EnrichEuropeana+ Dissemination and communication plan

Version 1.0

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Contents

Introduction

EnrichEuropeana + (fully titled 'Enriching Europeana through citizen science and artificial intelligence - unlocking the 19th century') aims to enhance Europeana Transcribe (www.transcribathon.eu) as a service for cultural heritage institutions.

Scope

This document outlines a strategic plan aiming to guide the dissemination activities, to raise awareness amongst relevant audiences and to contribute to the achievement of action's objectives . It will assist partners to ensure that the project results are consistently and proactively disseminated at key moments.

Objectives

The main objectives of EnrichEuropeana+ are:

- To engage public users and professionals in enhancing the semantic and multilingual description of Cultural Heritage objects by continuing the development of Europeana Transcribe.
- To increase accessibility of manuscripts related to historical events and societal transformations in Europe within the 19th Century through a new Citizen Science crowdsourcing campaign to stimulate user engagement for transcribing, translating, and adding semantic enrichments.
- To transform Europeana Transcribe into a service used by Cultural Heritage Institutions to crowdsource the enrichment of cultural object descriptions and improve the multilingualism of metadata.

The main objectives of this Communications and Promotion Plan are:

- To raise awareness of Europeana Transcribe, the EnrichEuropeana+ project and related runs and events amongst potential contributors and professional audiences
- To demonstrate the value to and enrichment of our shared European culture through Europeana Transcribe and transcribathon runs
- To engage local communities in the subject of transcription and enrichment of cultural heritage
- To provide a standardised plan and common approach that can be used by all participating partners to support the objectives above

Strategic approach

In order to reach the objectives stated above partners, led by Europeana Foundation will

1. Research and target relevant cultural heritage institutions across Europe specifically to share news of the project and how it can benefit their organisation, especially two webinars and three workshops especially designed for cultural heritage professionals.
2. Building two new user communities within the spheres of public history and citizen science, involving the Europeana Research and Europeana Education communities.
3. Actively promote and position Europeana Transcribe as a service/tool that can be used to engage audiences and enhance online collections by making them more accessible and usable.
4. Promote the topical runs to European citizens, especially through campaigns to inhabitants of Dublin, Wroclaw, Zagreb and online runs to a wider online audience.
5. Promote the results of the runs with 10 blogs on both Europeana Pro and Europeana website, minimum of 3 galleries and 3 co-collections on the Europeana website.
6. Identify, apply and present Europeana Transcribe and the project at relevant conferences and workshops.

Tactics and planning

Based on the strategic approach above, we have written some tactics that will help us implement the strategy. These are broken down against each approach listed above. We will create a document to manage and monitor this work detailing responsibilities and timeline.

1. Cultural heritage institutions
   a. Identify specific cultural heritage institutions in key target countries/regions/city to target and the job roles most relevant to transcribathon/crowdsourcing activities (EF)
   b. Contact library and museum network organisations to share with their members (EF)
   c. Agree key messages to promote benefits of Europeana Transcribe and the webinars/workshops (EF)
   d. Share project updates and Call To Action (CTA) through the Europeana Aggregator Forum to reach Europeana data providers (EF)
   e. Share project updates and CTA on professional facing communication channels (including Europeana Pro, social media and newsletters) (EF/ALL)
2. User communities within the spheres of public history and citizen science
   a. Identify what these communities will do and key benefits for joining them. (EF)
   b. Target relevant professionals working in research and education through relevant channels (Europeana Research and Education communities and related email lists/social media/partner channels relevant to these audiences) (ALL)
   c. Create messaging and calls to action to engage these communities (EF)
   d. Ensure Education section on Europeana Transcribe is updated as the project develops (EF/FF)
   e. Work with Transkribus to focus on the research element of the project. (EF/T)
3. Promote and position Europeana Transcribe as a service/tool
   a. Create promotional texts to be used in social media to promote the benefits of Europeana Transcribe for cultural heritage professionals (EF)
   b. Investigate user understanding of current Europeana Transcribe users to help inform future approaches and messaging (EF/FF)
4. Promoting the runs to European citizens

    a. Create a model to be used by partners for any national and local campaigns to raise awareness. (EF)

    b. Social media campaigns for specific runs in Europeana Transcribe (ALL) - Activities could include:

        i. Teaser Campaign with stories - 1 per week until 1.5 weeks beforehand -

        ii. Local Stories - Transcribing heroes/heroines; digital integration strategy; social isolation; incredible moments

        iii. Partners' community facebook accounts

        iv. Twitter takeover of #Transcribathon

        v. Tagging and including relevant European Commission accounts

        vi. Online runs promotion

    c. Each partner will reach out to contacts in their community, using Transcribing ambassadors, networks to get people to participate.

