![europeana]

CNECT/LUX/2021/OP/0070
Deployment of a common European data space for cultural heritage

DS. Users and usage report M06

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
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The common European data space for cultural heritage is an initiative of the European Union, funded by the European Union's Digital Europe Programme. It is deployed by a consortium led by the Europeana Foundation, under a service contract with the European Commission, contract number LC-01901432.

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This deliverable contains original unpublished work except where clearly indicated.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

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1. Executive summary

Since 2022, more features on the Europeana website have been available to users, and more of those features have been promoted via social media channels.

In August 2022, we also launched the new homepage. We seized the launch opportunity to remind audiences about the variety of functionalities available on the website—searching and browsing, exploring by theme, receiving updates through the newsletter, saving favourite items and creating galleries. A short video disseminated through our social media channels highlighted these ways to interact and engage.

At the same time, more of the editorial content on the website—in addition to our work ensuring the items themselves and their metadata can be found in multiple languages—has been increasingly translated into multiple languages. Our outreach has become more multilingual, with more of our efforts on social media in languages other than English and, for example, a French version of the GIF IT UP website.

In the reporting period, we see a drop in visitors to the website compared with numbers of the previous year in the same time frame, possibly affected by Google's launch of its Helpful Content Update in autumn 2022, which was designed to improve and diversify search results. This change in algorithm likely had an impact on website rankings and, subsequently, (our) website traffic. We will investigate the implications and identify possible measures to align with Google's updated ranking factors to regain traffic.

Simultaneously, we see what we believe is increased engagement by those who do visit the website. Although assessed only for the past six months, visitors coming to the website directly, or via referral traffic from other websites, and from social media are spending more time on the Europeana website than before and visiting more pages, interacting more with the site (30% more actions per visit). So in spite of having lost some of our traffic from search engines, it appears we increased engagement with our loyal users by offering more ways to interact and engage.

These are important metrics to continue to monitor so we can understand how to promote the Europeana website and its offers among interested audiences, and identify where to focus our efforts.

2. Introduction

The common European data space for cultural heritage provides access to over 63 million million digital cultural objects from thousands of cultural heritage institutions across Europe intending to create value for users of digital cultural content.

This deliverable informs the reader about outreach activities and their success. The document also includes figures and an analysis on feedback received through user feedback mechanisms and actions taken in response to the user feedback.

The public engages with the data space via the Europeana website, Transcribathon.eu, and via many of the outreach and engagement efforts we undertake. The Europeana website itself has several target audiences, for example professional audiences (academic researchers and cultural heritage professionals who also engage with the Europeana Pro website), education audiences (teachers and students), and cultural enthusiasts/casual users.

The report focuses primarily on the period between 1 Sep 2022 - 31 Jan 2023 and aims to assess whether current efforts are very good, sufficient, or in need of improvement, and, if the latter two, identify actions we can take to improve.

2.1 Data collection methods

For data about the Europeana website, this report draws from data available via Matomo[1]. Data related to Europeana social media channels are taken from Matomo and the assessment also includes general social networks' insights. For Transcribathon.eu we use Google Analytics as well as a site-specific system that monitors the metrics of the site. Data collection methods are in line with our privacy policy[2] that describes what and how we collect data from users.

2.2 Related documentation[3]

Professional audiences	Specifically for our professional audiences in the cultural heritage sector we offer the Europeana Pro[4] website. More information specifically on professional audiences and usage of Europeana Pro can be found in DS. Communication and dissemination plans.

[1] https://matomo.org/
[2] https://www.europeana.eu//rights/privacy-policy
[3] Related documentation is available on request.
[4] https://pro.europeana.eu/

Reuse audiences	We foster usage of digital cultural heritage in reuse communities (including education, academia and research, and creative industries, which we continue to explore for opportunities). More information on those audiences can be found in the DS. Data supply and reuse reports.
Data space evolution	The evolution of the data space architecture, products and services and its main performance are described in the DS. Infrastructure report.

3. Activities and performance

This chapter describes activities completed to engage audiences with digital cultural heritage and assesses the performance of main user-facing products available to the public (including Europeana website, Transcibathon.eu, and social media channels).

3.1 Engage audiences with digital cultural heritage

The Europeana DS Consortium expands digital opportunities for the public by driving participation with cultural heritage in and around the data space. Europeana Foundation (EF) works with consortium members, cultural heritage institutions and other partners to produce impactful content on pan-European themes and perspectives. EF promotes engaging, high-quality cultural heritage and editorial content on the Europeana website, via its social media channels, newsletters and on external platforms.

