

# Social media content selling

TESIM CommNet

Palermo

15/5/2019

I am...

- Kwinten Lambrecht
- Twitter: @kwinlambrecht
- Belgian
- I love spaghetti vongole
- Independent communications advisor since '15







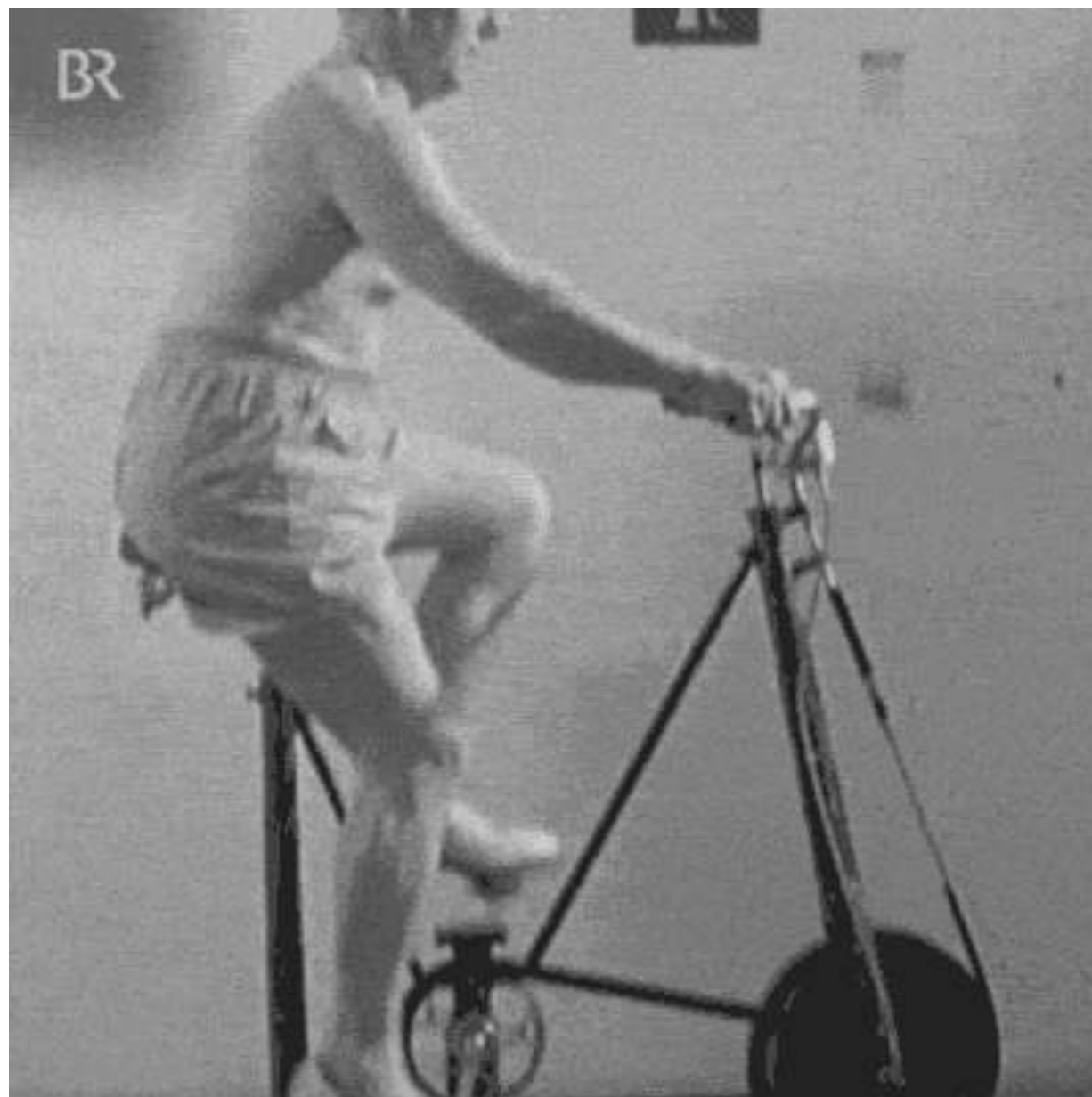














I am...

Anything else you'd  
like to know?

I have been looking at your  
accounts!



# Disclaimer

- I'll start with some good examples
- I did a quick scan based on the past weeks and months
- Don't feel personally offended
- Some conclusions will be drawn
- I am here to help!

Facebook.







**Kolarctic CBC**

April 11 at 10:34 AM · 🌐



Kolarctic Food Refining-project is in full action. It has arranged training sessions in handling and refining of reindeer meat as well as in product development and refining of forest berries. These training sessions were organized in Pohjasperä/Ranua and in Kemijärvi town.

<https://www.kolarcticfood.com/>



👍 17





**2014-2020 Lithuania-Russia CBC programme** is 😊 feeling ...

happy.

May 2 at 9:56 AM · 🌐

A New Member in the Programme team!

We are happy to introduce you to Brigita Šerėnaitė, Programme's Communication and project manager.

All contact details are available on the website of the Programme.



👍 16

1 Comment



Latvia-Lithuania-Belarus Programme



9 hrs · 🌐

Happy Europe Day! Take our short quiz, share your results and have a chance to win a programme souvenir! <https://qz.app.do/europe-day-quizz-2019>



5



Like



Comment



Share





Latvia-Russia CBC Programme 2014-2020

December 18, 2018 · 🌐



LATRUSCBC

# PRACTICAL GUIDELINES FOR PROJECT IMPLEMENTATION ARE PUBLISHED



19

1 Comment 5 Shares





Estonia-Russia CBC Programme 2014-2020

April 3 · 🌐

The awarded project "ADRIENNE" (ER-55) has recently been signed by the Programme Managing Authority and University of Tartu.

The project aims at improving the efficacy of planning and management of sea areas as well as identifying risks and appropriate measures to cope with cumulative pressure of human uses, which affect diversity and ecosystem functioning in this highly utilized and sensitive Gulf of Finland region.

#Adrienne



8

2 Shares



Estonia-Russia CBC Programme 2014-2020



April 30 at 2:04 PM · 🌐

Welcome to register for the seminar on reporting for Beneficiaries of the awarded 1st Call projects and LIPs: <https://www.estoniarussia.eu/.../seminar-for-beneficiaries-o.../>



14

3 Shares



## Programme Italie Tunisie IEV CT



April 30 at 1:16 PM · 🌐

📌 A l'occasion du premier sommet intergouvernemental italo-tunisien, dans le cadre du renforcement des relations économiques entre la Tunisie et l'Italie, se déroulera cet après-midi à Tunis, au siège de l'Utica, le Forum Economique italo-tunisien, en présence de des plus hautes autorités de la Tunisie et de l'Italie.

L'événement constitue une occasion importante de renforcer et d'approfondir les possibilités de partenariat commercial et industriel que la Tunisie offre aux entreprises italiennes. 🇮🇹🇹🇳🤝



17





Programme Italie Tunisie IEV CT

April 8 · 🌐



**La page Facebook a atteint  
1000 « J'aime »! Une étape qui  
nous remplit de satisfaction**



**1000 fois merci!**



18

2 Shares



Estonia-Russia CBC Programme 2014-2020



Yesterday at 11:52 AM · 🌐

Today we visited Luunja Secondary School for meeting with students and introduced the Estonia-Russia Programme, cross-border cooperation and its practical benefits to local governments and residents.

The meeting took place within the framework of the Europe Day activities organized by State Shared Service Centre.

Thank you Luunja Secondary School for the bright morning!...

[See More](#)



👍 16

4 Shares



## South-East Finland - Russia CBC Programme



April 28 at 11:53 AM · 🌐

Beginning of May brings few exceptions to our services that you may consider in document-deliveries or for any inquiries!

MA office in Lappeenranta is closed on 1st and 3rd of May and BO office in St Petersburg is closed for 1st - 3rd May.







## Hungary Slovakia Romania Ukraine Cross Border Cooperation



May 2 at 3:23 PM · 🌐

We are looking for #enicbc enthusiasts from Satu Mare 🇷🇴 and Maramureș 🇷🇴!

Please share.

Județul Satu Mare - Consiliul Județean

Consiliul Județean Maramureș

# CALL FOR APPLICATION

Qualified and experienced  
professionals to become  
**Romanian Branch Office Experts**



HUSKROUA-CBC.EU

### Call for Application for Branch Office Experts in Romania

Images ro-bo.png Content The Joint Technical Secretariat is launching...



11

15 Shares



ENI CBC Med Programme

April 19 at 5:13 PM · 🌐

- 💡 Creation of innovative startups
- 💧 Efficient water management
- 🌿 Sustainable tourism
- 👩🏫 Inclusion of women and NEETS
- 🔍 Discover the wealth and diversity of cross-border cooperation projects supported by 🇪🇺 in the Mediterranean.

🔗 <https://bit.ly/2UNsSAX>

#MedNow #GoMed

- 
- 💡 Création de startups innovantes
  - 💧 Gestion efficace de l'eau
  - 🌿 Tourisme durable
  - 👩🏫 Inclusion des femmes et des NEETS

🔍 Découvrez toute la richesse et la diversité des projets de coopération transfrontalière soutenus par 🇪🇺 en Méditerranée.

🔗 <https://bit.ly/2DnYKBv>

EU Neighbourhood & Enlargement EU neighbours south EU REGIO Interreg  
Union européenne en Tunisie European Union and the Palestinians  
European Union and the Palestinians European Union in Israel European  
Union in Jordan European Union in Lebanon

📷 EPA©EU/Neighbourhood info





Karelia CBC Programme

February 25 · 🌐



Tämäkin Karelia CBC -rahoituksella.

This one with karelia CBC funding.

⚙️ · Rate this translation



STTINFO.FI

**Uusia jätevesipohjaisia lannoitteita kehitteillä Suomessa ja Venäjän Karjalassa | Oulun yliopisto**



4





January 3 · 🌐

The first step of the HARD projects evaluation has been completed. All the compliant projects will undergo the technical and financial evaluation now.

<https://bit.ly/2R6gTpA>



  24

4 Shares



**Hungary Slovakia Romania Ukraine Cross Border**

**Cooperation** is at Derenivska Kupil / Деренівська Купіль.

March 20 - Solotvyno, Ukraine · 🌐



The 4th Joint Monitoring Committee meeting starts soon, important decisions on the agenda <https://huskroua-cbc.eu/.../4th-joint-monitoring-committee-me...>



👍❤️ 46

3 Shares



Like



Comment



Share



Write a comment...

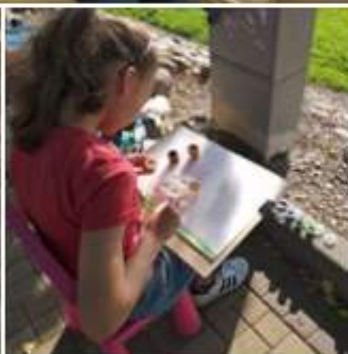




Latvia-Russia CBC Programme 2014-2020

November 30, 2018 · 🌐

Look at these young artists who received their gifts for being part of an international plein-air "Painting future together" during EC Day celebrations in September 2018 in Pskov. Let their happy smiles and summer photos bring you warmth on these freezing days! Thanks for voting, friends!



👍 🤔 🤔 14

1 Comment 2 Shares



This year, on 1st May, Poland celebrates a special anniversary of joining the European Union. Its membership allows for the implementation of the CBC Programme Poland-Belarus-Ukraine 2014-2020. Which is this anniversary?

- a) 10th
- b) 15th
- c) 20th... [See More](#)





ENI CBC Med Programme



April 8 · 🌐



Call for strategic projects



Register now for the info event in #Ramallah 🇵🇸 (17 April)



<https://bit.ly/2FXjCBj>

//////... See More

See Translation



ENICBCMED.EU

**SAVE THE DATES: information events on the call for strategic projects | ENI CBC Med**



43

1 Comment 16 Shares





2014-2020 Lithuania-Russia CBC programme



April 22 at 8:31 AM · 🌐



ENI-CBC.EU

### **JTS WILL BE CLOSED DURING EASTER HOLIDAYS**

The Programme JTS in Vilnius shall be closed on the 22nd of April.



1

1 Comment



Karelia CBC Programme

March 4 · 🌐



<https://www.youtube.com/watch?v=FaYby4zckUY>



YOUTUBE.COM

### Karjalassa ruvetaan kehittämään ruokamatkailua

Karjalassa ruvetah kehittämäh ruokamatkailua. Viime vuotena alko Kalitka -nimini projekti, kumpani...



4



## CBC Programme Poland-Belarus-Ukraine



April 2 · 🌐 · 🔄

Project of the week - HCS

Project "Joint initiative of the Mazovian Specialist Hospital in Ostroleka and Lviv Regional Pediatric Clinical Hospital as increase of accessibility of health care services in the scope of modern surgery" (acronym HCS) is implemented under the Thematic Objective SECURITY. HCS project is a cross-border cooperation of two Polish and Ukrainian hospitals, struggling with the problem of outdated medical equipment, low access to modern medical service and... [See More](#)

PBU2020.EU



### CBC Programme Poland-Belarus-Ukraine 2014-2020

Project "Joint initiative of the Mazovian Specialist Hospital in Ostroleka and Lviv Regional Pediatric Clinical Hospital as increase of accessibility of health care services in the scope of modern surgery" (acronym HCS) is...



8

2 Shares





Kolarctic CBC

April 17 at 12:55 PM · 🌐

<https://twitter.com/sefinruscbc/status/1118106851562926081>



[About this website](#)

TWITTER.COM

### SEFR CBC Programme on Twitter

"First statistics from the fifth call (closed 27 March) available here. In...



6

1 Share



Kolarctic CBC

March 27 · 🌐



Read Kolarctic CBC newsletter March 2019

<https://mailchi.mp/e570.../kolarctic-cbc-newsletter-march-2019>



MAILCHI.MP

### Kolarctic CBC newsletter March 2019

All 18 standard projects and 3 Large Infrastructure Projects (LIP's) that the JMC of Kolarctic CBC has approved, have started their actions. The Lead Partners and the Managing Authority have signed



6



Like



Comment



Share



# General observations: Facebook

- Make sure to work on proper metadata: tags, photo, link structure.
- I haven't seen any cover videos: + 20 sec – 820X462 px. For example:

<https://www.facebook.com/InterregMED/videos/2094734467288834/>

- Try to use more video in general.



# General observations: Facebook

- I miss variation: photo, GIF, video, native tools,
- I miss formats: daily tip, news, announcement, team intro, quiz
- Frequency is important, plan!
- More top-topicals needed!

Twitter.







Follow

## Kolarctic CBC

@KolarcticCBC

We are a EU tool for encouraging and financing co-operation between the North Calotte and Northwest Russia.



## Karelia CBC

724 Tweets



Programme is financed by the European Union, Finland and the Russian Federation.

**KARELIA**

CBC // Cross-border cooperation



**Follow**

## Karelia CBC

@KareliaCBC

A cross-border cooperation programme financing projects in the regions of Kainuu, North Karelia and Oulu in Finland and in the Republic of Karelia in Russia.



[kareliacbc.fi](http://kareliacbc.fi)



Joined October 2012

**109** Following

**496** Followers



**Kolarctic CBC** @KolarcticCBC · Jan 17

After seeing a stylist, Martti counts the applications of the 3rd call: 64!

[@Enpiset](#)





↻ Karelia CBC Retweeted



**KALITKA PROJECT (ENI Karelia CBC)** @kalitkaproject · May 9

Happy Europe Day. Let's continue cooperation. 🇷🇺🇪🇺 #EuropeDay  
[@KareliaCBC](#) [@enicbc](#) #cooperation #EuropeDay2019



↻ 1

♡ 7





**Karelia CBC** @KareliaCBC · Mar 19



For some [#cbctoday](#) is also a Christmas day! In Petrozavodsk Alexey Babenko and Alexey Rogozin from LOKKI project are installing equipment for the film incubator which will be officially opened on April 11.





Latvia-Russia CBC @latruscbc · Apr 30



Latvia-Russia CBC @latruscbc · Apr 17







**HU-SK-RO-UA CBC** @huskroua\_cbc · Jun 2, 2018

The Chamber of Auditors of Ukraine 🇺🇦, acting in support of the Ukrainian Control Contact Point of the Programme, launched the call for expression of interest for auditors to be certified to conduct verification of #enicbc project expenditures [apu.com.ua/spivpratsya-v-...](http://apu.com.ua/spivpratsya-v-...)

## CALL FOR UKRAINIAN AUDITORS

Deadline for expression  
of interest is **2 July, 2018**



**HU-SK-RO-UA CBC** @huskroua\_cbc · Mar 8

We are inviting the grant beneficiaries of 2007-2013 Programme Period to register to the Closing Conference of the Programme! [huskroua-cbc.eu/events/closing...](http://huskroua-cbc.eu/events/closing...)

Please share to celebrate the success of the 2007-2013 Programme Period together. #huskroua #enicbc

## REGISTRATION TO THE CLOSING CONFERENCE OF 2007-2013 PERIOD

21 MARCH 2019  
Nyzhnje Solotvyno,  
Ukraine



# Twitter: No blaming and shaming here.

- Tag others, even journalists, national bodies, partners, colleagues.
- Use more hashtags: 3 to 5 in general.
- The frequency on Twitter can be very high: the chance that someone sees your tweets again and again is very low.
- Diversify content 😊





# Constructing a social selling strategy

First think about your goals.

Inform  
Engage  
Build Awareness  
Get press attention

...

About your project or organisation.

What do you really want to  
achieve with social media?  
Think SMART.



SMART?

This year, we want a 30% website visitors increase

By the end of the year we want 1000 new Facebook fans

Before the summer we want to pitch three stories via Twitter

During our next event we want at least 10 people to be live-tweeting

# KPIs

Clicks

Press clippings

Overall reach

Quality views

Which audiences do we want to reach based on these goals?



Journalists

Citizens

Local governments

Potential partners, beneficiaries  
or projects

...

Make simple but to the point  
persona for each of these  
online target audiences.

# Persona building

- **Demographics:** gender, age, ethnicity, career, industry, income, marital status
- **Psychographics:** values, beliefs, habits, hobbies, ...
- **Challenges**
- **Key reaction drivers:** newsflash, information ...
- **Preferred content formats:** blogs, videos, social media posts, ...



**Rafaello, male, 30 years old, has a girlfriend, just started a social bakery in Torino.**

**Psychographics:** He plays tennis on Thursday night, loves going to the cinema and pizza restaurants. He believes in the kindness of people

**Challenges:** Living in the city, having to work late at night, is afraid of what the future will bring.

**Key reaction drivers:** Events.

**Preferred content formats:** Longreads in blogs, Video explainers.





What is the customer journey  
of our target audience?



Don't fish in a swimming pool.





Platforms.

Quality over quantity.

# Facebook

- More than 2 billion users worldwide
- People still spend most time on Facebook
- Young people from 18 to 29 still highly represented: 88%
- Good to reach a very broad audience based on age/gender
- Good to reach a very narrow audience based on interests

A couple of words about  
content first.



# Three questions

- Would others find it interesting?
- Is it revealing a part of me that I'm comfortable with sharing?
- Does it fit with the message I want to express and my goal(s) on social media?

# Use your own content

- Behind the scenes
- News items
- Wow, that e-book!
- Day-to-day facts and figures
- Introduction of staff
- Small videos of project visits
- Live tweets at events...

# Repurpose your own content



CONSUMMATION D'ENERGIE  $\Rightarrow$  ENERGIES FOSSILES



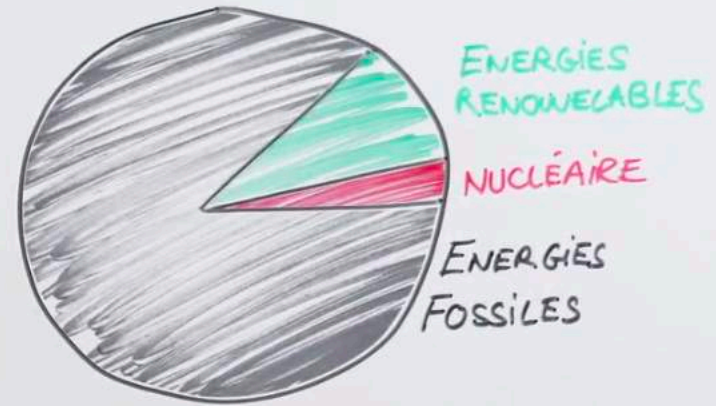


CONSUMMATION D'ENERGIE  $\Rightarrow$  ENERGIES FOSSILES



The European Union  
needs to lead the  
energy transition.

