



Europeana Foundation Governing Board Meeting

15 June 2017
16h30 – 18h00 CEST
Teleconference

Web Traffic & Social Media Report
Action proposed: For information and Q&A

1. Highlights

Impressions on 3rd party platforms is well on track thanks to the steady number of impressions of Europeana content on Wikimedia websites. Impressions and engagement on social media are beyond expectations as a result of our partnership with GIPHY and a lot of interest in Art Nouveau Season and the new launches.

Downloads slightly behind target, but it should be possible to reach in coming months by increasing overall traffic and encouraging re-use activities.

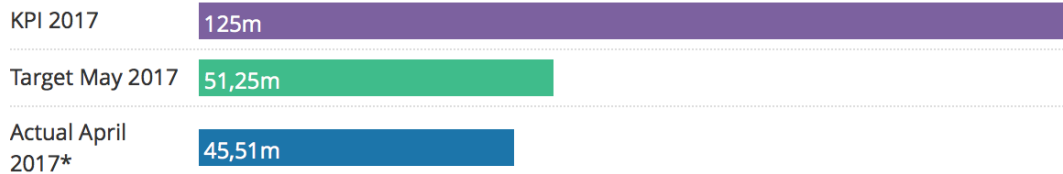
Traffic on End user products and click-through is below target, as a result of the lower number of pages indexed by Google and therefore less organic traffic. Traffic generation activities around curated parts of the website (Thematic Collections, exhibitions, galleries) planned for June-August should help closing the gap.





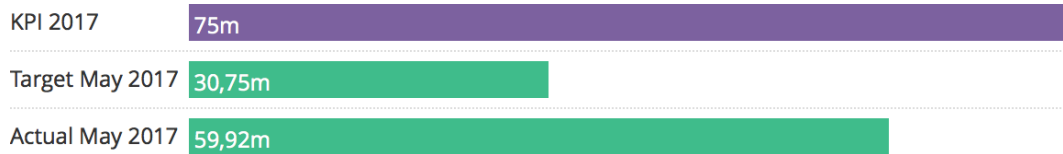
2. KPI Overview

Impressions on 3rd Party platforms

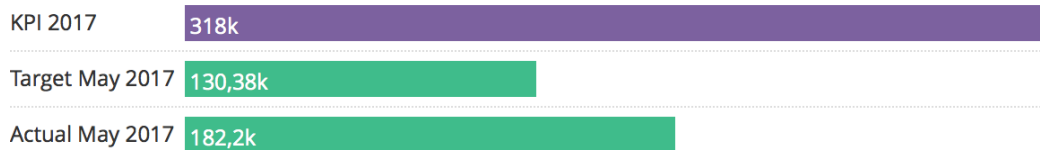


**Wikimedia data for May not yet available, but looking at the results from April and our average monthly impressions, we are on track*