    d. Gain support from local CHIs, historical societies or schools to promote to their communities, asking representatives to take part.

    e. Postcards and posters to be printed and shared in relevant places in cities

    f. Use relevant partner channels including mailing lists, newsletters and websites

5. Promote the results of the runs

    a. Share stories and outcomes with blogs on the Europeana Website, Europeana Pro and with galleries and co-collections on the Europeana Website, ensuring there is a relevant link back to the project for that specific audience (EF)

    b. Promote these via Europeana Transcribe, Europeana and partner social media (ALL)

6. Present Europeana Transcribe and EnrichEuropeana+ at relevant events (ALL)

    a. Look for opportunities to present or include in presentations to relevant audiences

    b. Look for opportunities to present or include at Europeana events, including the annual Europeana conference.

Measuring success

We will track impressions and engagement on third party channels and visits to the project page on Europeana Pro. Partners will be responsible for their own tracking and can add relevant metrics to the [EE+ Dissemination - contacts + reporting sheet](#).

Target Audiences

The table below details the key target audiences, with topline messaging and relevant channels for each. We break this down in more detail under Tactics and Planning below.

Target Audience	Messaging	Communication Channel
Cultural Heritage Institutions/professionals	Europeana Transcribe is a service/tool that can be used to engage new and existing audiences and enhance online	- Europeana Pro Website - Europeana Twitter and LinkedIn accounts

	collections by making them more accessible and usable. Get your content transcribed and reused ● EnrichEuropeana+ provides training in the form of workshops and webinars to help cultural heritage professionals run transcribathons and other crowdsourcing initiatives.	● Europeana Network Association comms channels ● Talks/Presentations at events ● Europeana Aggregator Forum ● Webinars ● Workshops ● Relevant partner channels
European citizens	● Learn more about historical topics by creating a strong connection with parts of your community's history and culture ● Make a difference by playing your part in preservation for future generations and making heritage documents available and accessible for all ● Transcribing is a shared language in Europe and part of our culture. Help contribute to this shared language and culture by taking part in our transcribathons.	● Europeana Website ● Europeana Facebook and Twitter social media accounts ● Europeana Newsletter to European citizens ● Press Releases ● Transcribathon runs ● Facebook communities interested in History topics(e.g. German History, Landscape, Nature, Culture and Nostalgia or European History Lounge) ● Relevant partner channels
Europeana Transcribe subscribers (European citizens who have previously participated in Europeana Transcribe)	● See above messages above. ● As a previous participant in Europeana Transcribe, you may be interested in our new activities aiming to increase the accessibility of manuscripts related to historical events and societal	● Website ● Newsletter ● Social media channels

	transformations in Europe within the 19th Century	
Educators/Researchers	● Europeana Transcribe provides a collection of digital items for use in education and research ● Use Europeana Transcribe in your learning programs (historical, societal, philological) to engage students and build students connections with the past. ● Use transcribed content to inform your research.	● Europeana Education community and channels ● Europeana Research community and channels ● Direct collaboration with external project partners (i.e. University of Zagreb, Bosai Tech) ● Relevant communities of historians or history students ● Relevant partner channels

Table 1. Target audiences and key messages

Communication and Promotion channels

Below you will find a list of channels, platforms and types of media that project partners have available to use to help promote the project and Europeana Transcribe. We will keep track of all dissemination activity through the EE+ Dissemination - contacts + reporting sheet and all partners are responsible for ensuring that it is updated with their relevant activities. Related to dissemination activities are the Editorial and Events plans and outputs. These are tracked in separate sheets.

Transcribathon Website

https://europeana.transcribathon.eu/ This website hosts all the relevant information for European citizens to take part in runs.

Project website

https://pro.europeana.eu/project/enricheuropeana). This webpage will provide general information about the project's objectives, current activities, publications and achievements.

Partner websites

Partners should, where feasible, include a EnrichEuropeana+ webpage on their own website.

Social Media

Partner social media channels will be used to raise awareness about the project, share content and information and drive traffic to Europeana Transcribe and the project website. Relevant channels and accounts will be selected by activity and the relevant audience to ensure a targeted approach. Accounts are encouraged to share each other's posts, where relevant to their audiences, to help gain maximum impact for Europeana Transcribe, the project and partners.

