MS26 – Social Media

Social media used for dissemination and communication
in Europeana Creative

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Revisions

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Distribution

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0.2	June 20, 2013	Beth Daley, EF	Task Lead Communication Strategy and Plan, reviewer
0.2	June 20, 2013	Max Kaiser, ONB Margaret Mulligan, EBN Olivier Schulbaum, Platoniq Enric Senabre, Platoniq	Project Coordinator WP7 Lead Task Lead Continuous Outreach and Liaison
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Approval

Version	Date of approval	Name	Role in project
1.0	July 20, 2013	Max Kaiser, ONB	Project Coordinator

Table of Contents

1. Introduction

This document shall briefly outline which social media channels will used (at the moment) to promote Europeana Creative, its activities, events and outcomes; how to use these channels; what (messages) will be communicated; by whom as main communicators; who else will contribute to social media activities; which objectives shall be reached; and which guidelines could be relevant for the successful implementation of social media as key channels of day-to-day PR activities in Europeana Creative.

The plans and suggestions indicated in this document will be updated; as the project evolves, different approaches (which channels, how to use them, who contributes, etc.) can be chosen according to the specific needs that may arise. The basic guidelines on how to use social media in this project will be updated and modified. For instance, when the Open Culture Lab goes online in 2014, the social media communication strategy might be modified as additional channels will be implemented (project channels and Open Culture Lab channels); for the promotion of Challenge events, additional channels such as Facebook might be used for a better outreach. Social media links will also be included in Europeana Creative promotional material.

All project partners involved in WP7 (Dissemination), especially task leaders, are encouraged to make suggestions on how to improve social media activities. Platoniq (Task Lead T7.3, Continuous Outreach and Liaison) is in charge of day-to-day PR activities, including social media; EBN as WP7 Lead and EF and ONB as main WP7 partners are main contributors. All other project partners are encouraged to contribute to communication and dissemination activities via social media as well.

2. Social Media Strategy and Guidelines

How social media are used in Europeana Creative needs to be integrated in and based on the wider communication and dissemination strategy for this project (D7.2, Dissemination Plan Including Stakeholder Analysis): goals and objectives, target audiences, messages to be communicated, which communication channels for which objectives/messages or to reach which audiences. EF is responsible for the communication strategy (T7.1) and dissemination plan (D7.2), which is delivered in month 6 of the project. The basic guidelines on how to use social media will be modified and further elaborated during the lifetime of this project and in close collaboration with EF.

2.1 Stakeholder Audiences

Stakeholder audiences and how to reach them will be defined in further detail in the dissemination plan and stakeholder analysis (D7.2). Key stakeholder audiences have been identified by WP6 (Evaluation) in the Evaluation Strategy and Plan (D6.1). In addition to stakeholders from the creative industries and the cultural heritage sector, secondary stakeholder audiences are particularly important to promote the Pilots and the Challenge events.

Primary Stakeholder Audiences

- creative industries
- cultural heritage institutions

Secondary Stakeholder Audiences

- education sector
- tourism sector
- design communities
- social networks communities
- software and application developer communities

Tertiary Stakeholder Audiences

- communities (general audience with an interest in the creative industries and cultural heritage sectors; e.g., visitors of cultural heritage institutions, tourists, students, etc.)
- policy makers

2.2   Objectives, Strategy and Guidelines

For the use of social media in this project it is suggested:

(1) to focus on project-related information, such as events and outcomes;

(2) to focus on information related to Europeana;

(3) to cover also "external information" that could be interesting or relevant for the targeted stakeholders, such as information on external conferences and events or other information related to creative industries, the GLAM sector, open culture / open data, etc.

2.2.1   European Commission Guidelines

The following recommendations by the European Commission[1] should be considered for the use of social media in this project:

- Make project results visible.
- Show how European collaboration has achieved more than would have otherwise been possible in this project.
- Show how the outcomes are relevant for targeted stakeholders.
- Make sure that project results can be taken up by targeted stakeholders.
- Generate a market demand for the products and services developed.
- Demonstrate dissemination and communication of progress and outcomes to the EC.

