

D.C.6.3

June 2019

Response Analysis
- Work Paper -



The following work paper analyzes the social media campaign and the means of reaching guests, visitors, and stakeholders during the INTERREG CE project European Cultural Route of Reformation as determined by **deliverable D.C.6.3**.

In order to reach the public and to raise interest for the ECRR project and the European Cultural Route of Reformation partners predominately made usage of marketing tools including but not limited to social media and classic public relations tools including E-Mails and newsletters. Partners that host a Facebook Page made regular use of it in order to spread news and updates of the project and to connect with stakeholders and supporters. Many also used the project and the route's website showcasing new achievements such as new members or new sites becoming part of the association. Partners were always encouraged to list new developments on both websites as well as to link it on their own websites.

Social Media

Partners using Facebook were able to reach a large(r) number of people by posting on their company's Facebook page. In this regards they were able to not only inform their followers but also engage with them through comments and messages.

After the set-up of the Facebook page for Routes of Reformation, many partners also made use of the 'share' function and shared content on their personal or company Facebook page. Content that worked especially well was reporting on the traveling of the various partners to partner meetings including the steering committee meetings and the final conference as well as travels by the Lead Partner for example who attended conferences across Europe. When posting on the Facebook page, it was tried to always link all relevant partners, including the INTERREG CE Facebook page, in order to gain their attention and have them potentially share it on their own page. Additionally, the post often included a question or offer, thus, inviting the followers to engage on the Facebook page with the project and the route.

Social media may not have been the obvious choice for this project and some partners were not sure that Facebook would be the right medium to communicate the project and the route.

Partner 4 reports:

“At the beginning we thought that mass media no longer leads to the achievement of the set objectives. Instead, having reached the end of the project, we can state that, [...], the dissemination of news and invitations via Web and social media has led to spreading the theme of the reformation even more outside of the predictable contexts.”

The Facebook page currently has 212 likes (235 followers). In general, new content was posted at least once a month but always when attending events for the project and/or the route. Generally, it can be stated that mostly project partners liked and shared the posts. An important factor was and remains the language that posts have been written in. It is likely that followers - although they understand and read English - hesitate to share the post directly to their personal and/or company Facebook page. If partners did share the English post directly, they noticed a slightly lower engagement with their pages' followers.

Partner 6 reports:

“The total reach of the posts (visitors, likes, shares) varies on the quality of content, pictures and relevant links. Interaction of visitors on specific posts mostly have a positive effect on the reach of the post. The average reach of ECRR/Routes of Reformation posts are between 2.000 and 3.000 visitors. Contribution in English (mostly reposts of ECRR's official Facebook page) were often slightly under the reach of our own posts in German.”

Partner 8 reports:

“The Lower Silesian Tourist Organization promoted events related to the ECRR project on the organization's facebook social profile <https://www.facebook.com/biuro.dot/>. Published posts related to the ECRR project have reached the level of: 1445 recipients.”

It was noted that especially photos depicting 'active' situations such as a small group of people engaging at a workshop were especially appealing to the audience. They thus, created a higher awareness.

Partner 6 reports:

“One result of the continued social media activities is the fact that personalized content (partner in pictures, personal quotes, “real stories“) received more often higher attention than pictures of sites and monuments or landscape impressions.”

Generally, it was noted that Facebook only slowly generated new followers despite the effort to like and follow various other relevant pages and their posts - in order to gain the attention and have them follow back - and the encouragement to the partners to widely share and actively invite stakeholders to ‘like’ the page. It therefore remains a valuable task to increase the project’s - and now route’s - awareness on Facebook. In the future, the association considers to purchase a better placement to offset the algorithm of Facebook. This would allow for more content awareness.

Additionally, some partners have made use of Youtube as an additional platform to share content. In this regard, it remains an option to also create a profile on Instagram and/or Youtube. This would allow for a gearing towards a younger but also travel oriented generation

Below are some examples for the Facebook posts of partners and of the main ECRR / RoR Facebook page as well as statistics from the RoR Facebook page:

Szczegółowe informacje dotyczące posta

Dolnośląska Organizacja Turystyczna z: Marek Janczyszyn. Opublikowana przez: Marek Janczyszyn (7) · 6 lipca · 🌐

European Cultural Route of Reformation z udziałem dolnośląskich obiektów. Kończymy prace w ramach unijnego projektu ECRR i jednocześnie ruszamy z międzynarodowym szlakiem wpisany na listę szlaków kulturalowych rady Europy. Zapraszamy na szlak. Więcej na www.reformationroute.eu

