

Annex 1 The use of Central Baltic social media channels

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Introduction

The Communication Strategy says the following about social media: *“Social media channels are used for more two-way communication as well as an information source for the programme about the projects and other stakeholder group activities. Social media is used also for event and information marketing.”*

The need to create this annex rose towards the latter part of 2016 and was motivated by the strong emphasis of social media within programme communication and through the involvement of the whole Info Team in updating our electronic channels. Due to this, it became apparent that an addition detailing the scope and use of these channels, is required.

The Central Baltic programme has three actively maintained social media channels. These are: the official Facebook page, the Central Baltic Communication Network for projects - Facebook group and the Central Baltic Twitter. They support Communication Objectives 1.2, 1.4, 2.1 and 2.2. These channels also complement and are complimented by our programme webpage, newsletters and other media outlets.

We use other channels as well, such as LinkedIn and YouTube, but they are not discussed in more detail as for now, they fall outside the main focus of social media activities.

Materials and methods

The background materials for the following chapters consist of knowledge gathered during 2017, a social media audit and a social media questionnaire (ongoing at the time of writing this document). These materials guide the use of our social media channels and also provide the basis for updating this document.

The **knowledge** consists of qualitative information about posting intervals, post contents and discussions with our social media users (both internal and external), as well as experiences about what has been successful and what hasn't.

The **social media audit** was initiated in spring 2017 and is loosely based on a template found online. The template was further developed to include aspects relevant for the Central Baltic programme. The audit provides numerical information about engagements, followers, likes and so on for our different online channels. The first audit concentrates on a time period between August 2016 - July 2017. The audit is foreseen to be updated annually or as necessary.

The **social media questionnaire** specifically targets the users of the three main channels mentioned above. The questionnaire provides answers for questions such as: who is using said channels, how often they are visited and what type of content visitors are interested in. It also gives hints on the popularity of each channel.

In this document, our three main social media channels are presented and their scope, audience, goal and moderation are discussed. The final chapter presents an indicative update to the Communication Strategy result indicators.

22.10.2017

Facebook

Scope and audience

Facebook is the official port to programme-related information on social media. Material posted to the Central Baltic Facebook page has to be strongly linked to the programme, such as being a programme event or news.

Selected highlights from the Communication Network for projects, news about other programmes (e.g. funding strongly related to the Central Baltic) and staff updates are posted, as they are seen relevant and interesting to those following the programme.

The channel is not over-flooded with information, thus adding to its weight as a source of current updates about the programme.

A typical post contains a short description text explaining the matter and specifically presenting relation to the programme (if not obvious). There is usually a graphic element in the form of picture or video. Hyperlinks to our other electronic channels are favoured, as they direct traffic to those channels.

The main audiences of this channel are all internal target and external target groups detailed in the Communication Strategy. More specific focus is set on those audiences that have or will have a connection to the programme. The approach towards the general public is limited due to English language of the page. However, emphasis on promoting successful project activities and linking content from the Communication Network group, aid in reaching out to the general public.

Goal

Maintain a trusted programme-focused channel of information that covers our activities with regular perks coming from successful projects and external sources.

Activity

Based on statistics, an update interval of at least one post per week is seen. It should be noted that the phase changes throughout the year; summer holidays are quiet whereas activity around events is more frequent.

Moderation

The channel is directly maintained by communication personnel of the JS. Input from other sources, such as projects, programme staff and national Contact Points is fed into the feed directly by discussions, per email or through the Communication network group.

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Central Baltic Communication Network for projects - Facebook group

Scope and audience

The communication network for projects is an open Facebook group that anyone can read. To post, group membership has to be applied for (this serves the purpose of light moderation). Content in the group is required to have relevance to a Central Baltic project. This can be e.g. an event arranged by our project, something the project has participated in, project visibility or inter-project collaboration.

In some rare cases, posts can also contain information relevant to our projects such as a photo competition for the or information about an update to the Programme Manual.

Information flow in the communication group varies but tends to be generally fast; projects are aware of the channel and enjoy sharing information there.

A typical post in the group is directly written or shared from a project's social media channel. If a link is shared, the description text must explain which project the shared content showcases (if not obvious). Content can be in local language, although it is encouraged to provide an English summary to reach as many readers as possible.

The main audience of this channel are all internal target and external target groups detailed in the Communication Strategy. Special focus is set on project partners, as the communication group provides a platform for networking.

The communication group has potential interest for the general public due to the easily approachable type of content and local languages. Additionally, information submitted to the network serves as queue for recognising interesting stories that can be directly utilised or further-developed to evoke the interest of the general public.

Goal

Maintain a social media channel that provides a momentary and always fresh snapshot of the programme's project activity for anyone stopping by.

Activity

The channel is measured in two ways. First, by the amount of posts in the group and second, by percentage of projects that have joined the group.

Based on statistical background, the activity is seen to be 3-5 posts per week. The joined projects will be surveyed at the end of the year in connection to the survey sent out to the lead partners.

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Moderation

Content to the group is primarily submitted by our projects. Additionally, national Contact Points, as part of their daily activity of following project communication, will also share information in the group. All content is checked for project relevance by the JS before publishing.