- "Why" or "what" questions are important; objectives need to be clearly defined; targets, audience and message need to be clarified.
- Quality is important for communication and dissemination (focus on objectives, messages; quality is more important than quantity).
- Allocate resources and time.
- Involve professional communicators.
- Ensure continuity.
- Evaluate efforts and results (have objectives been reached so far; take feedback into account, how many followers on Twitter, etc.)
- Not only disseminate facts, but use storytelling as a way to reach targeted audiences and to attract attention.
- Attract interest of targeted stakeholders or potential (future) partners; enhance reputation on a national and international level.

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[1] See "Communicating EU Research & Innovation: A Guide for Project Participants", available online at: ftp://ftp.cordis.europa.eu/pub/fp7/docs/communicating-research-innovation_en.pdf; accessed June 20, 2013.

2.2.2 Europeana Social Media Strategy and Guidelines

Based on the Europeana Social Media Strategy and the Europeana Social Media Guidelines,[2] the following recommendations should be considered for the use of social media in this project:

- Use social media to build communities or networks and to encourage participation and engagement.
- Use social media to achieve quality of engagement with end users and extended reach.
- Communication objectives for social media (based on Europeana's overall communication strategy): extend reach, promote interaction, increase engagement.
- Use social media as integral part of communications and marketing.
- Use social media to increase awareness and re-use of Europeana data.
- Same rules that apply to communications in traditional media apply to social media.
- When you use a Europeana Creative social media account, be aware that you speak on behalf of the project, in your professional capacity.

Basic Principles: Transparency and Relevance

For Europeana Creative two basic principles formulated in the Europeana Social Media Strategy are important:

- **Transparency:** When you talk on behalf of Europeana Creative, make sure your audience knows that this is the case.
- **Relevance:** Make sure that what you are talking about is relevant to your audience.

Guidelines

- **Give credit where it's due:** When using someone else's content, always make sure that they are credited for it and that they approve of your using their content.
- **Make sure your message is clear and accurate.** Link back to something that provides context and more information.
- **Follow through on a conversation you have started.** Reply! Or pass the message on to someone who can reply.
- **When in doubt, don't post.** Always ensure that information is obtained from a trusted source. Use your judgement and common sense.
- **Sound credible and stay professional.** Brevity is important and social media language is more informal, but sound credible and stay professional.
- **Keep track of what you have said.** Be consistent.
- **Remember: What happens on social media, stays on social media.** Online conversations can seem short-lived but once information is published online it is part of a permanent record, even if you delete it later.

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[2] See Appendix I and Appendix II, pp.14–26.

2.2.3 Other Best Practices[3]

- **Openness:** Foster a corporate culture of openness. Listen to and respect the opinions of partners and other stakeholders.
- **Trust:** Partners involved in dissemination and communication should be trusted to communicate and develop relationships with targeted stakeholders. Trust partners involved to be good communicators and to use good judgment.
- **Transparency and authenticity:** Disclose connections with others.
- **Accuracy:** Check facts. Check with colleagues before publishing content that will affect them.
- **Responding to comments:** Set up a mechanism for responding to every comment that requires a reply. Respond appropriately. Respond in a timely manner.
- **Acknowledge mistakes:** Acknowledge mistakes and fix errors on your blog in a timely and open manner.
- **Confidential information:** Do not share confidential information.
- **Respect:** Be respectful of others (people, projects, etc.).
- **Disclosure:** Identify your relationship with the project.

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[3] See Society for New Communications Research, available online at: http://socialmedia.biz/social-media-policies/best-practices-for-developing-a-social-media-policy/; accessed June 20, 2013.

3. Social Media Channels

3.1 Twitter

Twitter is an important medium to reach the targeted stakeholders, both from the cultural heritage sector and the creative industries, but also secondary stakeholders from the education, tourism, social networks or design sector (for more details, see D7.2, M6). The Twitter feed is implemented in the project website. Blog entries from the project website will be promoted via Twitter as well.

3.1.1 Twitter Handle: eCreativeEU

Various suggestions for a Twitter handle have been gathered by WP7 task leaders EBN, EF, Platoniq and ONB, and the Executive Board members and WP7 task leaders have been asked to vote. The chosen Twitter handle is @eCreativeEU. SAT created a Twitter avatar based on the overall visual identity of the project.

3.1.2 Communication Plan

- Main contributors: Platoniq, EBN, ONB. Further contributors: all.
- Platoniq: tweet at least twice a week.
- EBN, ONB: tweet at least once a week.
- Additional tweets by EF.
- Europeana Foundation will retweet relevant Europeana Creative messages.