Skuteczność Twojego posta		
1005 Liczba odbiorów		
34 Polubienia, komentarze i udostępnienia 🌐		
30 Polubienia	9 Dotyczące posta	21 Dotyczące udostępnień
1 Komentarze	0 Dotyczące posta	1 Dotyczące udostępnień
3 Udostępnienia	3 Dotyczące posta	0 Dotyczące udostępnień
93 Kliknięcia posta		
50 Liczba wyświetleń zdjęć	3 Liczba kliknięć w link 🌐	40 Inne kliknięcia 🌐
NEGATYWNE OPINIE		
0 Liki post	0 Liki wszystkie posty	
0 Zgłosz jako spam	0 Nie lubię tej strony	

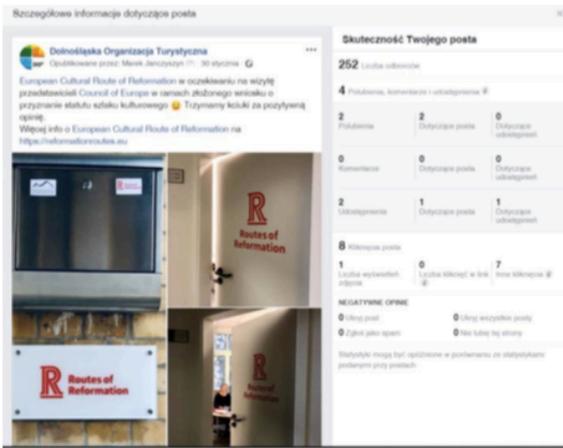
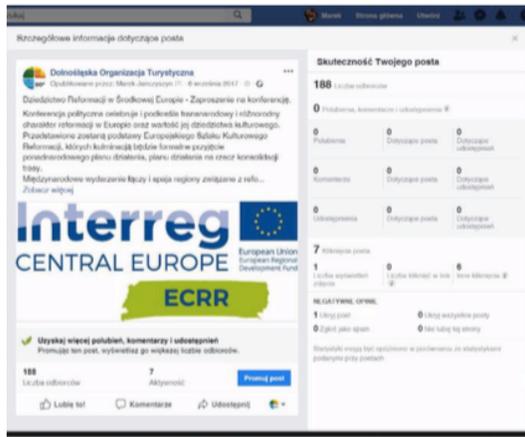
Statystyki mogą być opóźnione w porównaniu ze statystykami podanymi przy postach

Standortmarketing Mansfeld-Südharz 19. Juli · 🌐

Wertvoller Freiraum für frische Ideen. www.standortmarketing.de

European Cultural Route of Reformation 🇪🇺 cool hier: Linz. 19. Juli · 🌐

Hello from Linz, Austria 🇦🇹
Today, the board members of the association #RoutesofReformation meets in Linz, Austria. Together, they come from four different c...
[Mehr anzeigen](#)



Standortmarketing Mansfeld-Südharz
6. Juni · 🌐

Heute hatten wir einen spannenden sowie produktiven ECRR Workshop auf Burg und Schloß Allstedt! Vielen Dank nochmal dafür!

Ziel war es, über Routes of Reformation zu informieren und aufzuzeigen, welche Möglichkeiten sich dadurch den einzelnen Akteuren vor Ort bieten, insbesondere auch im Marketing.

Danke auch an alle TeilnehmerInnen!... Mehr anzeigen

Standortmarketing Mansfeld-Südharz
24. Juni · 🌐

Seit April 2019 ist "Routes of Reformation" nun eine europäisch zertifizierte Kulturroute. Auf der Webseite kann man sich nun über die Routen sowie die Destinationen informieren.

European Cultural Route of Reformation

COUNCIL OF EUROPE
COE.INT
Routes of Reformation
The Routes of Reformation are the reflections of centuries of histories, when movements of Christianity all around Europe shared the will to change the institutions and break the status quo.

CONSEIL DE L'EUROPE

👍 Max Scheiner, Jutta Fischer und 3 weitere Personen · 2 Mal geteilt

👍 Gefällt mir · 💬 Kommentieren · ➦ Teilen

🗨️ Kommentieren ...