TRANSITION



Status Photo Check In

Ben likes Five Four.



Five Four  
Sponsored ·



Write your own dress code.



Effortless style

See more at [fivefourclub.com](http://fivefourclub.com)



Delivered to your door

Join Now



Just \$60 a month

Join Now

993 Likes · 29 Comments



Like



Comment



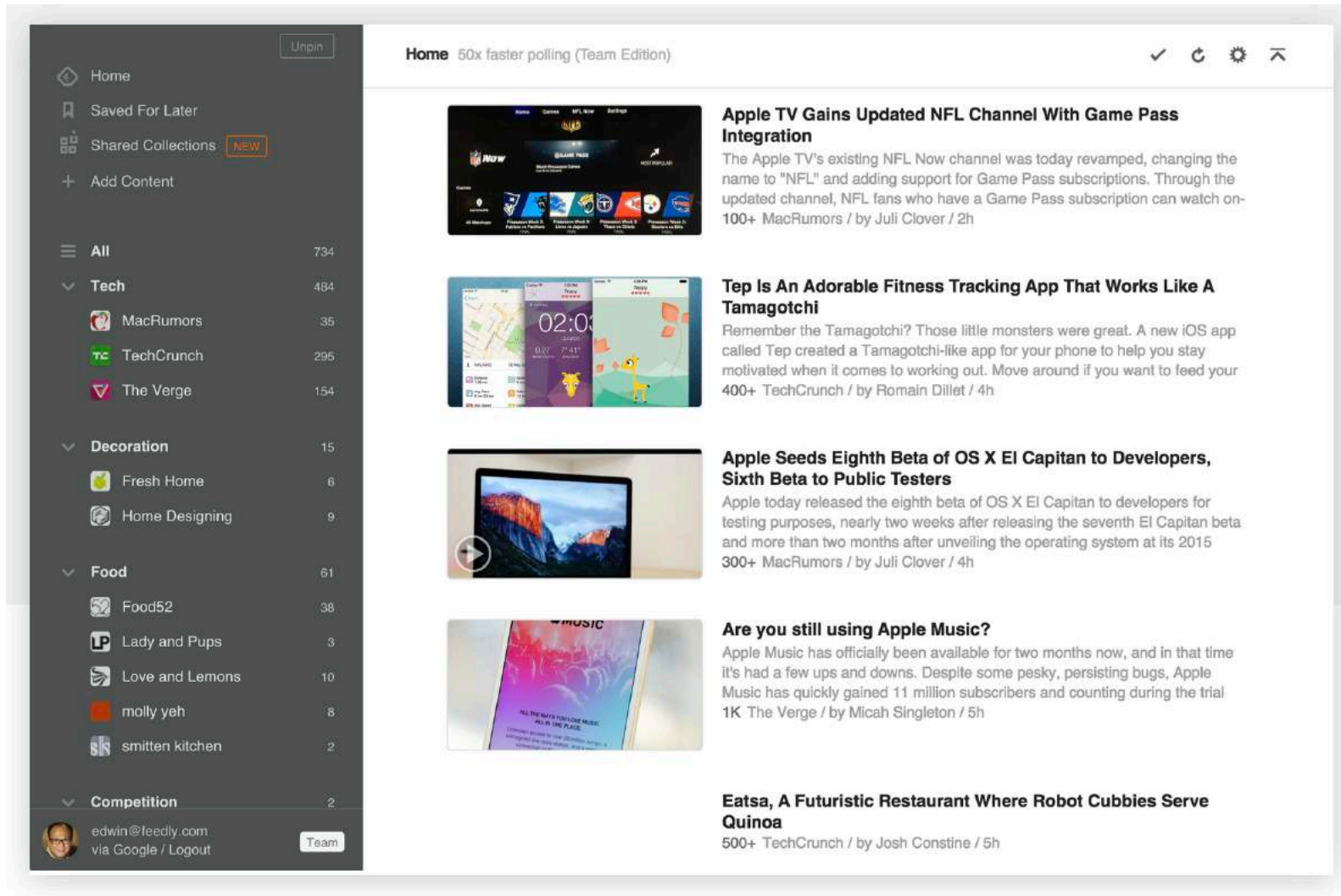
Share

5-3-2!

Curation - Creation-  
Humanisation.



# Where to find content?



Feedly

Alternative:  
Pocket



# Where to find content?

Most Shared | Trending Now | Backlinks | Content Analysis | Facebook Analyzer | Question Analyzer

Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year
- ☐ Past 2 Years
- ☐ Past 5 Years
- ☐ Specific Range

☐ Only B2B Publishers

☐ One Result Per Domain

Country (TLD) ⓘ >

Language ⓘ >

Filter Domains ⓘ >

Content Type ⓘ >

Word Count ⓘ >

Publisher Size ⓘ >

Apply Filters

Reset Filters

## Most Shared

climate change

How to run an Advanced Search ▾

ⓘ Results not relevant enough? [Click here to search for "climate change" in the article's title only](#)

Sort by Total Engagements ▾

	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagements ↓
<b>Heart-Wrenching Video Shows Starving Polar Bear on Iceless Land</b> By National Geographic — Dec 7, 2017 <a href="#">nationalgeographic.com</a>	1.2M	51.9K	180	8K	-	39	1.3M
<b>67 Environmental Rules on the Way Out Under Trump</b> By Nadja Popovich — Oct 5, 2017 <a href="#">nytimes.com</a>	1.2M	9.6K	354	1.4K	-	128	1.2M
<b>Floods in India, Bangladesh and Nepal kill 1,200 and leave millions homeless</b> By Chloe Farand — Aug 29, 2017 <a href="#">independent.co.uk</a>	852.7K	6.2K	0	21.3K	-	12	880.2K
<b>When Will Climate Change Make the Earth Too Hot For Humans?</b> By David Wallace-wells — Jul 10, 2017 <a href="#">nymag.com</a>	818.6K	44.6K	590	4.8K	-	168	868.6K
<b>President Donald Trump Imposes 30% Tariffs on Solar Panels</b> By Brian Eckhouse — Jan 22, 2018 <a href="#">time.com</a>	719.1K	5.6K	88	5K	-	23	729.8K

## Buzzsumo

# Where to find content?

Google!

### Meldingen

Meldingen van interessante nieuwe content op internet

Hoe vaak

Maximaal één keer per dag.

Bronnen

Automatisch

Taal

Nederlands

Regio

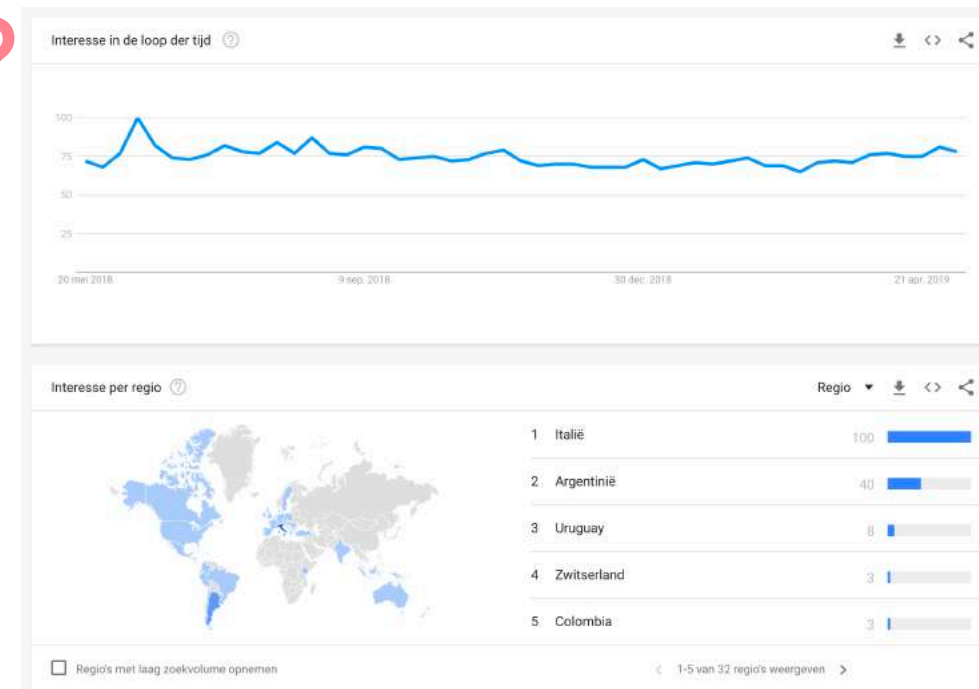
Elke regio

Hoeveel

Alleen de beste resultaten

Melding maken

Opties verbergen



Gerelateerde onderwerpen		Stijgend			
1	Frosinone Calcio - Voetbalteam	+450%			
2	Lecce - Stad in Italië	+300%			
3	Venezia FC - Voetbalteam	+160%			
4	Padua - Stad in Italië	+120%			
5	Livorno - Stad in Italië	+60%			
1-5 van 9 onderwerpen weergeven					

Gerelateerde zoekopdrachten		Stijgend			
1	cessione palermo calcio	+1.900%			
2	papa a palermo	+1.450%			
3	frosinone palermo	+400%			
4	lecce palermo	+300%			
5	palermo calcio ultime notizie	+300%			
1-5 van 25 zoekopdrachten weergeven					

Back to Facebook.

# Facebook: Objectives

- Reach citizens.
- Work on brand awareness: What is the mission of the project?  
What does it stand for?
- Work on communication of project results.

# Facebook: Metrics

- Likes

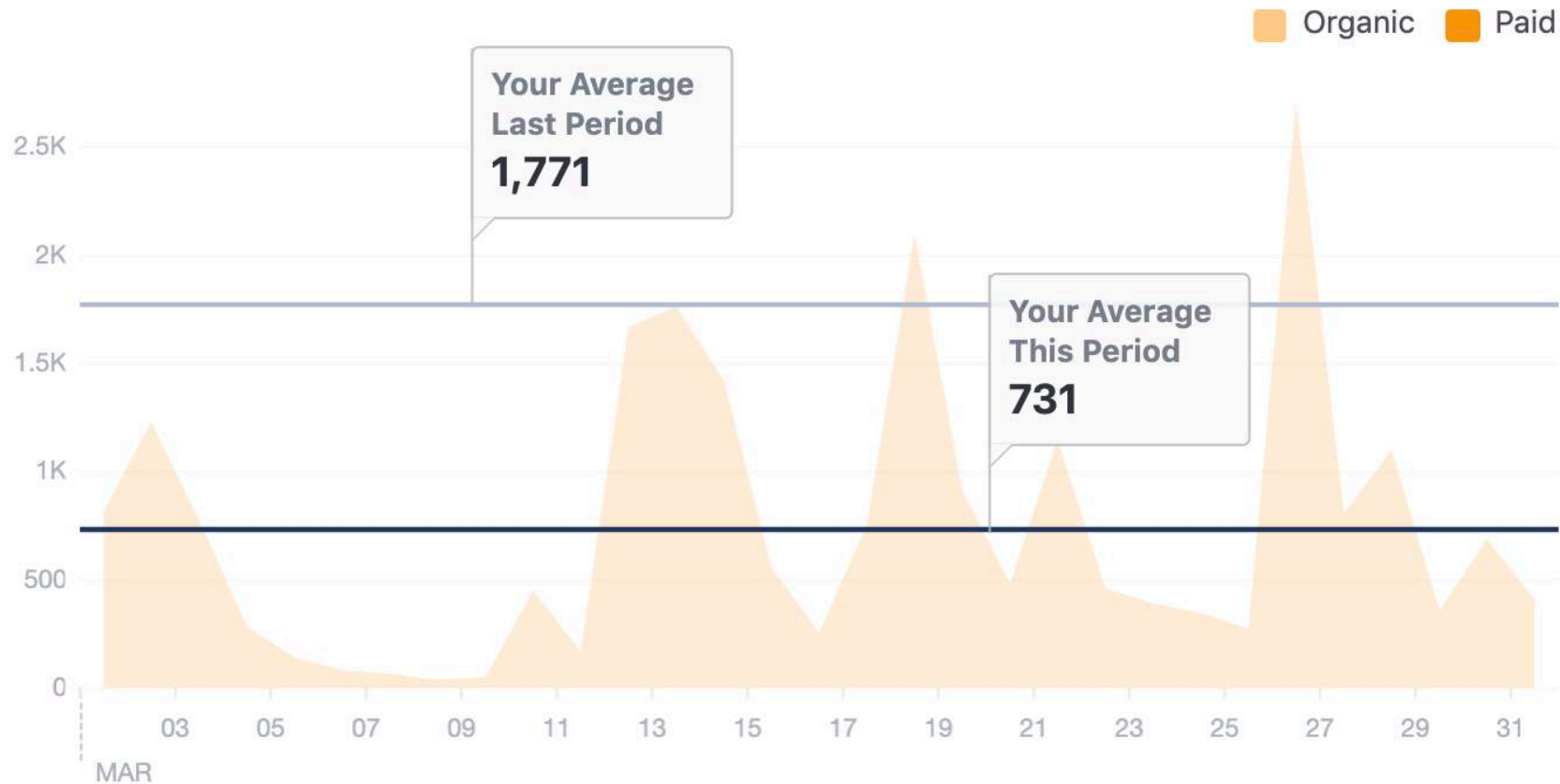
Total Page Likes as of Today: 4,543









































# Facebook: Metrics

- Page reach



# Facebook: Metrics

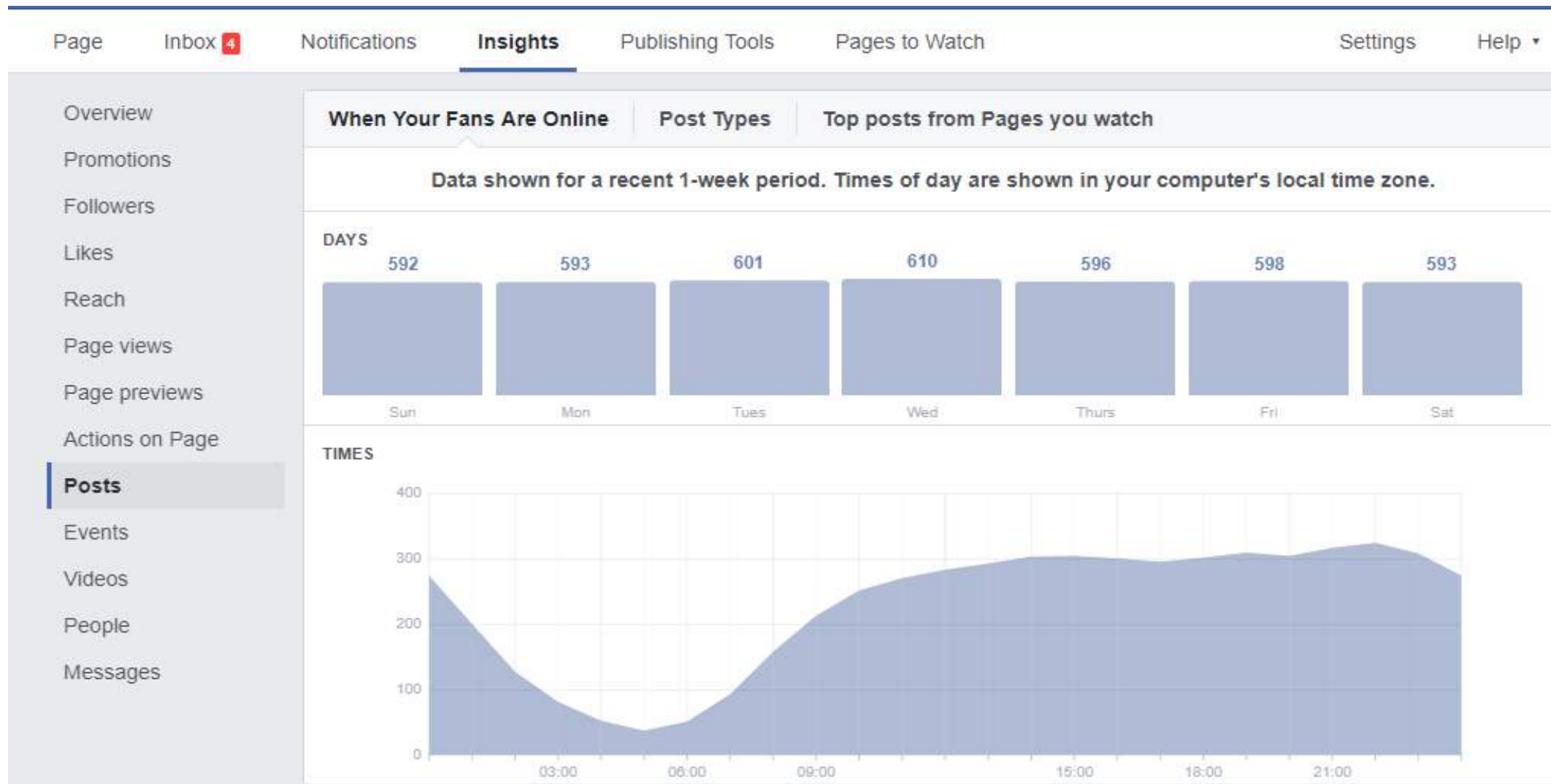
- Post reach and engagement

Published	Post	Type	Targeting	Reach 	Engagement
05/14/2019 8:20 PM	 Onze #onebrussels kandidaat voor het Vlaams Parlement Alan De			717 	58 21 
05/14/2019 12:52 PM	 one.team! Together with so many volunteers, Els Rochette wants our			589 	46 13 
05/14/2019 10:11 AM	 1 in 5 Brusseleirs is not allowed to vote during the Brussels election.			1.5K 	189 82 
05/13/2019 2:53 PM	 Een metropool als New York wordt bestuurd door 53 politici, Brussel			1.2K 	39 27 
05/13/2019 9:55 AM	 Si la métropole new-yorkaise est dirigée par 53 responsables			826 	31 23 
05/12/2019 12:03 PM	 Over wat zijn LEFTO, Dirk De Clippeleir, Marc Didden, Dirk			2.5K 	195 103 
05/11/2019 6:56 PM	 "Pascal Smet s'entoure de jeunes engagés aux histoires atypiques.			2.1K 	213 187 





# Facebook: Metrics



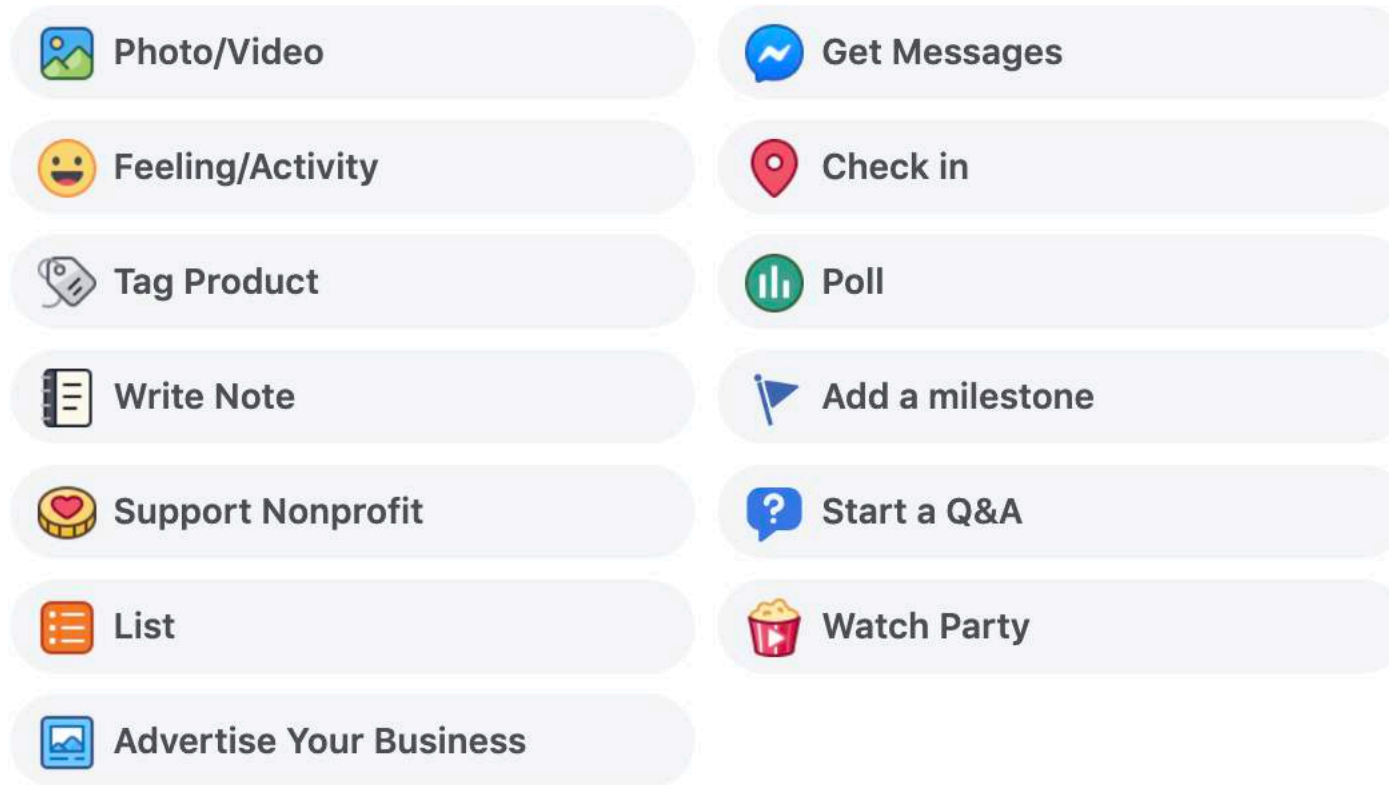
# Facebook: Content

- Just like in any content strategy (posters, press, flyers, ...) make sure to diversify your content
- Don't perceive social media as the extension of your website
- Make sure to keep it simple
- Make use of creative outputs to get people's attention
- Schedule your content in advance if you don't have time
- Spark engagement!
- Post minimum 3 times per week, repackaging is key



# Facebook: Content that works

- Use the native tools of Facebook. It encourages people to stay in the platform.