- All partners are encouraged to retweet messages, or to contribute (via Platoniq, EBN, ONB or EF).
- Main contributors: respond quickly to tweets that require a reply (especially if related to a message you tweeted); responsibility of main contributors to follow the Twitter feed and to react to keep the Twitter feed alive.
- Use hashtags where appropriate: #Europeana, or @EuropeanaEU, for instance.

3.1.3 What and How to Communicate

- Announce events or report on events (internal and external, text and images).
- Communicate progress and results.
- Talk about other (related) projects, institutions, events, topics; refer to interesting discussions.
- Announce presentations.
- Share slides.
- Tweet links to interesting websites, publications, videos, conferences, events (related to Europeana, digital heritage, creative industries, other projects, etc.)
- Retweet interesting messages (related to Europeana, digital heritage, creative industries; publications, videos, conferences, events, etc.).
- Reply to other people's tweets.
- Liaise with EF so that EF can retweet important tweets from Europeana Creative.

3.1.4 Key Performance Indicators

Key performance indicators are important to measure the impact of social media activities. While there exist very good analytics tools to measure the impact of Facebook, for Twitter such integrated metrics are not available.

In the Europeana Creative Description of Work the number of followers of the project on social media platforms has been determined as follows: Year 1: 100 followers. Year 2: 200 followers. Year 3: 300 followers.

3.2 LinkedIn

- Use LinkedIn to connect with professionals in the creative industries and cultural heritage sectors and to promote the project (share content, make contacts, announce events).
- Post to the already established Europeana or Europeana Network LinkedIn group. By contributing to the existing groups that already have a large user base rather than creating a new group, the outreach of messages posted on Europeana Creative will a have a higher outreach and impact.

- One main contributor (EBN) contributes updates to the two groups (based on blog entries or information by Platoniq, EBN, ONB, EF) and liaises with Milena Popova and Henning Scholz who manage the Europeana and Europeana Network LinkedIn groups.
- Encourage project partners to share, comment and discuss.

3.3 Blog: News & Events Section on the Project Website

The blog section of the project website is used to present news and project updates, to announce events or to report on topics or events that are relevant for Europeana Creative. The latest blog entries are featured on the homepage and will be promoted via Twitter. All WP7 task leaders have editing rights on Europeana Pro to contribute to this section.

3.3.1 Communication Plan

- Coordinator: Platoniq. Main contributors: EF, EBN, ONB. Further contributors: all.
- Platoniq: at least one blog post a month.
- Rotate a second monthly post between (EBN: July, EF: August, ONB: September, and so forth).
- Additional blog posts by EBN, EF and ONB as calendars allow.
- Encourage all partners to contribute; Platoniq coordinates the posting of these contributions.
- Use text with images and, if possible, embed videos
- Blogs posted on Europeana Creative are aggregated into the Europeana Professional blog; coordinate with EF about the timing of posts.
- Guest posts on the EF end user blog with outcomes of Challenges or other news with a real end user interest; coordinate with EF.
- Cross-posts from other blogs, if relevant.

3.3.2 What and How to Communicate

- Announce and report on public Europeana Creative events such as Challenges, hackathons, etc.
- Report on internal workshops.
- Communicate project results.
- Portray chosen Pilot concept to be further developed and refined.
- Show progress of Pilot development.
- Portray methods used in the project (e.g., Scrum method).
- Portray project partners: 3 questions to person X from institution Y.
- Announce interesting external events, cover interesting topics related to the project
- …

3.4 Vimeo

- Use Europeana's Vimeo account to promote the Challenges (Challenge promotion videos).
- Access information has been provided by EF and is shared with all WP7 task leaders.
- Videos can also be embedded in the News & Events section of the project website www.europeanacreative.eu on Europeana Pro, and later also on the Open Culture Labs website.

3.5 Slideshare

- It will be discussed to create a Europeana Creative Slideshare account to share presentations and to upload presentations from all project partners. If a Europeana Creative Slideshare account is created, all presentations are tagged with "Europeana" so that they feed into EF's Slideshare stream. If an account is created, all WP7 task leaders receive log-in information.
- An alternative to creating a Europeana Creative account is to embed presentations in the project website and to link to presentations from project partners that already have individual Slideshare accounts.
- A decision will be made when the possibilities how to embed Slideshare presentations in the Liferay system have been discussed with the team who has implemented the project website on Europeana Pro.