Standortmarketing Mansfeld-Südharz
25. Januar · 🌐

Standortmarketing Mansfeld-Südharz
6. März · 🌐

Ein erfolgreicher und inspirierender Tag auf der ITB ist vorüber und wir freuen uns auf die nächsten Tage. Hier schon mal ein paar Impressionen!

#europeanculturalrouteofreformation
#itbberlin



European Cultural Route of Reformation updated their cover photo.
May 16 · 🌐



European Cultural Route of Reformation is 😊 feeling positive in Gosau, Oberosterreich, Austria.
May 17 · 🌐

The #RoutesofReformation is officially opened 🗂️ 🇪🇺 🗣️



European Cultural Route of Reformation is 😄 feeling excited.
June 22 · 🌐

Click! Click! 📷

Do you like to travel? Do you usually snap photos for family and friends at home? Or perhaps as keepsakes from your travels? Then join our photo competition now! You can find more information in the description below and of course always reach out via email, facebook, or at the headquarters at [Standortmarketing Mansfeld-Südharz](#). 🇪🇺



European Cultural Route of Reformation



COUNCIL OF EUROPE

Competition: Experience the heritage of the Reformation

The European Cultural Route of Reformation continues to have an effect on the face of the European heritage as the cultural route grows as an essential component of the landscape, especially in the region of the Reformation. The cultural route is a network of sites, monuments and places that tell the story of the Reformation. The European Cultural Route of Reformation is a network of sites, monuments and places that tell the story of the Reformation. The European Cultural Route of Reformation is a network of sites, monuments and places that tell the story of the Reformation.

Conditions of participation: The competition is open to all citizens of the European Union who are at least 18 years old at the time of registration. The competition is open to all citizens of the European Union who are at least 18 years old at the time of registration.

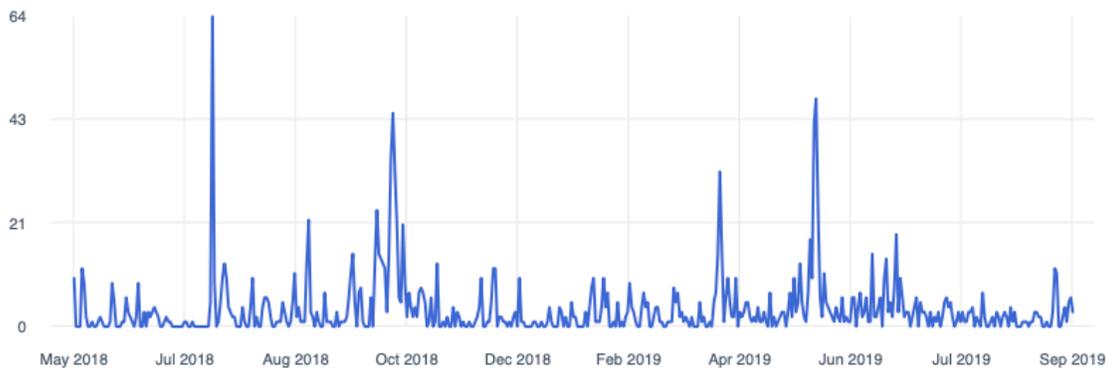
Prizes and film system: The winners of the competition will receive a certificate of participation and a prize. The winners of the competition will receive a certificate of participation and a prize.

Submission deadline: The competition is open until the end of the year. The winners of the competition will receive a certificate of participation and a prize.