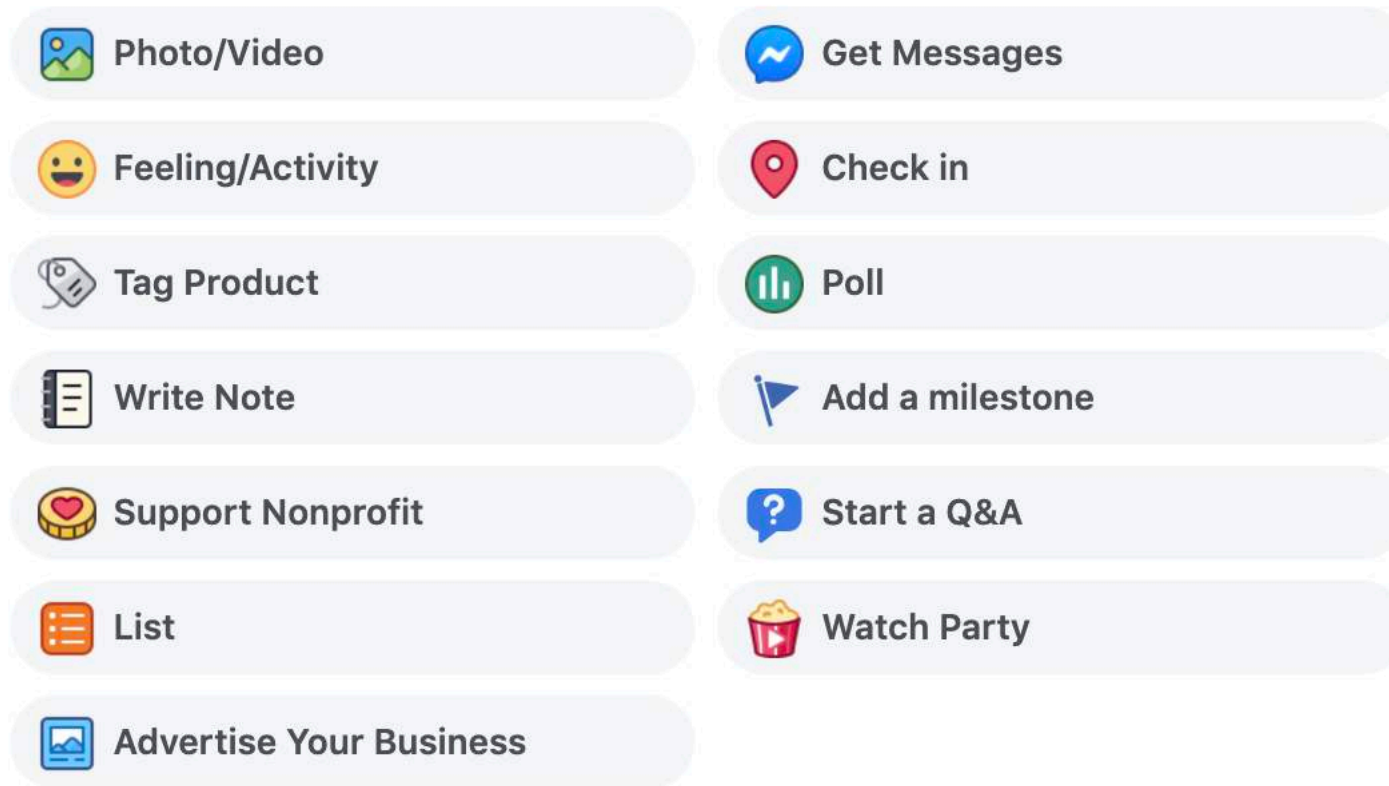
# Facebook: Content that works

- Use the native tools of Facebook. It encourages people to stay in the platform.



# Facebook: Content that works

- Post a homemade photo or video in the office or at an event.



# Facebook: Content that works

- Post a homemade photo or video in the office or at an event.



## Upload Photos/Video

Add photos or video to your status.



## Create Photo Album

Build an album out of multiple photos.



## Create a Photo Carousel

Build a scrolling photo carousel with a link.



## Create Slideshow

Add 3 to 10 photos to create a video.

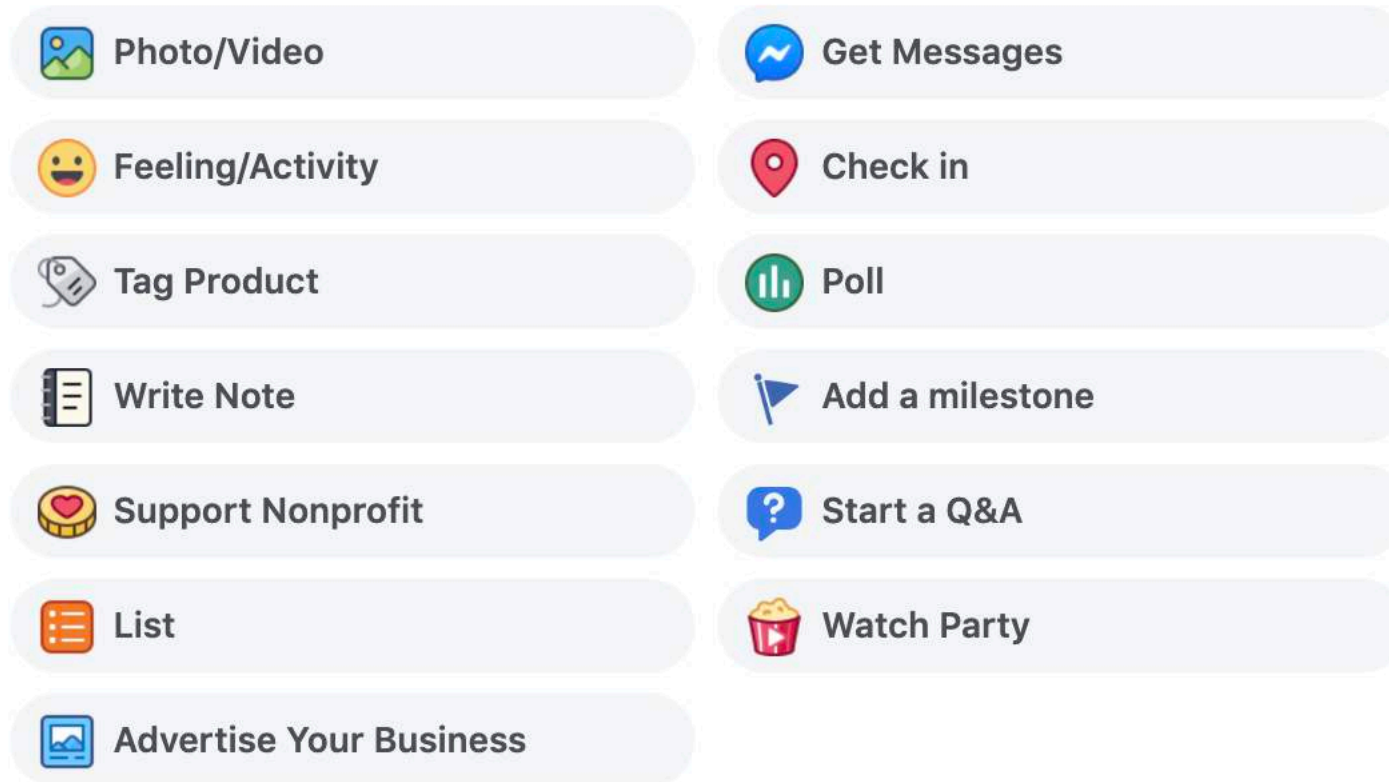


## Create an Instant Experience

Now you can tell a more immersive story by combining images and videos.

# Facebook: Content that works

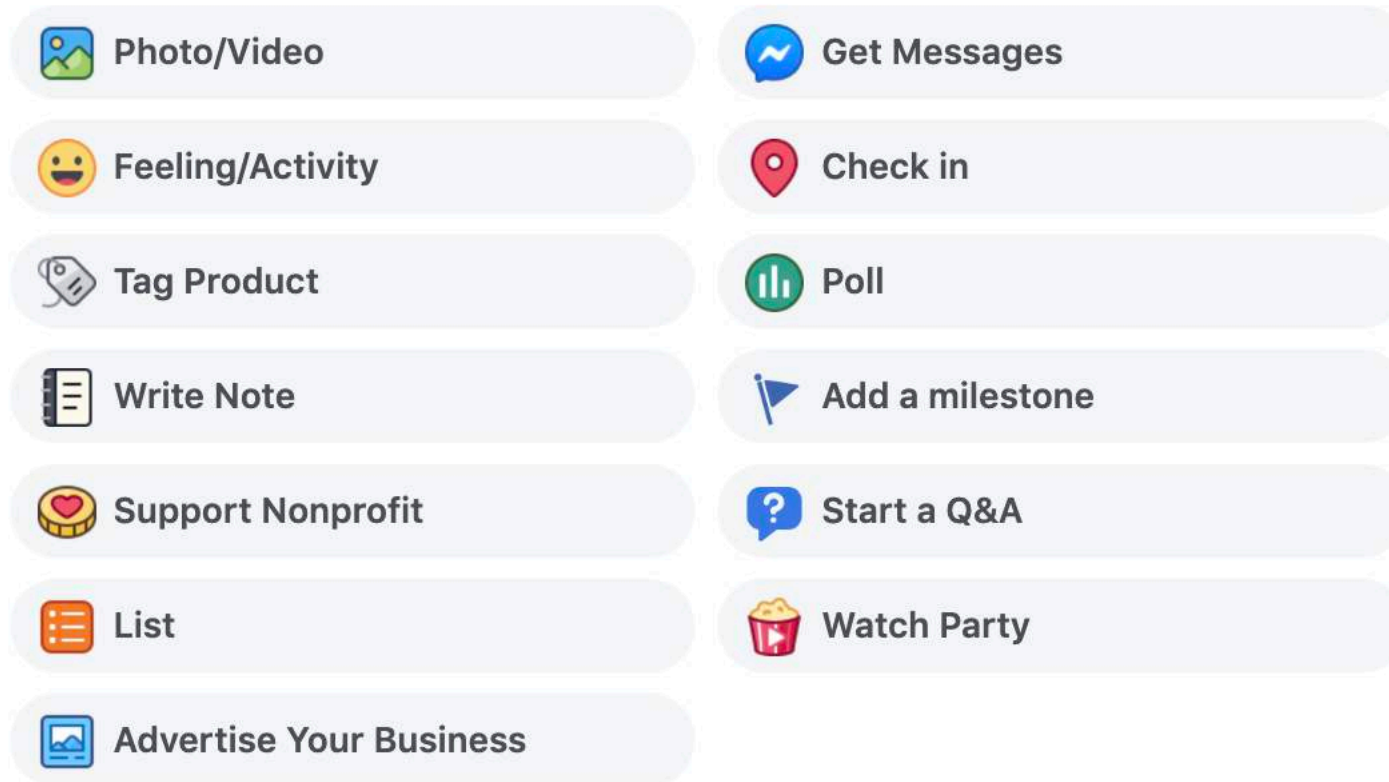
- Write a **note** with a snippet of an article on your website and link towards the full article.





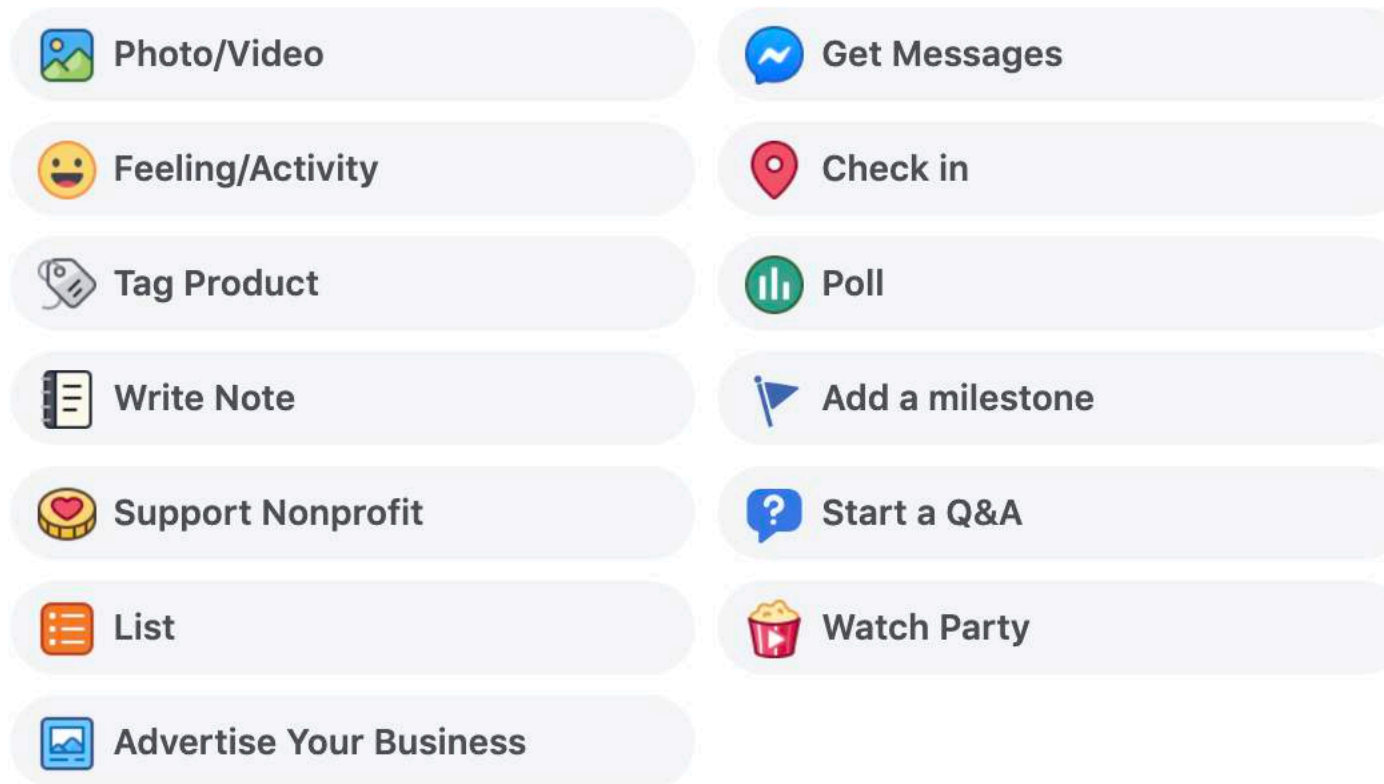
# Facebook: Content that works

- Add a milestone e.g. number of projects funded, amount of EUR, amount of fans, ...



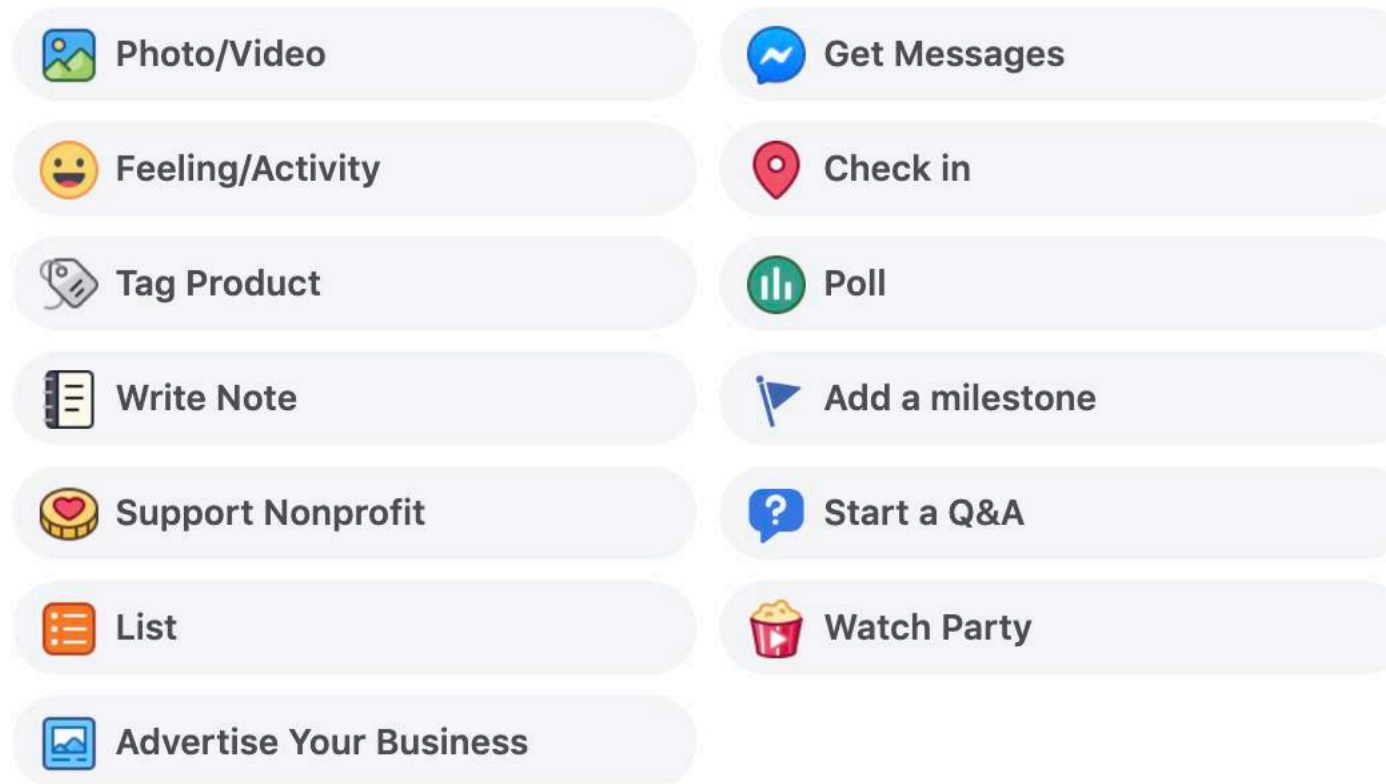
# Facebook: Content that works

- Organise a poll e.g. True or False, stats, ...