3.6 Facebook

At the moment Facebook will not be used to promote Europeana Creative. It will be considered to use Facebook later on in the project, either for the Open Culture Labs or to promote the Challenge events.

4.   Further Comments

4.1   Language

The main language for all social media communication is English. To promote the Challenges and to reach out to local communities, local networks and partners are encouraged to promote the events in their local language and via their local (social) media channels as well.

4.2   Transparency and Internal Approval

Platoniq, as facilitator of the co-creation workshops and key partner in the Pilot development process, will be able to share "raw material" from the co-creation workshops, such as scenarios, initial designs and diagrams, and to give interesting insights in the Pilot development via sketches, concept documents, etc. Sharing this information in blog posts or tweets might be highly beneficial, since these posts and tweets draw attention to the progress in the project and allow to obtain valuable feedback from targeted stakeholders.

Some of these insights focus on work in progress (for instance, drafts of Pilot concepts): In this case, or when in doubt, WP7 partners shall publish a draft of the post or tweet on the internal communication and working platform Basecamp one day before publishing it, with a notification sent to the partners involved. If there is no comment or modification request after one day, WP7 task leaders may publish the blog post or tweet.
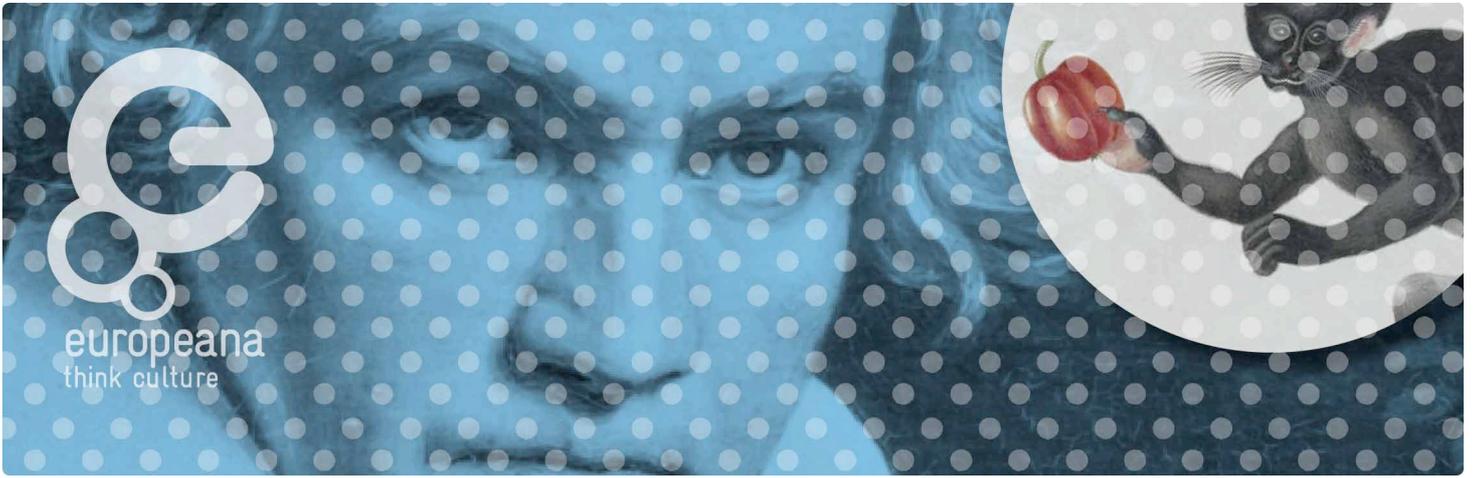
→ **EUROPEANA SOCIAL MEDIA STRATEGY**

Author: Eleanor Kenny, European Campaign Manager

Summary

1. Europeana and social media

Social media can be defined as 'websites and applications that enable users to create and share content or to participate in social networking.[1]'

It is about the joint use of a resource or space, in our case Europeana.eu and its related sites, and digitised cultural heritage in general. Social media's key feature is that it allows people to interact through sharing information, opinions, knowledge and interests. It builds communities or networks, encouraging participation and engagement.

Ultimately we want to increase access to digitised cultural heritage and make it easily sharable, and social media can help us do this. Our social media engagement should be as effective as possible to strengthen our communications to, and engagement with our audiences.