During the reporting period, we promoted the new homepage. This was an opportunity to remind audiences about various functionalities of the website, searching and browsing, exploring by theme, receiving updates through the newsletter, saving favourite items and creating galleries. These functionalities were showcased in a short video[5] disseminated through our social media channels.

Editorial content published during this period (Sep 2022 - Jan 2023) connected history and culture across borders to contemporary themes and events, such as social issues, historical anniversaries and current events. A total of 53 editorials were published: 51 blogs[6] (e.g. Gustav Klimt and Attersee[7] which was published in six languages) and two exhibitions (e.g. The Renaissance of Romani Re-presentation)[8]. The editorials were created by 32 different

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[5] https://www.youtube.com/watch?v=GmXyN3lZDWQ
[6] https://www.europeana.eu/blog
[7] https://www.europeana.eu/de/blog/gustav-klimt-and-attersee
https://www.europeana.eu/en/blog/gustav-klimt-and-attersee
https://www.europeana.eu/es/blog/gustav-klimt-and-attersee
https://www.europeana.eu/de/blog/gustav-klimt-and-attersee
https://www.europeana.eu/nl/blog/gustav-klimt-and-attersee
https://www.europeana.eu/pl/blog/gustav-klimt-and-attersee
https://www.europeana.eu/ro/blog/gustav-klimt-and-attersee
[8] https://www.europeana.eu/exhibitions

organisations and individuals across Europe and editorial was also contributed by projects that support the development of the data space.[9] Editorial was written in nine languages: English, French, German, Italian, Latvian, Polish, Romanian, Spanish and Swedish.

In Sep 2022, we refreshed the template of the Newsletter to offer our subscribers a better visual experience and better support the content we want to promote, especially user galleries. We continued posting on social media on a daily basis, promoting specific editorials as well as landing pages grouping content on various themes, and a Stories page as a general way to access curated content. We invited users to test their knowledge and interact with our content through interactive functionalities on Instagram Stories such as quizzes and polls.

In Oct 2022, Europeana Foundation (EF) organised an editorial campaign on Black History Month looking at Black history[10] across Europe. In Oct 2022, GIF-makers and cultural heritage fans were invited to create GIFs from open access digital collections. This year's special categories were nature and crafts. There were 88 eligible entries from 19 different countries (from a total of 149 entries, many of which were ineligible because they used content restricted by copyright or not-open licences). This year, with the help of the 2022 new partner Canada's Bibliothèque et Archives nationales du Québec (BAnQ), we launched the French version of the GIF IT UP website[11]. The Spanish version of the website is planned for the 2023 edition of the contest.

In Dec 2022, EF published its annual Advent Calendar[12], highlighting cultural heritage content. To celebrate the European Year of Youth, we asked ESACH[13] (European Students' Association for Cultural Heritage) to curate the calendar entries. We also created a series of animated stickers and cards on GIPHY[14] which received over 10 million views over Christmas time. Additionally, we created a 'Cultural Heritage Gift Guide' on Instagram Stories - we asked users to give three facts about a person and found a suitable item in our collections.

In Jan 2023, to celebrate Albertina Museum in Vienna putting their collections in public domain, we ran a collaboration with DailyArt App, an app for art lovers with over 1 million users, available in 16 languages. Three artworks from the museum available on the Europeana website were featured in the app, with a link to the Europeana website in every description. The artworks were added to favourites on the app by 18,488 people. Additionally, the artworks were promoted on the app's social media channels.

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[9] ARMA, CRAFTED, Europeana Sport, Subtitled and WEAVE.
[10] https://www.europeana.eu/en/black-history
[11] https://gifitup.net/fr/
[12] https://www.europeana.eu/blog/europeana-advent-calendar-2022
[13] https://www.esach.org/
[14] https://giphy.com/europeana/vintage-xmas-stickers, https://giphy.com/europeana/vintage-christmas-cards

3.2 Performance

This section provides insights into the performance of key user-facing products (the Europeana website, Transcribathon.eu, and Europeana social media channels).

3.2.1 Europeana website

This section informs and assesses usage of the Europeana website, including traffic, user satisfaction, user behaviour, and use for editorial content.

Traffic to the Europeana website

The Europeana DS consortium aims to reach 6.5 million visits/year to the Europeana website. The table below shows progress towards the traffic target.