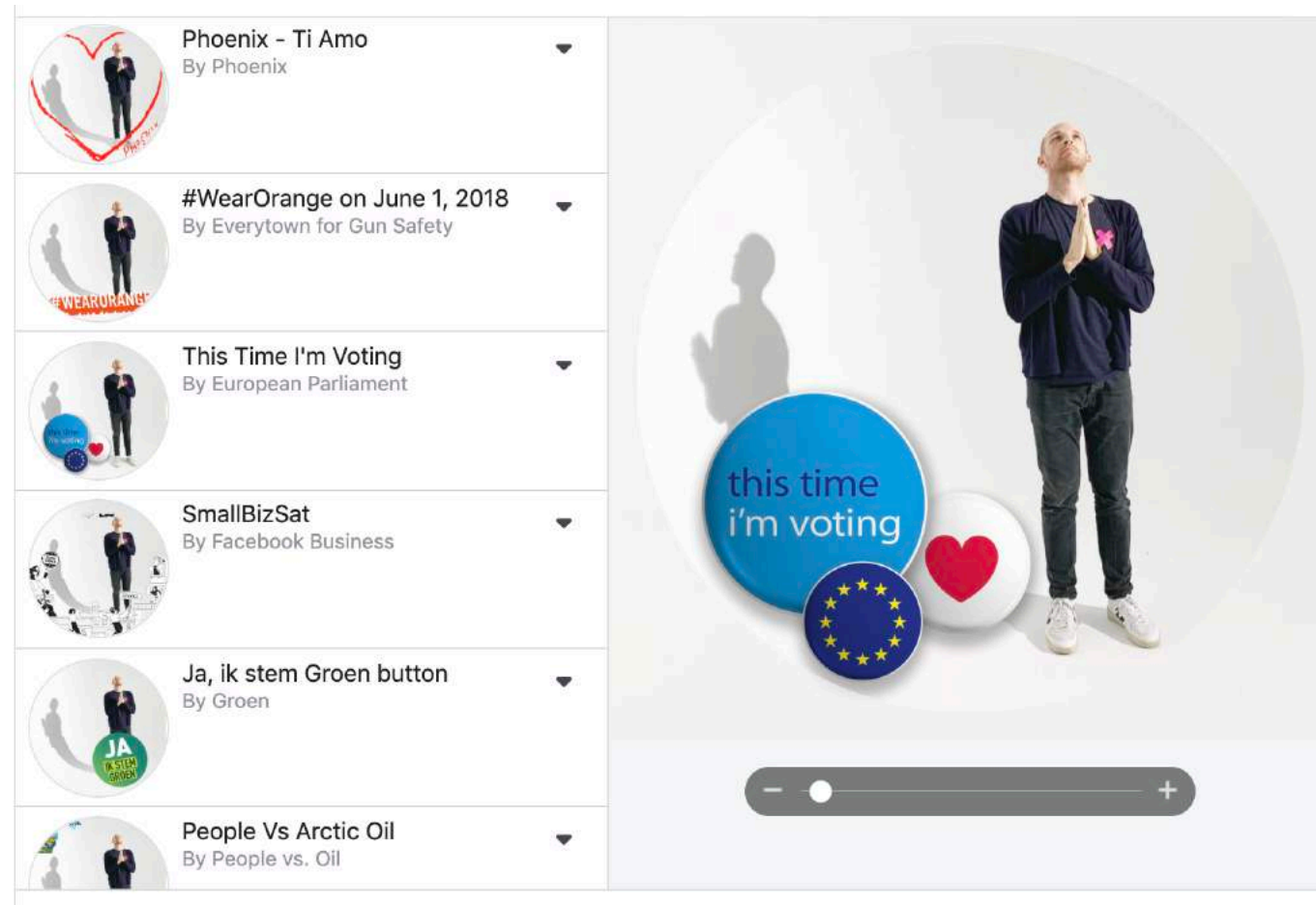
# Facebook: Content that works

- Create a list e.g. How To apply, favourite things to visit, ...



# Facebook: Content that works

- EXTRA: Frames



# Facebook: Content that works

- EXTRA: Go live





# Facebook: Content that works

- EXTRA: Go live



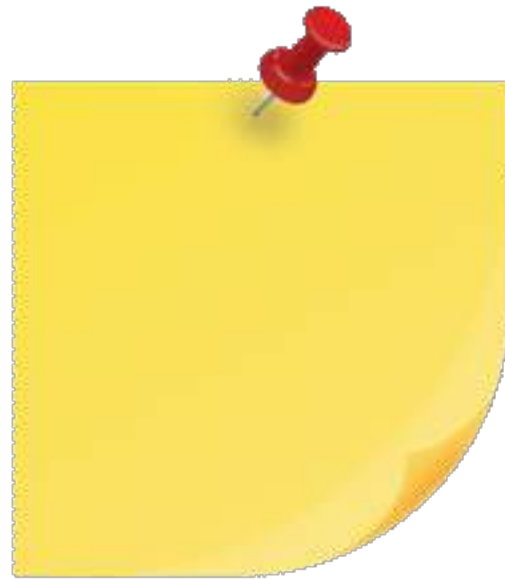
# Facebook: Content that works

- Create and post content that works
  - Humanise your content with personal storytelling
    - Let someone from the team do the talking in a video
    - Show a group picture
    - Show a picture from a project on the ground
  - Show technical/difficult to grasp or understand content in more creative ways:
    - Statistics with real images
    - From PDFs to infovisuals or infographics

# Facebook: Content that works

- Create and post content that works
  - Humanise your content with personal storytelling
    - Let someone from the team do the talking in a video
    - Show a group picture
    - Show a picture from a project on the ground
  - Show 'conceptual content' in more creative ways
    - Statistics with real images
    - From PDFs to infovisuals or infographics
  - Tell stories that stick

A general note on  
storytelling.





# The sticky factor

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- (with) a Story

SUCCESS without double S,  
actually.





FAO Emmanuel Macrae

Essai #2



Recorded by

Made With  
VideoShow

# The sticky factor

- Simple
- Unexpected
- Concrete
- Credible
- **Emotional**
- (with) a Story



# The sticky factor

Emotional

SEE – FEEL – CHANGE



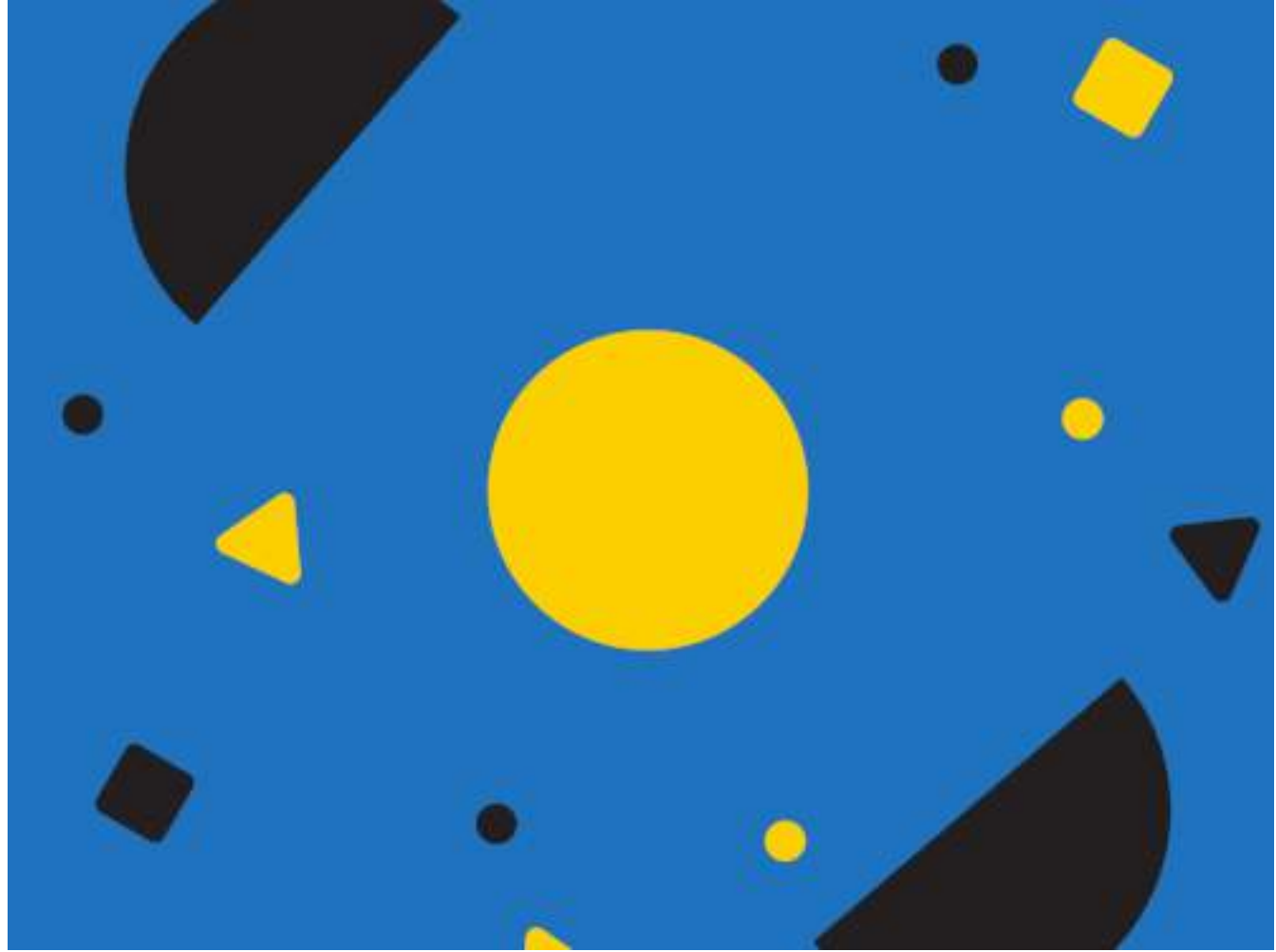
# The sticky factor



Your 'serious' target  
audiences are human beings  
too.

And humans want to be  
entertained.

Also, people don't lose taste.



**\*Extended deadline\***

Following requests from programmes, the deadline to join in with this years' EU Regions Week Project Slam has been extended to 17 May.

Find out how to be part of this years' edition here! ... [See More](#)

**Interreg Project Slam**  
**2019**

**INTERact** 

**Encourage your projects to apply!**  
**Extended deadline 17 May 2019**

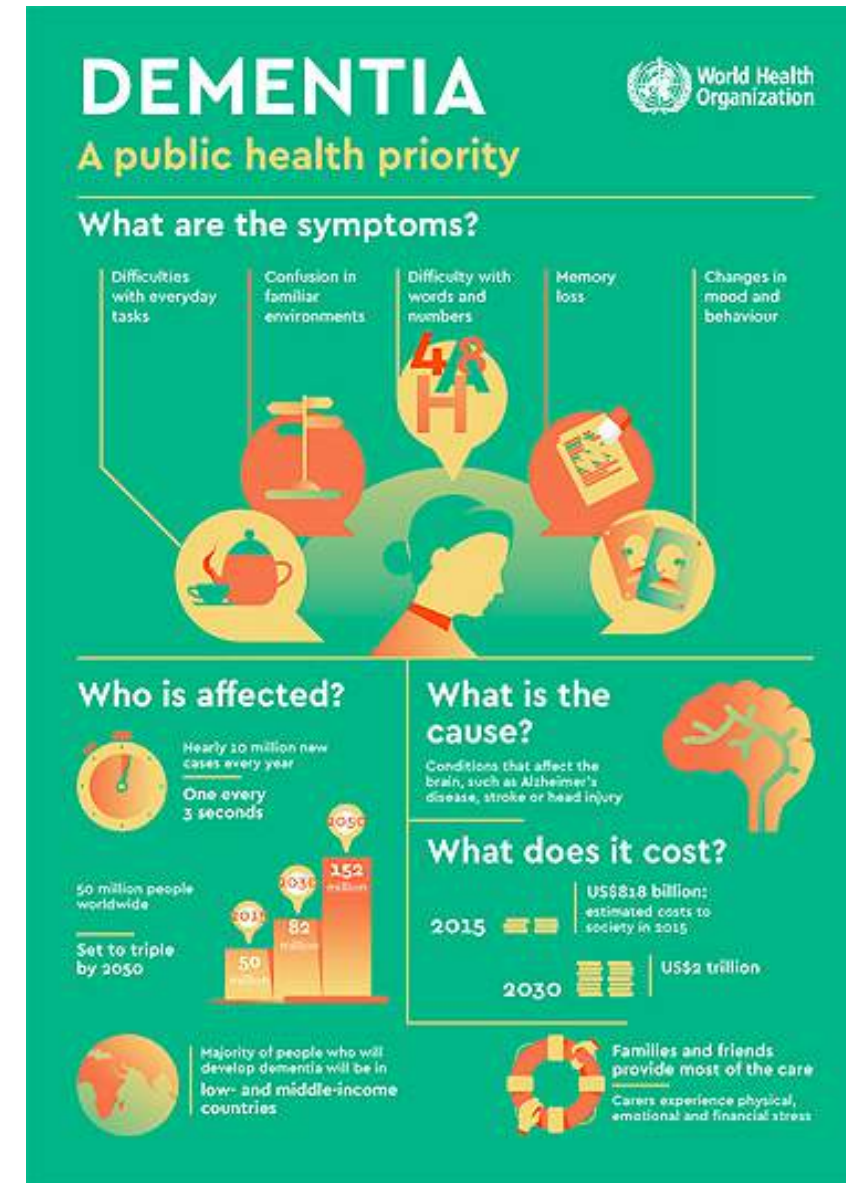
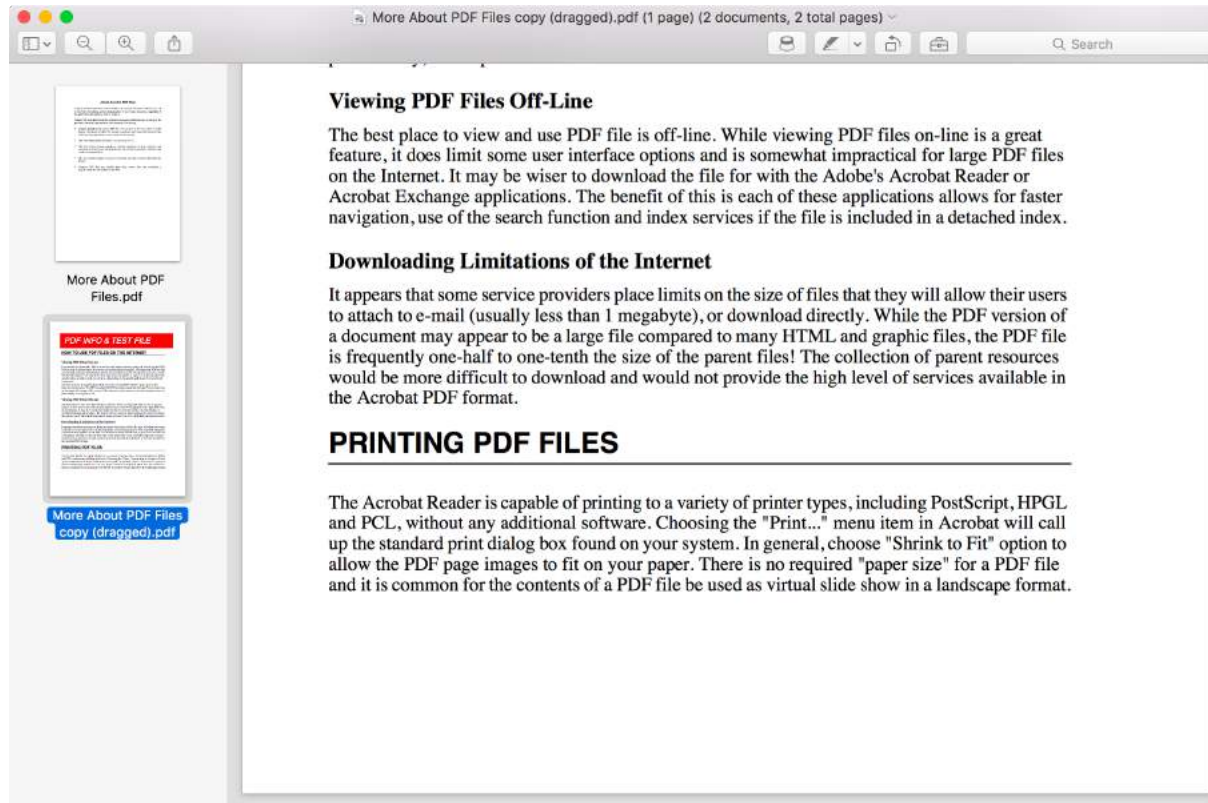


EUROPEAN WEEK OF REGIONS AND CITIES

7-10 October 2019 | BRUSSELS









Interreg South Baltic is with Danilo Distefano.

March 2 · 🌐

[OT] Our daily work is all about people 🧑👉🧑 This week we all said good bye to Igor, the Head of [#InterregSouthBaltic](#) Joint Secretariat and to Anna, who was with us temporarily and covered transport projects. Although, the photo doesn't show it, we are very sad to see them leave 😞 The recruitment process for the new Head of JS is ongoing.

👉 The photo was taken on the Sopot Pier ([#MolowSopocie](#))



👍❤️ 27



COLLABORATE

#ALLTOGETHER

HOW to EXTEND the  
CONSUMPTION PERIOD  
With food packaging?

with  
biomarkers

approach  
UP  
RISK ↓

TIME + MARKET

SPARK

SCAN → Who is here



who am I int

AM  
Tr

HDFA



Interreg Latvia - Lithuania Programme



April 18 at 6:06 PM · 🌐

Watching tower at the Durbe lake was officially unveiled today. Why not to visit it this long weekend?



DELFI.LV

**Foto: Durbē uzcelts jauns skatu tornis un izveidota pastaigu taka**



13

1 Share





Back to Facebook.



# Facebook: How to get more fans?

- Make Facebook (and other platforms) an integral part of your communication outputs.
  - Print
  - Website
  - Events
  - Face-to-Face
- Tag people, partners, institutions in your posts.
- Check-in anywhere you can.
- Use a couple of widely used hashtags.



NBC



ADVERTISING!

Twitter.