It's an evolving and expanding area and Europeana already uses a number of platforms to communicate with all stakeholders, with the intention of increasing awareness and re-use of Europeana data. These include:

Blogs (end-user, Pro, 1914-1918), microblogs (Twitter, Tumblr), social network sites (LinkedIn, Facebook), media sharing sites (YouTube, Vimeo, Flickr, Pinterest) and wikis. Instagram, Google+, chat rooms, forums and message boards are other platforms available.

Our experience to date has shown the positive benefits of social media in:

- Quality of engagement with end-users

When looking at Europeana's social media analytics, the quality of engagement generated via social media is important. While social media currently represents a small minority of our traffic, at 1.7%, our statistics show that end-users that arrive at Europeana via social media are more engaged and more likely to share once they are there.

If we compare their activity to search engine traffic and the site average, users from social media spend longer on the site, visit more pages and are less likely to bounce on their arrival. What's more, end-users from social media spend an extra 33 seconds on the portal (00:03:03) than the site average (00:02:30). This pattern of behaviour indicates that our end-users from social media are loyal and more likely to return.

- Extended reach

Our use of social media to date has also demonstrated the potential reach it can provide. With Europeana's CC0 release, we worked closely with key stakeholders to ensure a strategic approach to social media around the announcement. By working with and targeting key voices in the Twitter-sphere related to our subject, we were able to reach

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[1] Oxford Dictionary http://oxforddictionaries.com/definition/english/social%2Bmedia

their followers and amplify the message, reaching almost 3 million unique user accounts in a 24-hour period.

However our approach so far has been ad hoc and a more strategic approach across Europeana, its projects and partners is needed to fully exploit the potential of social media in supporting our communication aims.

2.   Objectives

Europeana's Mar Comms and Corp Comms strategies support the Business Plan and our social media approach should sit within and be consistent with those.

Our overarching communications objective is to use social media to communicate with all Europeana stakeholders, with the intention of increasing awareness and re-use of Europeana data.

Within this, Europeana's communication objectives for social media relate to our wider Comms strategies and comprise:

- Extend Reach – to promote awareness and understanding of Europeana to as wide a target group of users as possible.

- Promote Interaction – to support Europeana's goal of enhancing the availability and use of digitised heritage content across key targets groups, from cultural heritage professionals to those working in the creative industries.

- Increase Engagement – promote interactive, innovative ways of for end-users to connect with cultural heritage.

3.   Audiences

Defined audience groups for communications already exist – end-users, the Europeana Network, GLAM institutions, creative industries, policy-makers and politicians.

Different types of social media are more relevant to communicating with some audiences than others. Segmenting these will help us use social media more effectively. For example:

For end-user communication we can use:
- Facebook
- Twitter
- Google+
- End-user blog
- Pinterest

For Europeana Network + GLAM institutions communication we can use:

- LinkedIn
- Twitter
- Vimeo
- Pro blog

4.   Strategy

To support our objectives and reach our target audiences, Europeana's social media strategy will be to pursue the following approaches:

- Integration – ensure that there is an integrated approach to using social media across the Europeana Foundation that promotes consistency of content and supports the cross-fertilisation of ideas.

- Empower staff to feel confident in using social media in relation to Europeana.

- Exploit our inherent strengths – Europeana promotes content and the sharing of best practice. Our social media approach should reflect that and we should link to quality content where relevant and share our experiences with social media with our wider network.

- Create awareness across the Europeana Network, its projects and communication partners, of Europeana's approach to social media and of the value of consistent messaging in social media to help reinforce the European added value of Europeana.

- Proactively collaborate with the Network and Europeana projects to articulate and amplify consistent messages via social media.

- Exploit synergies – be aware of and exploit all relevant opportunities for social media activity, including across the Network, projects and with external organisations.

5.   Next steps – tactics

To support our objectives we will adopt the following tactics across all platforms:

1.   Fully exploit the Europeana Editorial Calendar and activity planner to ensure that all opportunities for relevant social media are flagged and acted upon.

2.   Ensure consistency in messaging across off and online communication channels and in signposting social media by providing staff, projects and communication partners with Europeana's key messages and guidance on social media signposting.