Traffic to the Europeana website (Sep 2022 - Jan 2023)

No.	Description	Measured by	Frequency	Target	Jan 2023
KPI 4.1	Traffic to the website	Number of visits per year (cumulative)	Monthly	**6.5 million**	2,218,190

The following graph compares two periods (Sep 2021 - Jan 2022 and Sep 2022 - Jan 2023) to see trends over time. Comparing traffic during this period with the same period last year, we see 16% less traffic. In this period the website recorded 2,218,190 visits and last period we recorded 2,652,447 million visits.

Number of visits (Sep 2022 - Jan 2023)
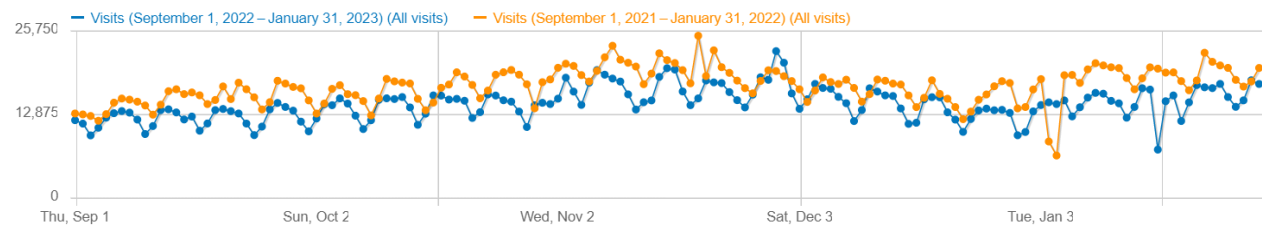
The blue line shows the number of visitors in the period Sep 2022 - Jan 2023, orange represents the same period last year. Each dot (data point) represents the number of users each day. The general trend of visitor numbers is the same in both periods, although the actual numbers for 2022/2023 are lower.

In this period (as you see in the following dashboard), traffic from search engines which typically accounts for around 60% of traffic to the Europeana website appears to be around

25% lower. Google's algorithms are constantly evolving to improve the relevance and accuracy of search results. In autumn 2022, Google launched its Helpful Content Update[15] that aims to improve and diversify search results. When Google updates its algorithms, it can have a significant impact on website rankings and subsequently, website traffic. The Helpful Content Update introduced a variety of changes in the way Google measures relevance and authority, including penalties for perceived low-quality and duplicate content available elsewhere. The fall in traffic to the Europeana website from search engines requires further investigation to better understand the issues and identify possible measures to align with Google's updated ranking factors to regain traffic.
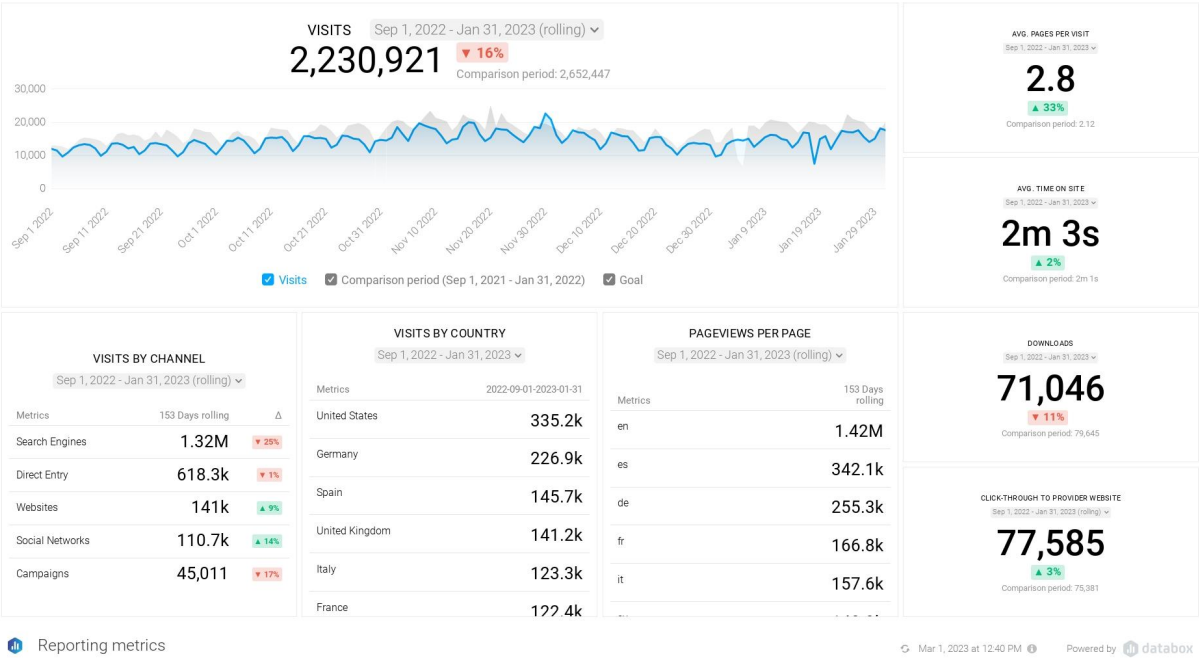
Dashboard showing key usage metrics for the Europeana website (Sep 2022 - Jan 2023) with a comparison to the same period last year (Sep 2021 - Jan 2022). Please note that the dashboard reports 12,731 visits more for October 2022. Therefore the total number of visits reported on the dashboard differs from the number reported in the table above. This discrepancy has little impact on the % increase/decrease compared to last year. We are working on resolving this issue. Click here[16] to view the live dashboard and interact with the data ranges. Change the dates on the live dashboard to view the usage data for different time periods.

