



Europeana DSI 2– Access to Digital Resources of European Heritage

MILESTONE

MS8.1: Europeana: overview of communication and promotion activity

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise.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

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Table of Contents

Introduction

Chapter 1 Context: Strategy and Objectives

- 1.1 Communications strategy DSI 2
- 1.2 Objectives – reference documents

Chapter 2 Planning: Overview and Calendars

- 2.1 Communications planning overview
- 2.2 Cross teams overview
- 2.3 Editorial calendar: Europeana Pro
- 2.4 Editorial calendar: thematic collections, blog, galleries
- 2.5 Network Association & Event Team planning (newsletter dates)

Chapter 3 Communications Team planning documents and tools

- 3.1. Channels
 - 3.1.1 Example of overview of planned channels for a campaign:
- 3.2. Brand guidelines
- 3.3. Tone of voice guide
- 3.4. DSI 2 Communication and promotional plans
 - 3.4.1 Europeana communications plan template
 - 3.4.2 Example of communications plan for completed campaign

Introduction

This document provides an overview of the on-going approach and 'live' tools that Europeana employs to ensure a coherent and strategic approach to the planning and implementation of its communication and promotion activities across DSI2.

Chapter 1

Context: Strategy and Objectives

The Strategy 2020 update clearly sets out Europeana's audiences: our partners and stakeholders; and five key markets - Cultural Heritage Institutions, who have data to share with us, and those that want to use this content for work, learning or for pleasure (Research, Education and Creative Industries and the more general public).

Europeana's communications approach and supporting communication and promotional activities across Corporate Communications, Promotion, Advocacy and the Network reference and reflect these priorities and audiences. Communications and promotion strategies and supporting plans are developed to promote and contribute to the delivery of our mission.

1.1 Communications plan DSI 2

Europeana's communication and promotional activities will focus on the areas and related audiences that will result in the greatest impact on organisational goals - those areas supporting the revisited strategy; by focusing on the areas on which we will be judged we will evidence our impact and value to stakeholders, partners and markets. This will be supported by employing a coherent and coordinated approach to communications planning and activities across areas and audiences. The overarching DSI 2 [Communications plan](#) is set out in MS 8.2.

1.2 Objectives – reference documents

Strategy 2020 Update

<http://strategy2020.europeana.eu/update/>

BP2017

http://pro.europeana.eu/files/Europeana_Professional/Publications/europeana-business-plan-2017.pdf

BP2016

http://pro.europeana.eu/files/Europeana_Professional/Publications/europeana-bp-2016.pdf

Chapter 2

Planning: Overview and Calendars

Europeana communications and promotion activities are planned with reference to organisational activity and milestones.

Europeana is a matrix organisation and as well as leading on specific areas, the communications team supports activity across the organisation; cross team teams are established to support effective delivery and to help ensure that communication issues and approaches are considered from the outset.

The documents and tools used to plan and provide an overview of that activity are necessarily 'living' documents that are developed and updated to reflect progress and to respond to change. As such they exist as Google sheets, which also allow them to be shared with and referenced by relevant colleagues across the organisation.

2.1 Comms planning overview DSI 2: Timeline + Milestones per audience

https://docs.google.com/spreadsheets/d/1O_a1XHOIq_Z_8rCpc2kTXGqNFs44Z_SxvFfLI17Lkro/edit#gid=492506915

2.2 Cross teams overview

https://docs.google.com/spreadsheets/d/1_3h18VXTPMCjPup2ymIPVyQIVnCQKBFoGZL8QV9zONl/edit#gid=830294807

2.3 Editorial calendar: Europeana Pro

https://docs.google.com/spreadsheets/d/11N_piCNNBWljFY72qPkPwCLiwI9RQaq5Q5t_DafMYNk/edit#gid=258762304

2.4 Editorial calendar: thematic collections, blog, galleries

https://docs.google.com/spreadsheets/d/1nyHg3eUTqiSed_iV65isY676qyoHg3ruT_0s6yCEAMc/edit?ts=591d9a3d#gid=720875477

2.5 Network Association & Event Team planning (newsletter dates)

<https://docs.google.com/spreadsheets/d/1ybON4UEUba8C9UGhaXDdeoulJvX6WBPLIQZy5ORNmOl/edit#gid=0>

Chapter 3

Communications Team planning documents and tools

Europeana communications support the organisational strategy through consistent messaging and audience focused communications plans reflecting Europeana's key audiences and markets as set out in the Europeana 2020 strategy and the business plans relevant to the period covering DSI 2 i.e. the corresponding elements of Europeana Business Plan(s) 2016 and 2017.

To this end the team uses a specifically developed planning template covering all core campaign elements that can be tailored to each activity.

The team makes use of all owned and available channels in developing and implementing communications; and both brand and tone of voice guidelines are applied for consistency and recognition.