3.   Provide guidelines for staff, on using social media to promote Europeana.

4.   Strive to provide interesting and quality content to encourage engagement.

5.   Develop best-practice tips/tactics for effective use of social media [starting with Twitter].

6.   Encourage social media champions within Europeana to increase its use and promote confidence in using it.

7.   Share social media guidelines and best practice tips/tactics with Europeana projects and communication partners to encourage a consistent approach.

8.   Consider social media options collectively and employ a combination so that they work together for maximum impact and benefit.
E.g. a communication plan for an announcement to our Network could see activity supported by a combination of:
Pro blog; Twitter message; and LinkedIn update.
While a communication plan for end-users could include:
Blog post; Twitter message Facebook update.

9.   Identify and make use of our top [five] advocates across each platform to promote awareness.

10.   Identify and make use of our top [five] influencers across each platform to promote our key messages and interaction.

11.   Investigate and employ relevant tools to support tactics, e.g. Klout http://klout.com/ to identify influencers or App net https://join.app.net/ to extend reach to the developer community.

12.   Build up a portfolio of social media engagement and best practice/lessons learned through a series of pilot activities with different platforms as part of our wider end-user engagement programme. To the Network, the results of these can be communicated as lessons learned and where relevant, best practice. To the end-users they are an invitation to get to know more about the Europeana database. To date we have successfully tried this with Pinterest and Tumblr for example see our Tumblr collaboration with Europeana Fashion http://europeanafashion.tumblr.com/ or our Pinterest collaboration with Varna Public Library http://pinterest.com/europeana/the-black-sea-coast-by-the-varna-public-library/

These tactics are not definitive. As the foundations of our approach are laid and our knowledge evolves, additional tactics should be added. Platform-specific tactics will be developed reflecting the different nature of engagement they require.

6. Metrics

Measuring the impact of our social media activity on an ongoing basis and revisiting our tactics if necessary will be important to the success of our approach.

Europeana's *Business Plan 2013* also contains KPIs based on social media activity for some strategic tracks, e.g. Engage, while other tracks can be supported by social media activity, e.g. Distribute and Facilitate.

The published KPIs are:
- 14,000 Twitter followers by end 2013
- 13,000 social sharing actions
  A social action is when an end-user actively clicks on a share icon on the Europeana portal.
- 50,000 engaged users (unique) on Facebook
  This KPI represents the number of people who engaged with Europeana's Facebook Page, engagement includes any click or story/post created.
- 5.5 million impressions on Facebook
  This KPI represents the number of times content related to Europeana has been loaded in Facebook news feeds, in other words, impressions seen of any content associated with Europeana's Facebook Page
- 23,000 Facebook followers

To create a consolidated report across all owned social media channels, a range of quantitative metrics for measuring social media activity and engagement will be employed.

The main four categories of quantitative social media metrics (for owned channels) employed will measure social activities, traffic generated, reach and network size. Facebook Insights will be used to measure activity on Facebook related to updates published by Europeana, while Google Analytics will be employed to record the number of visitors coming from social media.

However, Europeana's experience of social media web analytics to date shows that they can raise as many questions as they answer. While the re-use of content on social media presents a massive opportunity for large content holders such as Europeana and partner institutions, only a small percentage of it is actually measurable.

Measuring interactions from the social web is very straightforward when related to the original source - referrals from Twitter, Facebook, and other social platforms are all easily identified and categorised. This does not however paint a picture of how the content is being used, by whom, what happens to it, and for example, how many times it has been viewed outside of its original source. Only Facebook provides in-depth statistics on the re-use of content, other platforms such as Pinterest and Twitter lack such integrated metrics.

This is an evolving area and it will be important for Europeana to stay abreast of developments if we are to demonstrate the added value of our social media communications as fully as possible.

7.   Conclusion

Social media is an evolving area and we are very much on a learning curve. Consequently our approach to it should be revisited on an ongoing basis in light of the results of our activity, our pilot actions and as our experience and expertise grows and as the technology evolves.