# Twitter

- Around 340 million users worldwide
- 'Niche' audience: experts, journalists, academics, opinion makers ...
- Audience: as of 25+
- Reach goes beyond the network because of openness

# Twitter: Objectives

- Try to reach journalists, experts and influencers in your field of work
- Make the news by making announcements in a timely manner
- Repeat content multiple times but packaged differently
- Get people to visit your website



# Twitter: Metrics

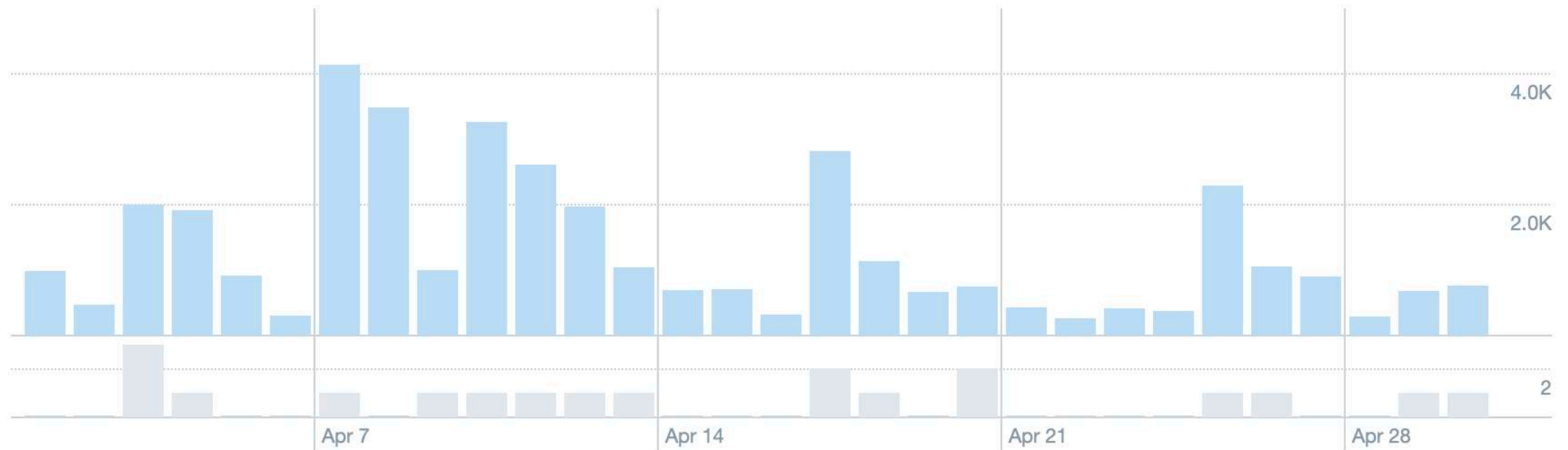
- Followers



# Twitter: Metrics

- Impressions per month

Your Tweets earned **38.5K impressions** over this **30 day** period



# Twitter: Metrics

- Average engagement



# Twitter: Content

- You have 280 characters instead of 140
- Make sure to diversify content
- Create content that is platform-specific
- Schedule your content in advance if you don't have time
- Be 'in the now' as well!
- Tweet as much as you can, or don't tweet at all
- Add accounts that you want to monitor to secret lists
- Use Twitter advanced search

# Twitter: Content that works.

- Go #live!



# Twitter: Content that works.

- Post photos (up to 4) that tell a story.



AJ+  @ajplus · 17m

Coca-Cola packaging is littering UK beaches more than any other brand.

[@sascampaigns](#) found nearly 50K pieces of trash from 229 beach cleans. 20K pieces were branded.

The results were submitted to the UK govt in a push to hold brands more responsible for the costs of litter.



 42

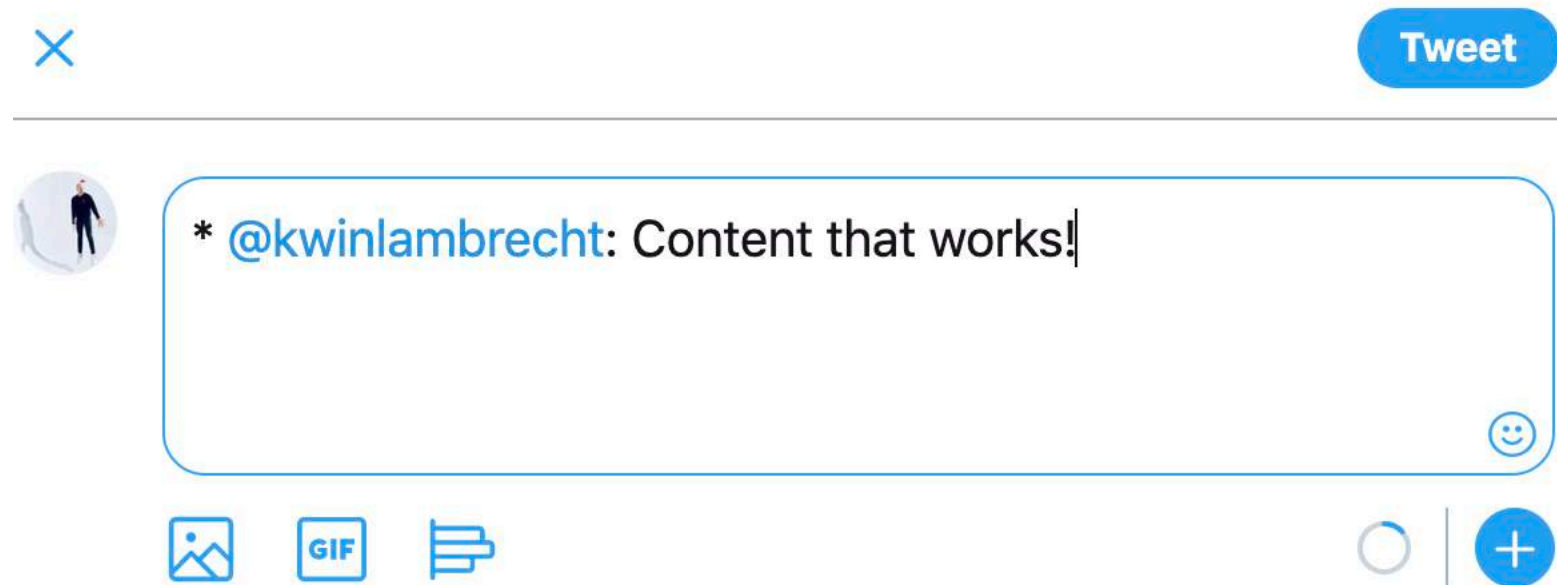
 48





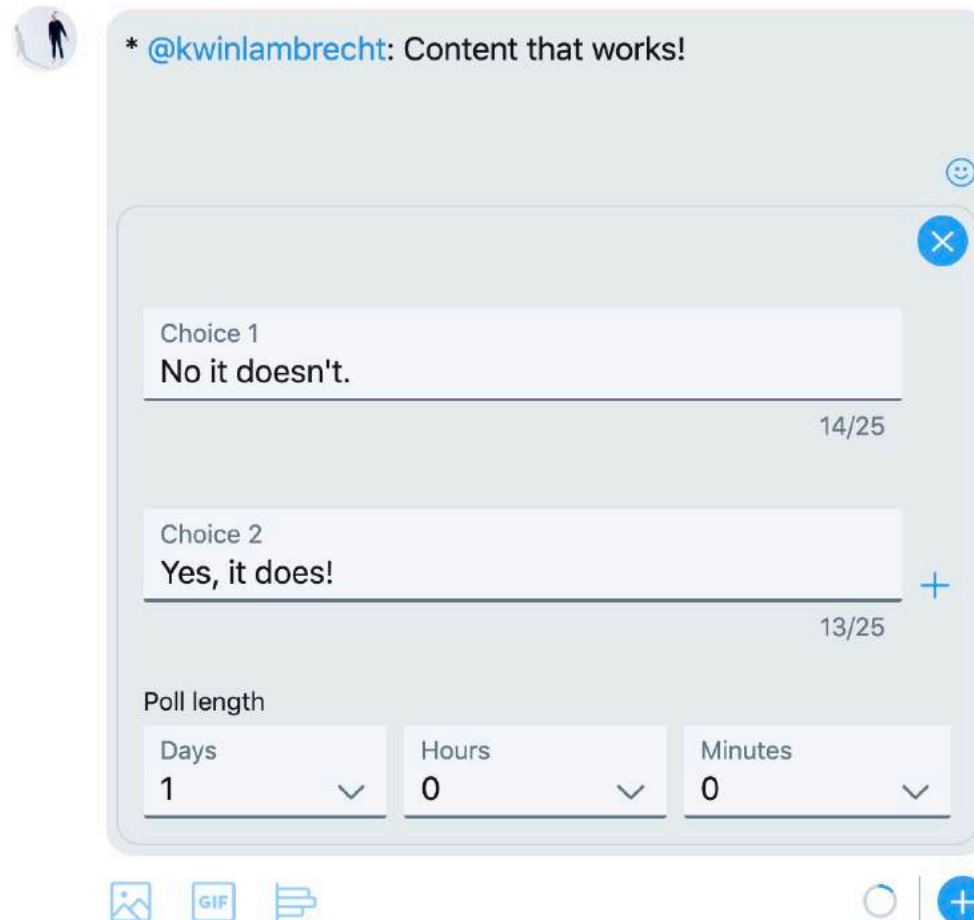
# Twitter: Content that works.

- Tag in photos (up to 10), or tag in your tweets when you quote for instance.



# Twitter: Content that works.

- Use native tools such as Polls





**Maestrale project**

@maestrale\_MED



Update from [#maestrale\\_MED](#) First Transnational Meeting:  
are wind turbines located on the sea [#blueenergy](#)?  
[@unisiena](#) [@MEDProgramme](#) [@IMC\\_CPMR](#)

Yes

33%

No

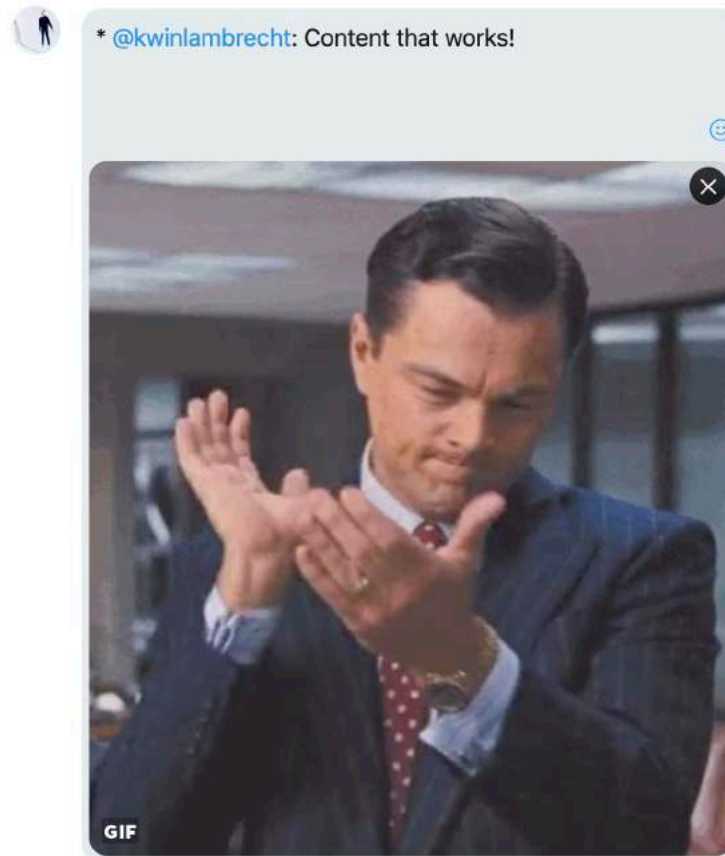
0%

**I'm not sure!**

**67%**

# Twitter: Content that works.

- Use native tools such as GIFs, to add more context. Could be your own GIFs as well!





**Interreg SUDOE** @Sudoe5 · Apr 26



Did you ever dream with going to space? 🚀👨🚀 Coz' the

[@nanostarproject](#)

students YES! & for sure, they will manage! 😎

Watch the video & discover this wonderful project which conquers the space (and also our hearts ❤️)

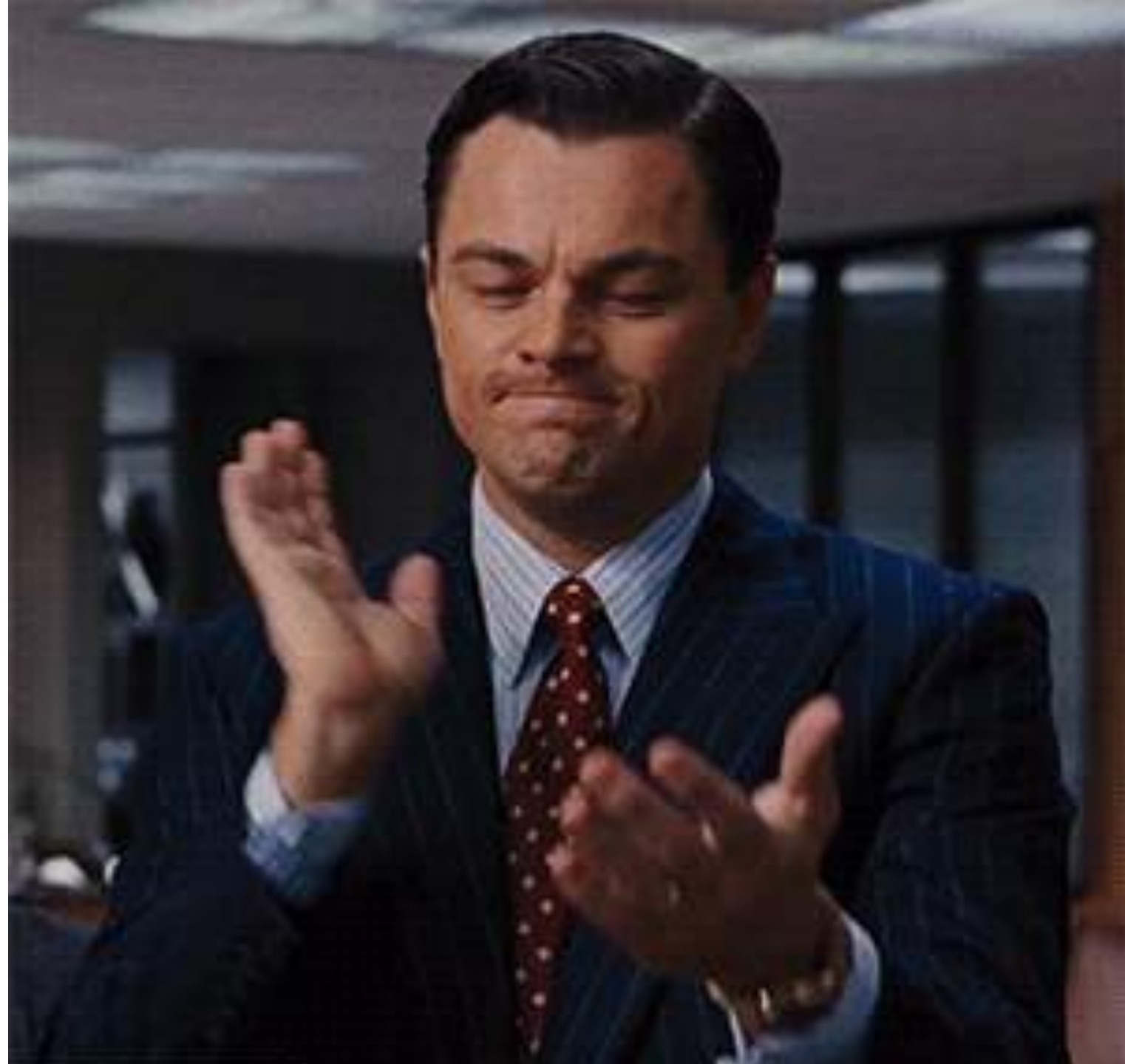
[youtu.be/Rs1sDILM-UY](https://youtu.be/Rs1sDILM-UY)

[@RegioInterreg](#)

[@EUinmyRegion](#)

[@NASA](#)







Create your own GIFs!

# Twitter: How to be more visible?

- Dive into conversations by monitoring hashtags
- Look for new hashtags via *Hashtagify*
- Be very active through tools like Buffer
- Tag, tag, tag!

**Notifications** @kwinlambrecht

**Thomas Driesen** liked  
**Kwinten Lambrecht** @kwinlambre... 7h  
Palermo.

1

**Fietzersbond Brussel** 10h  
Retweeted a Tweet you were tagged in

**Anton Maertens** @antmaertens 1d  
Morgenavond 19u: de fiets bevrijdt, le vélo libérateur! Knap programma van @FietzersbondBxl et @GRACQ, bijdrages van @biekepurnelle, Nadia van @CyCLO\_bxl, Kinch @BRAL\_Brussels, fietsmanager @FrederikDepoor1 & fietsambassadeurs (alternerend FR/NL). Tout le monde le bienvenu!

7 14

**Gehan De Koker** liked 1d  
**Kwinten Lambrecht** @kwinlambre... 1d  
Ook ik ben kandidaat-premier.  
#iedereenpremier

5

**Carmelle Pillon** followed you 1d

**Carmelle Pillon** @PillonCarmelle  
consultante juridique et juriste de formation: pilloncarmelle2018@gmail.com

**interreg**

**EnergiewendeOberland** @Ener... now  
Die Alpenkonvention hat das Ziel ausgegeben den Alpenraum bis 2050 CO2-neutral zu machen. Wir waren gestern eingeladen im Alpine Climate Board das Interreg Alpenraum-Projekt PEACE\_Alps...  
[instagram.com/p/BxdNh1Wiswl/...](https://www.instagram.com/p/BxdNh1Wiswl/)

2

**Essi Keskinen** @meribiologi 2h  
#SEAmBOTH #Interreg in #GeoHab19 in St Petersburg poster session. @Luontopalvelut @Metsahallitus is presenting 3 posters here.

2

**Hugo Thienpont** @HugoThienpont 2h  
@BPhotVub @VUBrussel happy to team up in this @INTERREG\_NWE project. #photonics shapes and innovates #Europe. @Photonics21

**OIP4NWE** @OIP4NWE  
1st general partner meeting of @INTERREG\_NWE project @OIP4NWE at @TyndallInstitut in #Cork, #Ireland. More information online: [nweurope.eu/projects/proje...](https://nweurope.eu/projects/proje...) and in our LinkedIn-Group: [linkedin.com/groups/8772860/](https://linkedin.com/groups/8772860/)

**#climatechange**

**BioNept** @BioNept 1d  
#heatwave #climatechange

**UNDRR** @unisdr  
Dramatic rise in #heatwave exposure highlighted by @WMO chief @PetteriTaalas at Multi Hazard Early Warning Conference  
#GP2019Geneva @WMO

1

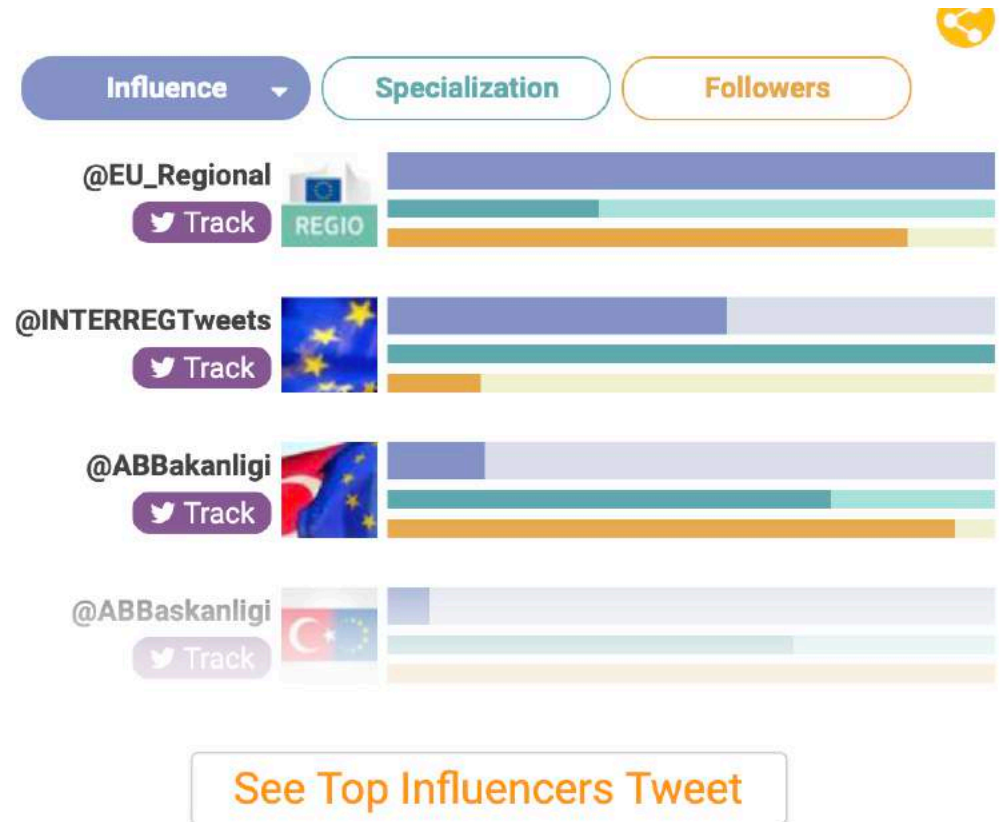
**BioNept** @BioNept 4d  
Great to present #BioNept results to the @CienciasDoMar community at the 2019 #CCMAR symposium.