3.1. Channels

Social media (owned)

- [Twitter](#)
- [Facebook](#)
- [Pinterest](#)
- LinkedIn
- [YouTube](#)
- [Vimeo](#)

Social media (partners)

- [Daily Art](#)
- [GiftUP](#)

Editorial (owned)

- Blogs: [Professional](#); [End user](#); [Medium](#)
- Newsletters: Network; Enduser; Comms Group

Media

- Press: Online; Print; Broadcast
- Bloggers

3.1.1 Example of overview of planned channels for a campaign:

An example overview of channel planning for a campaign - here the [Impact Framework campaign](#) – is shown below.

IMPACT - Communications

An overview of the tools and platforms we will use to communicate with our partners, Taskforce and followers.



<p>LinkedIn Group Community</p> <p>This is where we will build the impact community. A group to discuss and share ideas, findings or results.</p> <ul style="list-style-type: none"> • Open group • All interested in impact welcome to join • Managed by Europeana 	<p>Europeana Pro blog Action history</p> <p>We will keep the Europeana Network updated on our progress through regular blogs.</p> <ul style="list-style-type: none"> • Min. 1 blog per month • Blogs about our activities and progress 	<p>Medium Intellectual depth</p> <p>We have a publication page through which we can publish long-form articles. Address: https://medium.com/impkt</p> <ul style="list-style-type: none"> • Connected to Europeana account - audience >3k • Min. 1 piece per month • Opportunity address topics in depth • All are welcome to submit articles 	<p>Basecamp Impact Taskforce and Steering Group</p> <p>Main channel we will use to communicate with the Taskforce and Steering Group.</p> <ul style="list-style-type: none"> • Space to discuss plans and make decisions • Platform to share working documents/ideas 	<p>Website Results</p> <p>Here we will publish the final toolkit and other results relating to the project.</p> <ul style="list-style-type: none"> • Users will be able to download key materials • Publications may include case studies etc.
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Newsletter Keeping connected

A monthly summary of blogs, events, developments etc. Will bring together key activities from all of our channels.

- Opportunity for partners or taskforce members to author sections and whole issues



Social media Ongoing activity

Will utilise Europeana's social media handles to promote key activities and support engagement - @Europeanaeu

- For key events we will plan and coordinate activity with partners and taskforce members

3.2. Brand guidelines

Presenting Europeana consistently helps our audiences know and trust us. Europeana's brand guidelines aim to ensure that the organisation's values are reflected not only in what we communicate, but also in how it is communicated. For example Europeana promotes open access and usability, so we have chosen two fonts - Ubuntu and Open Sans - that are freely available online and make it easy for everyone to keep Europeana's visual identity consistent. The guidelines are applied across our communications and are shared, with and freely accessible to, partners and others who communicate about or promote Europeana.

http://pro.europeana.eu/files/Europeana_Professional/Resources_and_PR_tools/Brand%20Guidelines/europeana_brand_guidelines.pdf

3.3 Tone of voice guidelines

Europeana has an agreed writing style, or tone of voice. Even when talking about technical topics, we want to remain clear and straightforward, and avoid complex jargon. We like to talk in an accessible tone of voice that's inspiring, welcoming, intelligent and relevant to our audience. Europeana communications follow the guidelines and in addition we share them with partners who communicate with or about Europeana. docs.google.com/presentation/d/1HvGOiAh0x7-fdbJIXCv8CTcoOr_IaNWUrUat-RNPasI/edit?usp=sharing

3.4. DSI 2 Communication and promotional plans:

Promotional planning and event specific communication plans are developed and implemented for activities across key areas: Products and Services; Content Engagement; Positioning. 'Live' plans and campaigns exist as Google sheets. Completed plans are archived in a shared folder.

3.4.1 Europeana communications plan template

A communications plan template covering all core elements of potential communications approaches has been created to develop, build and share specific communications activity in the key areas above. This allows for a clear overview of activity and responsibilities and to refine the implementation of plans in response to developments, emerging patterns or lessons learned.

3.4.2 Example of communications plan for completed campaign

An example of a completed communications plan, here for Europeana Fashion, is shown below giving an overview of a typical communications approach.

