



ETF

Online Presence Analysis

Final Report Deliverable

A large, solid light green circle is centered on the slide. Inside the circle, the text "Understanding our target audiences" is written in a white, sans-serif font, centered both horizontally and vertically within the circle's area.

Understanding our
target audiences

**P
E
E
R
S**

Intl
Orgs

EU
Social Partners

EU
Institutions

MS
Gofs

European
Commission &
EU Agencies

**P
A
R
T
N
E
R
S**

Intl
Donors

ETF

EU
Delegations

**B
E
N
E
F
I
C
I
A
R
I
E
S**

PC
Employers

PC
Gofs

PC
Education
Systems

PC
Civil Society
Organisations



Social Media
Analysis

indiepics

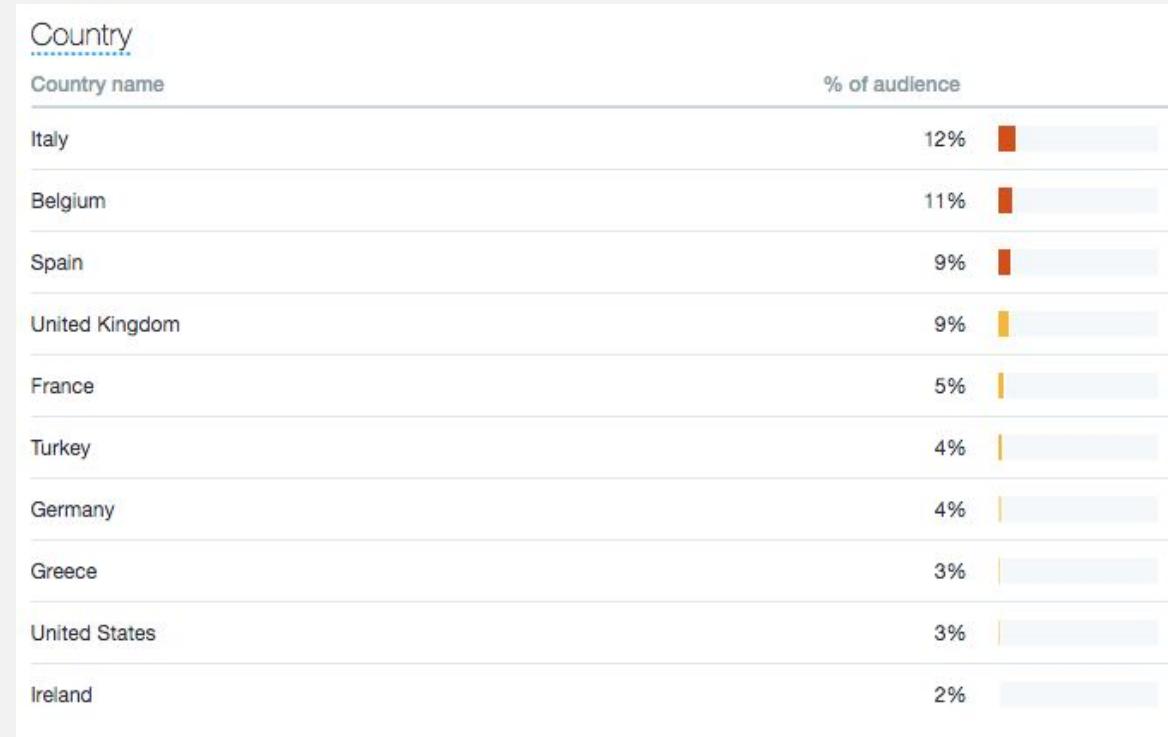
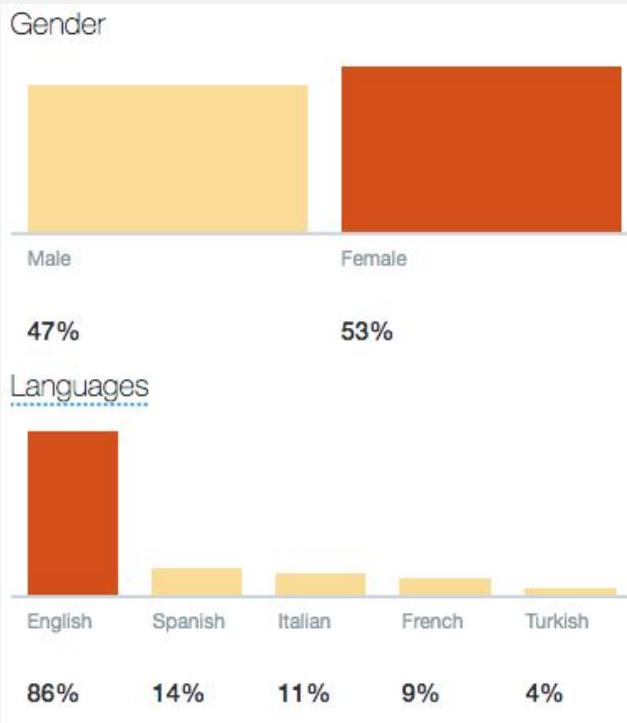


Twitter Insights

- Follower base is 47% male, 53% female.
- 86% use English as their preferred language, followed by Spanish and Italian.
- Majority of followers are in Italy, followed by Belgium, Spain and UK.
- Top interests include Science News, Weather and Technology.
- Two videos published in November 2018 performed much better than all the others and two videos published in 2019 had very low completion rates (under 4%).

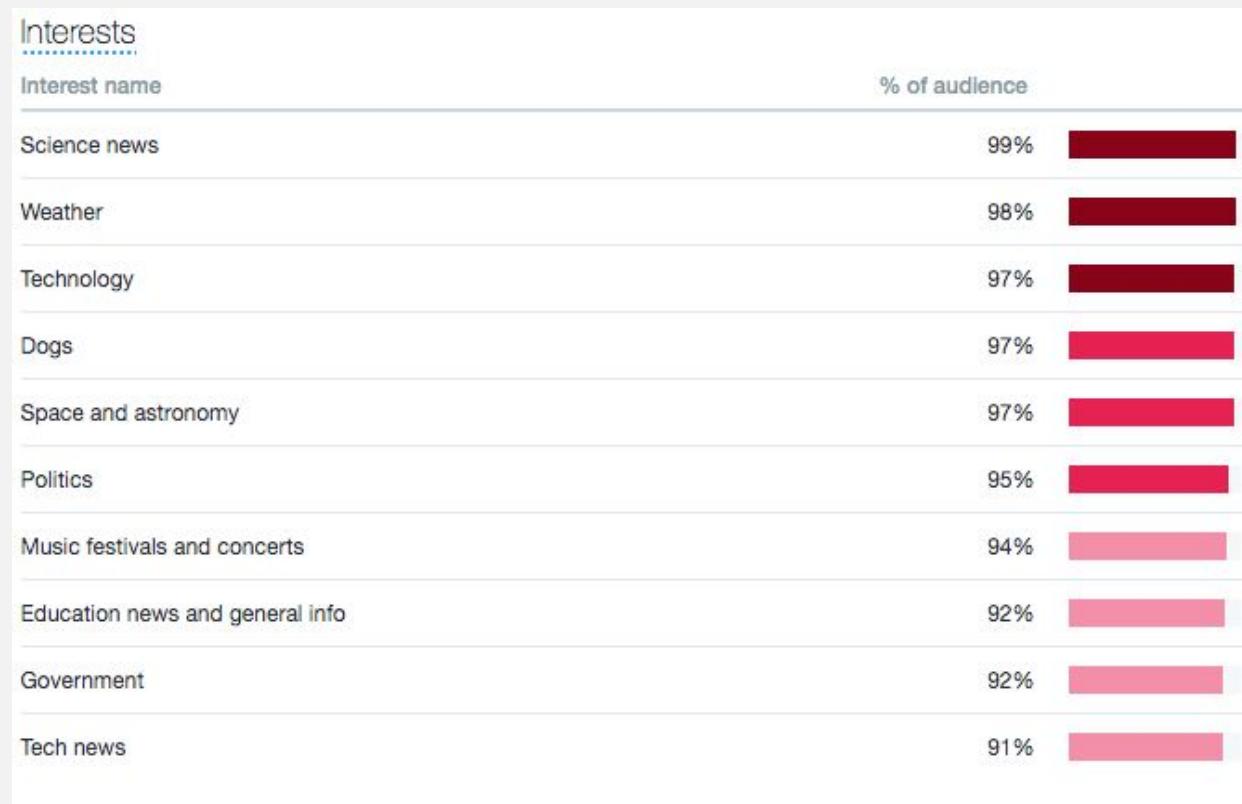


Twitter - current followers





Twitter - current followers





Twitter - best performing videos

Two videos posted in November 2018 about events performed much better than the rest of the videos in terms of video views and completion rate:

All Videos	Promoted Videos	Video views	Completion rate
 European Training Foundation  @etfeuropa · Nov 20	 0:02	752	74.4%
 European Training Foundation  @etfeuropa · Nov 7	 0:01	506	97.8%

indiepics



Twitter - best performing videos

indiepics @indiepicsIE



0:02

Top Tweets with this video

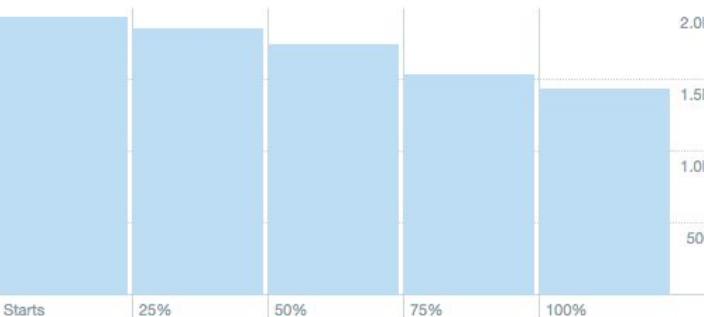
European Training Foundation @efteuropa · Nov 20
How's the #futureofwork and skills doing to look like? More than 350 innovators & change-makers are coming to the #Skills4Future conference to share their views.

Share yours too!

skills4future.eu  pic.twitter.com/eV7vyi8uiZ

Views 752

Retention



Time Point	Value
Starts	2.0K
25%	~1.8K
50%	~1.6K
75%	~1.4K
100%	~1.2K

Key metrics

Key Metric	Value
Video views	752
Minutes viewed	115
Completion rate	74.4%
Call to action clicks	0



indiepics



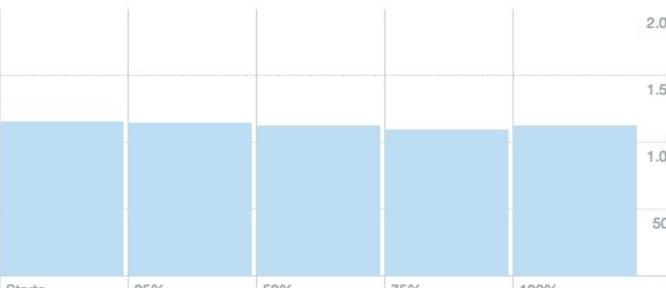
Twitter - best performing videos

indiepics @indiepicsIE



0:01

Retention



Time Point	Value
Starts	~1.2K
25%	~1.0K
50%	~1.0K
75%	~1.0K
100%	~1.0K

Top Tweets with this video

Tweet	Views
<p>European Training Foundation @etteuropa · Nov 7 Good morning Vienna! We're at #EUVocationalSkills week with amazing people from all over Europe to discuss about vocational #education: the fast-track from school to work!  europa.eu/lwM86VN </p> <p>#DiscoverYourTalent #Skills4Future @EU_Social @mariannethyssen @onestce pic.twitter.com/LVub2eNIFQ</p>	506

Key metrics

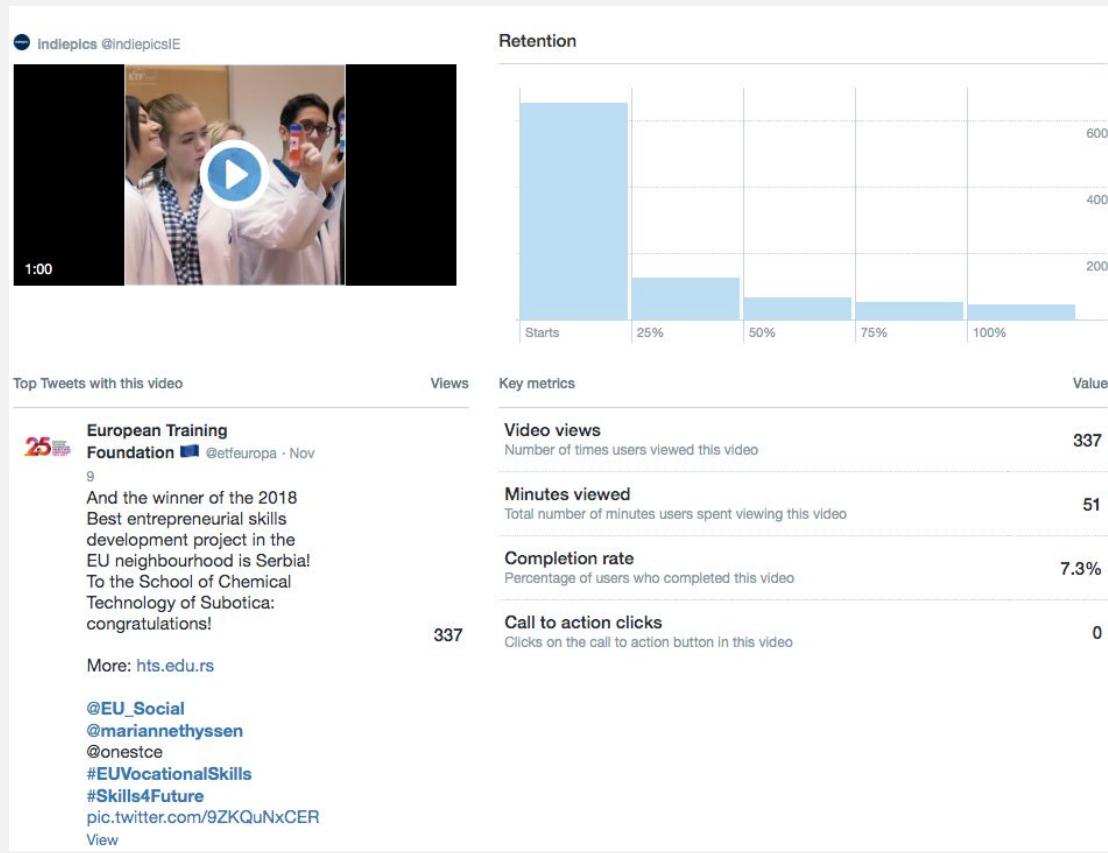
Metric	Value
Video views	506
Minutes viewed	95
Completion rate	97.8%
Call to action clicks	0

1 sec
video
@mention

indiepics



Twitter - long videos with highest completion rate



indiepics



Twitter - long videos with highest completion rate

indiepics @indiepicsIE



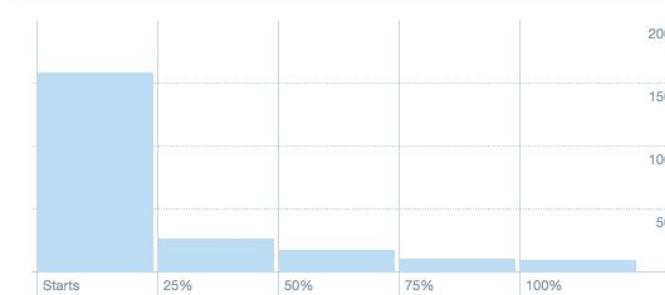
Top Tweets with this video

European Training Foundation @etfeuropa · Jul 24
Today is Wednesday and we have a new FB Live Highlights video! This one was special, since it was streamed live from #Brussels during the European Development Days 🎉

#EDD19 #ThinkTwice
#futureofwork
#futureofeducation
#montenegro
pic.twitter.com/p5WqQkika8

Views 79

Retention



Key metrics	Value
Video views	79
Minutes viewed	60
Completion rate	6.3%
Call to action clicks	0

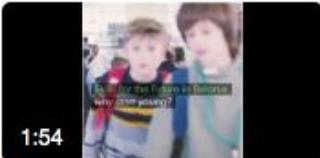


indiepics



Twitter - videos with low completion rate

Two videos were published in 2019 with low completion rate (under 4%):

All Videos	Promoted Videos	Video views	Completion rate
 European Training Foundation  @etfeuropa · Mar 5  1:54		182	3.3%
 European Training Foundation  @etfeuropa · Jun 25  0:48		444	3.2%



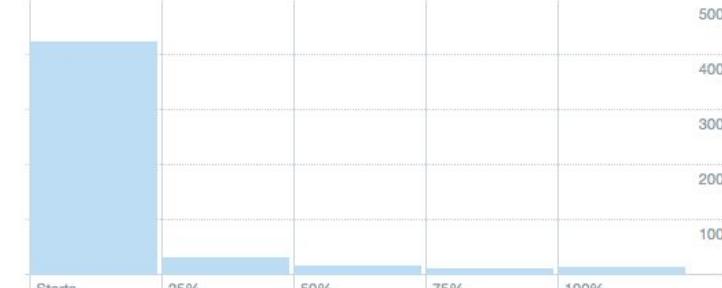
Twitter - videos with low completion rate

indiepics @indiepicsIE



1:54

Retention



Top Tweets with this video

Views	Key metrics	Value
5	Video views Number of times users viewed this video	182
182	Minutes viewed Total number of minutes users spent viewing this video	25
	Completion rate Percentage of users who completed this video	3.3%
	Call to action clicks Clicks on the call to action button in this video	0

European Training Foundation @etfeuropa · Mar 5
One experimental #school from #Minsk is implementing innovative model of #education: Learning is pupil-centered, professional guidance starts very early. #Skills4Future: Starting early. What do you think ?