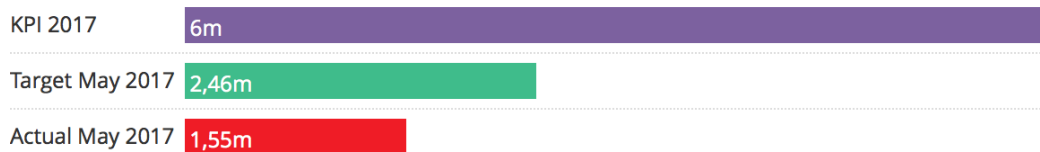
Impressions on social media



Engagement on social media

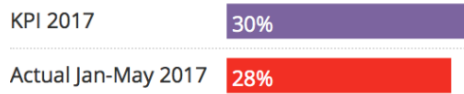


Traffic on End-user products

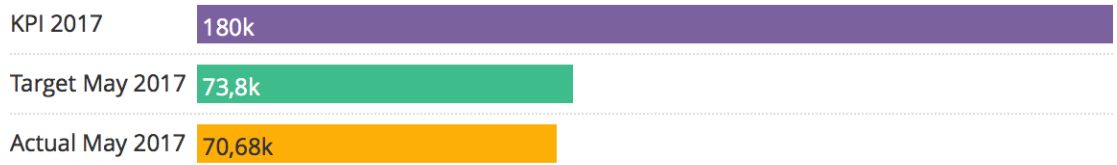




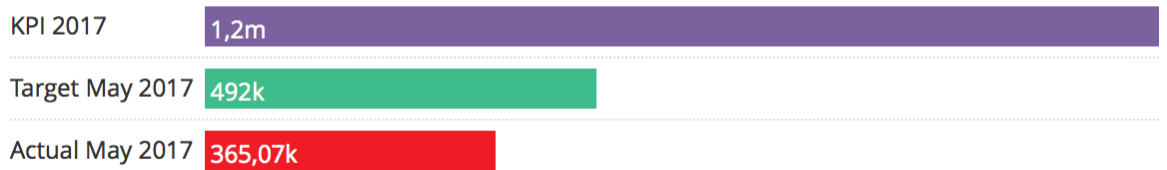
Returning visitors



Downloads



Click-throughs



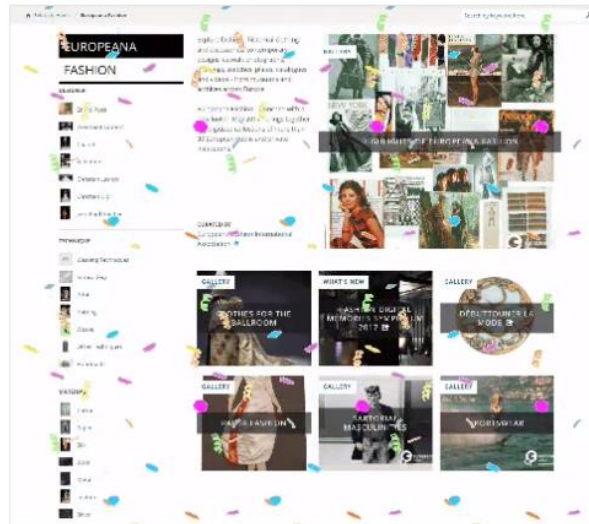


3. Content & Social Media Highlights

- Launch of Europeana Fashion

Europeana.eu
Published by Aleksandra Strzelichowska [?] · May 4 at 11:28am · 🌐

Europeana has a new thematic collection! 🛍️👗👚👖 Explore #fashion from across Europe at <http://fashion.europeana.eu>
#EuropeanaFashion Europeana Fashion



75,326 people reached View Results

Like Comment Share

Nikolina Biškup, Olivier Schulbaum and 266 others Top Comments

Sound and Vision R&D and 1 other Retweeted

Europeana Fashion @EurFashion · May 4
IT'S OFFICIAL! @EurFashion has a new look - Check the portal out on fashion.europeana.eu & spread the word! #EuropeanaFashion

Retweet 4 Like 6



- Launch of Europeana Photography

A century of the camera: Amazing new digital archive of more than 2million images highlights the best work from the first 100 years of photography

- The photos are part of an ambitious archival project compiled by Europeana Photography
- It features an amazing array of photos from 19th century Tokyo, Constantinople, Venice and London
- The collection aims to help people explore remote locations and better appreciate their cultural heritage
- The archive promises to add in additional themes into on its website in the coming months

By LUKE BARNES FOR MAILONLINE
PUBLISHED: 11:26 BST, 27 May 2017 | UPDATED: 23:46 BST, 27 May 2017

Share icons for Facebook, Twitter, Pinterest, Google+, Email, and Print. 662 shares, 14 comments.

Stunning images have revealed the amazing work of photographers around the world in era before iPhones and Instagram.

The photos are part of a library of nearly 2.3 million pictures, all compiled by Europeana Photography as part of an ambitious archive project.

They show an array of images from the late 19th to early 20th century, when photography was still in its infancy and cameras were still delicate and extremely bulky.

The archive shows pictures from all over the world including the scenic nature of Yosemite Valley, California, children in Copenhagen and a royal wedding in Bulgaria.

The collection aims to help people, 'explore remote eras and locations, and better appreciate the value of their continental, national and local cultural heritage.'