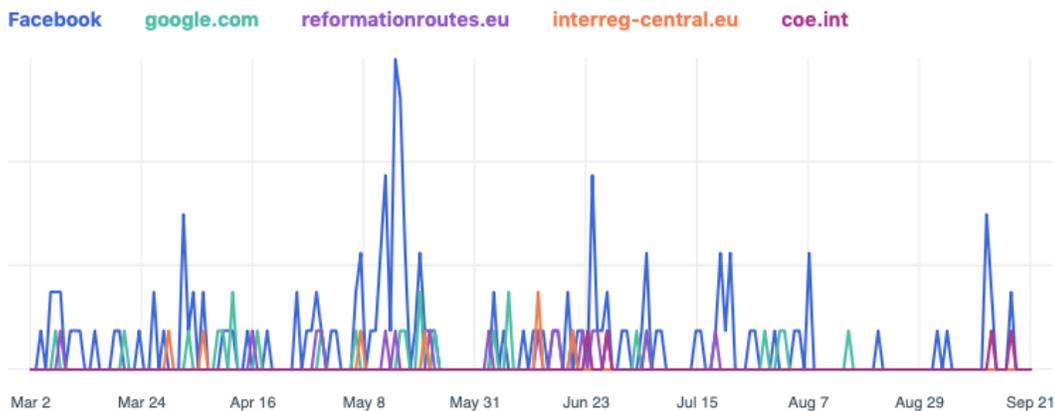
07/19/2019 2:39 PM		Hello from Linz, Austria 🇦🇹 Today, the board members of the			1.9K		77 33		Boost Post
06/24/2019 10:00 AM		In April 2019, we have been certified by the Cultural Routes of			1.4K		50 55		Boost Post
06/22/2019 3:39 PM		Click! Click! 📸 Do you like to travel? Do you usually snap photos			398		30 7		Boost Post
06/19/2019 4:32 PM		Hello from Dortmund 🇩🇪 Our Interreg Central Europe partners			53		1 2		Boost Post
06/08/2019 4:00 PM		Thank you Standortmarketing Mansfeld-Südharz for representing			107		23 14		Boost Post
05/24/2019 3:41 PM		It's quiz time! Cultural Routes of the Council of Europe programme			112		9 7		Boost Post
05/22/2019 9:48 AM		#Cooperationiscentral is not only our mantra and our goal but also			89		7 8		Boost Post
05/17/2019 5:26 PM		The #RoutesofReformation is officially opened 🗂️ 🇪🇺 🇩🇪			174		16 11		Boost Post
05/17/2019 4:51 PM		We spent our last day of the #FinalConference touring different			192		81 22		Boost Post
05/16/2019 4:11 PM		Our Interreg Central Europe project #ECRR family 🇪🇺 🇩🇪			1.1K		225 73		Boost Post

Total Views By Section i

Total Views



Top Sources i



Other means of Communication:

In addition to social media, partners made regular use of more ‘traditional’ communication tools including but not limited to newsletters of their own companies or related institutions and programs. An example is the Sharing Heritage initiative which listed details on ECRR in its newsletters and thus, allowed for a greatly larger audience to learn about the project. The press releases, which are also part of the work package communication also contributed to a broader reach and fostered new interested among the published articles’ readers. Articles in expert journals - once again a deliverable part of the communication work package - established a well-rounded scientific coverage of the project and the route. In many countries - including Germany and Italy - articles were published in journals targeting clerical and spiritual audiences as well as tourism centers.

Certainly, it was highly valuable to produce flyers and leaflets communicating the goals and ideas of ECRR and the route. A special benefit was the opportunity to have each partner produce them in their local language. This allowed the local population to learn about the project and the new route. This was realized under the deliverable D.T3.3.3 as part of work package three. Flyers and posters are available at the newly established inform points but also at tourism centers, info points, hotels, museums, and many more. The Lead Partner also produced five postcards that look appealing and can genuinely be used as greeting cards when on holiday in a one of the partner regions. The postcards all include the relevant logo (project and route) and list the website and Facebook page. Thus, they are not only a nice-to-have keepsake from a vacation but also increase the public’s awareness. In similar manner have the red bags been produced; they list the logos (a giant -R- in the center) and show the websites. Many people have actively sought out the bags at public events such as the International Tourism Fair Berlin in March 2019. They are therefore a great way to simply and effortlessly engage with the public.

Thus, the value of these more traditional communication tools should not be underestimated.

Partner 4 reports:

“From our point of view, direct contact with people through flyer distribution, oral presentations and speeches remain a fundamental part of communication and awareness raising activities that produce satisfactory results.”

Future tasks:

In the future, the route and the members of the association will certainly start with a well-founded understanding of the communication challenges and tips. The project has allowed the route to start out on a great set and foundation and can - and should - build upon this. Nevertheless, the route will have to make some adjustments or extension of the communication tools used and applied during the project duration. Some thoughts are listed below:

- 1) It remains as task to decide to broaden the social media spectrum by - as listed above - including a presence on Instagram and/or Youtube.
- 2) Extending the reach to members and stakeholders outside of the project regions. Some people have highlighted the need to deepen the involvement of new sites, above all to organize contacts with other national interested parties.
- 3) It also worth considering to produce new leaflets indicating that Routes of Reformation now stands on its own.
- 4) The idea was pursued to publish a newspaper called ‘Reformation Times’ that could include the historical reports written by and for each region. A first design was produced by the Lead Partner.