#EUintheWorld

europae.eu/lhB33tV

@awiktorin
pic.twitter.com/L26SaOkxj4
View

indiepics



Twitter - videos with low completion rate

Indiepics @indiepicsIE

0:48

My dream is to become a well-known chef.
In the future I want to open my own restaurant.

Retention

Top Tweets with this video

European Training Foundation	@etfeuropa	Jun 25	What are the keys to develop a modern and competitive economy? Certainly, one of them is EDUCATION.
The #EU and #Azerbaijan		444	are collaborating together to undertake the ambitious #education reform of the country, including the sector of #Vocational #Education and #Training. pic.twitter.com/NYuzeX6TTG

Views

Key metrics

Video views	444
Minutes viewed	35
Completion rate	3.2%
Call to action clicks	0

indiepics



Top performing tweets in 2019 (impressions)

Aug 2019 · 31 days

TWEET HIGHLIGHTS

Top Tweet

earned 8,450 impressions
Join our talk with @GZisimos on the biggest event in EU related to vocational #education and #skills: the #EUVocationalSkills Week!

Watch here: bit.ly/2GGqpPB

#DiscoverYourTalent #Skills4Future
pic.twitter.com/hv4sDvJS4M



EC.EUROPA.EU/SOCIAL/VOCATIONAL-SKILLS-WEEK

@mention Event

Feb 2019 · 28 days

TWEET HIGHLIGHTS

Top Tweet

earned 7,601 impressions
We've launched a #CallforPapers on vocational #education & #skills for the 2019 @IIAS_IISA conference in #Singapore! Topics:

- ✓ Multilevel governance
- ✓ Public-private partnerships
- ✓ Decentralisation
- ✓ Self-governance of schools

Deadline for abstracts 15/2
europa.eu/!JD87yF
pic.twitter.com/qkeQBSfDIA



@mention Event Local #

indiepics



Top performing tweets in 2019 (impressions)

Jul 2019 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 6,026 impressions

The #EUVocationalSkills Week 2019 goes to Helsinki, and you can still be part of it: find out how!

→ europa.eu/!Yc43dV

#DiscoverYourTalent #Skills4Future
#EUintheWorld
pic.twitter.com/BcrVHvotAS



Apr 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,716 impressions

The 2019 #EUVocationalSkills is getting closer! We are seeking good practices on training providers promoting #entrepreneurship as a key skill in countries neighbouring the EU!

Deadline 16 May 2019

More: europa.eu/!uq47NB

#Skills4Future #EUintheWorld
pic.twitter.com/J3FcUxFRpC



indiepics



Top performing tweets in 2018 (impressions)



European Training Foundation 
@etfeuropa
In the short-term future, every job will require new digital skills, already now 90% of jobs require basic digital skills. We need to invest in people in order to build a successful digital Europe - by @GabrielMariya, #skills4future pic.twitter.com/copDQ8raza

Impressions	18,976
Total engagements	308
Likes	91
Media engagements	68
Retweets	47
Profile clicks	41
Detail expands	36
Link clicks	16
Hashtag clicks	5
Replies	4



European Training Foundation 
@etfeuropa
We want to make sure everyone knows that vocational education is a **#firstchoice** — @mariannethyssen at closing ceremony of **#EUVocationalSkills** week. Retweet if you agree!

#DiscoverYourTalent #Skills4Future
pic.twitter.com/AKJsZmcjzB

Impressions	13,576
Total engagements	121
Likes	43
Retweets	25
Detail expands	18
Profile clicks	12
Hashtag clicks	9
Media engagements	8
Link clicks	4
Replies	2





Top performing tweets in 2018 (impressions)

 European Training Foundation 
@etfeuropa
Education, training & lifelong learning gives people the skills & opportunities to succeed in society. That's why it's the 1st principle of the #European Pillar of #SocialRights
<http://europa.eu/lcx37J>
#Skills4Future #EUandMe 
<pic.twitter.com/XM7cgxQyjy>

Impressions	13,179
Total engagements	145
Likes	34
Retweets	30
Detail expands	27
Link clicks	18
Media engagements	17
Profile clicks	11
Hashtag clicks	8

Relevant #

 European Training Foundation 
@etfeuropa
Skills are key to pluralistic quality journalism in the #WesternBalkans – and #education & training is the way. Our report from #EUWBmedia <http://europa.eu/IMK97Dk>
#skills4future <pic.twitter.com/ShK47HGRFA>

Impressions	11,671
Total engagements	185
Media engagements	52
Likes	43
Detail expands	30
Link clicks	24
Retweets	22
Profile clicks	8
Hashtag clicks	6

Local #



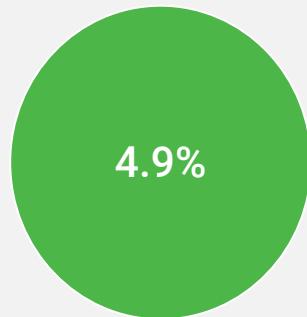
Top performing tweets by engagement rate

European Training Foundation  @etfeuropa
Have your say on the **#futureofwork!**

What new technology do you think will have most impact in your country in the future?

#skills4future  

Impressions	429
Total engagements	21
Detail expands	11
Votes	7
Likes	3

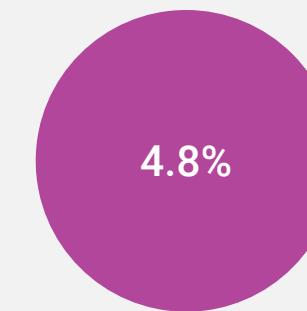


European Training Foundation  @etfeuropa
Question 2 — What **#skills** do you think are most relevant for the future in **#your** country?

Have your say on the **#futureofwork!**

#skills4future  

Impressions	769
Total engagements	37
Votes	19
Likes	7
Profile clicks	5
Retweets	3
Detail expands	2
Follows	1



indiepics



Top performing tweets by engagement rate

 European Training Foundation 
@etfeuropa
📌 How to ensure inclusive and equitable use
of #AI in #education?
📌 How to promote skills development for
jobs and life in AI era?

🎥 Follow live broadcasting of @UNESCO's
Mobile Learning Week 2019 to get the
answers:
<https://en.unesco.org/mlw/2019/webcast...>

@UNESCO @BorheneC
@UNESCOICTs @UIL
pic.twitter.com/mKFGUjVVJh

Impressions	1,647
Total engagements	77
Detail expands	60
Profile clicks	7
Likes	6
Retweets	2
Link clicks	2

4.7%

European Training Foundation  @etfeuropa
Question 3 — What global trends do you think will have the
most impact on the labour market in #your country?

Have your say on the **#skills4future**

<http://www.skills4future.eu>

Impressions	613
Total engagements	27
Votes	11
Detail expands	7
Profile clicks	5
Link clicks	2
Retweets	1
Hashtag clicks	1

4.4%



Twitter Insights

- Influencers have big impact on amplifying posts - including @mentions and popular # are significantly boosting reach.
- Tweets with questions generate higher engagement.



Twitter Recommendations

- Make live videos on Twitter. You can create live videos directly from the Twitter app on your phone and up to 3 guests can participate in a live broadcast at one time. Live video is one of the most engaging formats on Twitter.
- Prioritise the right type of video content. According to Twitter, videos are six times more likely to be retweeted than tweets with photos and three times more likely to be retweeted than tweets with GIFs.



Twitter Recommendations

- 82% of Twitter users watch social video content on Twitter and that an additional 41% of them say that Twitter is a “great place” to discover educational video content.
- Square videos perform better than landscape videos on social media.
- Twitter with questions, polls, competitions reach more people and attract more engagement.



Twitter Recommendations

- Keep tweets short. Keep each tweet focused on one specific message rather than trying to communicate multiple things.
- Use a call to action to encourage people to watch the videos and find more details of what you are posting about.
- Some of your best-performing tweets mentioned other profiles. Keep mentioning other users to reach more people.



Twitter Recommendations

- Hashtags with keywords that are relevant to your business and local hashtags help your tweets to have more impressions.
- Most of your followers are English speakers so creating content in English is essential. If you decide to use an external tool, I would recommend using one that allow you to geo target tweets, so you can tweet in different languages targeting different countries.
- We recommend promoting tweets in languages other than English, targeting countries that speak those languages.



Twitter Recommendations

- Tweet as much as you can about your events, giving a sense of immediacy, as those tweets are the ones reaching more people.
- Overall your videos that are longer than 2 seconds have low completion rate. We recommend promoting your videos on Twitter as well as this will increase your Tweets reach and potentially your tweets engagement.
- Twitter allows you to target by interest, keyword, follower and behaviour and this will help your content to reach a larger audience.



Facebook Insights

- Video posts have much higher reach and more engagement than pictures and links posts.
- Natively uploaded videos on Facebook has higher reach and better performance.
- Posts with competitions generate good engagement.
- Live videos have been performing well in terms of views comparing to all the video posts on the page.



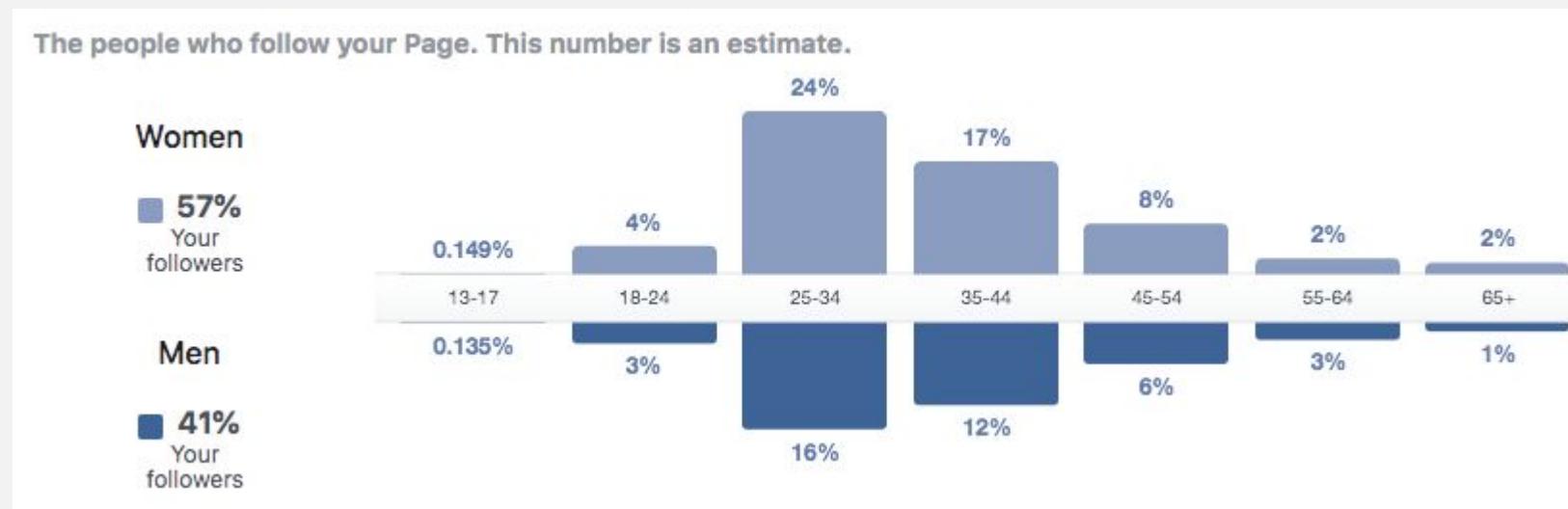
Facebook Insights

- Paid video posts have been performing significantly better than organic video posts.
- The live videos with best performance are the videos that were boosted with higher budgets.
- Out of the organic video posts, the ones with interviews are the ones that have been performing better.



Facebook followers

Most of the Facebook page followers are women.

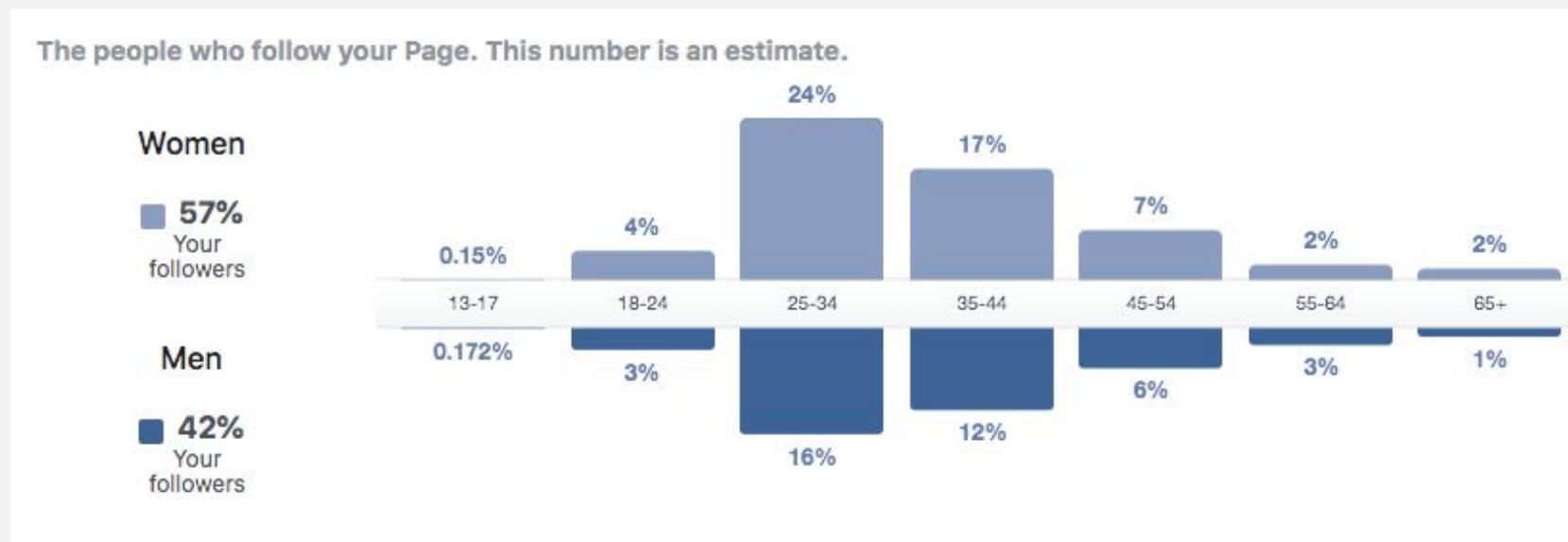




Facebook - who is our current audience?

Higher %
of women

Higher %
25 - 44
years old





Facebook - top countries and languages

Italy
Greece
Tunisia

English
Italian
French

Country	Your Fans
Italy	1,896
Greece	646
Tunisia	611
Portugal	597
Albania	491
Romania	468
Belgium	463
Georgia	457
Egypt	389
Spain	384

Language	Your Fans
English (US)	3,670
English (UK)	2,223
Italian	1,724
French (France)	1,182
Portuguese (Portugal)	550
Arabic	535
Greek	513
Russian	420
Romanian	365
Albanian	273



Facebook posts - reach by country and language

You have been reaching mostly people from Tunisia, Algeria and Egypt who speak French, Arabic and English.