[Title]
Communications plan

[Do not fill in this template. Save as a new document]

Objectives	<p>Outline the objectives for your campaign. Create a numbered list. Aim for a maximum of 3 or 4 objectives</p> <ol style="list-style-type: none"> 1.
Audiences	<p>Identify the audience/s for your campaign. Create a numbered list</p>
Strategy, insights	<p><u>Strategy and Approach</u> In a few lines, what is the overarching strategy. What approach will you take?</p> <p><u>Key messages</u> Decide what your key messages are. They should be clear and concise. What are you trying to tell your audience? What do you want them to remember? Is there a call to action? Think about the benefits for them in following/adhering to the campaign</p> <ol style="list-style-type: none"> 1. <p><u>Insights</u> What insights (facts/figures) are informing your campaign? These can be used to support your key messages etc.</p> <ul style="list-style-type: none"> • <p><u>Milestones</u> Are there any key milestones that need to be considered? What is your timing and why?</p> <ul style="list-style-type: none"> •

[Title]

Communications plan

[Do not fill in this template. Save as a new document]

Implementation and Evaluation							
Audiences (A), Key Messages (K)	Content	Channel	Timing	Responsible	Clearance, For Info	Notes	Evaluation

[Title]

Forward Planning

[Do not fill in this template. Save as a new document]

Timeline				

Europeana Fashion Launch

Communications plan

Objectives	<ol style="list-style-type: none"> 1. To communicate the launch of Europeana Fashion as a Thematic Collection 1. To demonstrate Europeana Fashion's relevance to Fashion Lovers and raise awareness of what the Collection offers users 1. To communicate the partnership between Europeana and the Fashion Association
Audiences	<ol style="list-style-type: none"> 1. Primary: Existing Europeana Fashion users 1. Secondary: Fashion lovers, Potential new partners 1. Tertiary: Fashion Association
Strategy, insights	<p><u>Strategy and Approach</u></p> <ul style="list-style-type: none"> • We will write and publish a joint press release and a blog announcing the new and improved Europeana Fashion website. In the message it should be clear that this is a joint collaboration between Europeana Fashion (content and curation) and the Europeana Foundation (Tech partner and platform). The launch will also include the new galleries which can be used and promoted. • To enable members of the Association to actively participate in the online launch we will provide toolkits for them which will include suggestions for social media posts etc. <p><u>Key messages</u></p> <ul style="list-style-type: none"> • We're excited to be launching this new site, providing our partners a space to showcase and share their collections. • Europeana Fashion is a platform unlocking fashion from the past (and present) from sources all across Europe • Europeana Fashion provides access to more than 800,000 historical dresses, accessories and catwalk photographs from across the continent • Europeana is a trusted partner for heritage institutions that want to share collections <p><u>Timing</u></p> <ul style="list-style-type: none"> • Launch date is Thursday 4 May 2017 • On this day the Europeana Fashion site will officially launch • A physical event is planned on the 22-23 May 2017 in Venice

Europeana Fashion Launch

Communications plan

Implementation and Evaluation					
Online launch 11 April					
Content	Channel	Timing	Responsible	Notes	Evaluation
Press release	Email -Europeana press list -Fashion press list	Send out under embargo on 3 May	Europeana to draft and Fashion to add comments.	Fashion to share other key media outlets we can approach. Can we have a quote from someone in the Association?	No of articles, potential reach, relevance of publication.
Newsletters	2 Email newsletters: -Fashion -Europeana End User	Europeana - 20 May (TBC)	Fashion Europeana		Open rate, comments
Blog post/s	2 blogs -Fashion -Europeana End User	TBC	Fashion Europeana		Views, shares, comments
Toolkit for partners	Email/Basecamp	To be shared with partners by 26 Apr	Marta to share gallery of images you can use Europeana to help compose tweets	A small toolkit with suggested tweets and images for partners to use.	No of partners who use toolkit
Social media: - Europeana Fashion - Europeana	Twitter, Facebook, Instagram	4 May	Fashion Europeana	Activity to begin on day of launch and can continue for days following. #EuropeanaFashion	Shares, retweets, likes, social media analytics
Exhibition	Europeana Exhibitions	To be live by April 26	Europeana Fashion / Maggy (Europeana)	To be live by April 26 but publicised as part of Fashion launch	Visits, Net Promoter Score

Europeana Fashion Launch

Timeline



<p>Building awareness</p> <p>Activity</p> <ul style="list-style-type: none"> • Joint press release • Aligned social media activity • Newsletters and blog posts 	<p>Driving traffic and user engagement</p> <p>Activity</p> <ul style="list-style-type: none"> • Release exhibition - Fashion through time (Contemporary vs Old) • Formal launch at Fashion Symposium 	<p>Ongoing editorial</p> <p>Activity</p> <ul style="list-style-type: none"> • Any particular editorial pieces we want to highlight? • Fashion activities in the wider community • September Fashion weeks etc
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Ideas for user/follower interaction

- **#OOTD** - explore the Fashion collection and share with us your selected #OOTD (outfit of the day) - something for instagram
- **Who wore it best** - could we play on this idea and get a simple Twitter vote going?
- What pan-European activities can we tap into? Sporting events? TV events?
- Can we do a throwback to the 80s? (Buzzfeed style) The season of fashion that keeps on coming back?
- What are the items/datasets that you think will draw a lot of attention? What are the real gems we can bring to the forefront?