy and plan for the Data Governance Mechanism published	Jan 2023
2.1.3	EF	Ownership models and consultation processes to ensure wider stakeholder involvement in the adoption, development, and implementation of data governance standards and frameworks defined	May 2023
2.2.1	EF	Welcome pack to CHIs developed and disseminated	Aug 2023

RM 2.4	New CHIs published on Europeana website	Total number of new CHIs (cumulative)	Annually
RM 2.5	New content on the Europeana website	Total number of new datasets published (cumulative)	Quarterly

Work package 3: Capacity building and fostering reuse

Under this Work Package, marketing and communication work will support activities aimed at professional audiences. Some tasks in this Work Package are directly related to marketing and communication activities (marked in **bold** below and for example, related to Europeana Pro and dissemination strategies for key channels); others are supported closely by marketing and communication activities (for example, work related to the Europeana Network Association, events, training and capacity building).

Detailed planning for these activities and approach to this audience are outlined in a dedicated *Professionals' Marketing strategy and plan*¹⁸ but specific tasks and reporting metrics as outlined in the *DS Implementation Plan_M1* are listed below. Our approach to fulfilling or communicating these activities will follow the strategies and tactics outlined in [strategy and tactics](#), and use and build on insights developed under the previous Europeana DSI.

Task 3.1. Enhance cooperation throughout the data space

We will support work to enhance cooperation throughout the data space by reflecting, amplifying and promoting the activities of the ENA, EAF and their governance bodies, as well as promoting and disseminating information around Presidency events.

3.1.2	EF	ENA General Assembly organised	Nov 2022
3.1.2	EF	Annual reporting for ENA and EAF activities published	Jan 2023
3.1.2	EF	Strategy for ENA/EAF outreach and engagement developed	Jun 2023
3.1.2	EF	General management support for Task Forces, Working Groups and communities (ENA/EAF/Europeana Initiative)	Ongoing
3.1.3	EF	Czech Republic Presidency Europeana activity organised	Dec 2022
3.1.3	EF	Swedish Presidency Europeana activity organised	Jun 2023
3.1.3	EF	Develop and implement mechanisms to engage and inform Member States	Ongoing

KPI 3.2	Growth of Europeana Network Association members	Number of members in the ENA	Quarterly	4,250
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R.M 3.1	Number of participants engaged in EI activities	Number of participants i.e. contributing time and expertise to EI activities and actions (such as TFs, WGs and in response to CTA to engage with other activities in ENA, EAF, Initiative) (cumulative)	Quarterly
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Task 3.2. Identify needs of user groups

We will undertake research to gain a greater understanding of our professional audiences and their needs, and explore how this can feed into product development.

¹⁸ Available on request.

3.2.1	EF	Europeana Pro user survey completed	Mar 2023
3.2.1	EF	Qualitative and quantitative (primary and secondary/desk) research among professional audiences undertaken	Ongoing

Task 3.3. Build awareness and engagement

We will communicate and disseminate activities to professionals and partners by delivering high quality and engaging editorial content on Europeana Pro (e.g. Pro News and themes) and by sharing content on other key communication channels (e.g. Twitter, LinkedIn), for which we will draft, evaluate and refresh strategies. Key activities we promote will be events organised and run by Europeana, and we aim to target the right audiences, with the right messages, at the right time. We will also support work around our platforms for professional audiences.

3.3.1	EF	Dissemination strategies for key channels (Twitter, LinkedIn, Europeana Pro) delivered (internal)	Feb 2023
3.3.1	EF	Pro editorials published (e.g. Pro News and themes)	Ongoing
3.3.1	EF	Promotional activities promoted (Newsletters, Twitter, LinkedIn)	Ongoing
3.3.2	EF	Europeana Annual Conference organised	Sep 2022
3.3.2	EF	Events programme delivered and improved (events calendar, events toolkit, etc.)	Ongoing
3.3.3	EF	Online training spaces for capacity building improved	Ongoing
3.3.3	EF	Platforms for professional audiences maintained (technical infrastructure, user journeys, accessibility)	Ongoing

KPI 3.3	Satisfaction rate for Europeana Pro	Total % of 'satisfied' and 'completely satisfied' responses on a 5-point Likert scale	Annually	75%
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RM 3.7	Traffic to Europeana Pro	Number of visits per month	Monthly
RM 3.10	Reach of Europeana events	Number of participants (cumulative)	Quarterly

Task 3.4. Develop capacity building as a service

We will offer editorial support for the development of training across the data space, and communicate and promote this training offer to professionals where relevant to their work.