What we also see here is an increase in traffic from social networks (+ 13.6%). Following the GDPR regulation that limited precise targeting, we adjusted our strategy and promoted landing pages with more content that could interest wider audiences. Additionally, we

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[15] https://yoast.com/google-helpful-content-update/
[16] https://app.databox.com/datawall/07cd3b01f0af934eb002231470dbb2dd0625f19cd?820923=nzjkowqz

promoted multilingual editorial in available languages, and we used interactive features (like link stickers on Instagram Stories).

We see a drop for the channel 'Campaigns' (- 16.9%). We assume the drop was caused by the move from the newsletter provider Mailchimp to Zoho (GDPR-IDPR compliant). This is frequently the case when migrating lists (recipients' accounts don't recognize emails sent from new servers and those emails can bounce or end up in spam), and we will continue to track and explore this as regaining consistency can take up to a year.

In this chart are both the visits according to channel type as well as the actions undertaken by visitors who arrive via those channels. Actions include any behaviour undertaken while browsing, e.g., clicking on an image, downloading, zooming in on an image.

Number of visits per channel and actions according to visits (Sep 2022 - Jan 2023 compared to Sep 2021 - Jan 2022)

Year	Channel type	Visits	Actions per visit	% all traffic	Change/traffic
2023	Search engines	1,308,262	3.7	58.98%	- 24.7%
2022	Search engines	1,738,167	2.8	65.86%	
2023	Direct entry	614,899	6.6	27.72%	- 1.2%
2022	Direct entry	622,095	5.3	23.57%	
2023	Websites	140,303	6.8	6.33%	+ 9.3%
2022	Websites	128,328	6	4.86%	
2023	Social network	109,964	2.9	4.96%	+ 13.6%
2022	Social network	96,806	3	3.67%	
2023	Campaigns	44,762	5.8	2.02%	- 16.9%
2022	Campaigns	53,872	5.9	2.04%	
Total visits 2022/2023		2,218,190			
Total visits 2021/2022		2,639,268			

We see what we believe is increased engagement by those who visit the website. Although assessed only for the past six months, visitors coming to the website directly, or via referral traffic from other websites, and from social media are spending more time on the Europeana website than before and visiting more pages, interacting more with the site (31% more actions per visit).