@KatyNicastro @ZardiGerardo  
#biodiversity #intertidal #science  
#climatechange #plasticpollution

2 4

**BioNept** @BioNept 5d  
New paper on distinct vulnerability to thermal stress of central and peripheral populations of Corallina officinalis.

#MDRAP  
#POCTEP #poster #marittimo  
#RBTGX #SEAmBOTH  
**#POCTEFA**  
#EUSBSR



Instagram.

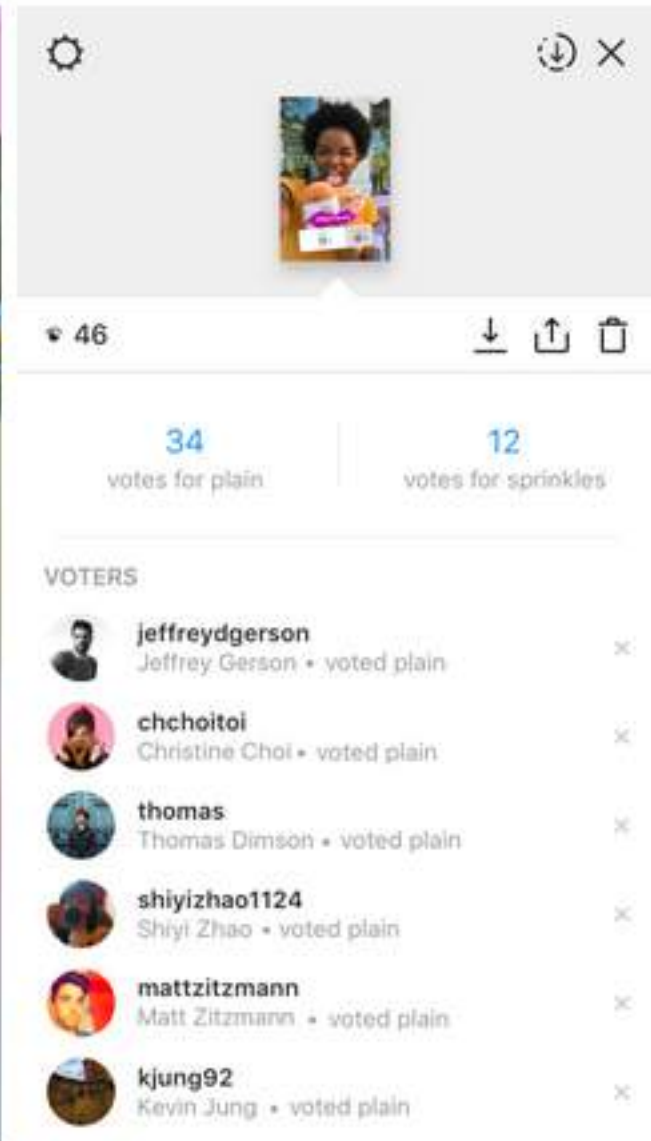
# Instagram

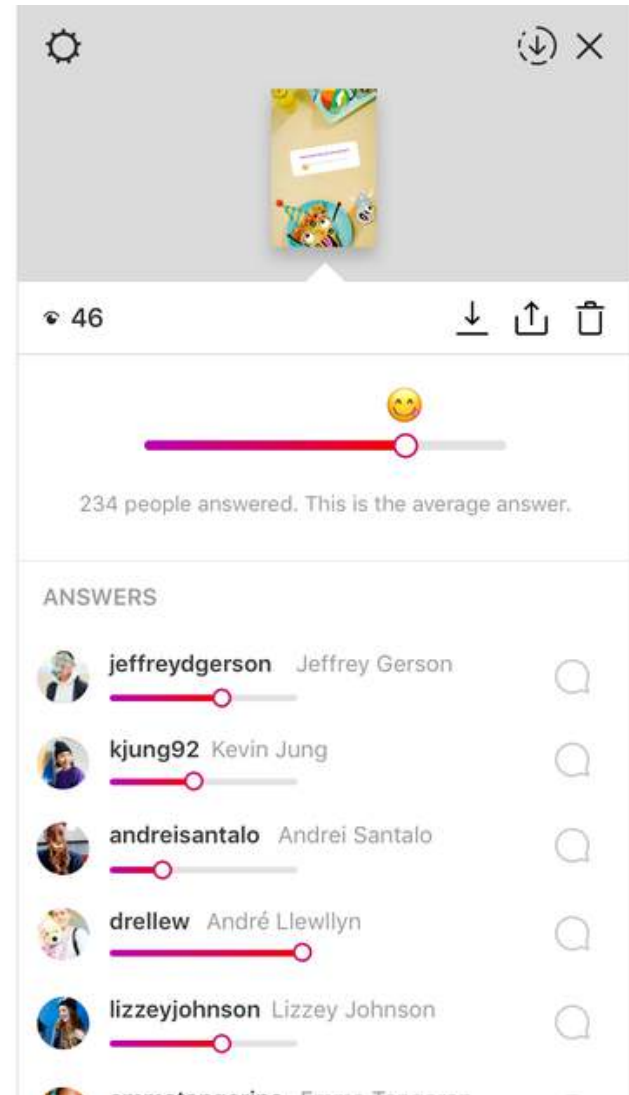
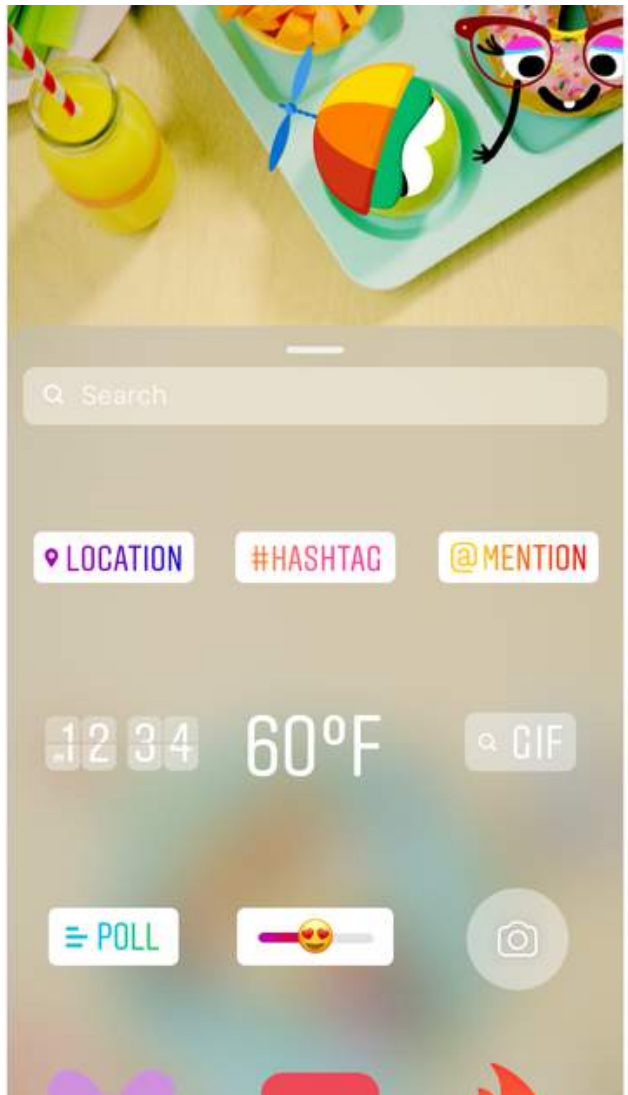
- 1 billion users worldwide
- Young audience
- Mobile first
- Native content is key!
- Quick information snippets should be at the heart of your strategy
- Only go on Instagram if it matches your goals



Instagram is a content  
creation machine!







# Instagram: How to be more visible?

- Dive into conversations by monitoring hashtags
- Geolocalise where you are, in that way you may be included in location- or event based stories
- Use many hashtags, but don't go to far
- Work together with influencers
- Create GOOD content

# General key tips for all platforms.

- Keep your Target Audience and Tone in mind when producing content
- Post in your own language
- Feed content to the platforms
  - Including video!
- Keep an eye on recent innovations
- Play around and test what works
- Attribution, tagging, location tagging
- Make a content plan based on your own agenda, current affairs and top-topicals



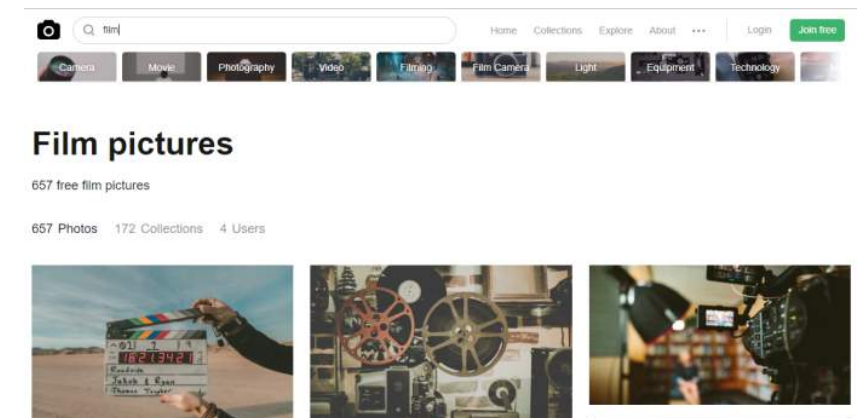
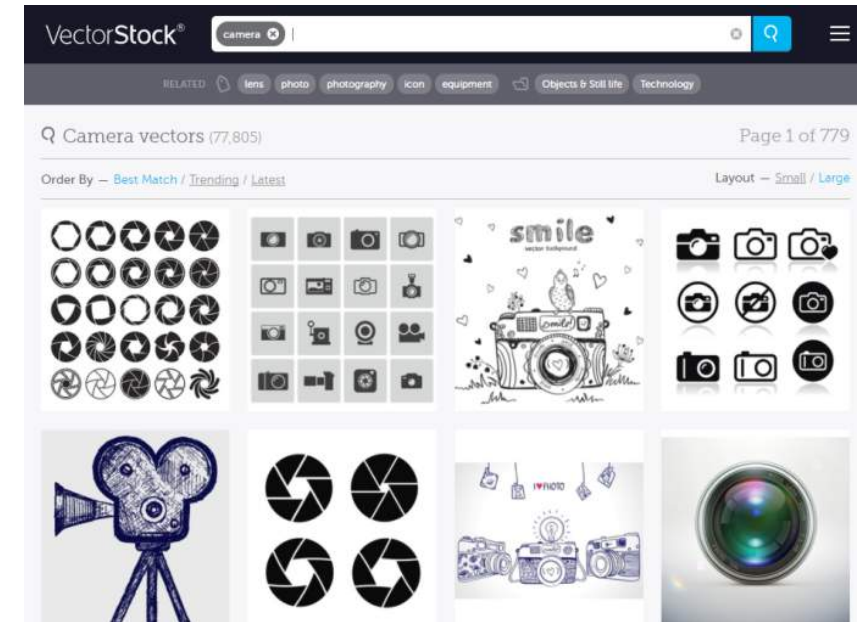
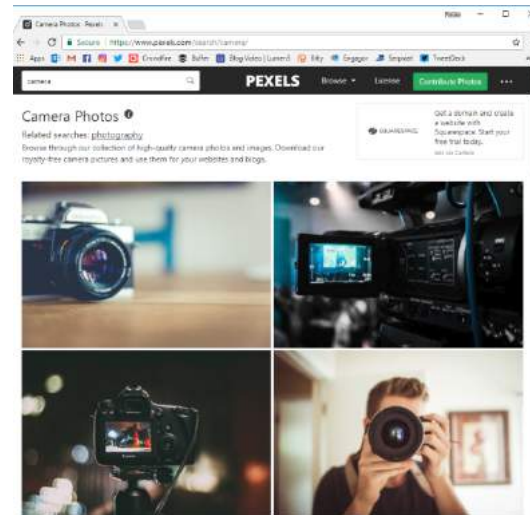
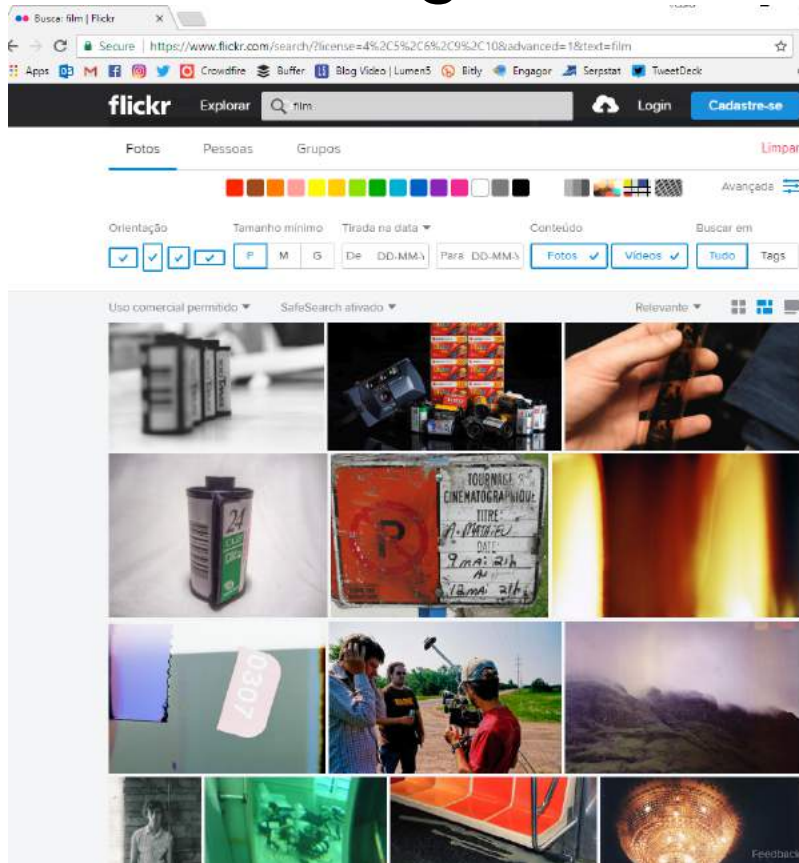
	WHO	WHY	WHEN	WHAT
Facebook	General audience.	Awareness and community building, explaining in a human way what the project is about.	Three times a week minimum.	Native tools, video if possible.
Twitter	Niche audience of professionals, experts, journalists.	Factual content, opinions, fast teasers to long form content.	As many times possible, think about repackaging content.	News-driven content, live content, current affairs.
Instagram	Young, visually-oriented audience.	To reach and inform in a quick way about the project. It should be clear from the first glimpse what it is about	3 posts a week, stories on a daily basis.	Visuals and videos, usually beautiful imagery. No hand shakes.
YouTube	Basically everybody who watches videos.	To store long form video, to get traffic to the website, to embed videos on the website.	On a regular basis, every couple of weeks.	Interviews, mini documentaries, project introductions.

# Useful tools for content production

# Visuals

# Visuals

- Finding suitable images

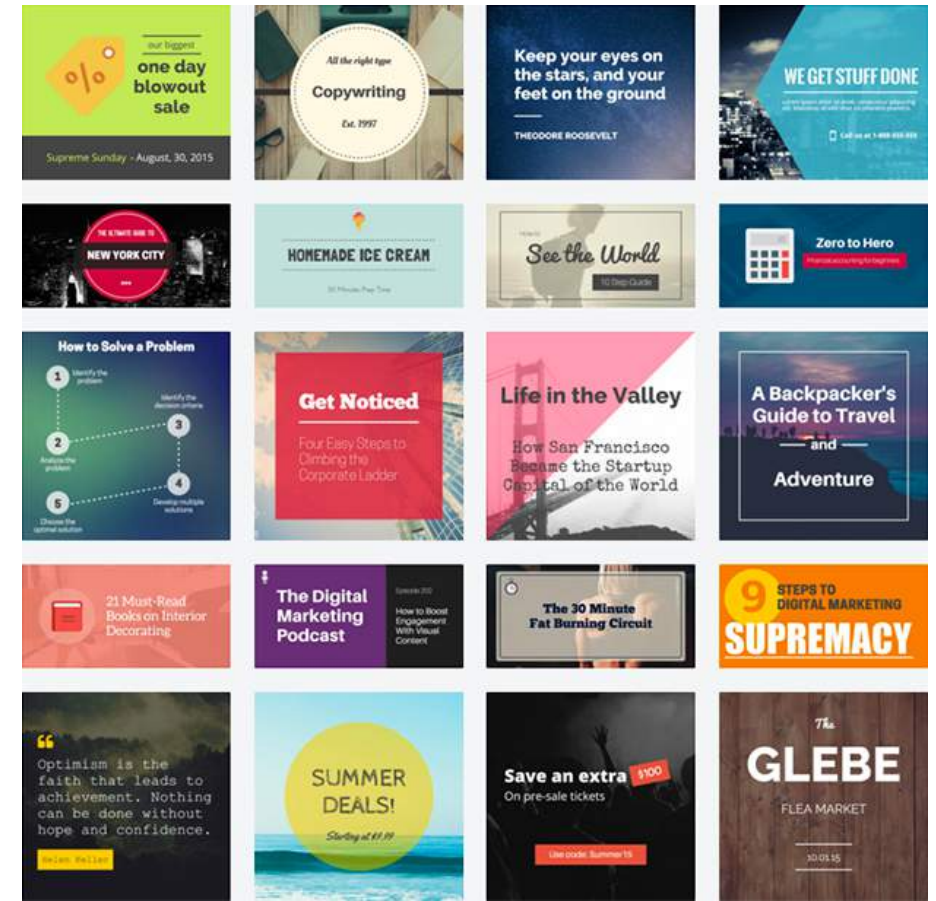
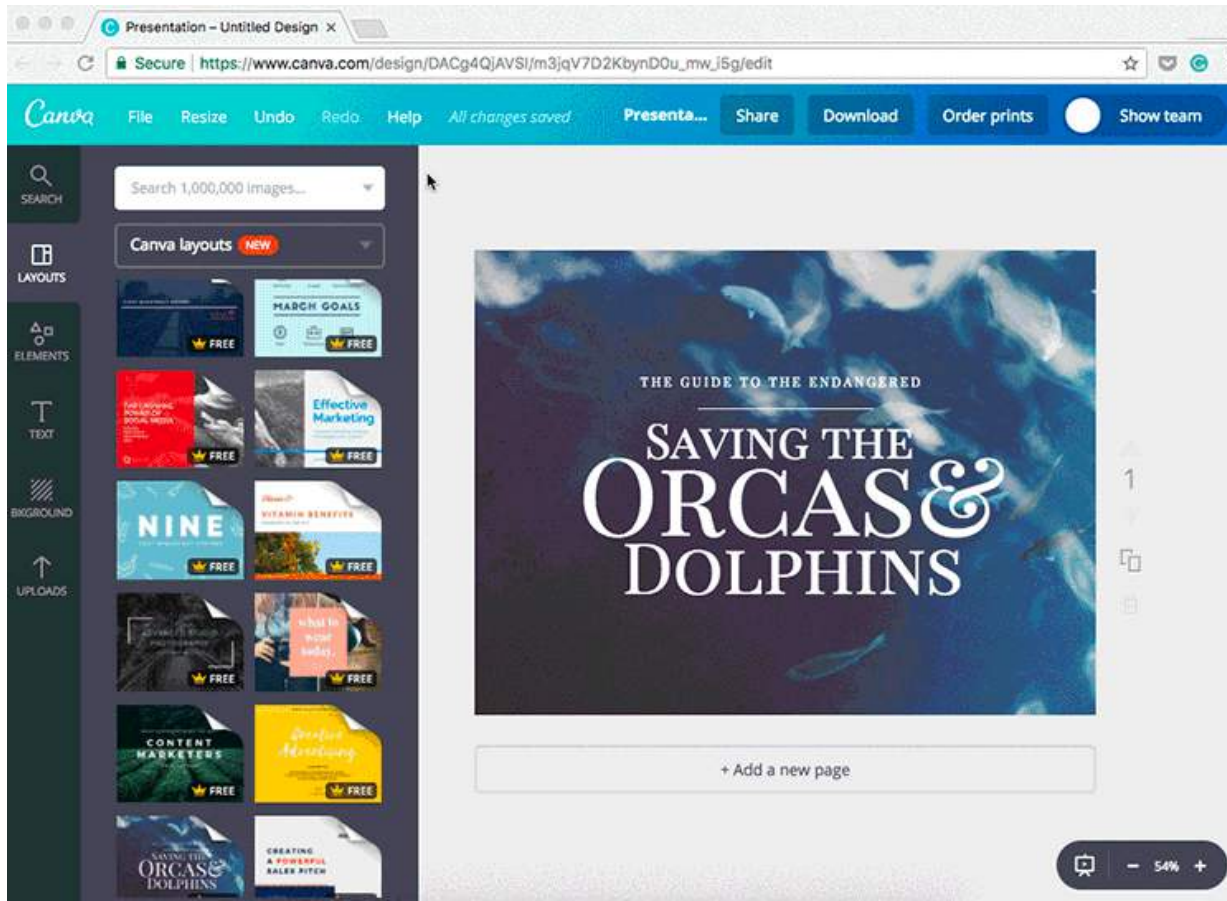