3.4.1	EF	Capacity Building Working Group launched	Dec 2022
3.4.1	EF	Training activity/resources for EIF/ECBF developed/provided	Ongoing
3.4.2	EF, CAPG	Training programme (v1) developed	Apr 2023
3.4.2	EF, CAPG	Training programme improved and delivered	Ongoing
3.5.1	EF	DEN Leadership programme Cohort completed and evaluated - once annually	Jun 2023
3.5.1	EF, DS AGG	Training for the provision and reuse of high quality data published online	Ongoing
3.5.1	EF, DS AGG	Training Events delivered	Ongoing

RM 3.13	Participants attending Europeana training	Number of participants taking part in instructor led training using Europeana training resources (including training delivered by DS AGG and EF) (cumulative)	Quarterly
RM 3.19	Outreach to CHIs	Total number of new CHIs collaborating with DS AGG (cumulative)	Quarterly

Task 3.6. Facilitate the reuse of high quality data

Our communications with educational and research audiences will promote activities which facilitate and encourage the reuse of high quality data.

3.6.1	EUN	English version of the updated Digital Education with Cultural Heritage MOOC launched	Feb 2023
3.6.1	EF	Annual Open Education Week: contribution added	Mar 2023
3.6.1	EF	All Digital Week campaign: contribution added	Mar 2023
3.6.1	EF, F&F	3 Transcribathon events and 1 workshop organised per year	Ongoing
3.6.1	EF	Blogs and social media posts (LinkedIn, Facebook, Twitter) published	Ongoing

3.6.2	EF	Outreach events for academic and research communities organised	Ongoing
3.6.3	EF	Capacity building resources for API users developed	Aug 2023
3.6.3	EF	New integrations or updated integrations or reuse projects in collaboration with developers or creatives promoted through Europeana Pro and/or EF social media	Ongoing
3.6.3	EF	Changes/improvements of Europeana API services communicated to reusers	Ongoing
3.6.3	EF	FAQs, tutorials, and example API calls created and maintained in line with new API iterations	Ongoing

KPI 3.6	Educators reached in national training events ¹⁹	Total number of educators (cumulative)	Annually	TBC ²⁰
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RM 3.22	Participants completing the online courses ²¹	Total number of participants (cumulative)	Bi-annually
RM 3.23	Traffic to educational platforms (TwE blog and Historiana)	Number of visits to educational resources (cumulative)	Bi-annually

KPI 3.8	API users (external)	Total number of (external) API users per month	Monthly	175
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RM 3.27	API usage (REST API)	Total number of requests per month (external traffic)	Monthly
RM 3.28	API sign-ups (REST API)	Number of API sign-ups per month (cumulative)	Quarterly

Supporting ENA communities

Tasks and metrics related to Europeana Network Association Communities are spread across work packages; however, they are gathered together below as our approach to

¹⁹ Y1 includes educators reached by EUN training; Y2 will include both educational partners (EUN and EuroClio). Euroclio will first build capacity in Y1 by training the trainers to enable trainers to reach educators through national training in Y2.

²⁰ EF will use the first measurements to identify targets.

²¹ Y1 will include participants completing the online courses (MOOCs) organised by EUN. In Y2 this metric will also count participants of the Historiana online course done by EuroClio.

supporting the communities through the communication and dissemination of their activities will be structured and coherent across each of the communities, based on the tactics outlined in this strategy.