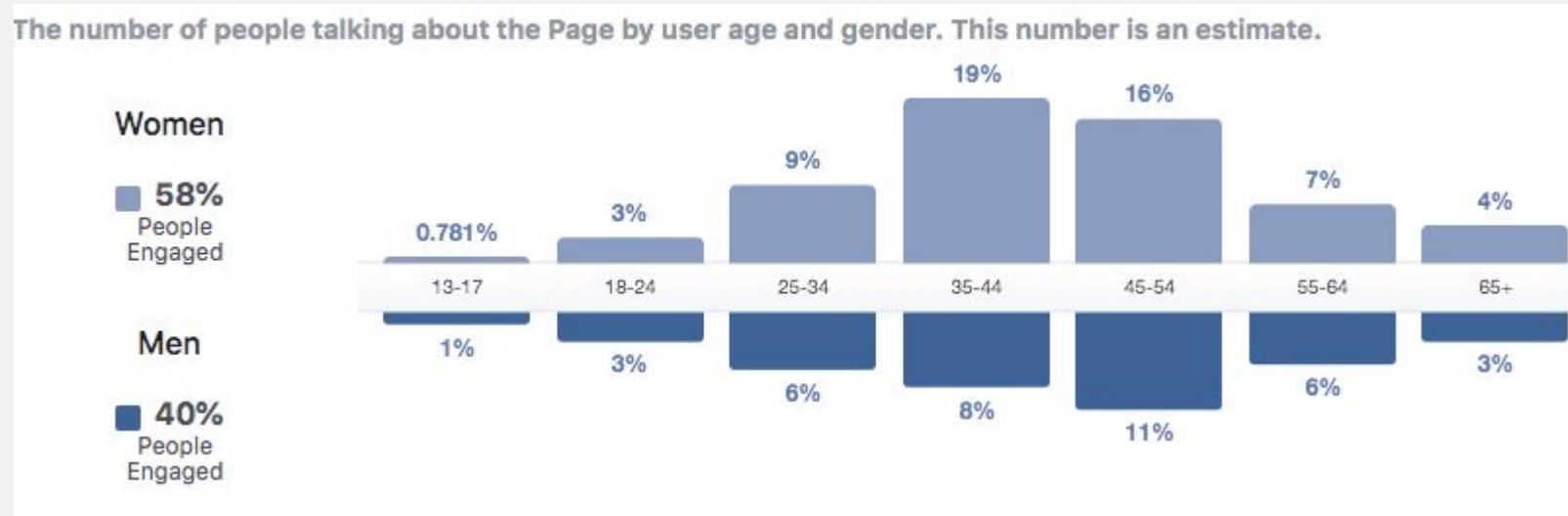
Country	People Reach...
Tunisia	19,417
Algeria	9,219
Egypt	6,389
Palestine	3,649
Morocco	3,610
Georgia	2,026
Italy	1,388
Turkey	1,339
Albania	1,112
Cyprus	597

Language	People Reach...
French (France)	25,338
Arabic	13,465
English (US)	6,165
English (UK)	2,505
Georgian	1,525
Italian	1,364
Turkish	1,172
Russian	984
Albanian	664
Croatian	480



Facebook page engagement

Most of the people who are talking about the page are women.





Facebook - Language

Most of the page followers are in Italy and Greece and speak Italian and English.

Country	Your Fans
Italy	1,919
Greece	641
Tunisia	601
Portugal	599
Albania	501
Romania	469
Belgium	457
Georgia	453
Egypt	405
Germany	379

Language	Your Fans
English (US)	3,705
English (UK)	2,239
Italian	1,746
French (France)	1,183
Portuguese (Portugal)	550
Arabic	548
Greek	517
Russian	426
Romanian	374
Albanian	273



Facebook - Language

Most of the page followers are in Italy and Greece and speak Italian and English.

Country	Your followers
Italy	1,944
Greece	643
Tunisia	609
Portugal	599
Albania	505
Romania	479
Belgium	458
Georgia	456
Egypt	408
Germany	382

Language	Your followers
English (US)	3,725
English (UK)	2,250
Italian	1,764
French (France)	1,209
Arabic	578
Portuguese (Portugal)	554
Greek	514
Russian	442
Romanian	390
Albanian	273



Facebook - Followers

The number of followers has been increasing from August '18 to August '19





Facebook - Followers

The promoted posts reached most people in August 19.





Facebook top posts by engagement - paid

ETF - European Training Foundation is in Montenegro.
Published by Maria Lvova Zolotarevskaya [?] · 27 May · 25 posts

To join the EU by 2025, Montenegro is committed to reform its #education, #employment, and social policies.

Read here about ETF support to Montenegro to implement these reforms: <https://europa.eu/IQQ84Rb>

#struchnojekljucno
#skills4future

The infographic illustrates various training and education programs offered by ETF, including:

- Digital: lifelong learning, learning for the future, and learning ready for tomorrow.
- Teachers (and students) training in companies
- The main areas of work are: Teacher training, Digital skills, Qualification, Provision of quality adult learning, DDU system.
- There is a successful teacher network, supported by ERSEE.
- The Turin Process: bringing individuals and organisations together. An EU programme has been created, and can bring together different stakeholders to support the development of innovative, flexible, and inclusive education for all the world's youth, through its results.
- EU programme: Instrument for Pre-occision (IPA) is funding these areas in EU.

ETF - European Training Foundation
Government organisation

Send Message

10,797 People reached 2,261 Engagements Boost Unavailable

ETF - European Training Foundation was live.
Published by Maria Lvova Zolotarevskaya [?] · 22 November 2018 · 25 posts

Two #amazing women, from two different sectors - public and private, two different countries - #Albania and #Turkey, connecting the dots in this incredible interview about the #futureofwork.

A video not to be missed!

With: Besa Shahini, Deputy Minister Ministry of Education, Sport and Youth; and Zeynep Dereli, Founder and CEO, Tink Technology and Human Colleges, Turkey... See more

07:47

61,873 People reached 2,177 Engagements Boost Unavailable

ETF - European Training Foundation
Published by Daria Santucci [?] · 26 September 2018 · 25 posts

Are you a #civilsociety organisation promoting skills and vocational education and training in #Algeria, #Israel, #Jordan, #Lebanon, #Morocco, #Palestine* or #Tunisia? If so, we want to hear from you!

We have launched a new survey (deadline: 18 October) to better understand the important contribution of civil society organisations in areas including #skillsdevelopment and needs assessment, youth employability, SME support, non-formal and adult learning, support for migrants ... See more

ETF.EUROPA.EU

New survey - Civil society: skills and vocational education | ETF

Learn More

139,773 People reached 3,038 Engagements Boost Unavailable

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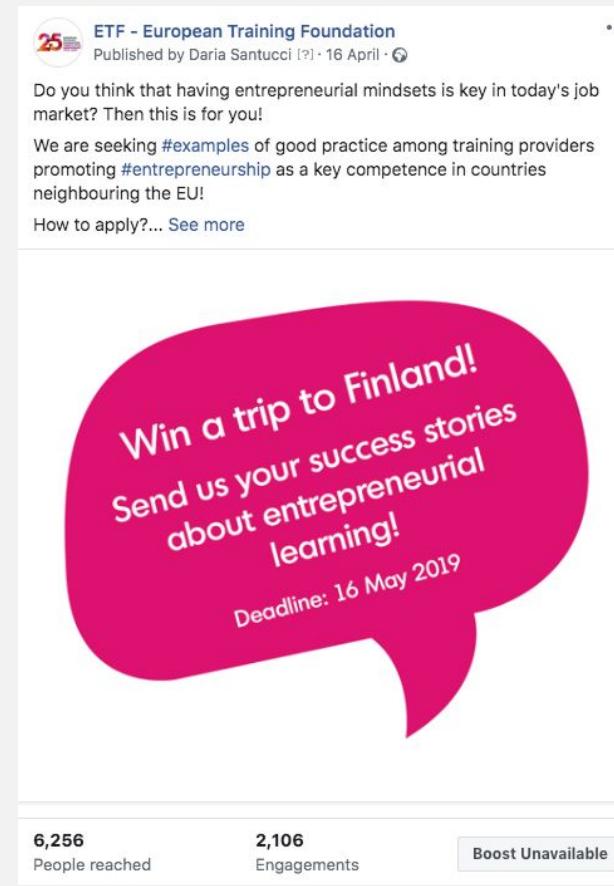


Facebook top posts by engagement %

35%



32%



Facebook posts - least engagement %

ETF - European Training Foundation
20 December 2018 · 28

Es usted **estudiante**, **profesor**, **formador**, **director de una escuela/un centro educativo**, **orientador**?
¿Está usted trabajando en la orientación profesional, la educación, la formación y el desarrollo de competencias?

COMPARTE CON NOSOTROS SUS HISTORIAS DE ÉXITO:
<https://www.etf.europa.eu/.../n/.../share-your-success-stories-us>
Para participar, por favor rellene este formulario online: goo.gl/FX9Ehx

Las historias más interesantes van a recibir como el premio la invitación a la mayor conferencia de ETF sobre educación en 2019.

See Translation

Orientación profesional y transición de los estudios al trabajo
Nuevas pedagogías, utilización de métodos digitales en la enseñanza y el aprendizaje, utilización de videos en la educación y la formación
Desarrollo de planes de estudios y uso de análisis de datos para el desarrollo de planes de estudios
Colaboración entre institutos de EFP y empresas; desarrollo personal y social a través de la educación y la formación, desarrollo de las competencias de los trabajadores mediante la educación y la formación; desarrollar la identificación y evaluación de competencias; uso de los marcos nacionales de cualificaciones por parte de empresas; nuevos enfoques sobre el análisis de datos para observar la dinámica propia del mercado laboral y de las competencias

13 People reached 0 Engagements

<1%

ETF - European Training Foundation premiered a video.
28 May · 28

We've had a chat with Romain Boitard, Programme Manager in EU delegation to Montenegro, on EU support to education reforms in the country.

MEET THE NEXT CHANGE MAKER
LIVE EVERY WEDNESDAY
fb.me/etfe1

This premiere video has ended.

28 MAY AT 10:45
The EU supports Montenegro's hum... Watch Now

This video is now available to watch

601	5
People reached	Engagements

Helen Stevens, Sabina Nari and Esar Duvdevani

<1%

indiepics

Facebook top video posts by engagement

ETF - European Training Foundation
Published by Daria Santucci [?] · 8 August at 12:32 · ⓘ

The #EUVocationalSkills week is coming, yay! And you can still be part of it, #wherever you are. Want to know how? It's easy: just watch this video!

#DiscoverYourTalent #Skills4Future #EUintheWorld 🇪🇺🌐



01:01

Performance for your post

236,559 People Reached		
32,274	3-second video views	
58	Reactions, comments & shares ⓘ	
45	Like	34 On post 11 On shares
5	Love	1 On post 4 On shares
1	Haha	0 On post 1 On shares
2	Comments	0 On Post 2 On Shares
5	Shares	5 On Post 0 On Shares
594	Post Clicks	
525	Clicks to Play ⓘ	0 Link clicks ⓘ 69 Other Clicks ⓘ
NEGATIVE FEEDBACK		
0	Hide post	0 Hide all posts
0	Report as spam	0 Unlike Page

236,559 People reached 652 Engagements Boost Unavailable

ETF - European Training Foundation was live — with UNIMED - Mediterranean Universities Union.
Published by Switcher Studio [?] · 13 March · ⓘ

? How can teachers in #Mediterranean countries equip students with the #skills needed in the job market?
? And how can students make the best choices for their #future?
? Why is it so important to make #education more international?

Watch our interview to Marcello Scalisi, Director of UNIMED, the Union of #Mediterranean Universities

More: <https://europa.eu/!ck89Pj>
#Skills4Future #EUintheWorld 🇪🇺🌐



Let's talk education! An interview with Marcello Scalisi, Director of UNIMED
ANSWERING YOUR QUESTIONS
24.03

Performance for your post

80,636 People Reached		
17,273	3-second video views	
103	Reactions, comments & shares ⓘ	
79	Like	60 On post 19 On shares
8	Love	7 On post 1 On shares
1	Haha	1 On post 0 On shares
1	Angry	1 On post 0 On shares
6	Comments	6 On Post 0 On Shares
8	Shares	8 On Post 0 On Shares
988	Post Clicks	
882	Clicks to Play ⓘ	2 Link clicks ⓘ 104 Other Clicks ⓘ
NEGATIVE FEEDBACK		
0	Hide post	0 Hide all posts

80,636 People reached 1,090 Engagements Boost Unavailable



Facebook top video posts by views

Most of the videos that were watched for at least 1 minute are live videos.

Video	Date added	Minutes viewed	1-minute video views	3-second video views
 The #EUVocationalSkills week is... 25 ETF - European Training Foundation	08/08/2019 12:32 25 ETF - European Training...	9.1K	551	32.3K
 Let's talk EU Vocational Skills Week! 25 ETF - European Training Foundation	01/08/2019 13:53 25 ETF - European Training...	4.4K	550	11.3K
 Let's talk Finland! 25 ETF - European Training Foundation	13/06/2019 13:55 25 ETF - European Training...	2.5K	307	6.7K
 An interview with Harry Patrinos,... 25 ETF - European Training Foundation	17/07/2019 15:10 25 ETF - European Training...	3.7K	281	14.3K



Facebook top video posts by views

Most of the videos that were watched for at least 3 seconds are also live videos.

Video	Date added	Minutes viewed	1-minute video views	3-second video views
 The #EUVocationalSkills week is... 26 ETF - European Training Foundation	08/08/2019 12:32	9.1K	551	32.3K
 2018 Season's Greetings from the... 26 ETF - European Training Foundation	20/12/2018 13:10	4.9K	0	29.7K
 Two #amazing women, from two... 26 ETF - European Training Foundation	22/11/2018 10:10	6.8K	0	23.2K
 Live interview with Baia Abuladze,... 26 ETF - European Training Foundation	27/02/2019 13:54	5.8K	0	18.3K
 Let's talk education! An interview... 26 ETF - European Training Foundation	13/03/2019 13:57	7.1K	0	17.3K
 Tips to find your way in the... 26 ETF - European Training Foundation	22/11/2018 10:38	4.4K	0	17K



Facebook top video posts - organic

Most of the top organic performing video posts in terms of minutes viewed have interviews in them and were uploaded.

Video	Date added	Minutes viewed
 Is education the key to a modern... 3:30	25/06/2019 09:45	87
 #ETFTRP Round 4. Findings 17:09	07/06/2017 15:45	61
 SKILLS FOR LIFE Mobility among Mediterranean un:01 5:05	21/08/2019 11:37	56
 Meet some young entrepreneurs 5:05	05/07/2018 13:08	39
 FB Live Highlights: Let's talk... 0:43	15/07/2019 09:57	33



Facebook top video posts - organic

ETF - European Training Foundation
Published by Agustin Etf [?]. 25 June · 0

What are the keys to develop a modern and competitive economy?
Certainly, one of them is EDUCATION

The #EU and #Azerbaijan are collaborating together to undertake the ambitious #education reform of the country, including the sector of #Vocational #Education and #Training.