We see a decrease of 11% of downloads in the period. One hypothesis could be that with more options available to users to interact with the content on the Europeana website (e.g. liking items), it could lead to less of a need to immediately download an item (i.e. for saving it). We also see an unnatural spike in downloads on 17 Sep 2021 which could be a bot incident (which unnaturally raised the numbers of the past year).
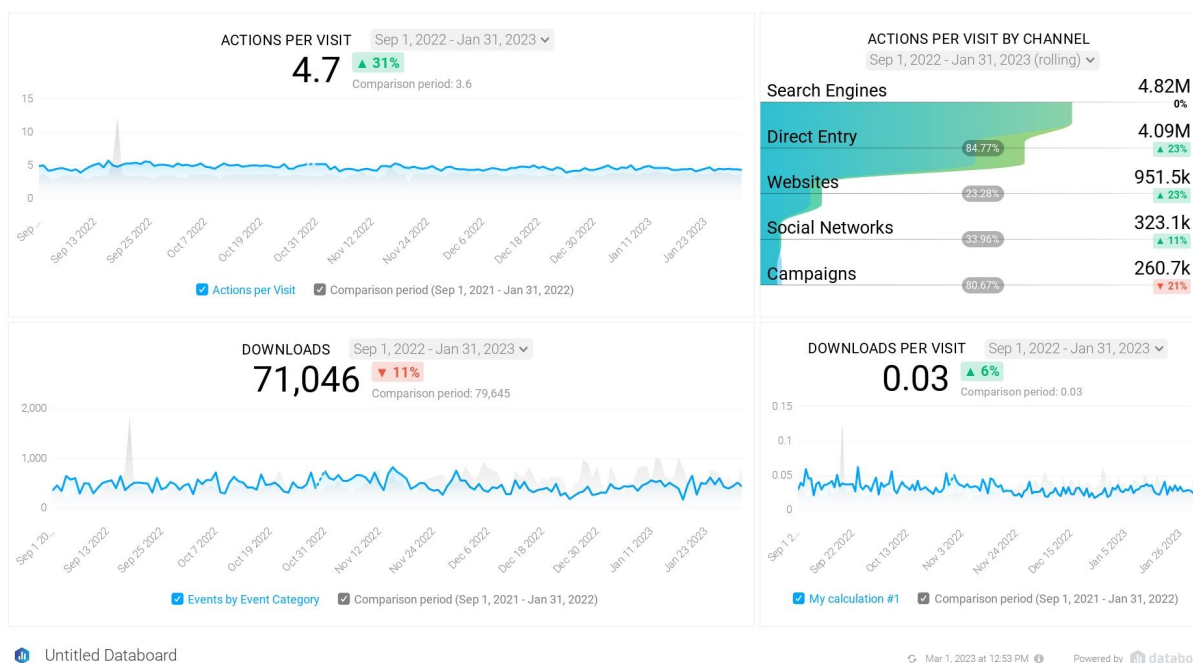
Dashboard showing key user engagement metrics for the Europeana website (Sep 2022 - Jan 2023) with a comparison to the same period last year (Sep 2021 - Jan 2022). Please note that the dashboard reports 12,731 visits more for October 2022 which also slightly impacts the number of downloads and actions recorded. This discrepancy has little impact on the % increase/decrease compared to last year. We are working on resolving this issue. Click here[17] to view the live dashboard and interact with the data ranges. Change the dates on the live dashboard to view the usage data for different time periods.

Geographic distribution of users

The table below illustrates the top 10 countries from which users visited the website.

Top 10 countries with most visits on the Europeana website (Sep 2022 - Jan 2023)

Top 10	Country	Visits
1	United States	335,200
2	Germany	226,900
3	Spain	145,700

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[17] https://app.databox.com/datawall/6f7b267aa43844ef282fa4944654a20b063fe3ae6

4	United Kingdom	141,200
5	Italy	123,300
6	France	122,400
7	Sweden	122,300
8	Austria	101,400
9	Denmark	85,649
10	Netherlands	82,004

User satisfaction with the Europeana website

EF regularly measures user satisfaction on the Europeana website through surveys.

User satisfaction with the Europeana website (Jan 2023)

No.	Description	Measured by	Frequency	Target	Jan 2023
KPI 4.2	User satisfaction rate with Europeana website	Total % of 'satisfied' and 'completely satisfied' responses on a 5-point Likert scale	Bi-annually	**75%**	74.4%

In Jan 2023, 74.4% of users stated that they are either 'satisfied' or 'completely satisfied' with the Europeana website (which is close to our set target of 75%).

User behaviour on the Europeana website

To see how our users are behaving on the Europeana website we monitor the following engagement metrics. Please note that these are new metrics which we hope will start to tell us more about behaviour on the website, so we can understand better who is engaging with us and what they hope to do while there.

Engagement metrics for the Europeana website (Sep 2022 - Jan 2023)

No.	Description	Measured by	Frequency	Jan 2023
RM 4.3	User participation: accounts	Number of account holders (cumulative)	Quarterly	21,645
RM 4.4	User participation: accounts	Number of items liked by users (cumulative)	Quarterly	24,849

| RM 4.5 | User participation: galleries | Number of user-created galleries (cumulative) | Quarterly | 5,823 |
| RM 4.6 | Downloads on the Europeana website | Total number of downloads (cumulative) | Quarterly | 68,856 |

We continuously promoted the user galleries on relevant occasions, accompanied by a call to action to create an account on the Europeana website. Additionally, in the new newsletter template, we feature two user galleries every month with a call to action inviting users to create their own.