1.2.3	EF, NISV	EuropeanaTech community ²² is supported	Ongoing
RM 1.7	Reach to EuropeanaTech community	Number of people reached per month (Mailing list, Twitter)	Quarterly
2.1.3	EF	Europeana Copyright Community is supported	Ongoing
RM 2.1	Reach to Europeana Copyright community	Number of people reached per month (Mailing list, Twitter)	Quarterly
3.4.1	EF	Europeana Impact community ²³ supported	Ongoing
RM 3.12	Reach to Europeana Impact community	Number of people reached per month (Newsletter, mailing list, LinkedIn)	Quarterly
3.5.2	EF	Europeana Communicators community ²⁴ supported	Ongoing
RM 3.15	Reach to Europeana Communicators community	Number of people reached per month (Newsletter, LinkedIn, mailing list)	Quarterly
3.5.2	EF	Europeana Climate Action Community supported	Ongoing
RM 3.16	Reach to Europeana Climate Action community	Number of people reached per month (Basecamp, mailing list)	Quarterly
3.6.1	EF	Europeana Education community ²⁵ supported	Ongoing

²² <https://pro.europeana.eu/page/europeanatech>

²³ <https://pro.europeana.eu/page/europeana-impact-community>

²⁴ <https://pro.europeana.eu/page/europeana-communicators-group>

²⁵ <https://pro.europeana.eu/page/europeana-education>

RM 3.24	Reach to Europeana Education community	Number of people reached per month (mailing list, LinkedIn, Facebook)	Quarterly
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3.6.2	EF	Europeana Research community ²⁶ and Research Advisory Board ²⁷ supported	Ongoing
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RM 3.26	Reach to Europeana Research community	Number of people reached per month (Discussion list, Twitter)	Quarterly
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Work package 4: Digital services for the public

Under this Work Package, marketing and communication activities address various audiences, both professional and non-professional. The planning for these activities is outlined in the *DS Implementation Plan_M1* while details about the approaches will be part of the *DS. Users and usage reports*. Specific tasks and reporting metrics related to this work package that can be influenced by marketing and communication activities are listed below (specific marketing and communication metrics are marked in **bold**).

Our approach to fulfilling or communicating these activities will combine the best practices from the previous Europeana DSI combined with new approaches and activities aiming to increase the engagement with multilingual content and the growth of the number of visitors.

Task 4.1. Deliver high-performing Europeana website

The increase of the amount of high-potential editorial content available in multiple languages will be an opportunity to grow the number of visitors exploring Europeana in languages other than English. Our aim is to disseminate the available content in the target language. To achieve this, we will test various approaches (promotion of specific pieces, landing pages, types of content) in order to develop the best possible way of encouraging multilingual visitors to engage with content on Europeana.

The promotion of the functionalities, user accounts and galleries will be featured in the monthly newsletter and promoted as part of engagement events (GIF IT UP, Digital Storytelling Festival, webinars and workshops) and through activities on social media.

²⁶ <https://pro.europeana.eu/page/europeana-research>

²⁷ <https://pro.europeana.eu/page/research-advisory-board>

KPI 4.1	Traffic to the website	Number of visits per year (cumulative)	Monthly	6.5 million
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4.1.4	EF	Multilingual coverage of editorial content increased	Ongoing
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RM 4.3	User participation: accounts	Number of account holders (cumulative)	Quarterly
RM 4.5	User participation: galleries	Number of user-created galleries (cumulative)	Quarterly

Task 4.2. Engage audiences with digital cultural heritage

The engagement events - GIF IT UP and Digital Storytelling Festival will promote high quality open access content while encouraging the development of digital skills and creativity among the audiences. The events will take into consideration global trends and events in order to remain relevant and attractive for the audiences. We'll seek to deepen the existing partnerships and start new collaborations in order to increase the reach of the events.

4.2.1	EF	GIF IT UP organised	Oct 2022
4.2.1	EF	Digital Storytelling Festival organised	Jun 2023
4.2.1	EF	High-quality open access data promoted, including 3D	Ongoing
4.2.1	EF	Europeana website (incl. account functionality, user-created galleries) promoted	Ongoing
4.2.1	EF	High-quality open access data promoted, including 3D	Ongoing

RM 4.9	Participation in Digital Storytelling Festival	Number of registered participants for Digital Storytelling Festival events	Annually
RM 4.10	Participation in GIF IT UP	Total number of submitted GIFs	Annually

Editorial content will be promoted on a regular basis through social media, email, events and partnerships, including the multilingual promotional activities.