#EUiInTheWorld

Is education the key to a modern and competitive economy?
I hope to become a good specialist in the field of animal husbandry to help my community.
03:31

721 People reached **48** Engagements Boost Unavailable

Reported stats may be delayed from what appears on posts

1 Murodullo Kholmukhamedov, Teresa Bento and 11 others 3 shares

Performance for your post

721 People Reached
232 3-second video views
19 Likes, Comments & Shares
16 Likes 13 On Post 3 On Shares
0 Comments 0 On Post 0 On Shares
3 Shares 3 On Post 0 On Shares
29 Post Clicks
11 Clicks to Play 0 Link clicks 18 Other Clicks
NEGATIVE FEEDBACK
0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

ETF - European Training Foundation
Published by Agustin Etf [?]. 21 August · 0

Today is Wednesday and it's time to go back to a very interesting visit we had on our Facebook Live series!
Marcello Scalisi, Director of UNIMED - Mediterranean Universities Union, shared his thoughts on:

How can students make the best choices for their future?... See more

01:02

855 People Reached **48** Engagements Boost Unavailable

Francesca Rosso, Michail Tetagiotis and 15 others 2 shares

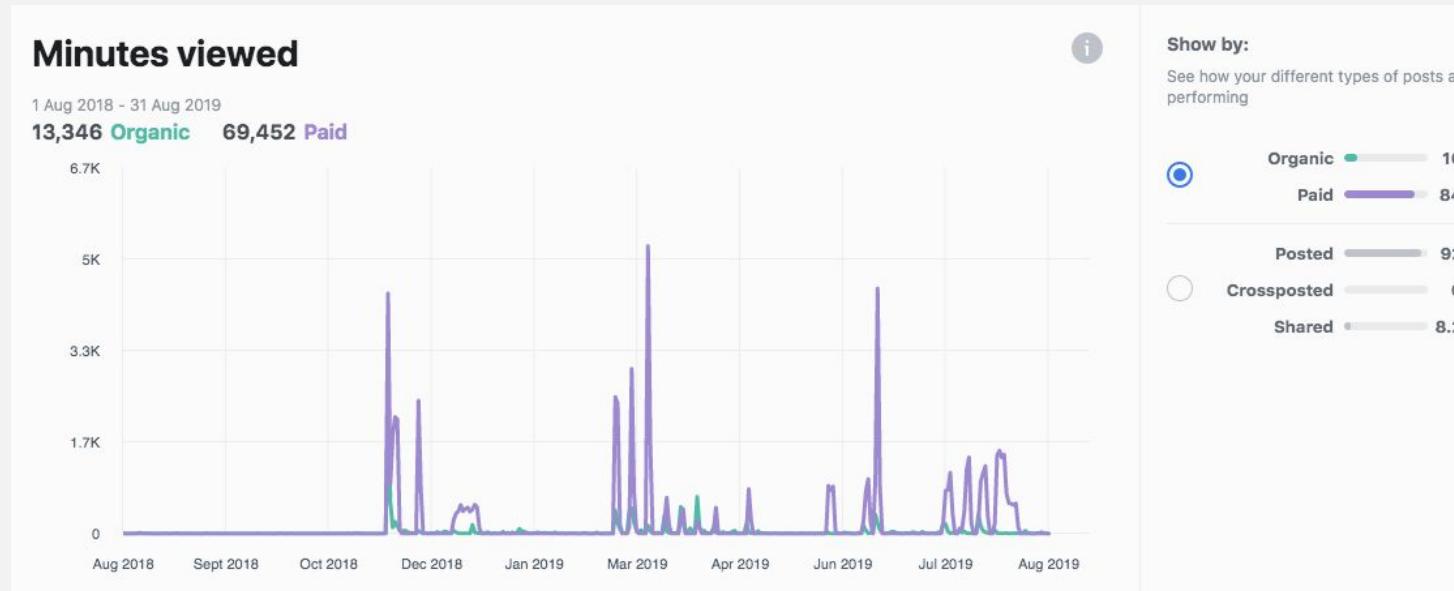
Performance for your post

855 People Reached
190 3-second video views
20 Reactions, comments & shares
17 Like 16 On post 1 On shares
1 Love 1 On post 0 On shares
0 Comments 0 On Post 0 On Shares
2 Shares 2 On Post 0 On Shares
28 Post Clicks
7 Clicks to Play 0 Link clicks 21 Other Clicks
NEGATIVE FEEDBACK
0 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page



Facebook video posts performance

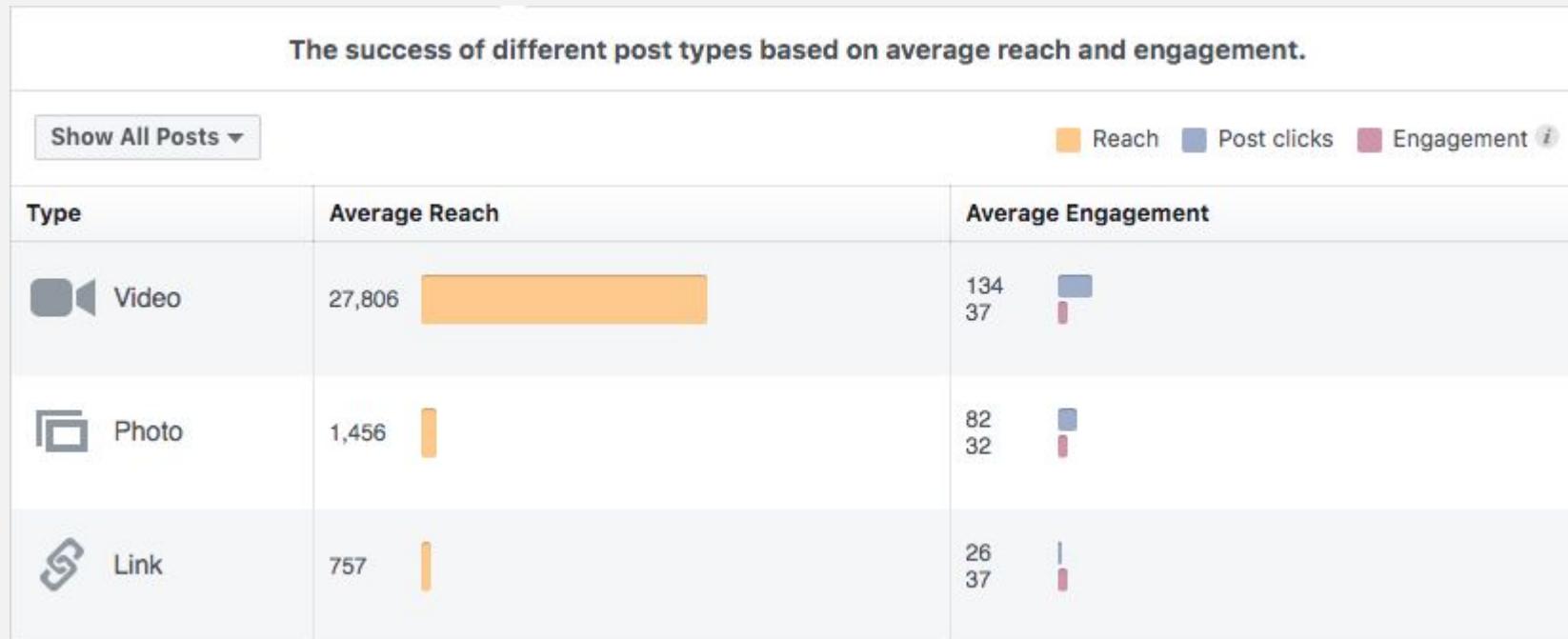
Paid video posts have been performing significantly better than organic video posts.





Average performance of posts per type

Overall, video posts perform better than photo and link posts.



Facebook top posts by reach - promoted

236k

ETF - European Training Foundation
Published by Daria Santucci [?] · 8 August ·

The #EUVocationalSkills week is coming, yay! And you can still be part of it, #wherever you are. Want to know how? It's easy: just watch this video!

#DiscoverYourTalent #Skills4Future #EUintheWorld

A video thumbnail showing a person writing on a chalkboard. The board has "EU vocational week SKILLS" written on it, along with a small heart and a post-it note that says "What's up, guys?". A play button icon is overlaid on the video.

139k

ETF - European Training Foundation
Published by Daria Santucci [?] · 26 September 2018 ·

Are you a #civilsociety organisation promoting skills and vocational education and training in #Algeria, #Israel, #Jordan, #Lebanon, #Morocco, #Palestine* or #Tunisia? If so, we want to hear from you!

We have launched a new survey (deadline: 18 October) to better understand the important contribution of civil society organisations in areas including #skillsdevelopment and needs assessment, youth employability, SME support, non-formal and adult learning, support for migrants ... See more

A photograph of two individuals in a workshop setting. One person is measuring a mannequin with a tape measure while the other looks on. They are wearing white lab coats.

90k

ETF - European Training Foundation
Published by Maria Lvova Zolotarevskaya [?] · 28 May · Montenegro ·

We've had a chat with Romain Boitard, Programme Manager in EU delegation to Montenegro, on EU support to education reforms in the country.

A video thumbnail showing a person speaking. The background features the European Union flag and a building. The text overlay reads "TALKING WITH ROMAIN BOITARD PROGRAMME MANAGER EU DELEGATION MONTENEGRO".

The EU supports Montenegro's human capital development
01:51

WWW.ETF.EUROPA.EU

The EU supports Montenegro's human capital development

Learn More

indiepics



Facebook top posts by reach - not promoted

We are looking for three trainees to work in our office in Turin, Italy for 6 months in 2019. There are 3 places: 1 - in the field of ICT, 1 in Communication Department and 1 in Operations. Deadline for applications is 8 January 2019. For more info on the traineeship in ICT, please click here: <https://www.etf.europa.eu/.../recruitment/traineeship-ict-team> For more info on the traineeship in Communication Department, please click here: <https://www.etf.europa.eu/.../traineeship-communication-depar...> For more info on the traineeship in Operations Department, please click here: <https://www.etf.europa.eu/.../traineeship-operations-departme...>

WE'RE HIRING!

3,961 People reached 634 Engagements Boost Unavailable

4k

Tunisian Ministry of Vocational Training and Employment with the support of ETF, has organized a Forum to take a stock of progress in introducing the entrepreneurial learning into national vocational education and training. For the first time ever, the Forum will be web streamed in 10 pilot schools in the regions, that deliver the new program with enterprise skills incorporated. The teachers and students will get the possibility to ask questions and get answers during the Forum. To see the discussions and learn on the latest developments during this event, please follow the web streaming on 14/11 from 9.00 Tunisian time: <https://www.youtube.com/user/etfeuropa/live>

#EUVocationalSkills #EUintheworld

YOUTUBE.COM

#EUVocationalSkills - YouTube

Enjoy the videos and music you love, upload original content, and...

3,948 People reached 92 Engagements Boost Unavailable

3.9k



Facebook Recommendations

- Keep promoting posts and live videos as they perform much better than organic posts.
- Interview videos tend to perform better than other videos.
- Prioritise video posts as they perform better than link or picture posts.
- Post videos natively as they have higher reach and stay in your library.
- Mention other profiles on your posts, when possible.



Facebook Recommendations

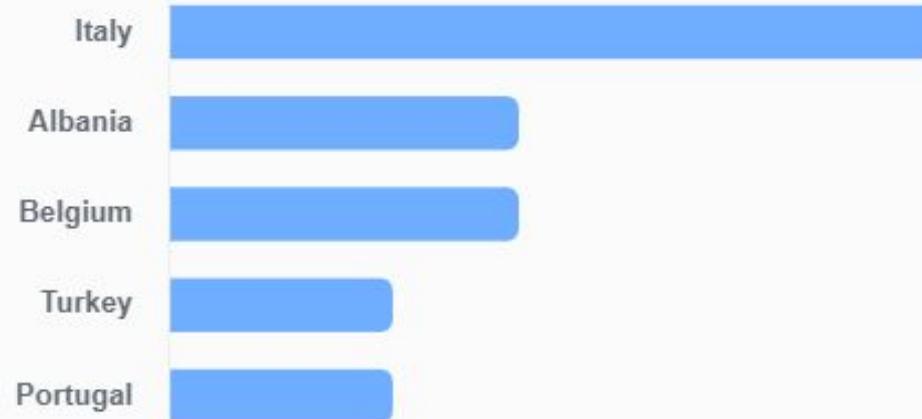
- Target people by location and language when publishing organic posts in languages other than English.
- Posts with polls, questions and competitions encourage engagement.



Instagram

Countries

The top countries where your followers are located. Metrics are estimated.



indiepics

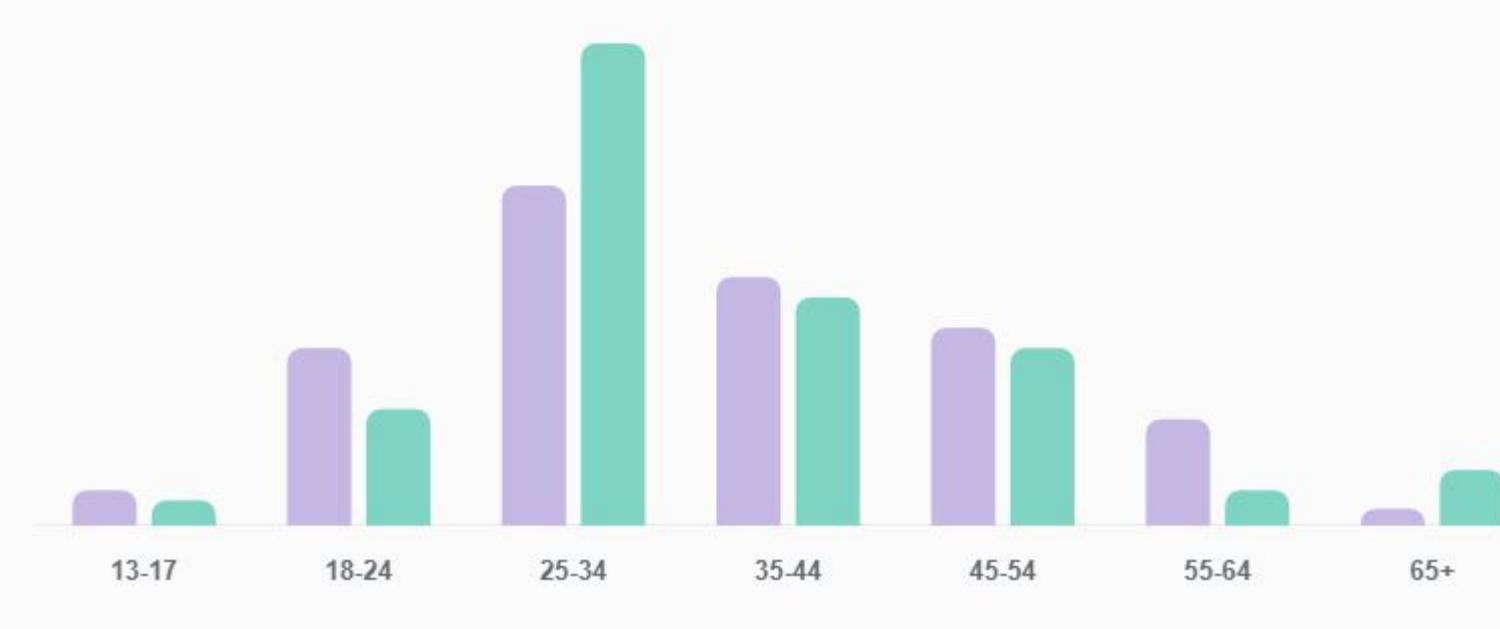


Instagram

Age and gender of your followers

Metrics are estimated.

42% Men 58% Women

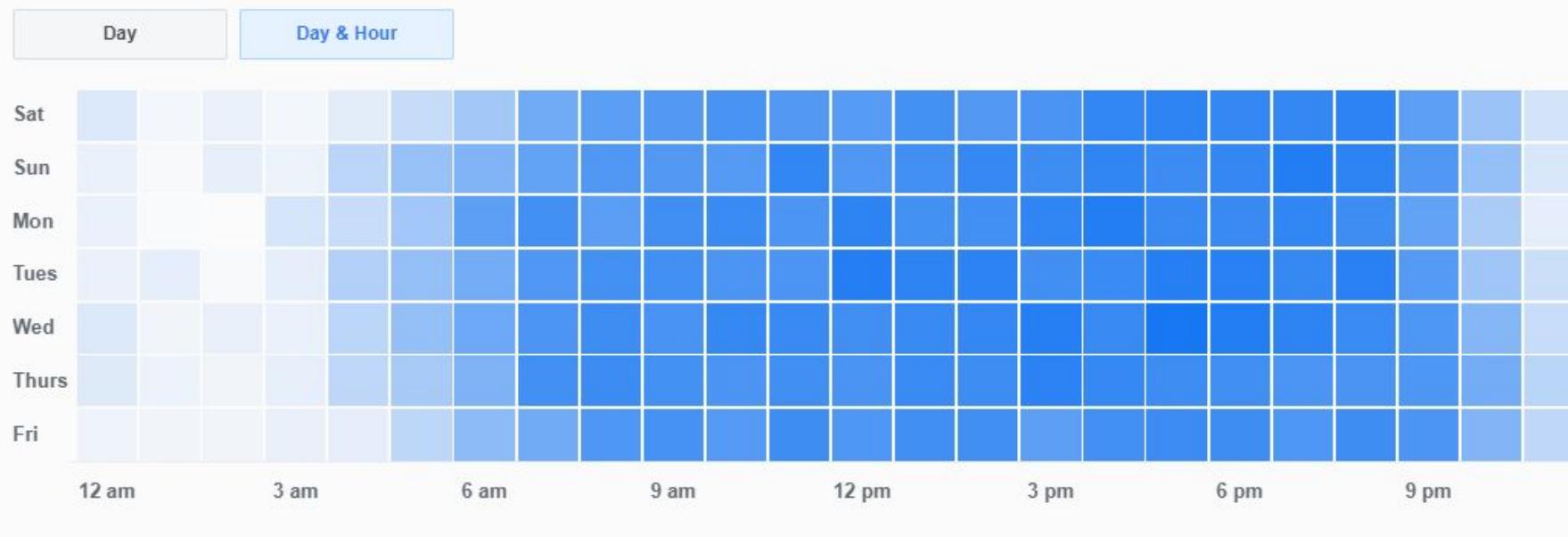




Instagram

When your followers are on Instagram

Metrics are estimated.