It also promises additional themes in the coming months as well. At the moment users can browse through 'Industrial Photography in the Machine Age' and 'Vintage Postcards of Southeastern Europe.'





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Visit a New Digital Archive of 2.2 Million Images from the First Hundred Years of Photography

In [Photography](#) | May 23rd, 2017 | [Leave a Comment](#)

12.5k SHARES

AdChoices

Photography Tours Photography Photo Free Photography Photography Art



Industrial Photography in the Machine Age

Industrial Photography in the Machine Age

15,536 people reached

View Results

Like Comment Share

Jasminka Fajdetic, Matijevic Bjedov Nevenka and 305 others

- Art Nouveau Season on DailyArt & GIPHY

-

DailyArt
Your daily dose of art

Poster for Legia Cycles and Automobiles

Georges Gaudy

1898

Europeana

Happy Easter! Have a joyful day :)
- Zuzanna & The Team


This month we're partnering with Europeana again to celebrate their fantastic new Art Nouveau season (21 February - 29 May). The season explores the depth and diversity of the influential art movement and features beautiful Art Nouveau jewellery, posters and much more.

GIPHY Reactions Entertainment Sports Stickers Artists Upload

art nouveau season

451950 GIFs found for art nouveau season

Sort: Relevant Newest






- #AllezLiterature – quotes

Europeana.eu
Published by Aleksandra Strzelichowska [?] · May 20 at 8:07pm · 🌐

Honoré de Balzac, French novelist & playwright was born #OnThisDay in 1799. His books on Europeana: <http://bit.ly/2r3GOHw> #AllezLiterature

[Schedule](#)



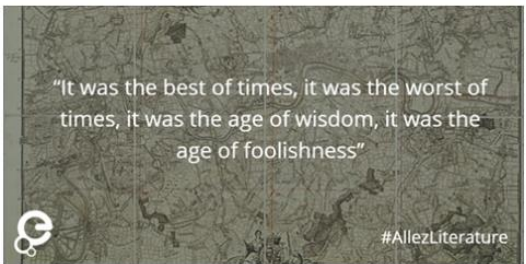
44,807 people reached [View Results](#)

👍 Like 💬 Comment ➦ Share 🌐

👍 🗨️ 🤔 1.3K [Top Comments](#)

Europeana.eu
Published by Aleksandra Strzelichowska [?] · May 18 at 1:34pm · 🌐

Do you recognize this famous opening line? If not, hints here: <http://bit.ly/2qwdOay> 😊 #AllezLiterature



25,015 people reached [View Results](#)

👍 Like 💬 Comment ➦ Share 🌐

👍 🗨️ 🤔 Winston Robinson, Nikolina Biškup and 343 others [Top Comments](#)

35 shares

[Write a comment...](#) 🌐 📷 🗨️

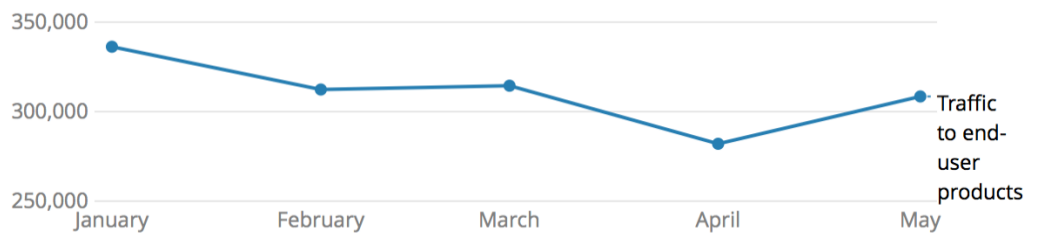
Frans-Jan Mulschegel It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the