4.2.2	EF, DS AGG	Editorial content (exhibitions, blogs, and galleries) ²⁸ published and promoted	Ongoing
4.2.2	EF	Collaborations with European Union initiatives sharing cultural heritage promoted	Ongoing

RM 4.11	Traffic to exhibitions and blogs	Number of visits to all exhibitions and blogs (cumulative)	Quarterly
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We aim to increase the number of the newsletter and email course subscribers to raise the engagement with content on Europeana and become less dependent on social networks and third parties.

4.2.3	EF	Newsletter and social media posts (Facebook, Twitter, Instagram, Medium, Pinterest) published²⁹	Ongoing
4.2.3	EF	Compliance with data protection maintained	Ongoing

We will use social media to raise the awareness of cultural heritage available on Europeana, making the best use of the features of each platform and matching the content and format with needs and preferences of the audiences.

KPI 4.4	Social media reach	Total number of impressions on social media (Facebook, Pinterest, GIPHY, Instagram, Twitter, Medium) (cumulative)	Monthly	450 million	425 million
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RM 4.12	Social media engagement	Total number of likes, shares, comments per month (Facebook, Twitter, Pinterest, Instagram, Medium, LinkedIn)	Monthly
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²⁸ Editorials from (Europeana) Generic Services projects contribute to this outcome.

²⁹ Editorial outcomes of GS projects are promoted.

Work package 5: Programme management

We will communicate and disseminate project and programme related activities as needed to relevant audiences. Selected deliverables will be published on the dedicated project page of the common European data space for cultural heritage³⁰. Under this Work Package, Task 5.3 - Manage relations with other EU-funded projects, we will, where relevant to our audiences, communicate information around projects Europeana Foundation is involved in and that contribute to the data space, and disseminate the outcomes of these projects. Specific activities will be reported within project reports.

³⁰ <https://pro.europeana.eu/page/data-space-service>

Annex 1: Communication and dissemination channels

Europeana Foundation oversees a number of communication and dissemination channels which follow evidence-based approaches established under Europeana DSI-4. These approaches are laid out below. We will use these existing channels and successful approaches to promote and raise awareness of the common European data space for cultural heritage, and the work which the Europeana Initiative undertakes as the steward of the data space. We will also explore new channels as and when opportunities arise and based on wider global contexts.

Approaches

Twitter

Under Europeana DSI-4, we ran a testing activity on Twitter to see how evergreen content aimed at professional audiences performs. We then evaluated the testing activity to inform a Twitter strategy for Professionals 2022³¹, which we have been implementing in 2022. This strategy is complemented by our content taxonomy work, which helps us categorise content shared on Twitter to gain insights into interest and engagement from our audiences. Based on the key learnings from this piece of work, our future steps for Twitter are to:

- Continue to promote introductory Copyright and Impact related content, continuing our #CopyrightHour campaign³² (running once a week and promoting an evergreen Copyright content from Europeana Pro)
- Continue to promote evergreen content from Europeana Pro
- Always use media (an image or a video) when tweeting, as it increases engagement
- Put more emphasis on promoting training developed within the data space
- Use Twitter to raise awareness of the data space
- Put more emphasis on promoting Tech, Education and Data Sharing related content, as these are the areas with the highest interest on the channel
- Use the hashtag #ReuseDigitalHeritage to promote any content that promotes the reuse of digital heritage

We will continue to monitor performance, and evaluate and update the Twitter strategy on a yearly basis.

³¹ Available on request.