Instagram best performing posts (likes)

European Training Foundation

SEASON'S GREETINGS

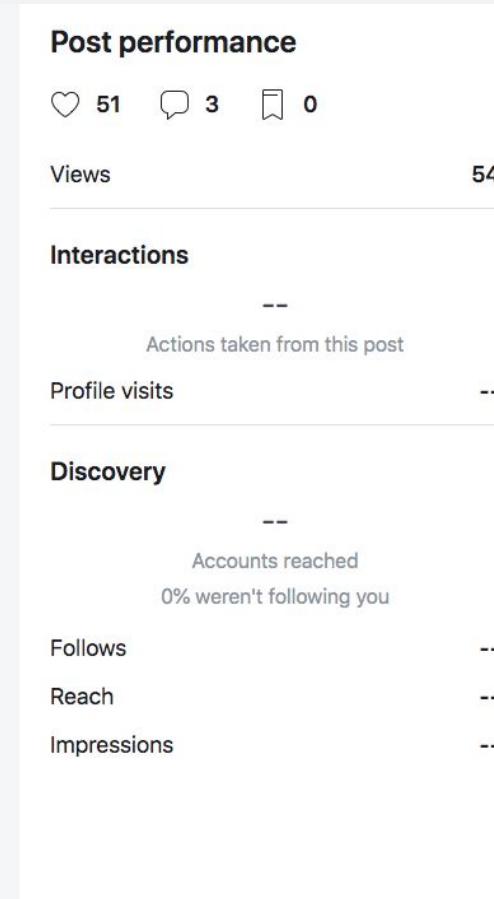
0:09 / 0:09

✓ #Skills4Future ✓ #EUVocationalSkills ✓ #EUinTheWorld and much, much more!

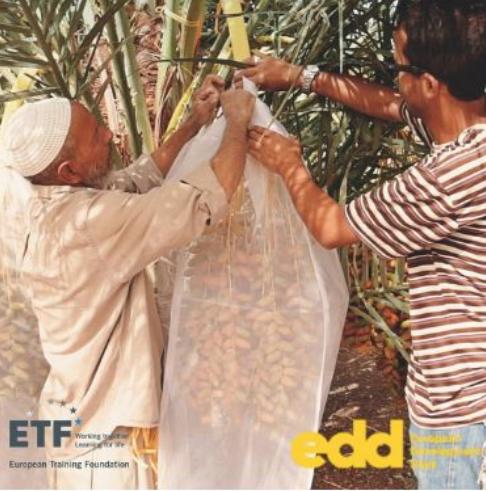
2018 was an amazing year, and our season's greetings are all for you! Let's keep on building a better world through #education and #labour policies 🇪🇺🌐

#eu #europe #europa #i ❤ eu #we ❤ eu #euflsg #euintheworld #skills4future #eu vocationalskills #digitaldiplomacy #publicdiplomacy #thisistheeu #education #teacher #teachersofinstagram #entrepreneur #entrepreneurship #entrepreneurlife #innovation #change #labourpolicie... More

20/12/2018



Instagram best performing posts (likes)



25 European Training Foundation

El Argoub Association in #aghawat #Algeria is involving local communities to ensure the #sustainability and #development of the agricultural sector with a focus on continuous education and training.

We'll be sharing other inspiring stories like this in the context of the #europeandays in #brussels, where we'll host a Brainstorming Lab on reducing inequalities as a catalyst for economic growth and poverty reduction.

See you there! 🙌
#lifelonglearning #skills4future #sus... More

08/06/2019

Post performance

25 2 1

Interactions

-- Actions taken from this post

Profile visits

--

Discovery

-- Accounts reached
0% weren't following you

Follows

--

Reach

--

Impressions

--

Inspiring story
Local and relevant #



Instagram best performing posts (likes)

25 European Training Foundation

The #Hadera #Israel entrepreneurial community is an example of good multilevel #governance and #transformational #change

Students have the opportunity to experience the real-life local business cycle in research and innovation, which helps them adapt to the real world of work

#EDD19 #europeandvelopmentdays
#euintheworld
#globalgoals
#lifelonglearning
#futureofeurope
#futureofeducation
#skillsforthefuture

12/06/2019

Post performance

24 likes, 0 comments, 0 shares

Interactions

-- Actions taken from this post

Profile visits

--

Discovery

-- Accounts reached
0% weren't following you

Follows

--

Reach

--

Impressions

--

Inspiring story
Local and relevant #



Instagram best performing video posts (likes)

European Training Foundation

Keep up to date with the latest news and get ready for the #futureofeducation: Our latest edition of Live&Learn is out now! 📚

Including a country focus on #Belarus, #trends in vocational education in #EU neighbouring countries and #Turkey's Education Vision for 2023, this issue also features an interview with Marina Khomich, personnel officer at Viber's office in Minsk and Baia Abuladze, a winemaker entrepreneur from #Georgia named by #Forbes for the 30 Under 30 Europe 2019 list.

Link in bio

#vocational #education #euintheworld #skillsforthefuture #liveandlearn #magazine #news #lifelonglearning #futureofwork #futureofeurope #learning #nonformaleducation Less

28/06/2019



Instagram best performing video posts (impressions & video views)

European Training Foundation

Facebook Live will start soon.
Thank you for waiting.

0:00 / 0:55

Today is #Wednesday and we have a new FB Live #Highlights video!

This one was special since it was stream live from #Brussels during the #Europe anDevelopmentDays

#EDD19 #ThinkTwice
#euinttheworld
#globalgoals
#lifelonglearning
#futureofeurope
#futureofeducation
#skillsforthefuture
#EU #montenegro

24/07/2019

Post performance

9 0 0

Views 79

Interactions

0 Actions taken from this post

Profile visits 0

Discovery

191 Accounts reached
30% weren't following you

Follows 0

Reach 191

Impressions 15,884

From home	4,322
From hashtags	50
From Explore	2
From other	15,649

Instagram best performing video posts (impressions & video views)

 European Training Foundation


Working together
Learning for life
European Training Foundation

LOCAL COMMUNITIES MATTER
FROM VOCATIONAL EDUCATION PRACTICE TO POLICY

0:02 / 1:00

Entrepreneurial communities are made of inspiring front-runners who bring #innovation in #skills #development.
Do you want to know how they help to #reduce #inequalities and make sure nobody is left behind?
Come and join us at the European Development Days, 19th of June at 9:00 a.m!
Link in bio!
#EDD19 #europeanddevelopmentdays
#euintheworld
#globalgoals
#lifelonglearning
#futureofeurope
#futureofeducation
#skillsforthefuture

Post performance

11 1 0

Views 88

Interactions

4 Actions taken from this post

Profile visits 4

Discovery

185 Accounts reached
32% weren't following you

Follows	1
Reach	185
Impressions	3,864
From home	1,227
From profile	34
From hashtags	29
From other	3,631

indiepics

Instagram best performing video posts (impressions & video views)

European Training Foundation



0:00 / 0:03

Good morning Brussels! It's time for the European Development Days!
Join us on Wed 19/6 at 9:00 for the session "Local communities matter: From vocational #education practices to policies"
More: bit.ly/2XDcmRu
#ThinkTwice #eu4humanrights #eu4youth #eu #futureofeurope #skills4future #euintheworld #development #cooperation
18/06/2019

Post performance

21 0 0

Views 87

Interactions

10 Actions taken from this post

Profile visits 10

Discovery

194 Accounts reached
37% weren't following you

Follows	0
Reach	194
Impressions	292
From home	172
From hashtags	80
From profile	23
From other	17



Instagram Recommendations

- Upload interviews to your IG TV.
- Use Instagram stories for “backstage” during events, interview videos and events, polls.
- When promoting your Facebook post, select Instagram as placement which will allow the platform to show your ads on Instagram according to their performance. Most of your budget you will be spent on the platform where your content is being more engaging.
- Mention other profiles on your post, when you can.



Instagram Recommendations

- Post more video content as they receive more engagement than photo content.
- Keep using relevant hashtags to increase the reach of your posts and local hashtags.

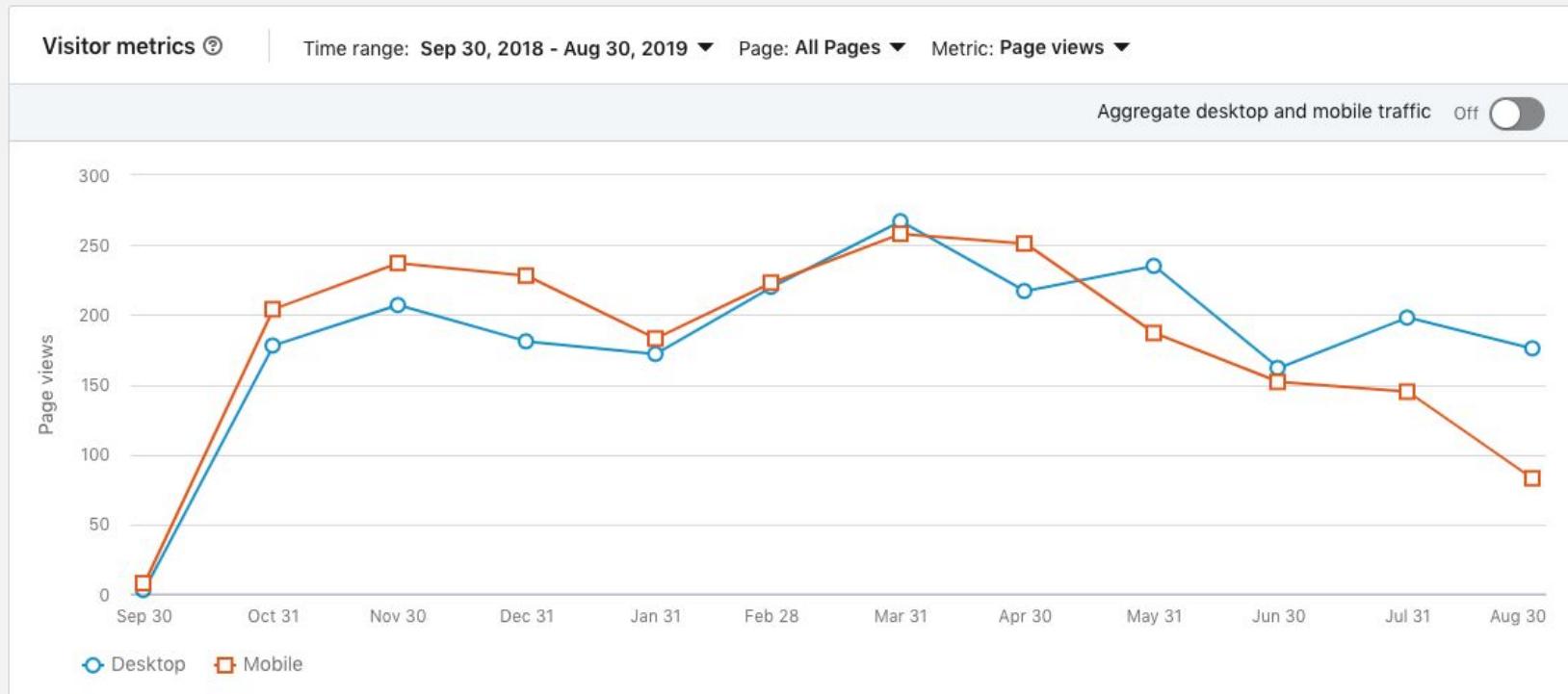


LinkedIn Insights

- Posts with links to videos of events or interviews are not reaching many people.
- Most of the LinkedIn followers are from Italy, Belgium, France and the UK.
- The highest post engagement achieved was 18%.