4. Traffic & impressions – details

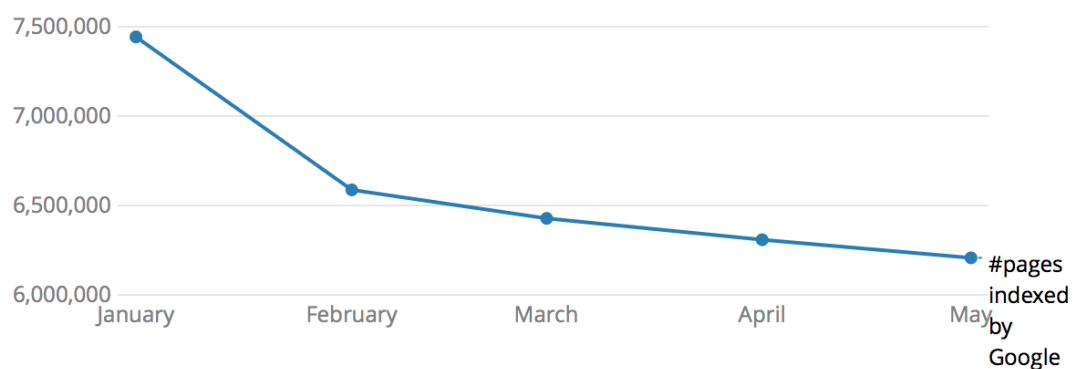
Traffic on Europeana end-user products

Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon



While the amount of pages indexed by Google (see below) keeps on dropping, we managed to increase the traffic between April and May thanks to the launches of net thematic collections and activities on curated parts of Europeana Collections

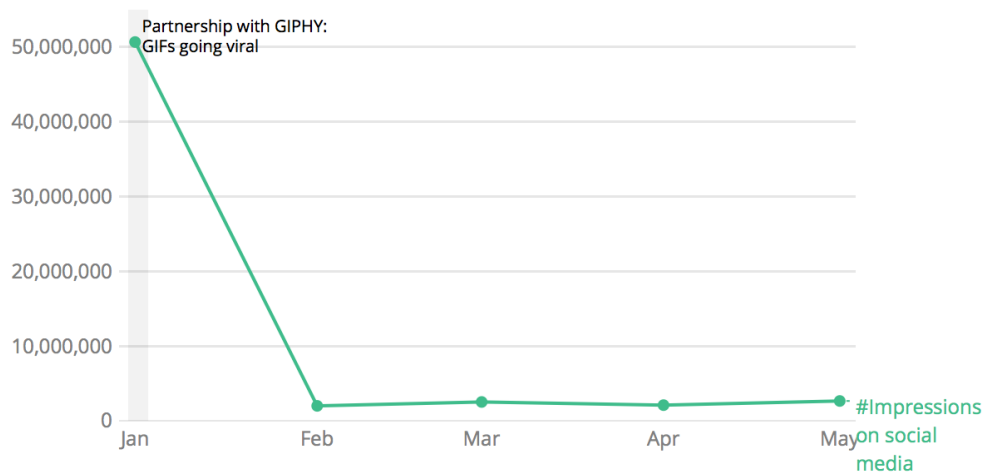
Number of pages indexed by Google



The number of pages indexed by Google keeps on dropping, what results in decrease in organic traffic

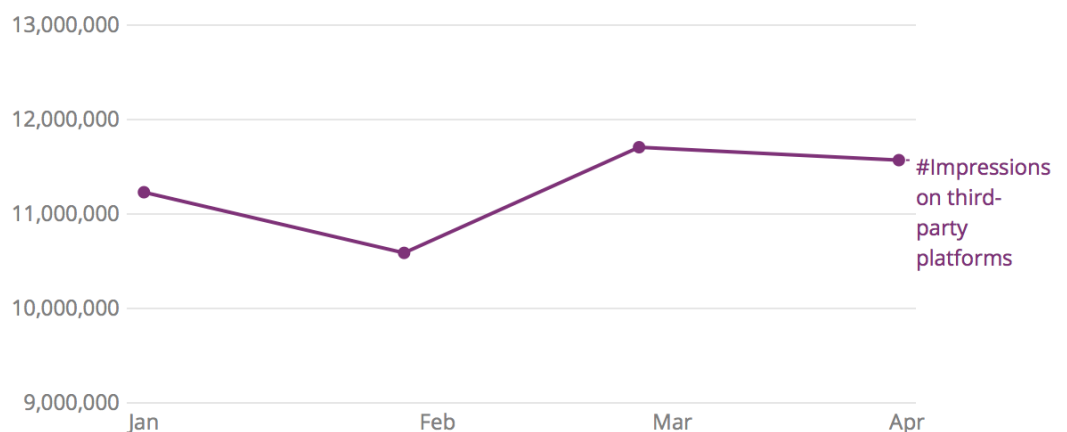


Impressions of Europeana content on social media



After the explosive growth in January following a few GIFs going viral on GIPHY in January, the amount of impressions on social media remained stable between February and May.