³² https://twitter.com/search?q=%23CopyrightHour&src=typed_query&f=live

Facebook

Under European DSI-4, the new Mac iOS 14 and the GDPR regulations in combination with a rebrand to Meta, affected the performance of Facebook:

- Many precise targeting functions are no longer available which negatively influences the efficiency of the activities. This means we might need to test using Facebook as a tool to raise awareness rather than primarily to generate traffic, as we have done to date.
- The Facebook audience is ageing. While cultural heritage content can and should be explored by audiences of all ages, we have to shift our efforts to other networks, especially Instagram, to reach younger users.
- The increased privacy makes it very hard to track performance as social media/Facebook no longer display as a traffic source for users who chose more private browsing and their visits are registered as 'other' or 'direct' instead.
- A number of topics relevant to the Europeana's Initiative's activities (activism, diversity and inclusion, social issues) and types of imagery (art containing nudity, historical images depicting conflicts, protests or related to ideologies) are censored on Facebook. We will search for the ways to reach the audiences within these constraints.

As we move into the data space we will continue to be mindful of these changes in our approach to Facebook.

LinkedIn

Under European DSI-4, we tested, developed and implemented a consistent and strategic approach to LinkedIn which is seeing a growth in followers and high engagement. This approach is outlined in an ongoing strategy for the Europeana LinkedIn account³³, which presents and informs an ongoing approach to our LinkedIn channel, and remains relevant in the new context of the data space. In the coming year, we will evaluate the channel's performance, and where necessary, update sections of the strategy based on the findings. In late 2022 and early 2023, we will also be testing and evaluating some new approaches on LinkedIn, particularly in relation to promoting evergreen content.

Instagram

Over the last few years, Instagram has shifted from a photo sharing app to a platform serving content in various formats and offering interactive functionalities. Under

³³ Available on request

Europeana DSI-4, we incorporated the use of the new functionalities into our workflows. The interactive activities on Instagram Stories included:

- Short quizzes on various topics
- Questions asking followers about their tastes and preferences related to art
- Insta Museum on the Museum Day with people sending an emoji through a direct message and receive an artwork or a cultural heritage object in return
- Using the 'link sticker' to generate traffic to blogs, galleries and exhibitions
- Using Reels to be able to increase the reach of the content beyond the followers
- Collaborations and 'take-overs' to introduce Europeana to new audiences as well as to serve as a platform for sharing the work and activities of various communities related to cultural heritage

Our learning from broadening the Instagram offer were:

- A possibility to share a bigger variety of cultural heritage content, including less visually appealing yet interesting material
- Through quizzes, we found out the areas where we can help people learn something new. This information will feed our editorial and social media activity
- Sharing posts and stories mentioning Europeana are a way to bring the attention to people and organisations talking about Europeana or using Europeana's material

We will continue to take these learnings into our approach to Instagram under the data space.

Medium

Following the successful use of a Medium publication to host the Digital Storytelling Festival in 2021 and 2022, our strategy for Medium is to continue to use its publication functionality for dedicated activities, such as the Digital Storytelling Festival which runs again in 2023. We will also use its regular stories for occasional content directly related to digital approaches and transformation which, for length or other editorial considerations, cannot be published on Europeana Pro, for example, re-posting long-read articles created by Europeana staff members for publication in journals or books. This way, Medium provides a useful complement to Europeana Pro as an editorial outlet. We will continue to take these learnings into our approach to Medium under the data space.

Email marketing

In 2021 and 2022, we continued the development of a new email marketing format - an email course. The email courses are a way to encourage users to explore content

available via the data space and related to a specific theme. Currently, we offer courses on four topics:

- Women’s History
- Black History
- Sporting Heritage
- GIF-making Academy

As this format is automated and the content is evergreen, over time emails courses can become a more important way of generating traffic and decreasing the dependency on social media when interacting with audiences. Increasing the number of email subscribers and widening the offer of the email courses are our main email marketing objectives as it will increase our independence from social networks and third parties and encourage a closer and more direct interaction with our users.

Besides our email marketing courses, we also use email marketing to communicate with our professional-facing audiences (see [Audiences](#)), primarily members of the Europeana Network Association, and beyond. More information about these audiences and our mailing lists can be found in the Annex section of this document.

Media coverage

Due to prioritisation of resources and expertise, we will proactively focus on channels other than news media.