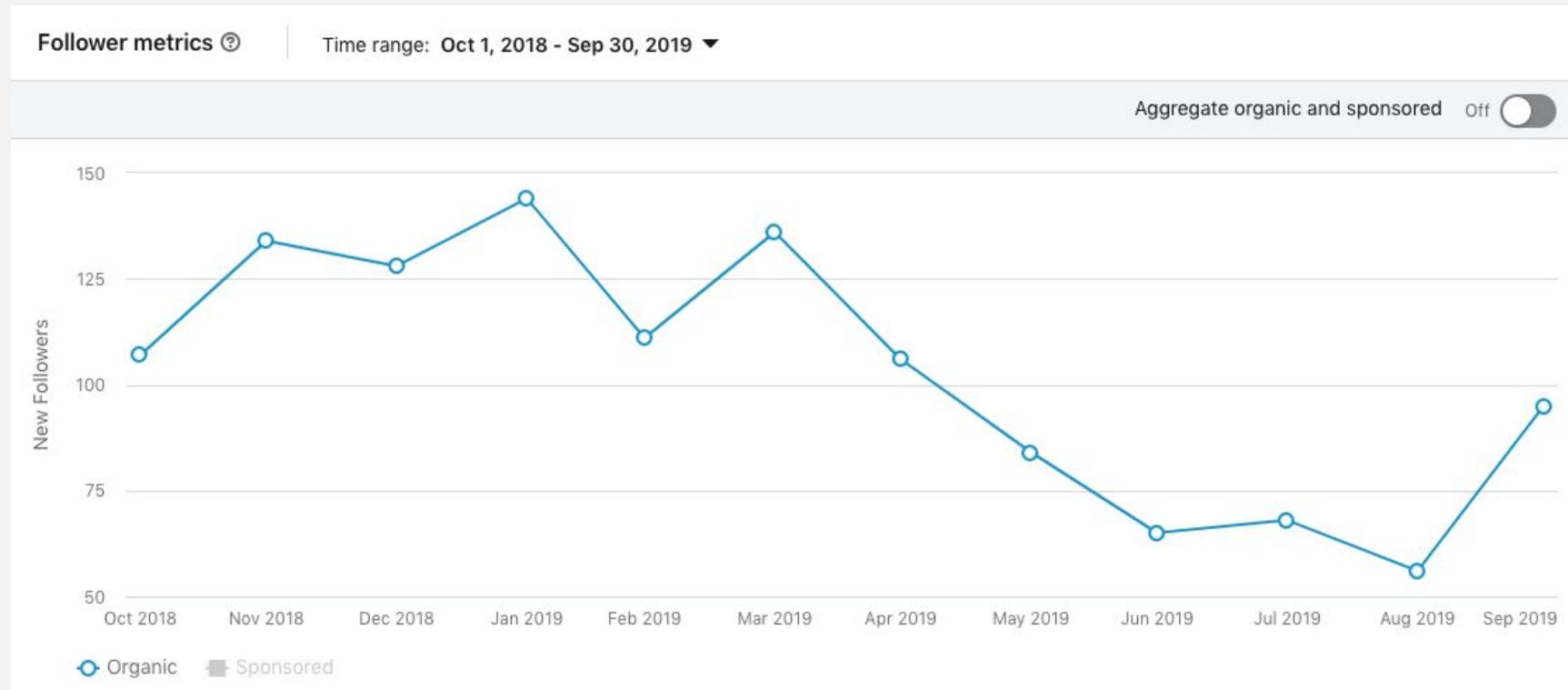


LinkedIn page views





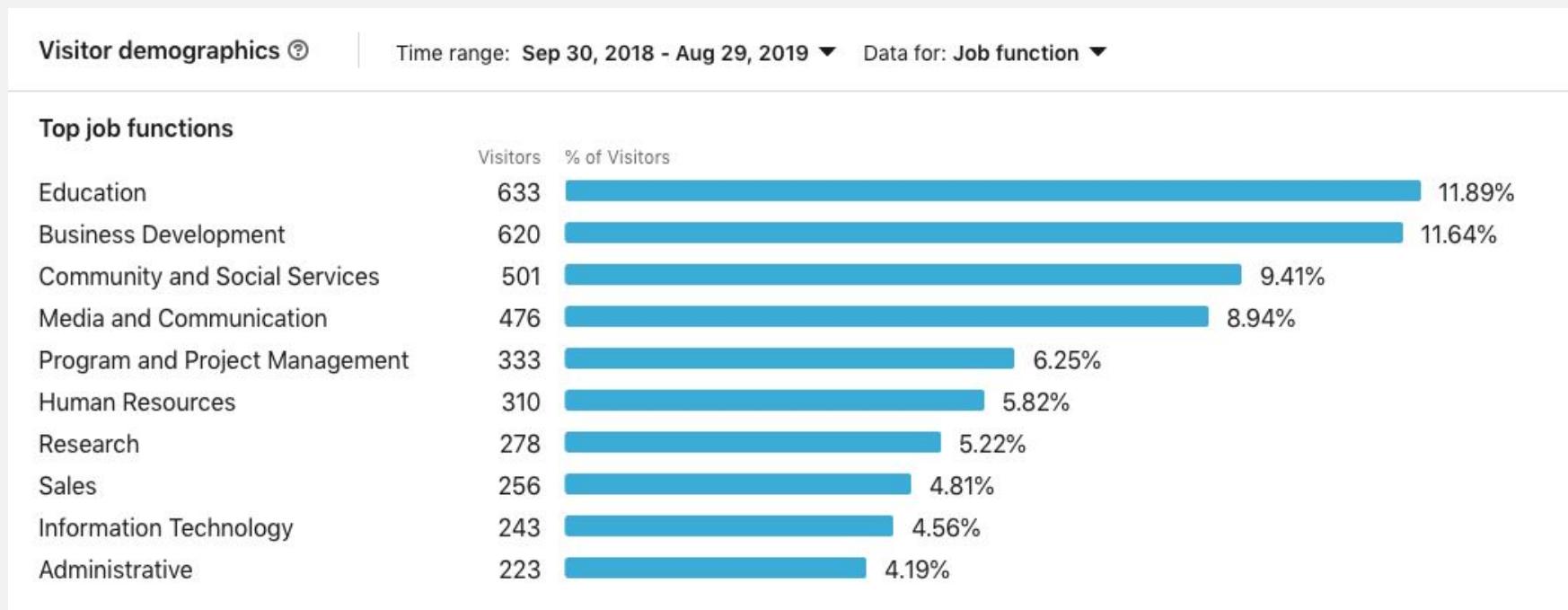
LinkedIn new followers





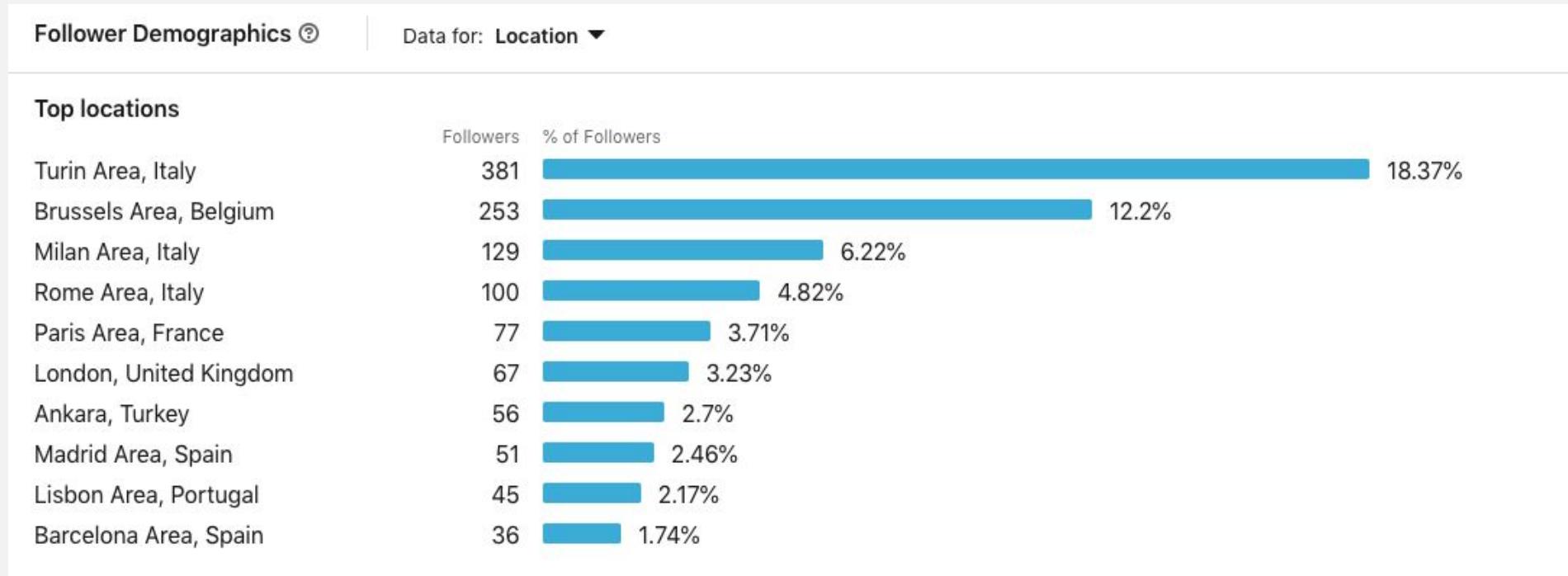
LinkedIn Insights

Top job functions of visitors



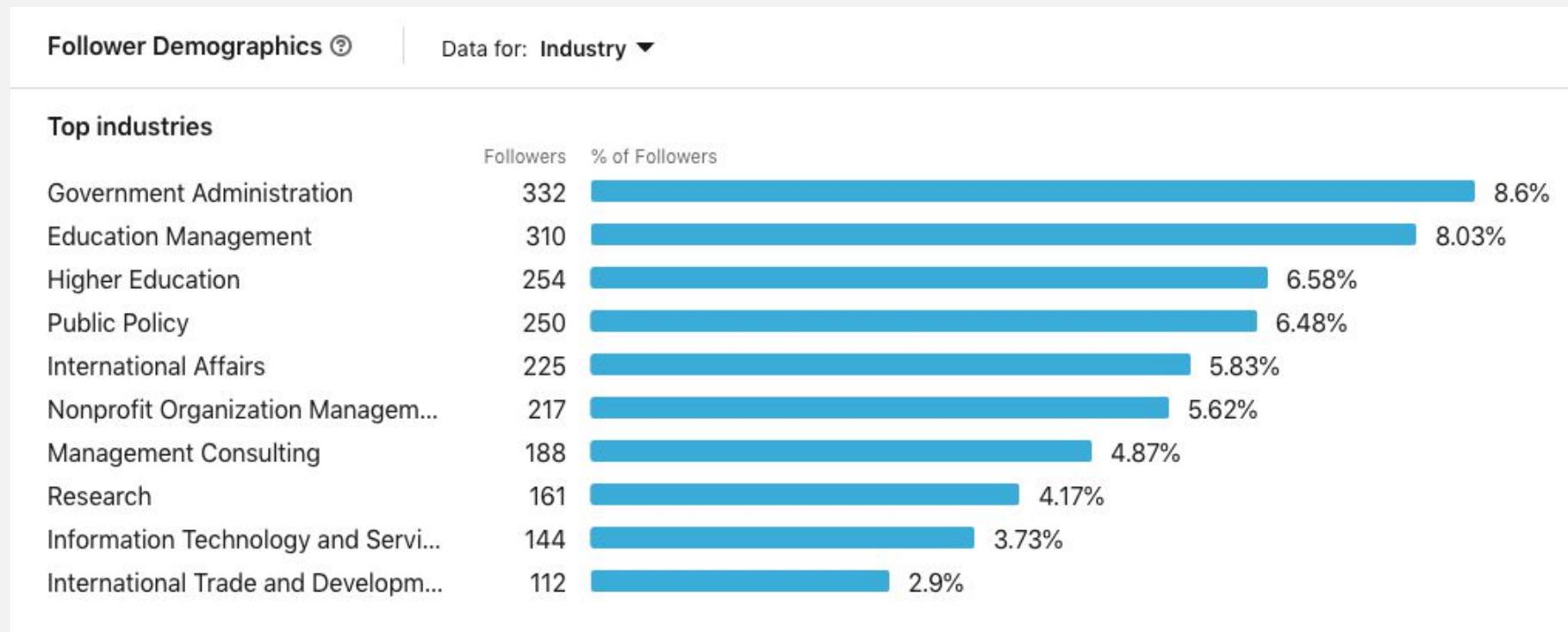


LinkedIn followers per location



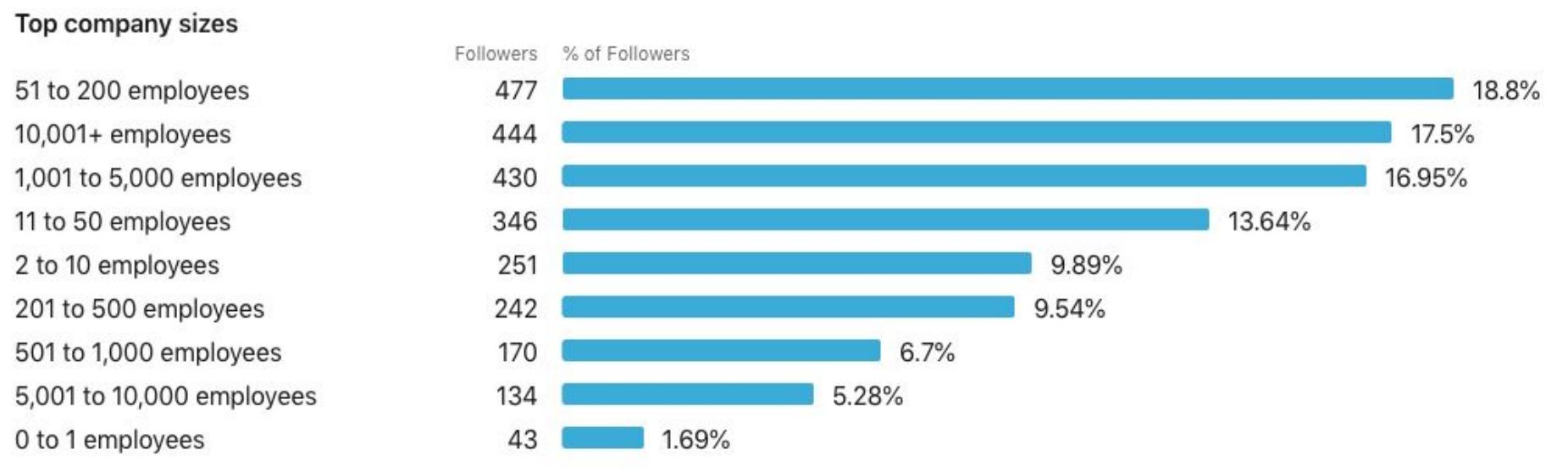


LinkedIn page views





LinkedIn page views



LinkedIn - Top posts by engagement %



European Training Foundation
25 4,033 followers 1yr • Anyone

+ Follow ...

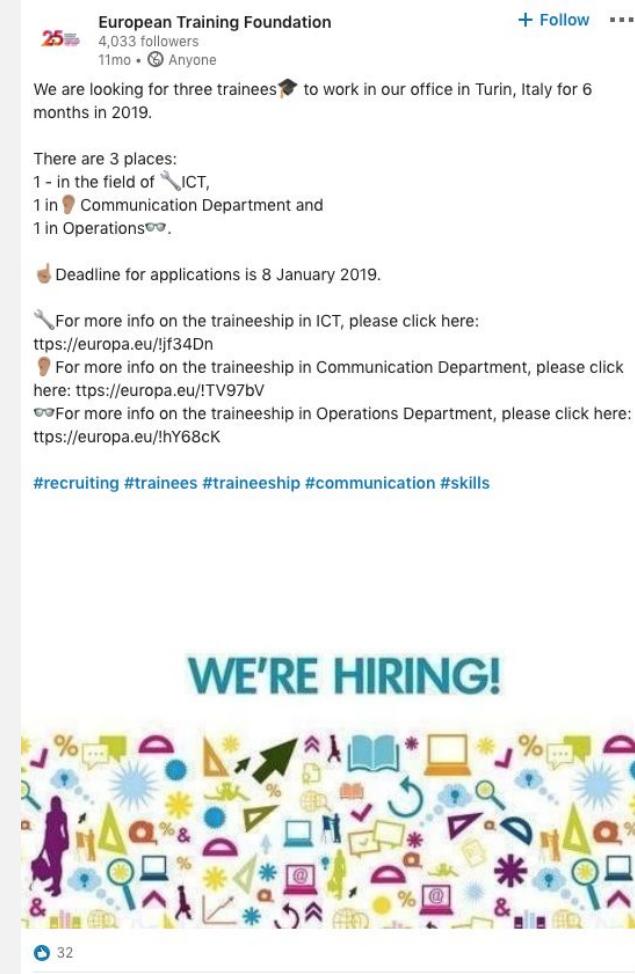
Just several days left until the deadline!
Are you an expert in vocational education and training and would like to work in an EU Agency, based in Turin, Italy? For more details and application process, please click here: <https://lnkd.in/dWJB2Yh>

WE'RE HIRING!



European Training Foundation on LinkedIn: "ETF is looking for Junior Specialists in Human Capital Development. If you have professional...
linkedin.com

13



European Training Foundation
25 4,033 followers 11mo • Anyone

+ Follow ...

We are looking for three trainees to work in our office in Turin, Italy for 6 months in 2019.

There are 3 places:
1 - in the field of ICT,
1 in Communication Department and
1 in Operations.

Deadline for applications is 8 January 2019.

For more info on the traineeship in ICT, please click here: <https://europa.eu/ljf34Dn>
For more info on the traineeship in Communication Department, please click here: <https://europa.eu/!TV97bV>
For more info on the traineeship in Operations Department, please click here: <https://europa.eu/!hY68cK>

#recruiting #trainees #traineeship #communication #skills

WE'RE HIRING!



32

LinkedIn - Top posts by engagement %

European Training Foundation [+ Follow](#) ...

25 4,033 followers 1yr • Edited • Anyone

Less than a day to go until our #Skills4Future conference! We really look forward to discuss the future of education and skills in the EU and beyond with amazing speakers, like Zeynep Dereli, Agnes Roman, Loukas Zahilas, Borhene Chakroun and many more.

If you are not attending it in person, just follow the conference using the following link:
https://lnkd.in/d-h6p-Y

SKILLS FOR THE FUTURE
Managing Transition

OGR - Officine Grandi Riparazioni, Turin, Italy
21-22 November 2018



21

European Training Foundation + Follow ...

25 4,033 followers 5mo • Edited • Anyone

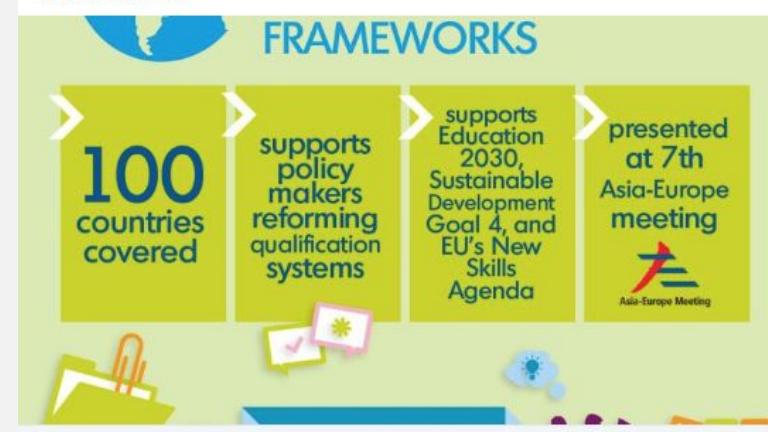
Today, in cooperation with Cedefop and UNESCO / UNESCO Institute for Lifelong Learning, we are presenting the 4th edition of the Global Inventory of Regional and National Qualifications Frameworks, 7th @Asia-Europe Meeting (ASEM) meeting in Bucharest, Romania.

To know more: https://europa.eu/NM44Cm

#EUintheWorld

FRAMEWORKS

- 100 countries covered
- supports policy makers reforming qualification systems
- supports Education 2030, Sustainable Development Goal 4, and EU's New Skills Agenda
- presented at 7th Asia-Europe meeting



Launch of the new edition of the Global Inventory of Regional and National Qualifications Frameworks

etf.europa.eu

40 • 1 Comment

indiepics

LinkedIn - Top posts by engagement %

European Training Foundation [+ Follow](#) ...

25 4,033 followers 7mo • Anyone

Did you know that #vocational education mitigates the risk of #school dropout? And that women access to vocational #education ranges from 10% to 60%?

Check our data on the EU neighborhood!

<https://europa.eu/!gh36dQ>

#FactsMatter #Skills4Future #EUintheWorld

European Commission
European External Action Service
ATEE Association Teacher Education EU

5 THINGS YOU DIDN'T KNOW ABOUT VOCATIONAL EDUCATION AROUND THE EU

YOUNG STUDENTS ENROLLED IN VOCATIONAL EDUCATION:
50% IN SERBIA, MONTENEGRO
15% IN MOLDOVA

WOMEN ACCESS TO VOCATIONAL EDUCATION IS CONSIDERABLY DIVERSE:
60% IN BOSNIA & HERZEGOVINA
10% IN ALGERIA

ADULT LEARNING STILL HIGHLIGHTS SOCIAL EXCLUSION:
10% OF UNEMPLOYED GET TRAINED TO FIND A JOB

BOYS ARE MORE LIKELY TO LEAVING SCHOOL:
1/3 DROPS OUT IN MONTENEGRO
1/4 IN SERBIA, NORTH MACEDONIA

VOCATIONAL EDUCATION MITIGATES THE RISKS OF EARLY LEAVING:
ONLY 10% LEAVE SCHOOL IN MONTENEGRO, SERBIA, NORTH MACEDONIA

50

European Training Foundation [+ Follow](#) ...

25 4,033 followers 1yr • Edited • Anyone

Are you a learner, a teacher, a school principal, an entrepreneur, a guidance officer involved in education, training and skills development?

Do you have ideas about what works in:

- helping young people get a foothold in the labour market
- promoting mobility of learners and teachers
- supporting vulnerable people to integrate in work and society
- using audio-visual or digital technology to support learning

THIS IS YOUR CHANCE!

We are launching a Call for Success Stories to get some really interesting and inspiring information.

What is in it for you?
Your Success Story will become a film and will be promoted all over Europe and beyond.

Who can apply?
We want to be surprised. So we are inviting anyone who has an interesting story about this topic to submit it.

Full info pack is available here (in English, French and Russian) -
<https://lnkd.in/eg6kzPE>

Share your success stories with us!
etf.europa.eu

Are you a learner, a teacher, a practical trainer, a school principal, an expert, an entrepreneur, a...