Impressions of Europeana content on third-party platforms

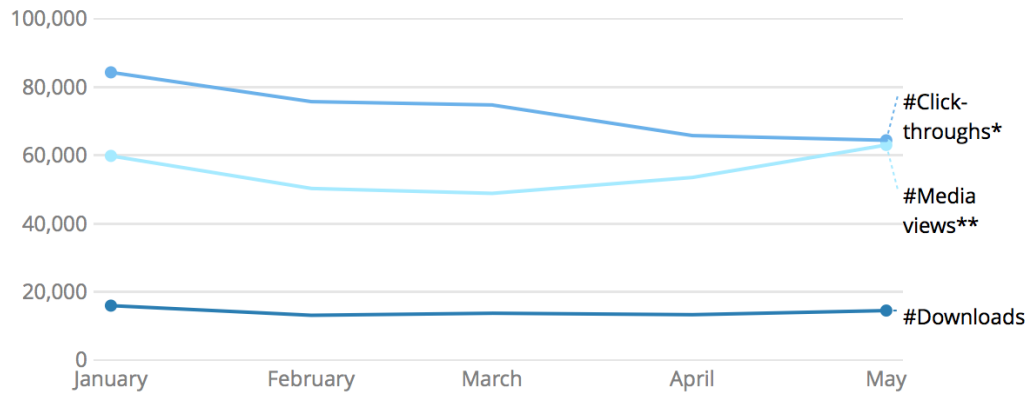


Impressions of Europeana content on 3rd party platforms are well on track, despite a small drop in February. May data for Wikimedia not yet available.



5. Engagement on Europeana Collections

Downloads, media views & click-throughs



**Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections*

The amount of downloads is stable, but slightly behind the target. While the amount of click-through is decreasing, the number of media-views increased between March and May.

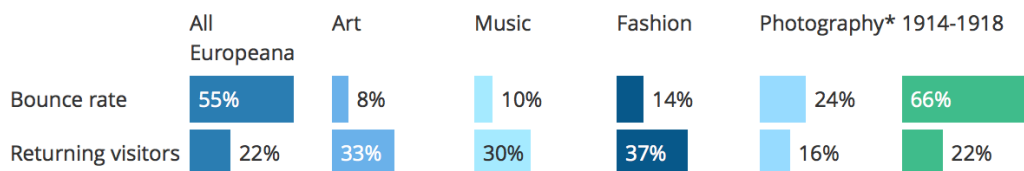


TOP 10 Countries

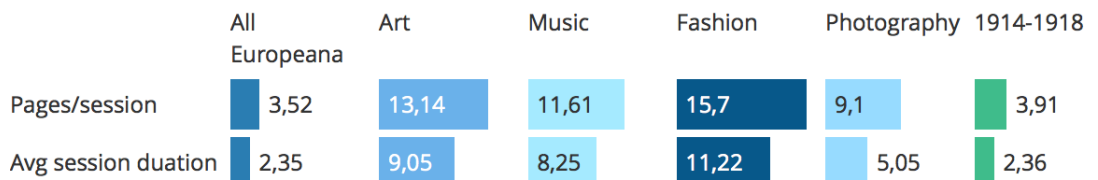
By number of generated visits on Europeana Collections between January and May 2017



Engagement on Europeana & Europeana Thematic Collections



**Data not fully reliable given the very recent launch of the Collection*





Thematic Collections retain high levels of engagement. Out of two newly launched Thematic Collections, Fashion obtains similar results to Art & Music. The results of photography might be skewed due to the extensive marketing and PR activity around it.

Circulation:

Europeana Foundation Governing Board Members & Observers

Classification:

Public