# Visuals

- Pexels
- Unsplash
- Flickr rights-free images search
- Vectorstock

# Visuals

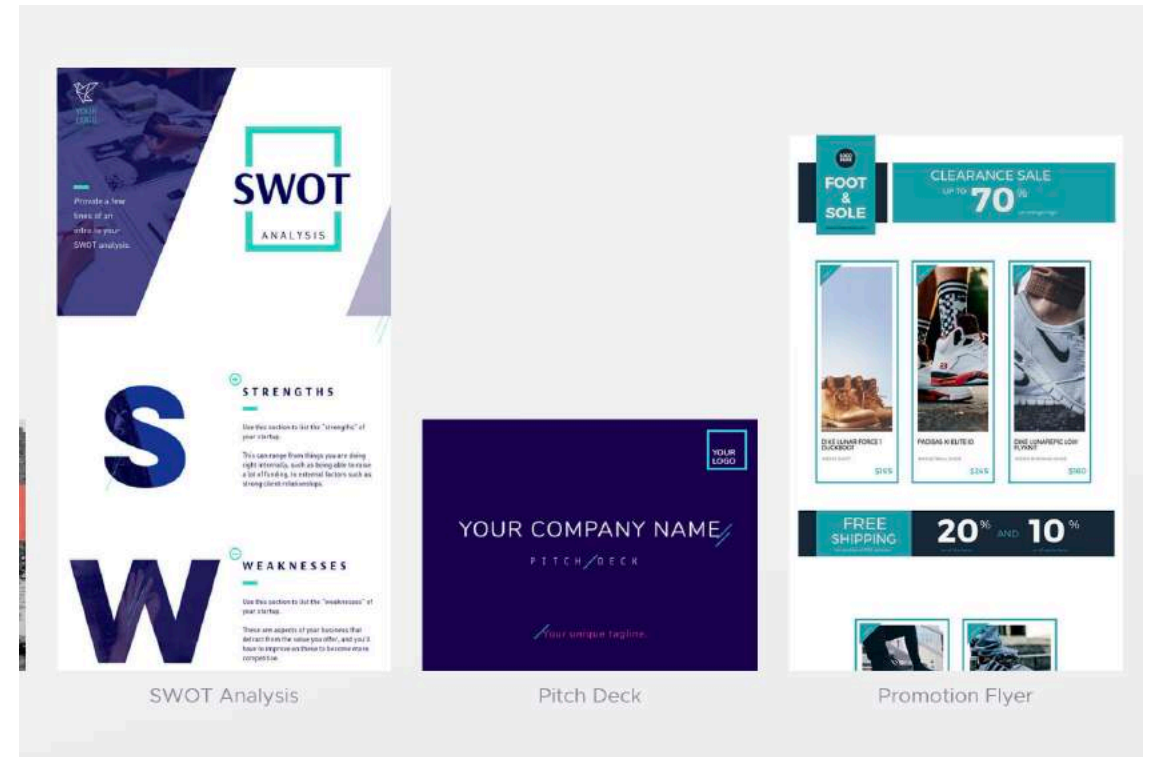
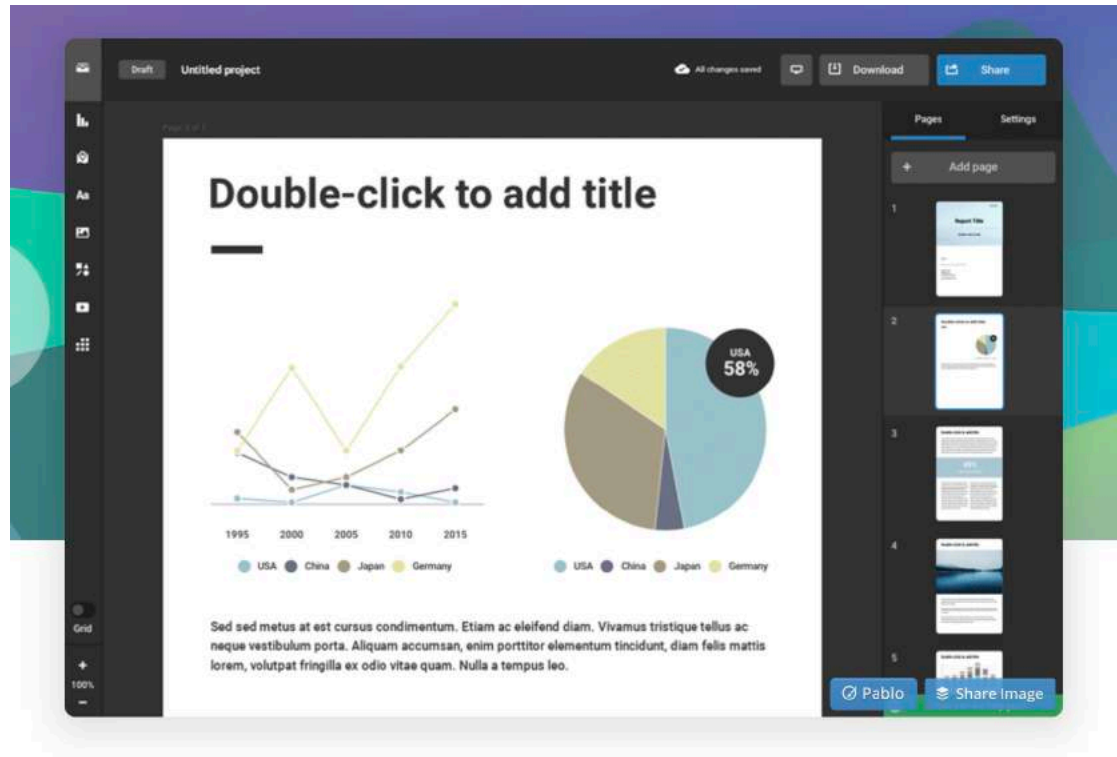
- Visual making: Canva & Snappa





# Visuals

- Visual making: Infogram & Piktochart

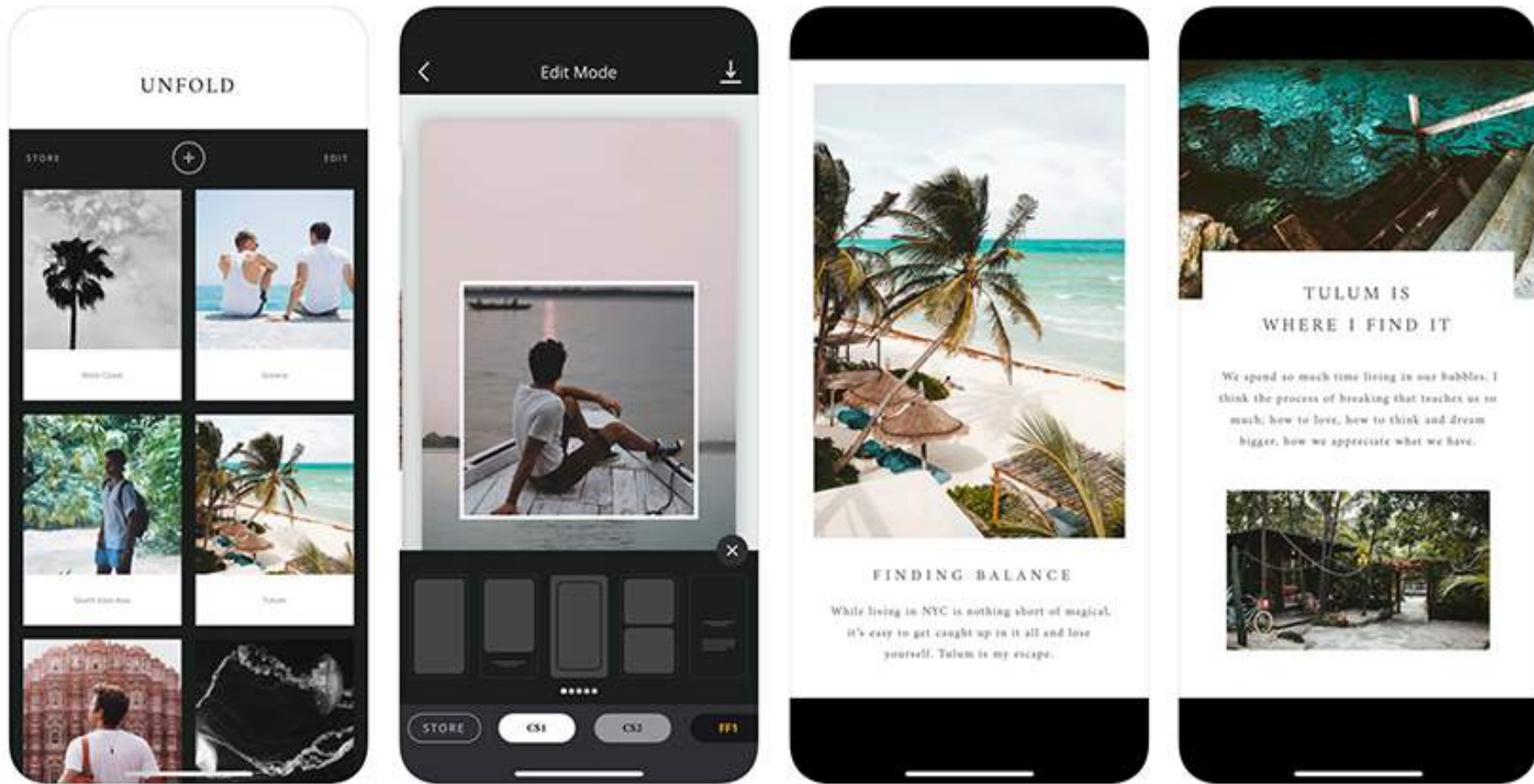


# Pablo!

For those who don't have time...

Or Powerpoint?