Europeana-owned channels

Websites

Channel	Description	Audience(s)
Europeana website ³⁴ with access to Collections pages ³⁵ (based on entities) and editorial features	The web-based user interface offers the general public and professionals a single access point for finding, querying, visualising, and, when rights permit, downloading and reusing high-quality European cultural heritage material. Entity collections pages (persons and topics) provide users with quick access to topics of interest. High quality editorial features such as	Europe’s society, Education, Academia and research, Creative industries

³⁴ <https://www.europeana.eu/portal/en>

³⁵ <https://www.europeana.eu/en/collections>

	galleries, blogs and exhibitions highlight captivating materials and stories.	
Europeana Pro ³⁶	Europeana Pro is Europeana's main channel for communicating to cultural heritage institutions and professionals inside and outside of the Europeana Network Association (ENA). It is a valued source of information, resources and news for the cultural heritage sector. It positions the Europeana Initiative as a valuable contributor to the digital transformation of the sector and the data space.	Cultural heritage institutions, Europeana Network Association, Europeana Aggregators' Forum, Cultural heritage professionals (both people who are ENA members and those who are not)

Blogs

Channel	Description	Audience(s)
Europeana (end-user) blog ³⁷	4-8 monthly posts exploring current and interesting topics (taking into account user feedback) while showcasing content available on the Europeana website.	Europe's society
Europeana Pro News ³⁸	With 1-4 posts a week, Europeana Pro News highlights news and insight from and for the Europeana ecosystem and data space.	Cultural heritage institutions, Education, Academia and research, Creative industries

Newsletters (subscription-based)³⁹

Channel	Description	Audience(s)
Europeana eNews	Monthly newsletter containing content and event highlights of Europeana Collections. Available in two languages - English and French.	Europe's society
Europeana Network Association newsletter	Monthly - news, campaigns, and projects related to Europeana and the Europeana Network Association.	Europeana Network Association

³⁶ <https://pro.europeana.eu/>

³⁷ <http://blog.europeana.eu/>

³⁸ <https://pro.europeana.eu/blog>

³⁹ The Europeana 1914-1918 has now closed as the campaign is no longer active

	Endorsed by the Members Council with each Councillor taking their turn as Editor-in-Chief.	
Member States newsletter	Quarterly round-up of policy, strategy and activity for Member States.	Member States, Ministries of Culture and Education, Policymakers and stakeholders, CEDCHE members
Europeana Communicators	Bi-monthly - Europeana's campaigns; tools and resources that are relevant to communications professionals; comms-related news and events from the cultural heritage sector.	Cultural heritage institutions, Communications professionals and influencers
Europeana Impact	Ad hoc - latest news and updates on the Impact Playbook and impact in the cultural heritage sector	Cultural heritage institutions Creative industries Policymakers and stakeholders Education

Email courses (subscription-based courses on specific topic related to cultural heritage)

Theme	Description	Audience(s)
Women in history	A course celebrating women artists, scientists, athletes and activists throughout history.	Broad audience interested in untold stories and underrepresented groups.
Sporting heritage	Stories of notable and less known athletes and sporting events.	People interested in sport and its links with cultural heritage
Black history	The lives and achievements of Black artists, scientists, athletes and activists in history.	Broad audience interested in untold stories and underrepresented groups.
GIF-making academy	A practical creative course explaining the GIF-making process, from content search to animation.	People interested in boosting their creative and digital skills, potential participants of the GIF IT UP contest.

Social Media

Channel	Description	Audience(s)
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Facebook		
Europeana fan page ⁴⁰	<ul style="list-style-type: none"> - Posts featuring content available on Europeana Collections - Targeted paid campaigns on specific curated content - Recruiting participants for online events 	Europe's society
Europeana Education Group ⁴¹	<ul style="list-style-type: none"> - Posts with learning material using Europeana content or curated content from the portal E.Collections with strong educational value 	Teachers and educators
Twitter		
Europeana (main account) ⁴²	<ul style="list-style-type: none"> - Daily tweets featuring content available on the Europeana website and Europeana Pro - Sharing the best content from other Europeana accounts and accounts of project partners 	Europe's society Cultural heritage institutions
EuropeanaTech ⁴³	The Twitter account of EuropeanaTech and R&D community	Creative industries Cultural heritage institutions
Europeana Copyright ⁴⁴	Cultivating, curating and sharing knowledge around the topic of copyright in the cultural heritage sector	Cultural heritage institutions
Europeana Research ⁴⁵	Promoting Europeana Research's activities; sharing information and knowledge about the reuse of digital cultural heritage in academia and research; advocating for Open Science	Academics, Researchers, university students, teaching support staff; professionals interested in digital cultural heritage, academia and research; stakeholders