We see that most people create an account to 'like' and save items. We are happy to see that people find the 'like' functionality useful and we will continue to stimulate people to create galleries and publish these on the website. Creating galleries is a deeper form of engagement because it requires more time and effort. The number of galleries (5,823) is much less compared to the number of user accounts (21,645). We assume that users create accounts in order to like (save) items for future reference.

Editorial content on the Europeana website

To demonstrate the relevance of cultural heritage to our audiences, the Europeana website features editorial content that connects history and culture. More than 70 online exhibitions and over 800 blogs are available, on a wide range of themes and topics, written and curated by EF working in partnership with cultural institutions across Europe. This content is showcased on the Stories page of the website and on dedicated feature pages on topics like women's history and the environment.

Engagement metrics for editorial on the Europeana website (Sep 2022 - Jan 2023)

No.	Description	Measured by	Frequency	Target	Jan 2023
KPI 4.3	Audience satisfaction with editorial (exhibitions, blogs)	Total % of 'satisfied' and 'completely satisfied' responses on 5-point Likert scale (cumulative)	Quarterly	80%	76.6%
RM 4.11	Traffic to exhibitions and blogs	Number of visits to all exhibitions and blogs (cumulative)	Quarterly	-	497,578

Top three editorial pages by Visits (Sep 2022 - Jan 2023)

Title	Date of publication	Language	Visits

Travelling for Pleasure[18]	16/06/2020	English	28,222
Orígenes del modernismo[19]	20/02/2017	Spanish	12,589
Mandrágora – El Grito Mortal[20]	25/09/2020	Spanish	8,526

In the period between Sep 2022 - Jan 2023, 76.6% of users stated that they are either 'satisfied' or 'completely satisfied' with the editorial (exhibitions, blogs) (which is close to our set target of 80%).

As seen previously, editorial content about mainstream topics (such as tourism and art) was consistently popular (as measured by the number of visits) on the Europeana website. This content often remains popular long after publication because it is relevant to things people are looking for on search engines, therefore it becomes ranked higher by search engines, increasing its visibility and prominence. Furthermore, longer-form content like exhibitions and blogs is also richer for SEO purposes than, for example, item pages. It is also almost always unique content that is not available elsewhere.

Recognising these factors, we are continuously working towards improving multilingual access to such popular content, by commissioning and producing translations in major European languages. The fruits of this approach can be seen in the table above, where two of the three most visited editorials were in Spanish.

3.2.2 Social media

This section informs and assesses activities on external platforms such as social media and partner websites.[21]

Europeana social media channels

We make strategic use of social media as a means of sharing cultural heritage content with European Citizens in the promotion of the Europeana website and seasonal campaigns. Social media enables us to place culture where people are most likely to make use of it, reaching them in their online activities and via their communities of interest.

Engagement metrics for social media channels (Sep 2022 - Jan 2023)

No.	Description	Measured by	Frequency	Target	Jan 2023

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[18] https://www.europeana.eu/blog/travelling-for-pleasure-a-brief-history-of-tourism
[19] https://www.europeana.eu/es/exhibitions/art-nouveau-a-universal-style/origins-of-art-nouveau
[20] https://www.europeana.eu/es/exhibitions/magical-mystical-and-medicinal/mandrake
[21] More information on social media approaches is available in the DS. Communication and dissemination plan M2 (Oct 2022) which can be accessed here: https://pro.europeana.eu/page/data-space-deployment

KPI 4.4	Social media reach	Total number of impressions on social media (Facebook, Pinterest, GIPHY, Instagram, Twitter, Medium, LinkedIn) (cumulative)	Monthly	**425 million**	175.3 million
RM 4.12	Social media engagement	Total number of likes, shares, comments per month (Facebook, Twitter, Pinterest, Instagram, Medium, LinkedIn)	Monthly	-	213,523

In the period between Sep 2022 - Jan 2023, we reached 175.3 million impressions via our various social media channels. On average monthly, we saw 209,303 engaged users on the channels (likes, shares, comments).

During the reporting period, we noted that social media platforms added new formats and features to keep up with competitors and to enhance their offer for influencers and creators. As a result, the attention of the users has become scattered across different post formats and tabs within their feeds, especially on platforms owned by Meta (Facebook and Instagram). This, in combination with more space allocated to commercial activity, resulted in a global decline of organic reach and engagement across the platforms.