# Mobile apps: My favourites



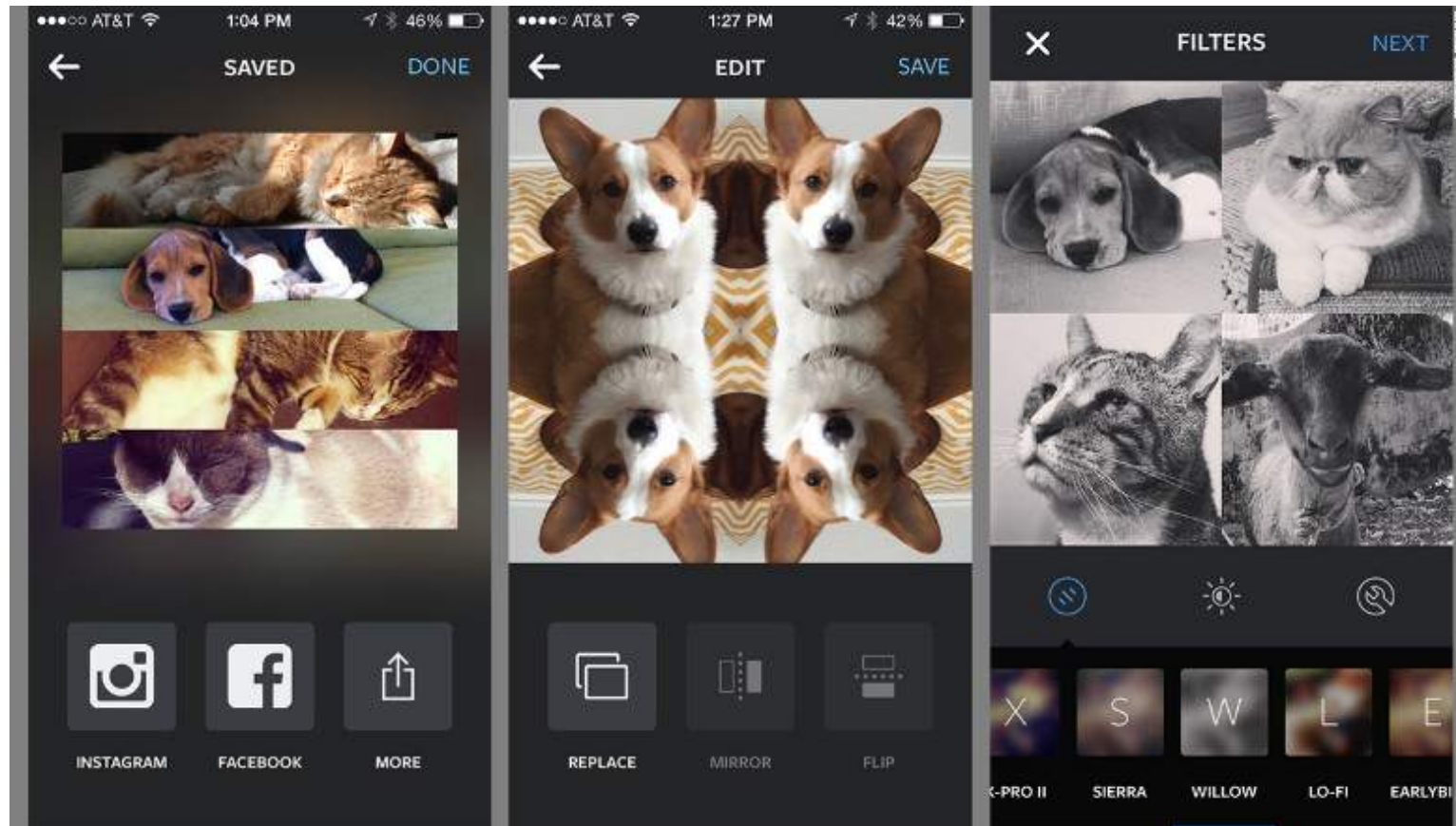
UNFOLD

# Mobile apps: My favourites



VSCO

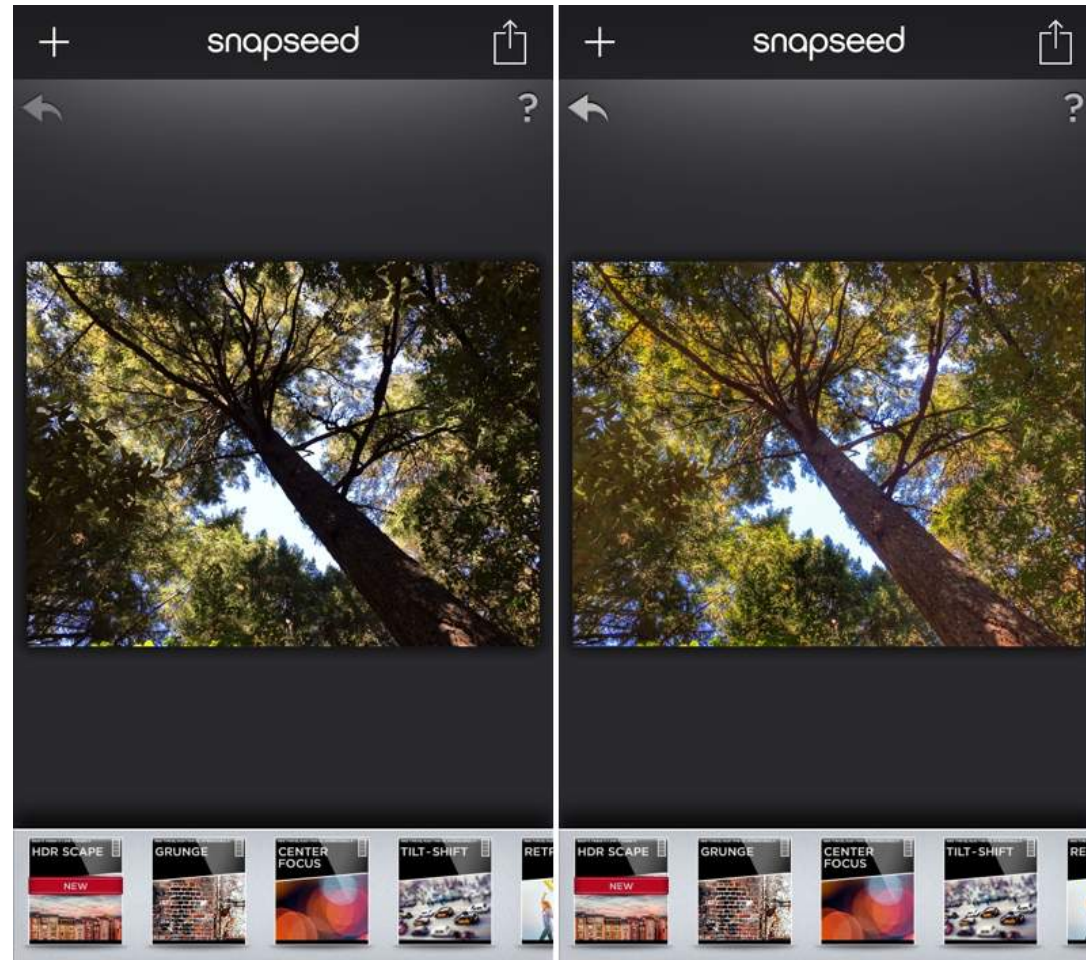
# Mobile apps: My favourites



LAYOUT

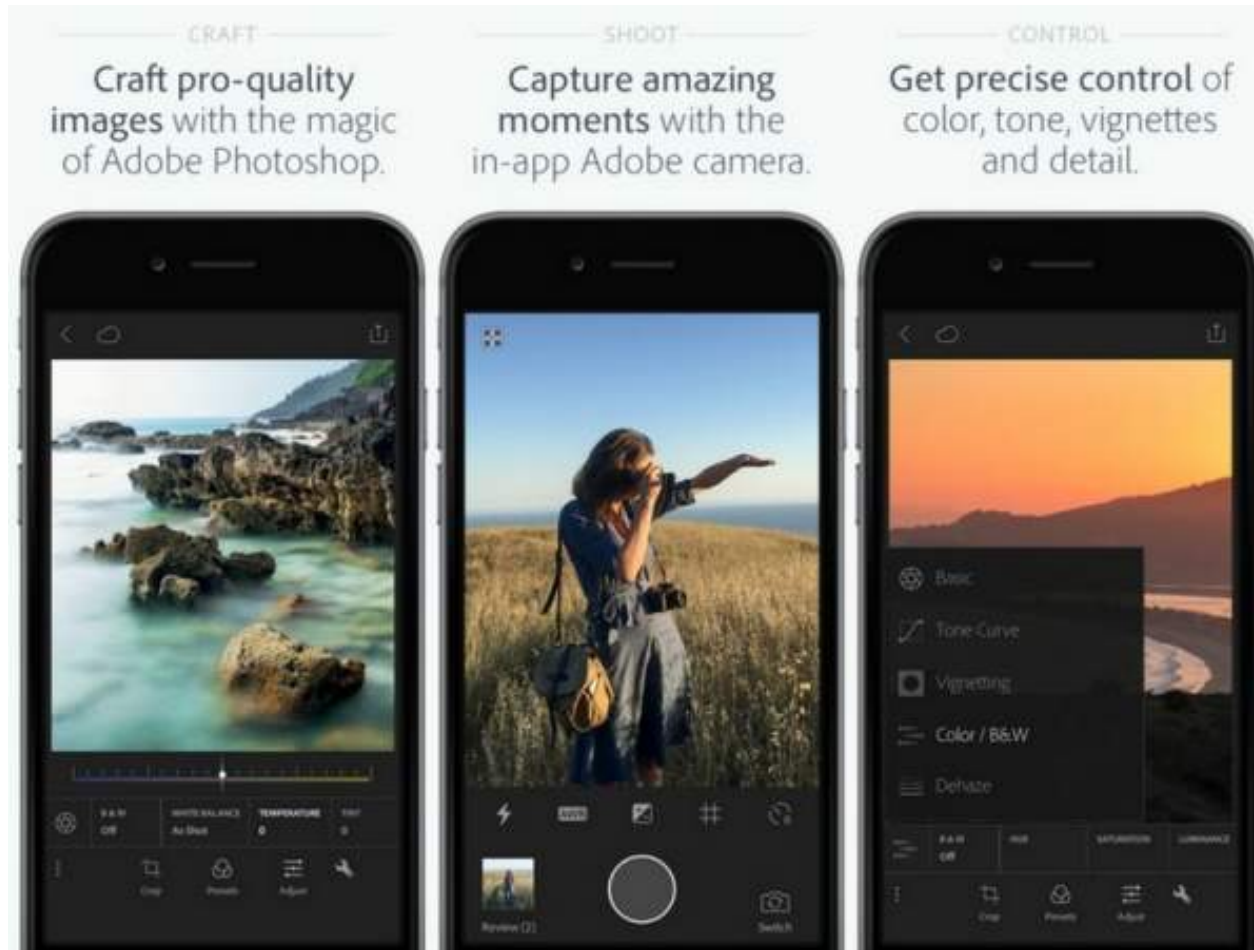


# Mobile apps: My favourites



SNAPSEED

# Mobile apps: My favourites



Lightroom

Video

# Before you begin...

- Can you do it yourself?
- What's your main message?
- Think distribution first – vertical, square, 16:9, subtitling
- Choose quick editing tools

# Video



Boomerang

# Video



Hyperlapse



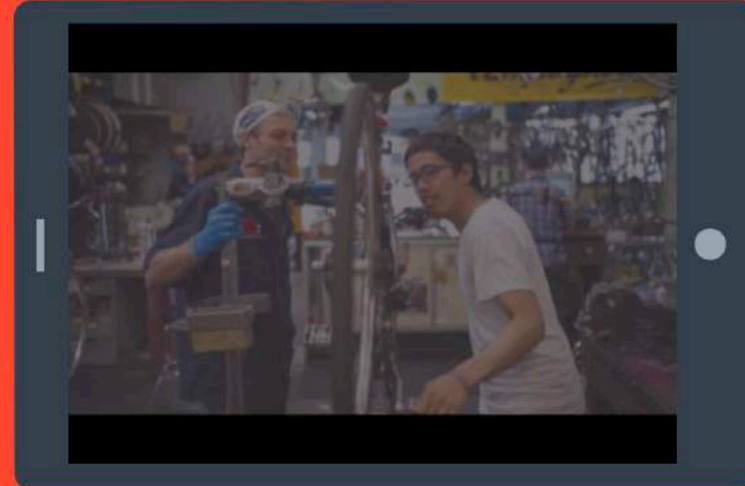
# Video

## Video Stories

with Spark Video >

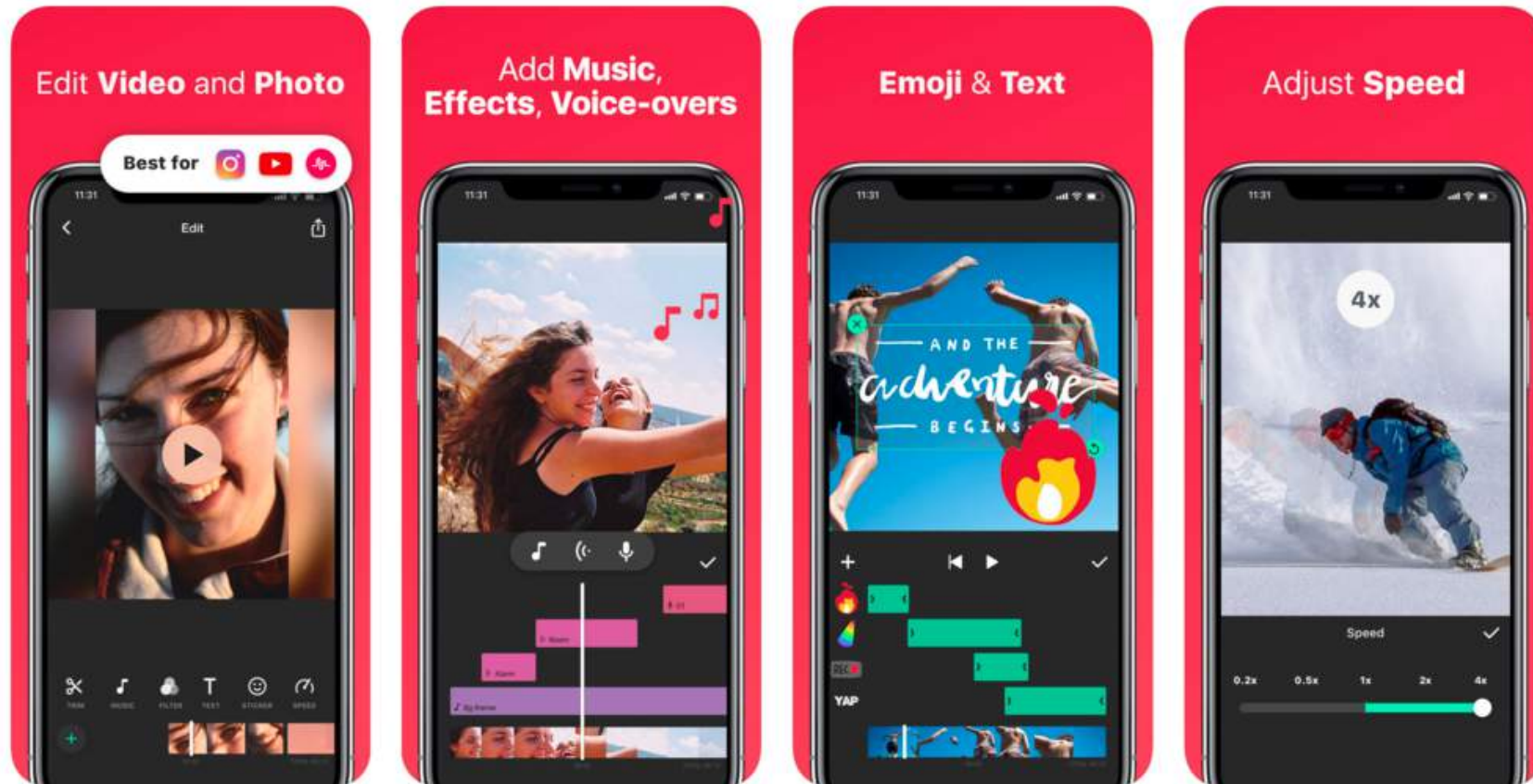
Easily add photos, video clips, icons, or your own voice. Select from professional-quality soundtracks and cinematic motion—and voila!

Create a Video



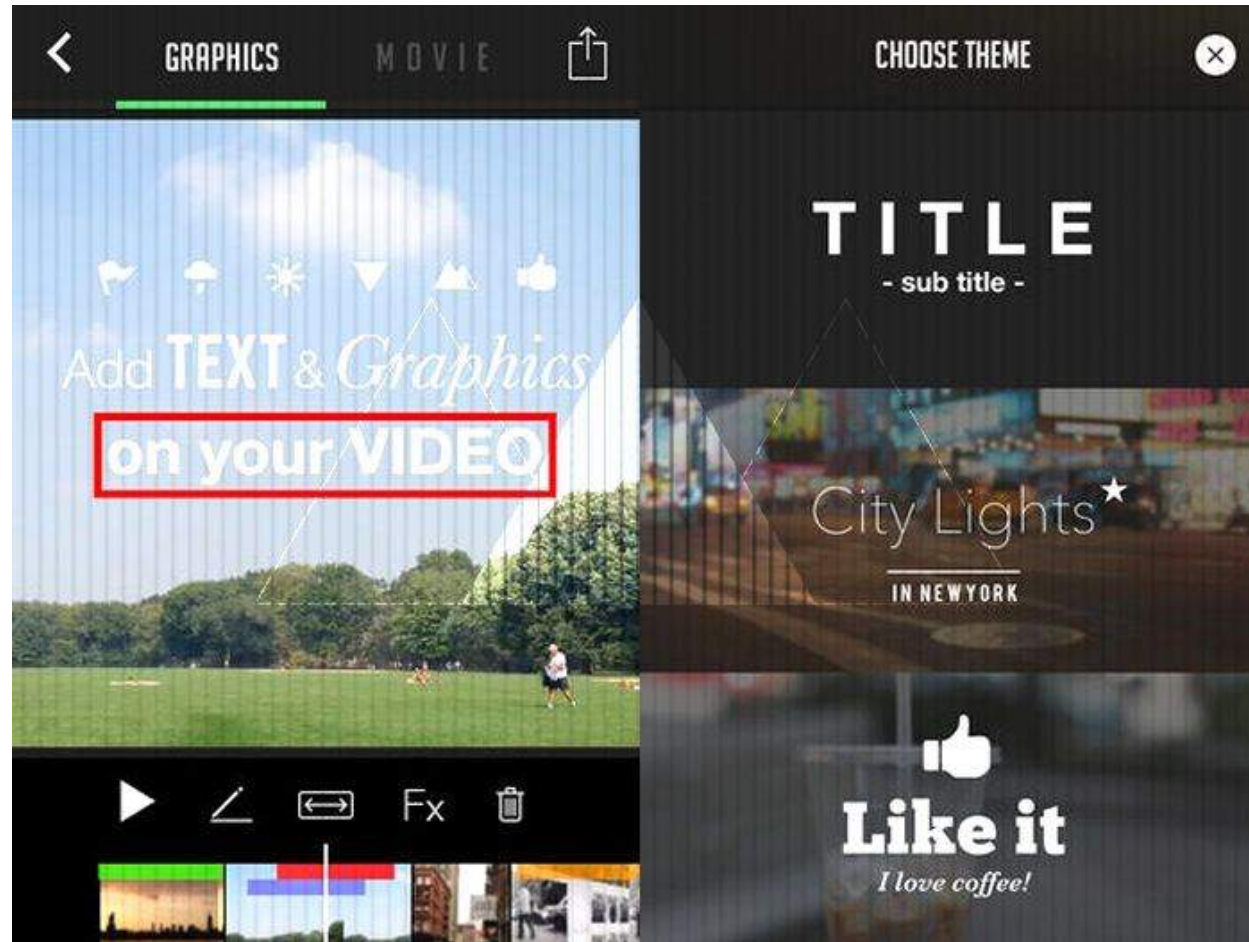
# Adobe Spark

# Video



INSHOT

# Video



GRAVIE

# Video



National Pet Day

Edit Video



April Fool's Day

Edit Video



More Snappy Promo Scenes

Edit Video



National Awkward Moments Day

Edit Video



Happy St. Patrick's Day

Edit Video

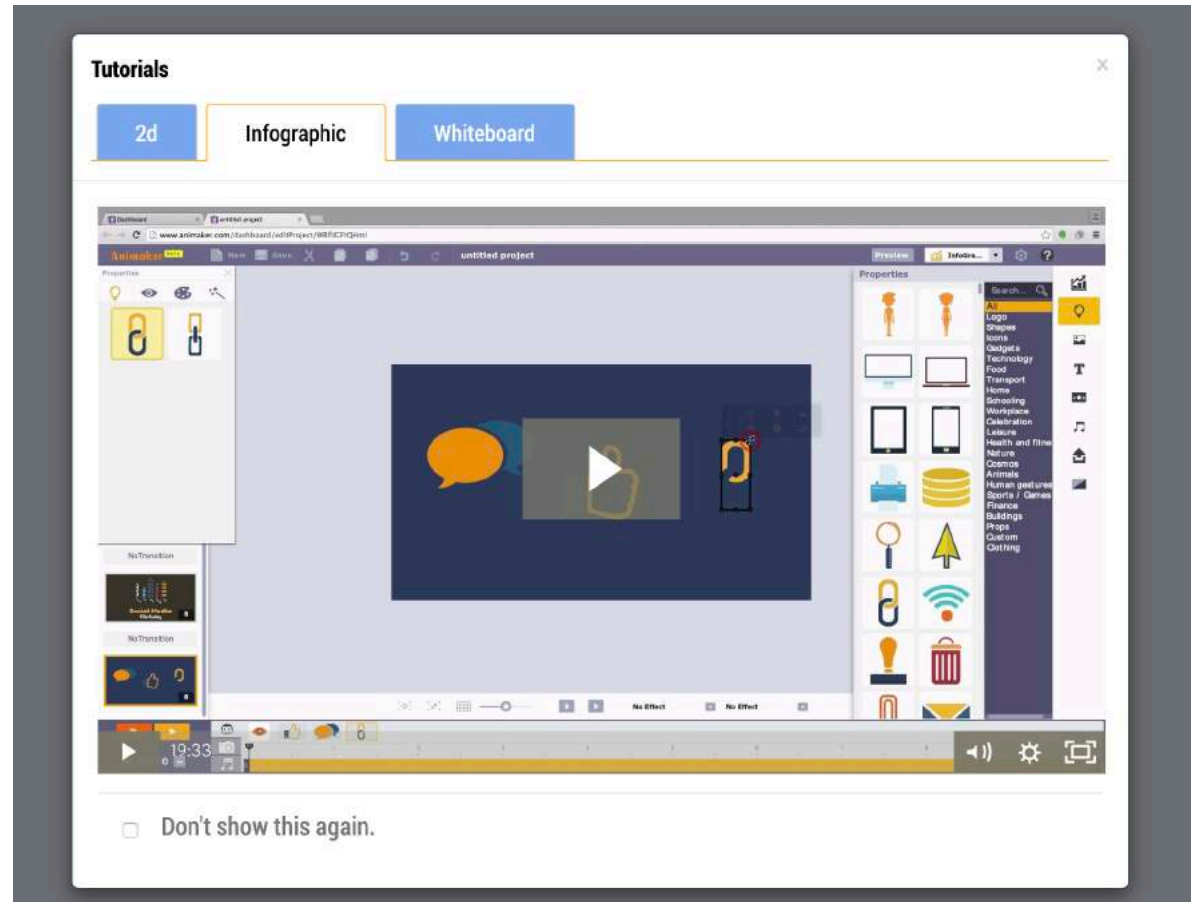


Real Estate Infographic Scenes

Edit Video

## BITEABLE

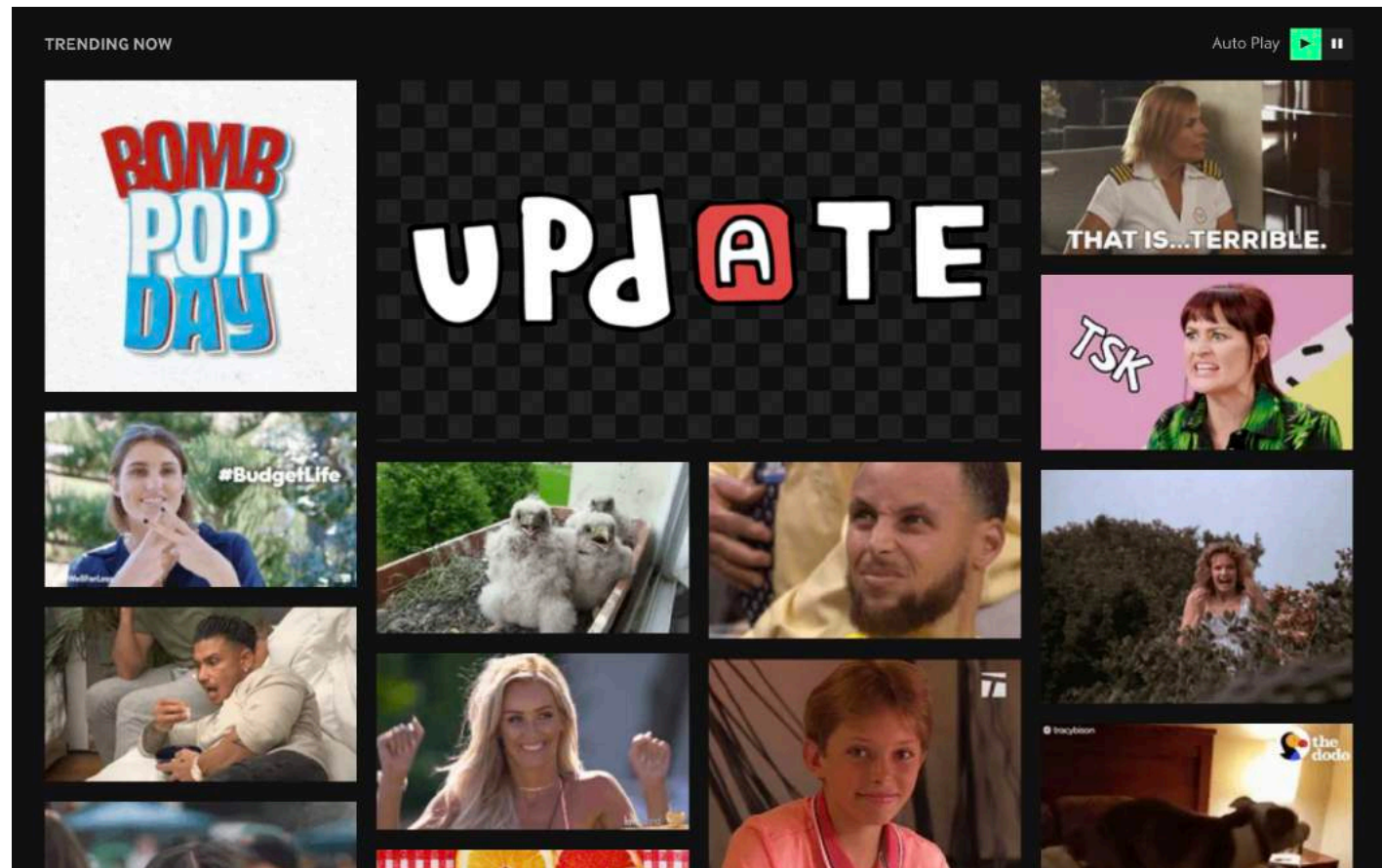
# Video



# ANIMAKER



# Video



GIPHY & GIPHY WORLD



A man with dark, curly hair, wearing a dark blue suit, a light blue striped shirt, and a dark patterned tie, stands in front of a background of trees with autumn foliage. The text is overlaid on the right side of the image.

Let's stay in touch!

**T. HANKS**

Kwinten Lambrecht

[www.kwin.be](http://www.kwin.be)

@kwinlambrecht