⁴⁰ <https://www.facebook.com/Europeana/>

⁴¹ <https://www.facebook.com/groups/EuropeanaEducation>

⁴² https://twitter.com/Europeanaeu?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

⁴³ https://twitter.com/EuropeanaTech?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

⁴⁴ <https://twitter.com/europeanaipr?lang=en>

⁴⁵ https://twitter.com/EurResearch?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

#EuropeanaCommunities ⁴⁶	To bring the Europeana Network Association, its specialist communities and other Europeana-related networks together.	ENA members
#Europeana2022 ⁴⁷	For attendees of our annual event and to raise awareness in the sector	Cultural heritage professionals
#CopyrightHour ⁴⁸	Weekly campaign running once a week, sharing a Copyright-related resource from Europeana Pro	Cultural heritage professionals
#ReuseDigitalHeritage ⁴⁹	Hashtag used to highlight any content that raises awareness of and promotes the reuse of digital heritage	Cultural heritage professionals, researchers and academics, educators, creatives
Pinterest		
Europeana ⁵⁰	Thematic boards showcasing openly licensed images from a variety of institutions	Europe's society
YouTube		
Europeana ⁵¹	Hosting Europeana's videos for sharing on social media and embedding on websites	Europe's society
Europeana Education playlists hosted in EUN youtube channel ⁵²	Four promotional videos and playlists with 23 multi language webinars on how to use Europeana in education (hosted in EUN youtube channel) ⁵³	Teachers and educators
Vimeo		
Europeana ⁵⁴	Hosting Europeana's videos for sharing on social media and embedding on websites	Europe's society

⁴⁶ https://twitter.com/search?q=%23EuropeanaCommunities&src=typeahead_click&f=live

⁴⁷ Updated each year

⁴⁸ https://twitter.com/search?q=%23CopyrightHour&src=typed_query&f=live

⁴⁹ https://twitter.com/search?q=%23ReuseDigitalHeritage&src=typed_query&f=live

⁵⁰ <https://nl.pinterest.com/europeana/>

⁵¹ <https://nl.pinterest.com/europeana/>

⁵² <https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL>

⁵³ <https://www.youtube.com/playlist?list=PLtA54levDap23P9L-7D9kfYLOKhglmOUL>

⁵⁴ <https://vimeo.com/europeana>

GIPHY		
Europeana ⁵⁵	GIFs created from content available on the Europeana website	Europe's society
GIF IT UP	GIFs from the GIF IT UP contest	Europe's society
LinkedIn		
Europeana (group) ⁵⁶	Platform for cultural heritage professionals to share information with each other	Cultural heritage professionals
Europeana (main profile) ⁵⁷	Daily posts sharing news items from Pro News, event and campaign information and job postings	Cultural heritage professionals
Europeana Impact ⁵⁸	Content for cultural heritage professionals (and beyond) interested in Impact	Cultural heritage professionals, researchers, education, creative industries
Europeana Education Group ⁵⁹	Content focusing on education policy related with digital learning and culture (new 2020 strategy)	Teachers and Educators
Europeana Communicators ⁶⁰	Content for communications professionals in cultural heritage	Cultural heritage professionals
Instagram		
Europeana ⁶¹ Instagram Grid	Visually appealing images with a story from the Europeana website	Europe's society
Europeana Instagram Stories	Engaging posts using interactive features (quiz, voting, sending a direct message, sharing mentions)	Europe's society
GIF IT UP	Animated GIFs from GIF IT UP contest, in a playful way inspiring and encouraging reuse of cultural heritage in	Europe's society, creatives