Additionally, the Twitter acquisition by Elon Musk in November 2022 increased the volatility of that platform. This resulted in some part of the community deciding to leave the platform. As a reaction to these events, EF continued to test various approaches, focusing on the areas with the potential for growth (Instagram, multilingual posting) and exploring opportunities and new platforms of diversifying our offer.

Engagement on Facebook[22]

We publish new posts on Facebook daily. At the end of Jan 2023, the Europeana account had almost 130,500 Facebook followers. Since Sep 2022, we gained 563 new fans (0.43% increase), similar to growth over the past year. As the global trend of Facebook usage is on decline, and as due to GDPR and the Mac iOS 14 update, we have access to less information about the audiences, which has a negative impact on targeting, we continue exploring different ways to reach audiences on that channel to generate traffic and engagement.

As targeting by language works well, we focused on the promotion of multilingual content (blogs, exhibitions) and creating social media posts in the language in which the editorial is offered. We expect that, over time, having content available in mother tongues will increase engagement and possibly encourage click throughs and visits to editorials on Europeana.

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[22] https://www.facebook.com/Europeana/

Additionally, we experimented with the Facebook Events functionality to reach wider audiences and encourage participation. After the positive experience with the Digital Storytelling Festival and GIF IT UP which received respectively 2000 and 3400 responses (going or interested), we're experimenting whether this approach will work with smaller events and more niche audiences (i.e. Cultural heritage professionals)

Engagement on Twitter[23]

We tweet from our account at least once per day, usually multiple times per day. We use Twitter both to engage users with content, as well as keep in touch with partners and stakeholders and encourage audiences to participate in the events organised by the Europeana Initiative.

At the end of Jan 2023, the Europeana Twitter account counted about 43,900 followers. Since Sep 2022, we have lost 134 fans (- 0.3% decrease). During the reporting period, in November 2022, Twitter was acquired by Elon Musk. This resulted in some part of the community deciding to leave the platform. A thread informing the audience that we're aware and monitoring the issues on the platform and exploring alternative ways of keeping in touch was the most popular update, followed by the updates about GIF IT UP and Europeana 2022.

As the situation remains unstable and we don't know the long term impact, we started investigating alternatives and decided to join an existing instance of Mastodon[24] to explore the opportunities of reaching additional audiences there. The roll-out is planned for Q2 2023, followed by a test period during which we will assess the platform's potential. Additionally, we have begun exploring various communities on Reddit and experimented with posting there.

Engagement on Pinterest[25]

Boards on Pinterest showcase content related to themes like time periods, artists, art and design movements, types of objects, and animals. A user can access more than 10,000 pins. At the end of Jan 2023, the Europeana Pinterest channel counted about 30,500 followers. Since Sep 2022, we gained 523 new followers (1.74% increase). Catwalk pictures (fashion-related content) remains the most popular type of content.

Since our current focus is encouraging Europeana visitors to start and use an account on the Europeana website, we are pivoting towards using Pinterest to share editorial content by pinning links to editorials and resources on the Europeana website rather than individual images.

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[23] https://twitter.com/Europeanaeu
[24] https://glammr.us/about
[25] https://www.pinterest.de/europeana/boards/

Engagement on GIPHY[26]

Since 2015, we have organised annual GIF IT UP competitions with the aim to increase our reach to new and wider audiences and to promote engagement with Europeana content. /as a result, 1,000 GIFs created with cultural heritage content as part of the yearly GIF IT UP competitions.

Additionally, we have a Europeana GIPHY account[27] with over 170 GIFs created by Europeana staff to illustrate blogs and for use on social media. In Dec 2022, we created a series of animated festive stickers and cards on GIPHY, tagged in multiple languages, which received over 10 million views over Christmas time. We are planning to launch a similar sticker and postcard sets for Easter 2023.

Engagement on Instagram[28]

In Jan 2023, the Europeana Instagram channel counted about 9,350 followers. Since Sep 2022, we saw an increase of followers with 7%. Currently, Instagram is a platform with the biggest potential for growth. During the reporting period, we tested various formats and posting frequencies. At the moment, combining daily stories with interactive elements (quizzes, questions, polls, links to the Europeana website), combined with a carousel grid posts (multiple images within one posts) posted less frequently (once/twice per week) bring the best results in terms of reach and engagement.

Next to our main account, we continue using the GIF IT UP contest account[29] on Instagram (currently over 260 followers). This account focuses on creatives and features the contests entries in the stories and Reels formats. In the coming period, we will experiment with using this account for featuring high-quality datasets suitable for reuse.

At the beginning of 2023, Instagram announced that photos will get more focus in the app in 2023, therefore we will be working on adjusting to this algorithm update.