Twitter

Scope and audience

Twitter is the most active social media channel of the programme. At the same time, it is also a channel with most freedom regarding content. Posted content is not strictly required to have a programme relation but can be of general interest of/for the programme and/or projects and different audiences. Such examples include, general funding related tweets and re-tweets about other Interreg programme activities.

A typical tweet separates the tweeting person by hashtag (see 'Moderation' below) and is targeted via handles. Through relevant hashtagging and handling, large audiences can be reached. In July 2017, the #cb_day_in_life peaked with 31,7k impressions.

The main target audience varies from general tweets to single person -level targeting. The programme aims to develop Twitter usage to reach specific internal and external target audiences, depending on the content of the tweet. This is done by forming and maintaining a relevant list of hashtags and handles (e.g. providing handles for daily newspapers in different programme regions). Examples of targeted campaigns include the #cb_day_in_life that documented the staffs' daily routines and was aimed towards the general public, engaging local stakeholders via effective handling, and also targeting persons related to the programme within the DG Regio offices.

Goal

Develop and maintain a channel of constant updates centred around the Central Baltic programme with a ready list of good targeting possibilities towards different target audiences including newspapers and all programme regions.

Activity

Tweets per week, shares and likes.

Moderation

Due to its nature of fast-flowing information, Twitter is not moderated by the JS. Instead, login credentials are shared among the JS, MA and national Contact Points. User separation

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is done via hashtags, each of the nCP's having their own (e.g. #cp_est and #cp_fin). This also allows filtering relevant content for each region. The JS does not use a hashtag, except when posts are made by individual staff members (e.g. Head of MA attending a certain event).

Content plan overview table

The following table (Table 1 Overview of different social media channels) provides an overview for different social media channels, how they are used.

Table 1. Overview of different social media channels.

Channel	Goal	Activity	Audience	Moderation
Central Baltic Facebook	Maintain a trusted programme-related channel of information that covers our activities with regular perks coming from successful projects and external sources.	>=1 post per week	Internal/external target groups, special focus on those with existing/potential programme relation	Communication personnel at JS
Central Baltic Communication network for projects	Maintain a social media channel that provides a momentary and always fresh snapshot of the programme's project activity for anyone stopping by.	>=3-5 posts per week >=20% of our projects posting to the group	Internal/external target groups, special focus on project partners an interesting information for the general public	Submissions by projects and CB communication, moderation by JS
Twitter	Develop and maintain a channel of constant updates centred around the Central Baltic programme with a ready list of good targeting possibilities towards different target audiences including newspapers and different programme regions.	>=2 tweets per week for CP's, >= 2 for js	Internal/external target groups, specific focus on targeted campaigns and general public	No moderation, all staff participates

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Communication Strategy result indicator updates

The active use of social media channels is evaluated mainly through Communication Objectives 2.1 and 2.2. At the writing of this document, the result indicators are still to be firmly set and thus an indicative list is provided. For different social media channels, the following indicator candidates have been selected:

- Facebook: Engagements, comments, shares and organic reach
- Communication group: Number of members, number of commenters, number of posts,
- Twitter: number of followers, re-tweets, impressions

These indicators will be analysed and further utilised for determining final indicators.



Glossary

Facebook

Term	Explanation
Cities/Countries	Refers to the number of people who saw any content about your Page grouped by country or city, based on IP address.
Commenters	People who comment a Facebook post.
Comments	A note explaining, illustrating, or criticizing the meaning of a Facebook post.
Engagement	This term refers to the number of engaged individuals who have clicked anywhere on one of your Facebook Page posts. For example, someone could have liked one of your posts, commented on it, or shared it.
Fan	People who like a Facebook Page.
Gender and Age	These demographic metrics detail the percentage of people who saw any content about your Page for each age and gender bracket, based on the information people enter in their personal profiles.
Organic Reach	Organic reach is the number of unique individuals who saw a specific post from your Page on their News Feeds, tickers, or directly on their Pages.
Post	A message or picture published on a social media channel. On Twitter, posts are called Tweets.
Reaction	An extension of the Like button. It gives Facebook users more ways to express their feelings. At the moment a fixed amount of reaction emoji is available.
Reactors	People who react on a page with a Facebook reaction emoji.
Share	Refers to the Facebook users act of sharing a Facebook post with his/her Facebook friends, possibly adding a commentary. A Facebook post can be shared on the users own Timeline, on a friend's Timeline, in a group, or in a private message.

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Twitter

Term	Explanation
Followers	Twitter account that has followed other Twitter account(s) to receive the other account(s) Tweets in their Home timeline.
Handle	Mention of other Twitter accounts in a Tweet by including the @ sign followed directly by their username.
Hashtag	A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic.
Impressions	Refers to the tweets that generate interaction or replies from other Twitter users. This data refers to how many times a tweet from a twitter account has been seen. Actions that generate impressions are: retweeting, commenting, and searching for the hashtag embedded in a tweet.
Likes	Indicates an appreciation for a Tweet.
Lists	From a Twitter account, is possible to create a group list of other Twitter accounts by topic or interest (e.g. Projects divided per Priority. Twitter lists also contain a timeline of Tweets from the specific accounts that were added to the list, offering a way to follow individual accounts as a group on Twitter.
Top Tweets	Tweets determined by a Twitter algorithm to be the most popular or resonant on Twitter at any given time. Read more about top Tweets.
Tweet	A posts that may contain photos, videos, links and up to 140 (250) characters of text.