⁵⁵ <https://giphy.com/europeana>

⁵⁶ <https://www.linkedin.com/groups/134927/>

⁵⁷ <https://www.linkedin.com/company/3201557>

⁵⁸ <https://www.linkedin.com/groups/13528017/>

⁵⁹ <https://www.linkedin.com/groups/13518332/>

⁶⁰ <https://www.linkedin.com/groups/13611314/>

⁶¹ https://www.instagram.com/europeana_eu/

Europeana Instagram Reels	Looping short videos with music	Europe's society
Flickr		
Europeana ⁶²	Images from key events Europeana attends	Member States, Ministries of Culture, Policymakers and stakeholders, CEDCHE members, Cultural heritage professionals

Partnerships

Channel	Description	Audience(s)
DailyArt ⁶³	An app and a magazine for art lovers, used for featuring Europeana content	European society
GIF IT UP ⁶⁴	A yearly GIF-making contest encouraging creative reuse of openly licensed cultural heritage material	European and world citizens
#ColorOurCollections ⁶⁵	ColorOurCollections is a week-long colouring festival on social media organised by libraries, archives, and other cultural heritage institutions around the world	European and world citizens
The Heritage Lab	An Indian digital media platform connecting citizens to cultural heritage through stories, public engagement programs and campaigns.	European and world citizens, cultural professionals
#MuseumWeek ⁶⁶	A worldwide cultural event on social networks	European society
Teaching with Europeana blog ⁶⁷	An online space for learning scenarios developed with Europeana resources organised by curricula topic and age	Teachers and educators

⁶² <https://www.flickr.com/photos/europeanaimages2/>

⁶³ <https://www.getdailyart.com/>

⁶⁴ <https://gfitup.net/>

⁶⁵ <https://twitter.com/hashtag/colourourcollections?lang=en>

⁶⁶ <http://museum-week.org/>

⁶⁷ <https://teachwitheuropeana.eun.org/>

Historiana ⁶⁸	Online open platform for history education where educators can find source collections made with Europeana content	Teachers, educators and students
Europeana spaces in European Ministries of Education (SP ⁶⁹ , PT ⁷⁰ , FR ⁷¹ , IT ⁷² , GR ⁷³) or public agencies in charge of innovative learning	Online spaces in public platforms addressed to national communities of educators and increase the awareness of Europeana	Teachers and educators in respective countries
Pan-European education campaigns: Open Education week ⁷⁴ and All Digital week ⁷⁵	Online campaigns to promote educational resources	Teachers and educators in Europe and beyond
Educational platforms: Unsplash ⁷⁶ , Klascement ⁷⁷ , OER commons ⁷⁸	Educational platforms that integrate Europeana content or/and resources for education	Teachers, educators and students in Europe and beyond
CHI online environments where Europeana resources for education are included (e.g. Kaleidoscope, University Library of Cluj-Napoca, Digital National Library of Moldavia)	CHI dedicated spaces to Europeana content or resources for education	CHI professionals, museum educators, librarians, educators and teachers, students

⁶⁸ <https://historiana.eu/#/>

⁶⁹ <http://procomun.educalab.es/es/comunidades/europeana-patrimonio-digital-de-la-cultura-europea>

⁷⁰ <https://erte.dge.mec.pt/europeana-recursos>

⁷¹ <https://www.edutheque.fr/utiliser/partenaire/europeana.html>

⁷² <https://www.diculther.it/europeana-iccu/>

⁷³ <http://iep.edu.gr/el/deltia-typou-genika/europeana>

⁷⁴ <https://www.openeducationweek.org>

⁷⁵ <https://alldigitalweek.eu/partners/>

⁷⁶ <https://unsplash.com/@europeana>

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https://www.klascement.net/lesmateriaal/?extra_url=&cmdFilter=filter_activated&q=&filter_organisation%5B%5D=22122

⁷⁸

https://www.oercommons.org/search?f.search=europeana&f.general_subject=&f.sublevel=&f.alignment_standard=

Europeana Education MOOCs (Five language versions: EN, SP, PT, IT, FR)	Massive online courses in five national languages to help teachers and educators to integrate digital culture regardless of the subject they teach	Teachers and educators
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