Engagement on Medium[30]

EF will use Medium around and during the Digital Storytelling Festival[31] (planned May - Jun 2023), as a way for the external authors to submit longform stories and tutorials and to make it possible for the members of the public to vote for their favourite entries.

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[26] https://giphy.com/europeana
[27] https://giphy.com/europeana
[28] https://www.instagram.com/europeana_eu/
[29] https://www.instagram.com/gifitup_competition/?hl=en
[30] https://europeana.medium.com/
[31] https://pro.europeana.eu/event/digital-storytelling-festival

Engagement on LinkedIn[32]

On LinkedIn, we share content relevant to professionals working in and around the cultural heritage sector; posts mainly share articles published on Europeana Pro news, but in the final quarter of 2022 we also tested posting content promoting the wider offer of the Europeana Initiative. 1,214 new followers joined in the period from Sept 2022 - Jan 2023, and in Jan 2023, the Europeana LinkedIn channel counted over 12,600 followers, representing an increase of 11%.

The gain in followers in this period and the number of sessions referred to Europeana Pro reflect that our LinkedIn channel is performing well and meeting its objectives; the testing demonstrates that promotion of Europeana's wider 'evergreen' offer performs well on LinkedIn, but over-saturation could affect our engagement rate. Going forward, we plan to share a mix of content (Pro news pieces, evergreen, and other types of content), aiming for fewer posts per month. In this period, content related to the deployment of the common European data space for cultural heritage, and the Europeana 2022 conference, performed particularly well in terms of engagements and engagement rate.

3.2.3 Transcribathon.eu

Transcribathon.eu is a crowdsourcing platform allowing users to add transcriptions, tags and georeferences to historical material (historical letters, diaries and pictures). Transcriptions of documents are sent back to the providing cultural heritage institution, to help make their content more accessible.

Between Sep and Nov 2022 the ongoing online Run Stories of the Month[33] continued with the following themes Photography (Sep) and Letters (Oct and Nov). In Nov 2022, the Zagreb Transcribathon took place[34], organised in conjunction with the Enrich Europeana+ project partners.[35] In Dec 2022 and Jan 2023, the 19th century Run was held, a longer running online event with an extraordinarily large number of documents related to the events and testimonials that started and shaped much of our modern world.

In Dec 2022 a new version of the Transcribathon platform and tool was launched, largely based on the development work carried out in conjunction with the Enrich Europeana+ project. As a result, many new features are now accessible for subscribers, improving their transcribing experience through improved search functionalities, redesigned Story and Item pages with an enhanced transcription and enrichment tools. New features also include the integration of an editor for automatic Handwritten Text Recognition.

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[32] https://nl.linkedin.com/company/europeana
[33] https://europeana.transcribathon.eu/stories-of-the-month/
[34] https://europeana.transcribathon.eu/runs/zagreb-2022/
[35] https://pro.europeana.eu/project/enricheuropeana

All events contributed to an increased number of users, characters transcribed, and documents in progress as shown in the table below.

Metrics from Transcribathon.eu comparing (Apr 2022[36] with Jan 2023

Type	Apr 2022	Jan 2023	Change (%)
Documents in progress	46,300	52,187	+ 13%
Characters transcribed	43,686,360	48,956, 795	+ 12%
Documents uploaded	366,268	380,050	+ 4%
Registered users	3,524	3,732	+ 6%

3.3 User feedback

We also look at direct user feedback to find out what people like or where people are experiencing difficulties with the Europeana website, with the aim of improving the website over time. Between 1 Sep 2022 and 31 Jan 2023 we received 227 pieces of external feedback (via the feedback button). Below you find details of the type of feedback by category.

- reporting broken links
- reporting data quality issues
- user experience wishes/issues reported
- positive comments
- translation requests
- questions

The majority of people are happy when they find a rare item or one that is significant to them (positive feedback). People are dissatisfied with media resolution, inaccurate metadata (data quality) and broken links. We also get reports of problems with the download functionality (user experience) and translation requests for static content and corrections to existing translations.

We are resolving the issue with the media resolution and broken links. Issues with the accuracy of the metadata are communicated to the data provider. User experience issues are assessed for severity and prioritised accordingly. Translation requests for static content and corrections are addressed.

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[36] Comparison figure taken from Europeana DSI-4 C.2/C.3 Users and usage report M45 (Apr 2022). Available here: https://pro.europeana.eu/project/europeana-dsi-4