23 • 2 Comments

LinkedIn - Top posts by impressions

European Training Foundation
25 4,033 followers
11mo • Anyone

We are looking for three trainees to work in our office in Turin, Italy for 6 months in 2019.

There are 3 places:
1 ~ in the field of ICT,
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Deadline for applications is 8 January 2019.

For more info on the traineeship in ICT, please click here: <https://europa.eu/jf34Dn>
For more info on the traineeship in Communication Department, please click here: <https://europa.eu/!TV97bV>
For more info on the traineeship in Operations Department, please click here: <https://europa.eu/!hY68cK>

#recruiting #trainees #traineeship #communication #skills

WE'RE HIRING!



32

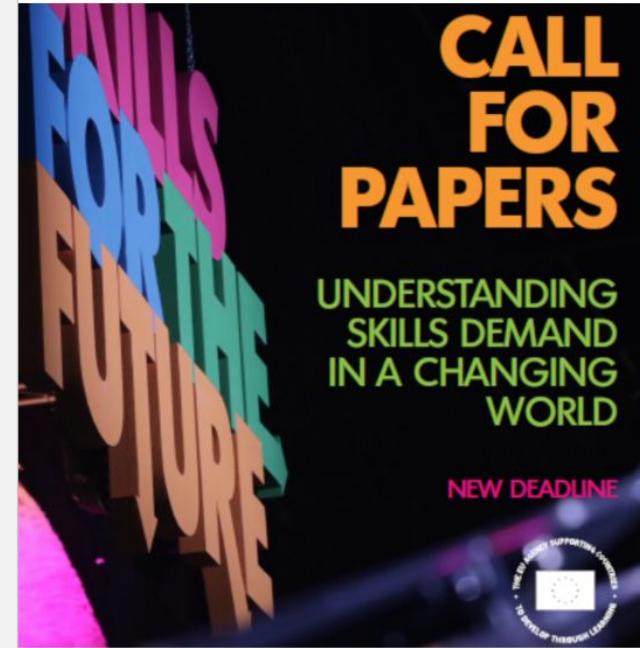
European Training Foundation
25 4,033 followers
3mo • Anyone

Are you a researcher, practitioner, social partner, civil society organization or expert? Do you work with #employment and #skills issues?

If the answer is yes, the ETF has extended the deadline for a Call for papers on how global developments are having impact on #jobs, employment patterns and skills demands in transition and #development #countries.

Extended Deadline: 30 September of 2019

More information and contact: <https://europa.eu/!UB44KK>



37

indiepics



LinkedIn - Top posts by impressions

European Training Foundation [+ Follow](#) [...](#)

25 4,033 followers 7mo • Anyone

Did you know that #vocational education mitigates the risk of #school dropout? And that women access to vocational #education ranges from 10% to 60%?

Check our data on the EU neighborhood!

<https://europa.eu/!gh36dQ>

#FactsMatter #Skills4Future #EUintheWorld

European Commission
European External Action Service
ATEE Association Teacher Education EU

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BOYS ARE MORE LIKELY TO LEAVING SCHOOL:
1/3 DROPS OUT IN MONTENEGRO
1/4 IN SERBIA, NORTH MACEDONIA

VOCATIONAL EDUCATION MITIGATES THE RISKS OF EARLY LEAVING:
ONLY 10% LEAVE SCHOOL IN MONTENEGRO, SERBIA, NORTH MACEDONIA

50

European Training Foundation [+ Follow](#) [...](#)

25 4,033 followers 8mo • Anyone

25-year-old Baia Abuladze is a Georgian #winemaker who has received #entrepreneurial support from the #EU in the areas of informal #education. She was named by @Forbes for 2019 30 Under 30 Europe list. Her success is also a success for EU support to young women worldwide.

Baia's Wine, a company launched in 2015, is already selling not only in #Georgia, but also in the EU.

Baia has received entrepreneurial support from the EU and she also took part in the Women's Entrepreneurship Laboratory in Ukraine, organized by the ETF where she learned about the types of assistance offered to women in different countries and the ways they succeed in enhancing their business.

More on Baia and her story: <https://europa.eu/!xT67Jc>

24 • 1 Comment

indiepics

LinkedIn - Posts with low engagement %

 European Training Foundation [+ Follow](#) ...
4,033 followers
6mo • Anyone

Have a look at our last Facebook Live with Jasmin Elnadeem from #Egypt: we spoke about the importance of #digital skills and how can #digital marketing help us to build a more inclusive society?

#skills #skills4future #digitalmarketing #inspiration #education #EUintheWorld

 Jasmin Elnadeem • 3rd+
Content Marketing Specialist at MSAB
6mo • Anyone

How can #digital marketing help us to build a more inclusive society?

Check out the European Training Foundation interview to ..

- Learn how to use #socialmedia
- Tap into global knowledge networks
- Find ways to become more productive and self-motivating
- Learn communication skills including both verbal and non verbal, as well as active listening skills
- Acquire work experience to learn about the skills needed.

ETF - European Training Foundation
facebook.com

 European Training Foundation [+ Follow](#) ...
4,033 followers
8mo • Anyone

Join our Facebook Live session on 27th February 15.00 (CET) / 18.00 (Georgian time) with Baia Abuladze, Georgian winemaker and young entrepreneur shortlisted in @Forbes 30 under 30 Europe.

👉 More on Baia and her fantastic story: <https://europa.eu/!xT67Jc>

 27/02/2019 AT 15:00 CET


LET'S TALK BUSINESS
with Baia Abuladze from
Forbes 30 under 30 List

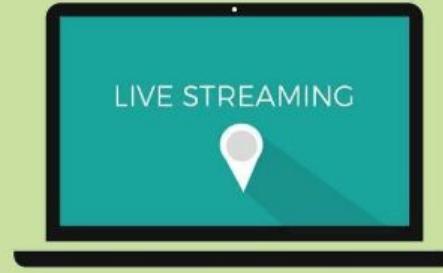
11 • 2 Comments



LinkedIn - Posts with few impressions

 European Training Foundation
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1yr • Anyone

#Skills for the Future: Managing Transition' conference has just started. Follow it live here:
<https://lnkd.in/d-h6p-Y>



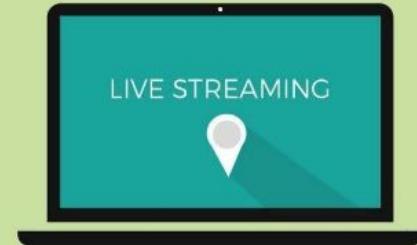
Webstreaming: Skills for the Future
etf.europa.eu

Like Comment Share

 European Training Foundation
4,033 followers
11mo • Anyone

Second day of the #skills4future conference is about to start. We are really looking forward for a new day and new discoveries with our fantastic speakers **Borhene Chakroun, Zeynep Dereli, Agnes Roman, Loukas Zahilas, Alberto Barberis, Mhamed Koudmi, Mark Keese**

Follow the interventions of our speakers live: <https://lnkd.in/d-h6p-Y>



Webstreaming: Skills for the Future
etf.europa.eu

9



LinkedIn Recommendations

- Post video content on the platform.
- Posts with links to off-platform videos of the event or interviews are not reaching many people. As an alternative you can post segments of your live videos natively to the platform. This will give your posts more visibility and will make people have a better sense of who you are and what you do.
- Keep using hashtags and mention in your posts, as they help you get discovered by other users, including those not connected to you. People who follow the hashtags you use will see your posts on their feed.



YouTube - top performing videos

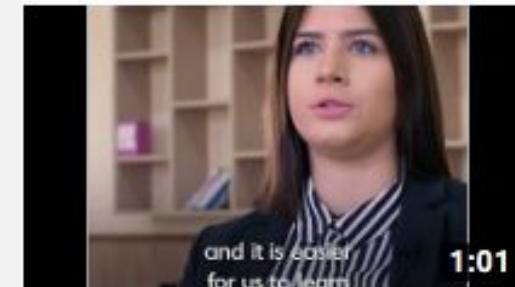
The top performing videos were uploaded in November 2018.



An authentic story from
Palestine - The Skills4Futur...
641 views • 8 months ago



'Formateurs - entreprenons'.
Forum pour le...
562 views • 8 months ago



and it is easier
for us to learn
Serbian school takes the lead
in entrepreneurial skills...
307 views • 9 months ago



YouTube recommendations

We recommend the optimization of the YouTube videos which would include:

- Using relevant keywords in the title and description of the videos.
- Adding the video transcripts to their description. Video transcripts can greatly improve your video SEO because they are full of keywords.
- Adding a default channel description that includes your website link and any other links you would like to share with people.



YouTube recommendations

- Create playlists of related videos.
- Tagging videos with popular keywords that relate to the topic.
- Adding subtitles and closed captions to improve viewer's experience.
- Adding Cards and End Screens to send people to your website, subscribe or suggest other videos. Cards are small, rectangular notifications that appear in the top right-hand corner of both desktop and mobile screens. End screens can be added to the last 5 to 20 seconds of a video.



YouTube recommendations

- Post long version of you interviews/live videos for “on demand” viewing on YouTube.
- Consider creating a podcast that you can upload video of on YouTube and also on an audio-only podcast platform such as SoundCloud.



Website - top referring domains

 OUR WORK EWORX https://www.eworx.gr/?i=eworx.en.our-work	 Туринский процесс в Республике Башкортостан http://torinoprocess-ufa.ru/
 IIAS https://www.iias-iisa.org/page/Strategic Partners	 Home - GareInRete http://www.gareinrete.it/
 Workshop on Work and Skills for the Future - Union for the Mediterranean - UfM https://ufmsecretariat.org/workshop-future-work-skills/	 iMOVE Berufsbildung Tunesien https://www.imove-germany.de/cps/rde/xchg/imove_projekt_de/hs.xsl/Berufsbildung-Tunesien.htm
 Eu Europese Stichting voor Opleiding (ETF) - Europa Nu https://www.europa-nu.nl/id/vg9ho918wmzg/europese_stichting_voor_opleiding_etf	 Members of the Pool of European Youth Researchers https://pjp-eu.coe.int/en/web/youth-partnership/peyr-members
 EUROPEN-PEN International Our Non-Profit Association https://www.penworldwide.org/about-us/get-to-know-our-association/	 Speakers Skills for the future https://www.skills4future.eu/speakers.html
 iMOVE Ägypten https://www.imove-germany.de/cps/rde/xchg/imove_projekt_de/hs.xsl/aegypten.htm	 on Licitaciones internacionales: diez aspectos clave (1/2) https://ontranslation.es/licitaciones-internacionales-12/
 GAN Work-based learning in the South Mediterranean https://www.gan-global.org/post/work-based-learning-in-the-south-mediterranean	 OUR WORK EWORX



Website - top referring domains

ⓘ IIAS
<https://iias-iisa.org/page/Strategic Partners>

Eu Europese Stichting voor Opleiding (ETF) - Europa Nu
<https://www.europa-nu.nl/9353000/1/j9vvj9idsj04xr6/vg9ho918wmzg>

ⓘ Článok
https://www.eures.sk/clanok_detail.php?id=96

ⓘ European Training Foundation | EWORX
<https://www.eworx.gr/?i=eworx.en.our-work.429>

ⓘ cnos-fap-piemonte Archives - CNOS-FAP Bra
<http://bra.cnosfap.net/category/cnos-fap-piemonte/>

EFE Priority Area 9 "People and Skills" International Stakeholder Conference in Vienna, 29 November 2018 | EFE
<http://e-f-e.eu/portfolio-items/danube-transnational-programme-priority-area-9-people-and-skills-international-stakeholder-conference-in-vienna-29-november-2018/>

ⓘ Europese Stichting voor Opleiding (ETF) - Parlement.com
https://www.parlement.com/id/vg9ho918wmzg/europese_stichting_voor_opleiding_etf

ⓘ iias-congress-2019
<https://iias-lien-conference2019.org/partners.php>

ⓘ marzo 2019 - CNOS-FAP Bra
<http://bra.cnosfap.net/2019/03/>

ⓘ CIVIS, la nuova Rete Civica dell'Alto Adige: Formazione e lingua
<https://civis.bz.it/it/temi/formazione-lingua.html>

ⓘ Workshop on the Future of Work and Skills for the Future - الاتحاد من أجل المتوسط -
<https://ufmsecretariat.org/ar/workshop-future-work-skills/>

ⓘ Useful Links - Getting Competent!
<https://www.gettingcompetent.com/useful-links/>

» APRO International - Link Utili
<https://international.aproformazione.it/it/link-utili>



Website - Visits overview

	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Total page views	65,593	82,669	74,035	63,366
Visits	22,318	33,187	29,854	28,108
Unique page views	50,071	63,811	57,385	51,390

	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Total Downloads	4,292	9,221	8,271	8,400
PDF Downloads	3,796	7,833	7,889	7,582
MS Word Downloads	307	1,041	217	692
Publications Downloads	-	-	-	2,899
Bounce Rate	48%	48%	49%	52%
Average actions per visit	3.3	3.1	3	2.7



Website - Visitors location and language (Q2 19)

Most visitors are from Italy, Germany and UK and speak English, Italian, French and German.

COUNTRY	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
🇮🇹 Italy	5,429	14,898	2.7	2 min 18s	46%
🇩🇪 Germany	1,573	4,368	2.8	2 min 18s	49%
🇬🇧 United Kingdom	1,419	3,618	2.5	2 min 1s	54%
🇺🇸 United States	1,374	2,747	2	1 min 23s	70%
🇳🇱 Netherlands	1,177	2,634	2.2	1 min 34s	62%
🇷🇺 Russia	1,098	2,730	2.5	2 min 8s	55%
🇧🇪 Belgium	1,093	2,653	2.4	1 min 47s	50%
🇫🇷 France	1,058	3,786	3.6	2 min 58s	45%
🇪🇸 Spain	1,038	2,918	2.8	2 min 6s	47%
🇹🇳 Tunisia	662	1,766	2.7	2 min 25s	55%

LANGUAGE	▼ VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNCE RATE
English	13,954	35,731	2.6	2 min 14s	54%
Italian	4,485	12,784	2.9	2 min 17s	45%
French	2,155	5,927	2.8	2 min 18s	51%
German	1,354	3,762	2.8	2 min 21s	47%
Spanish	1,018	2,759	2.7	1 min 59s	51%
Russian	950	3,234	3.4	2 min 59s	55%
Greek	570	1,779	3.1	2 min 36s	43%
Turkish	421	1,191	2.8	2 min 31s	54%
Dutch	386	1,112	2.9	1 min 53s	48%
Portuguese	345	864	2.5	2 min 2s	49%

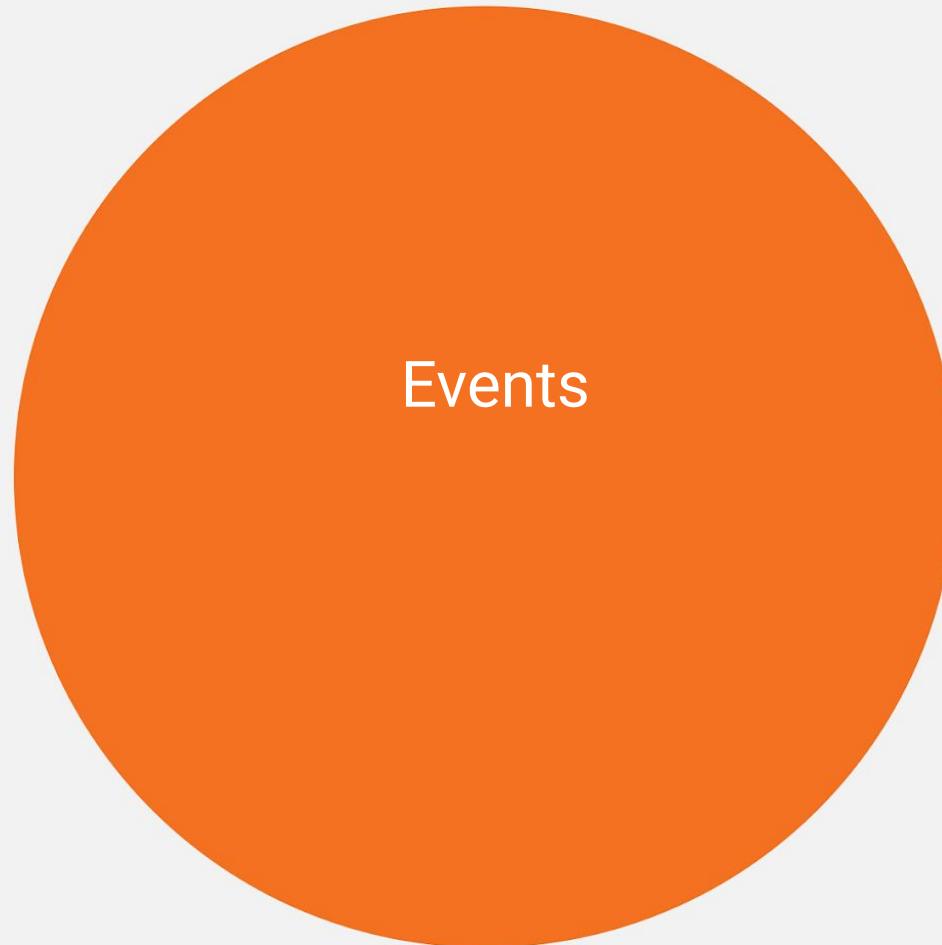


Website - Referrals visits

Most of the referral traffic comes from Facebook.