Twitter

Partner/channel	Followers	Audiences
Transcribathon	500 followers	European citizens / Europeana Transcribe subscribers
Europeana	41,100 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
Facts and Files	1,500 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
Austrian Institute of Technology	3,500 followers	European Citizens, Researchers (applied research), Business Partners
Poznanskie Centrum Superkomputerowo-Sieciowe	304 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
READ-COOP SCE	5,800 followers	Cultural Heritage Institutions / European citizens / Researchers
Trinity College Dublin	71,800 followers	Irish Citizens / Educators / Researchers / Students
DCLAReadingRoom	3,400 followers	May also be retweeted by @dubcilib (17,900 followers) and very occasionally by @DublinCityCouncil (77,900 followers)
Uniwersytet Wrocławski	3,900 followers	Educators/ Researchers/ Students
Wrocław University Library	208 followers	Cultural Heritage Institutions/ Polish and occasionally European citizens
Digital Repository of Ireland	8,052 followers	Cultural Heritage Institutions / historians / Researchers / Educators / Irish Citizenry and Diaspora

Table 2. Twitter accounts, followers and main audiences

Facebook

Partner/channel	Followers	Audiences

Europeana	128,000 followers	European citizens
Facts and Files	300 followers	Cultural Heritage Institutions / European citizens /
Austrian Institute of Technology	3,300 followers	European Citizens, Researchers (applied research), Business Partners
Poznanskie Centrum Superkomputerowo-Sieciowe	2,500 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
Federacja Bibliotek Cyfrowych	4,850 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
READ-COOP SCE	550 followers	Transkribus users Facebook Group
Trinity College Dublin	90,600 followers	Irish Citizens / Educators / Researchers / Students
Uniwersytet Wrocławski	50,600 followers	Educators/ Researchers/Students
Wrocław University Library	2,217 followers	Cultural Heritage Institutions/ Polish and occasionally European citizens
State Archives in Zagreb	2,297 followers	Cultural Heritage Institutions / Historians / Researchers / Educators
Digital Repository of Ireland	2,041 followers	Cultural Heritage Institutions / historians / Researchers / Educators / Irish Citizenry and Diaspora

Table 3. Facebook accounts, followers and main audiences

LinkedIn

Partner/channel	Followers	Audiences
Europeana	8,000 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
Austrian Institute of Technology	22,000 followers	Scientists and engineers interested in applied research, Business Partners

Poznanskie Centrum Superkomputerowo-Sieciowe	1,556 followers	Cultural Heritage Institutions / European citizens / Educators / Researchers
READ-COOP SCE	200 followers	Cultural Heritage Institutions / European citizens / Researchers
Trinity College Dublin	169,200 followers	Irish Citizens / Educators / Researchers / Students
Uniwersytet Wrocławski	58,100 followers	Researchers/Educators
Digital Repository of Ireland	557 followers	Cultural Heritage Institutions / historians / Researchers / Educators / Irish Citizenry and Diaspora

Table 4. LinkedIn accounts, followers and main audiences

Youtube

Partner/channel	Followers	Audiences
READ-COOP SCE	670	Cultural Heritage Institutions / European citizens / Researchers
Austrian Institute of Technology	507	Researchers (applied research)
Uniwersytet Wrocławski	2,000	Educators/ Researchers/Students
Wroclaw University Library	31	Cultural Heritage Institutions/ Polish and occasionally European citizens

Newsletters/email lists

We will make use of partner's existing email lists and newsletters where the target audiences are relevant to those in the project. These include:

Partner/channel	Subscribers	Audiences
Europeana Network Association newsletter	2,500	Cultural heritage professionals / Teachers and Educators / Researchers
Europeana Research mailing list	2,000	Cultural heritage professionals / Researchers

Europeana Education mailing list	1,700	Cultural heritage professionals / Teachers and Educators
Dublin City Libraries News and Events newsletter	10,292	Library members
Wrocław University Library's Bulletin (newsletter)	3,082	Library members and Library users (students, researchers, educators)
Digital Repository of Ireland Friends newsletter	937	Cultural Heritage Institutions / historians / Researchers / Educators / Irish Citizenry and Diaspora
READ-COOP SCE	35,000	Cultural Heritage Institutions / European citizens / Researchers

Table 5. Newsletters, followers and main audiences

Press

If partners have press or media officer function and contacts, press releases can be a useful way of raising awareness in specific countries or localities, especially around events. Europeana Foundation can offer editing support for press releases. Press releases published by the partners should be communicated to Europeana Foundation (Nick Jarrett) for documentation and dissemination purposes. An example of a press release can be seen below.