Referrers	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Direct entrances	13,284 (60%)	18,713 (55%)	16,398 (55%)	13,901 (49.5%)
Search engines	6,275 (28%)	8,401 (25%)	9,332 (31%)	9,988 (35.5%)
Referrals	2,759 (12%)	6,824 (20%)	4,121 (14%)	4,210 (15%)

Social Network	Q3 2018 (Visits)	Q4 2018 (Visits)	Q1 2019 (Visits)	Q2 2019 (Visits)
Facebook	236	2,745	1,330	1,007
LinkedIn	52	364	160	326
Twitter	82	326	169	218
Instagram	0	38	15	16
Telegram	0	8	1	8
Pinterest	0	0	1	0
Vkontakte	0	0	3	0



indiepics

The logo for indiepics is located in the bottom right corner. It consists of the word "indiepics" in a bold, dark blue, sans-serif font. The letter "i" has a small red dot above it, and the letter "p" has a small light green dot above it.



EU Agencies and Live Streaming

Only 9 out 40 EU agencies we studied are using Facebook Live in a meaningful way

ETF is clear leader

EEA is second



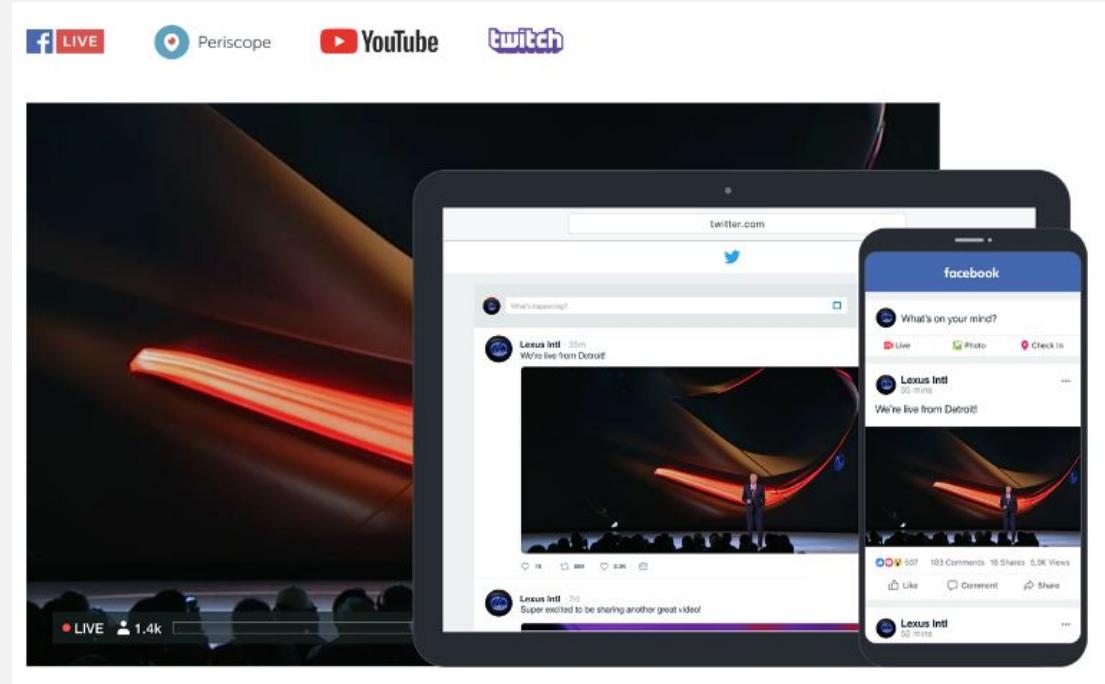
LIVE Methodology

- Let people know (regular slots, scheduling broadcasts on Facebook)
- Invest in the visuals and distribution (studio-style set, distribution tech)
- Viewers need relevancy (ZEUS principles of content creation)
- Engage with your audience (before, during and after)



Strategy for events

Consider Live streaming on different platforms simultaneously (via Vimeo, for example)



Pro: increase of your audience and less work making the videos.

Con: You need to engage across more platforms at the same time.



Strategy for events

- Plan content ahead to post during the event.
- Populate your social media with live insights. For example, they can do Facebook live Q&As with speakers or post Twitter polls about something a speaker said.
- As you learn more about your core attendees, identify the people on Facebook, LinkedIn, and Twitter who share similar profiles or behaviors and pay to target them (called “lookalike targeting”).



Strategy for events

- Retargeting - social media retargeting is a way to target people who, for example, visited your event information webpage.
- Video at the event and post it in real time, with short interviews with attendees and speakers and showing the atmosphere at the event. The videos can be made and posted on social media easily during the event with a smartphone and an editing app. For example:

https://www.instagram.com/p/BhwdJ5Mgt5L/?utm_source=ig_web_copy_link

<https://www.youtube.com/watch?v=zAEKc0y2bXE>



Strategy for events

- Upload videos of each talk to YouTube, as people are more willing to watch long videos on this platform.
- Make Instagram Stories and upload longer videos of the event to IG TV as well.
- Use Twitter to post about what's going on in real time. Make it a conversation by responding to comments and questions and retweeting related tweets, such as those posted by speakers or organizers on their personal accounts.



Strategy for events

- Create a hashtag for your event.
- Invite influencers to go to the events.
- Provide speakers with some material to post about the conference before it.
- After your event has finished, it's a good idea to email and post on social about the event, posting photos, video, and noteworthy "take home messages." The idea is to share the success of your event with those who went but more importantly, for those who didn't attend.



Predict Europe's Leading Data Conference

Hi Diarmuid,

Thank you for attending Predict 2019.

Before we sign off for this year we have a few treats and surprises for you. This time around we are releasing all the Predict 2019 talks at once. So simply click on the link below to revisit your favourite talks or watch the ones you may have missed on the day.

To compliment the talks we are also sharing a selection of speaker presentations, a series of short interviews recorded on the day and a selection of photos from Predict 2019.

We hope you enjoy it.

PREDICT TALKS

PREDICT INTERVIEWS



Strategy for events

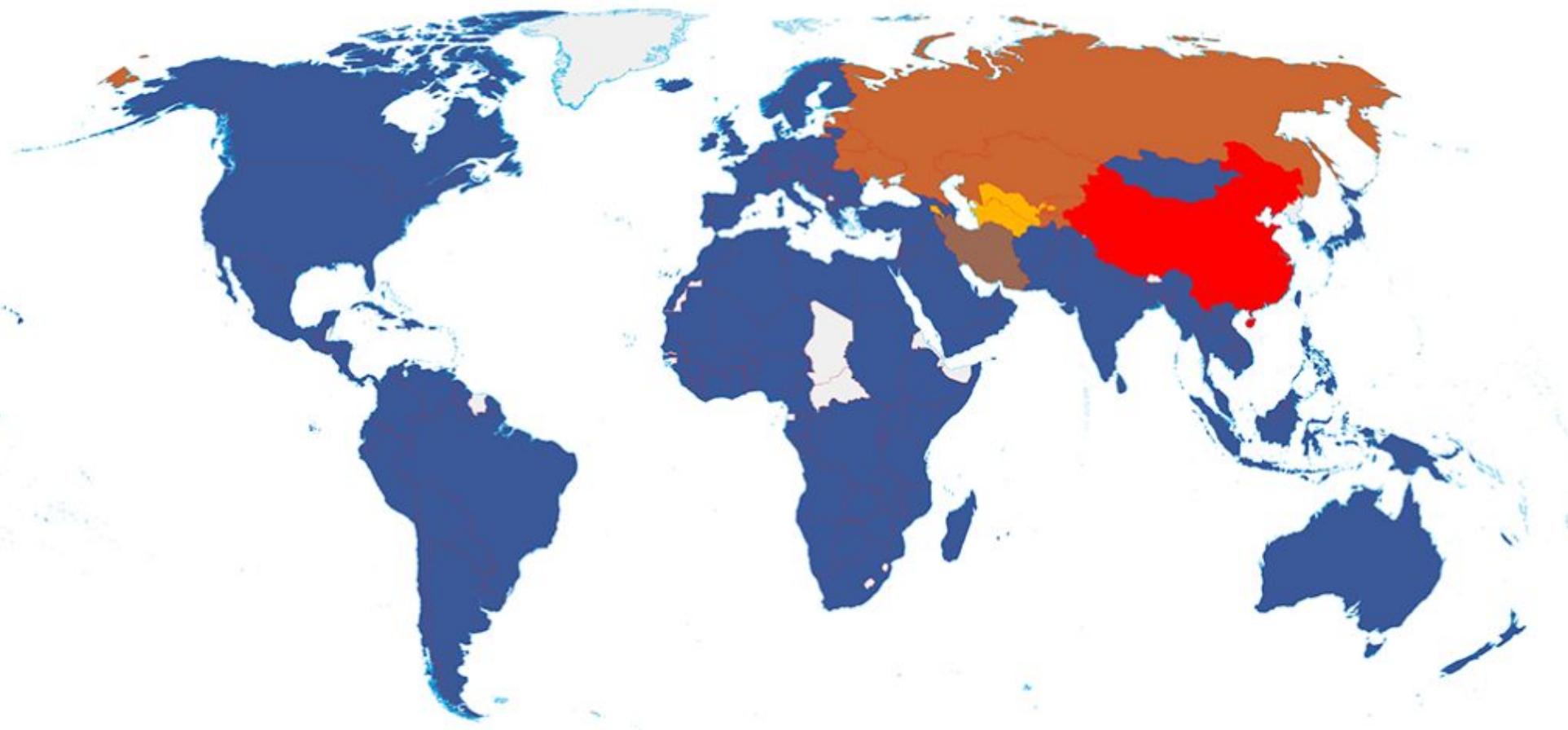
- Have the same videos in different lengths to upload strategically on different platforms:
 - meal sized on YouTube and Facebook
 - bitesized on LinkedIn
 - snack size on Twitter and Instagram
 - audio only on SoundCloud



Content Tips

WORLD MAP OF SOCIAL NETWORKS

January 2019



Facebook

Odnoklassniki

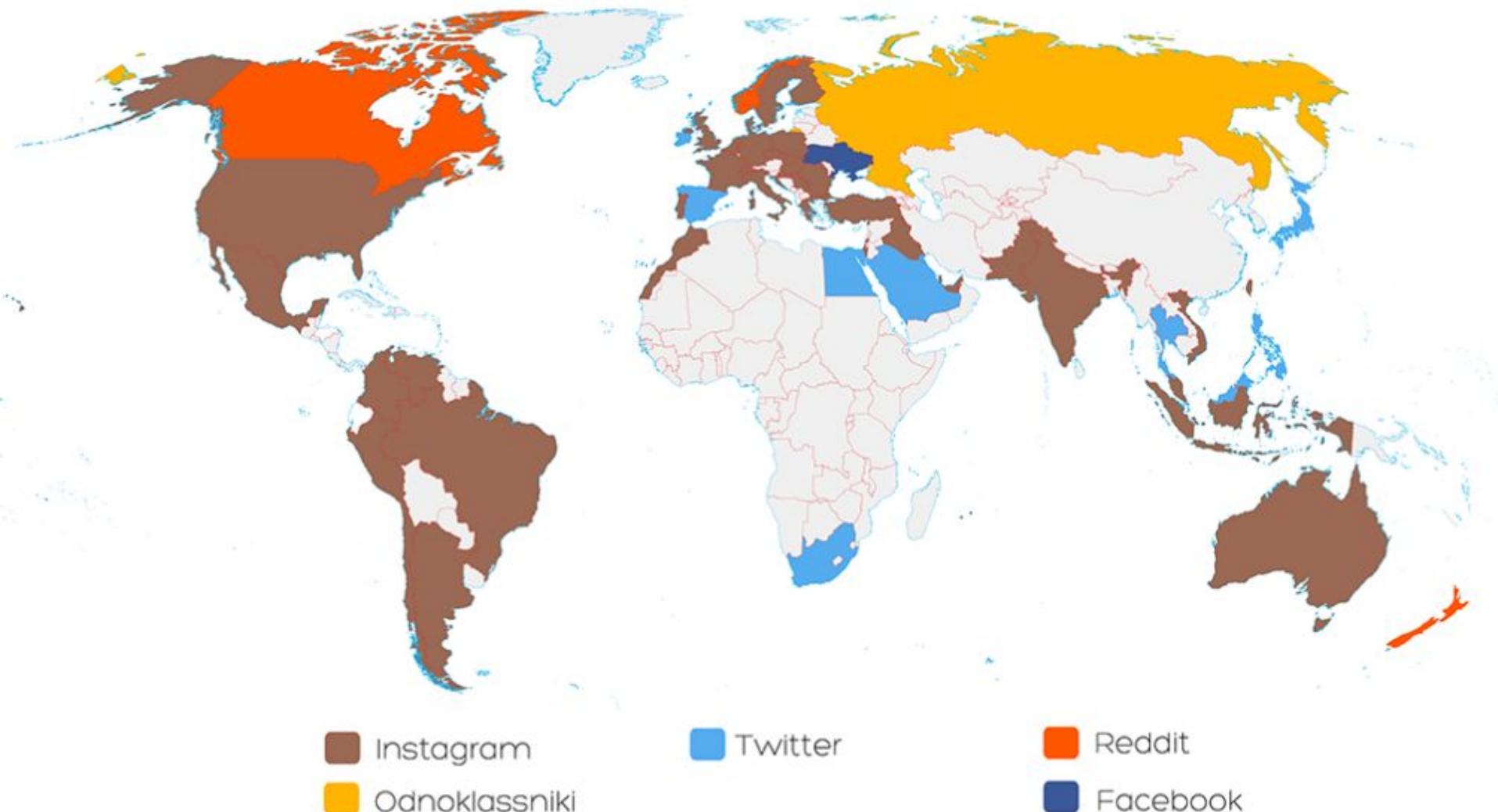
QZone

Vkontakte

Instagram

WORLD MAP OF SOCIAL NETWORKS

Ranked 2nd - January 2019



credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: SimilarWeb/Alexa

indiepics



Content Creation

Which audience?

Which audience segment are we speaking to?

Are there appropriate influencers we can mention who are relevant to the topic?

What keywords are this audience using to describe the topic already?

Can we target the audience with promoted posts?

Why share?

Which of the ZEUS principles can we apply to help make the content more shareable?

Is there a time (such as around events) we can post this where the topic is trending or more front of mind for our audience?

What format?

Are we applying the 5 S's of social content?

Can we post natively in the platform?



ZEUS Principles - why content gets shared

What are people talking about on social media already?



Are we solving a problem for people?
Is this a really useful thing to know?



What emotion does the content evoke?
Awe? Disgust? Delight?

Is this a compelling human story? Is it a gripping narrative?



5 S's of Social Content



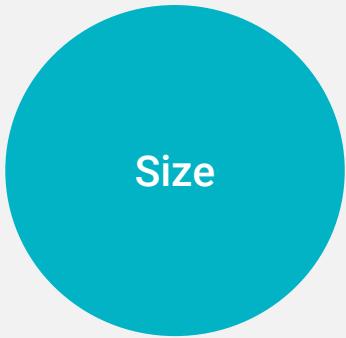
Start

The content must grab attention within a fraction of a second as someone scrolls through a news feed.



Silent

It must work without sound on, so use subtitles or text if needed.



Size

Use the bite size, snack size and meal size idea to get the duration right for each platform.



Story

Apply story structure - so attention grabbing beginning, informative middle, call to action at the end.



Style

The content needs to match the style of the platform it's on. (i.e. Instagram is about high quality visuals) & always post natively.

A large, solid yellow circle is centered on the slide. Inside the circle, the words "Next Steps" are written in a white, sans-serif font.

Next Steps



Suggested next steps...

- Use upcoming event(s) to try out some of these ideas
- Define audience personas based on research
- Develop Content Strategy to engage your audience segments
- Produce (and re-package) content your audiences will value
- Invest in technology to streamline content distribution
- Influence your audiences where they spend time online



thank you

indiepics

The word "indiepics" is written in a large, bold, dark blue sans-serif font. The letter "i" has a small red dot above it, the letter "d" has a small green dot above it, and the letter "p" has a small blue dot above it, creating a visual representation of the company's color palette.

+353 1 7088 100 • hello@indiepics.ie • www.indiepics.ie