Dublin City Council:
https://www.dublincity.ie/news/dublin-city-council-calls-dubliners-help-unlock-treasurers-past

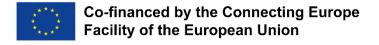## Publications

Scientific publications

All scientific publications resulting from the project (publications, white papers, technical reports, etc.) should include the following acknowledgement sentence:

This research has been supported by the EnrichEuropeana+ project 2020-EU-IA-0075, co-financed by the Connecting Europe Facility of the European Union.

All Europeana publications will be uploaded to the Europeana Pro publications page.

Other publication and dissemination activities

These publications refer to non-scientific publications such as brochures, presentations, websites, community of practice workshops, etc. They should include the following acknowledgement sentence with the EU logo on the left side:

Co-financed by the Connecting Europe Facility of the European Union

Branding and design

A common graphic identity for the project in all communication and promotional activity allows better visibility and recognition. All public communication and promotional materials will include the following:

- The name of the project,
- The Transcribathon website,
- The graphic elements described in this section (logo, font, language etc.), if applicable
- The EU funding logo and/or the acknowledgement sentence

The brand of the EnrichEuropeana+ project includes its corporate image, brand and style. Guidelines given here are for partners to ensure coherence and consistency.

Logos

This project already has a branded identity and we recommend that the Europeana Transcribe logo is used across our communications for this project. We aim for it to be instantly recognisable, so consistency is crucial. Please don't change, distort, recolour, or reconfigure it.

This logo should be included in all documentation related to the project. All versions of this logo are available for download in different formats from the EnrichEuropeana+ Google Drive. Always use the logo files provided and do not recreate.

The Europeana Transcribe logo can also be used in partnership with the partner's logo, if applicable. The logo can be placed either to the left or top of the partner's logo. There should be clear space added between the logos and both logos should feel of equal size.

EU Funding Logo

As a beneficiary of the CEF Telecom programme, one of your legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material. The webpage with the publicity guidelines and logos to Acknowledge EU funding are here: https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos

Font

The defined font for Europeana´s public communication and promotional materials is Open Sans. This precise and simple font aligns with Europeana's clear and welcoming communications and will be used for Europeana's promotional activities. We recommend that other partners use their own branding for promotional activity to their audiences. More information on Europeana font usage can be found on this page - https://pro.europeana.eu/page/brand-guidelines

Language

The official language of the EnrichEuropeana+ project is European English. However, the dissemination material should be translated into the different languages of the project partners , where possible. If translating into other European languages, it is recommended that the font size be 10% smaller than English; this will allow for 20-30% more characters in the same space.

Printed Material

We envisage printed material will only be used to promote physical events, if they happen. All printed material (postcards, posters, banners etc.) will need to be designed by project partners, following guidelines provided by Europeana Foundation.

Poster

Europeana Foundation will provide guidelines for posters to be used by partners for communication and promotional activities of physical events.

Postcard

Europeana Foundation will provide guidelines for postcards to be used by partners for communication and promotional activities of physical events. The postcard will be periodically updated, if needed.

Digital Material

Digital material can be used to present online and physical events, and the project more widely. Europeana Foundation will provide guidelines for different digital media types. Some that might be used include:

Presentation templates

Europeana Foundation will provide guidelines for presentation templates that could be used by all partners. These will include guidance on title and sub-title slide examples, a content slides and end slides. It will define common design layouts, font sizes, etc., in line with Europeana brand guidelines.

Social media imagery

Europeana Foundation will provide guidelines on imagery to be used to promote specific events

Images for websites

Europeana Foundation will provide guidelines on imagery to be used to promote the project and related outputs

Background for external digital meetings

Europeana Foundation will provide guidelines on backgrounds to be used for any relevant external project meetings or digital interaction.

Relevant contacts

In order to coordinate communication activity throughout the project, relevant contacts are listed below

Contact	Partner	email
Nicholas Jarrett	Europeana Foundation	nicholas.jarrett@europeana.eu
Natalia Jeszke	PSNC - FBC	njeszke@man.poznan.pl
Johanna Walcher	READ-COOP SCE	j.walcher@readcoop.eu
Florian Stauder	READ-COOP SCE	f.stauder@readcoop.eu
Padraic Stack	Dublin City council	padraic.stack@dublincity.ie
Sonja Galina	State Archives Zagreb	sonja.galina@daz.hr
Łukasz Krzyszczuk	UWr	lukasz.krzyszczuk@uwr.edu.pl
Frank Drauschke	Facts and Files	drauschke@factsandfiles.com
Sergiu Gordea	Austrian Institute of Technology	sergiu.gordea@ait.ac.at
Kathryn Cassidy	Trinity College Dublin	kcassidy@tchpc.tcd.ie