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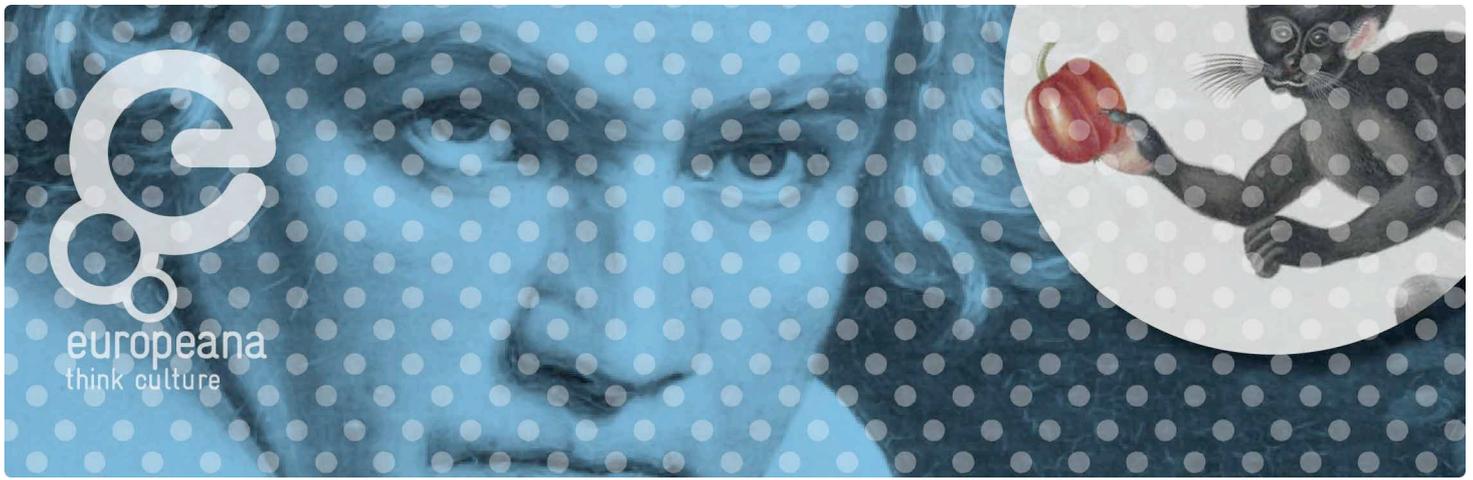
→ **Europeana Social Media Guidelines**

Author: Eleanor Kenny, European Campaign Manager

Summary

Introduction

Social media is a relevant and integral part of communications and marketing today and we use it to communicate with all Europeana stakeholders, with the intention of increasing awareness and re-use of Europeana data.

We want you to feel confident when exploring and engaging in social media in relation to Europeana.

The guidelines outlined here are intended to help empower you to take part in the world of social media on behalf of Europeana. They also include a few points to think about when you talk about Europeana via social media in a personal capacity.

The most important thing to remember is that the same rules that apply to communications in traditional media apply in the social media space. Just because it is fast, cheap, easy-to-use and often more informal in tone doesn't mean that we can be casual in our approach to it.

The best advice is to have fun, but be smart: use **your judgment** and **common sense.**

2. Europeana social media activity

Social media is an evolving and expanding area and we already use a number of platforms including blogs (end-user, Pro, 1914-1918), microblogs (Twitter, Tumblr), social network sites (LinkedIn, Facebook), media sharing sites (YouTube, Vimeo, Flickr, Pinterest) and wikis. Other platforms available include Instagram, Google+, chat rooms, forums and message boards.

3. When are you talking on behalf of Europeana via social media?

Europeana uses social media channels in line with our agreed marketing and communication approaches.

If you're using an official Europeana social media account - e.g. the Europeana website or Twitter, Facebook or Pinterest accounts - or talking in your capacity as a Europeana member of staff, then you're talking on behalf of Europeana.

We have official Twitter accounts (@europeanaeu and @europeanatech) and nominated users who will tweet generally and 'experts' who can tweet on their specialist subjects.

If you are asked or want to comment/blog on an external platform in your professional capacity, chat to your colleagues in marketing and communications. That way we can make sure that we take best advantage of opportunities and that our messages are consistent.

So using social media for Europeana could mean:

- Tweeting via a Europeana Twitter account (@europeanaeu or @europeanatech) or a Europeana project's Twitter account (e.g. @eurfashion or @eurnews).

- Blogging on a Europeana website or contributing to an external blog in the name of Europeana or as in your official capacity as a member of Europeana staff or a Europeana project.

- Posting on Europeana's Facebook page, or a Europeana project's Facebook page.

- Posting/pinning/re-pinning content to Europeana's Pinterest boards.

- Commenting on Facebook or Pinterest pages or on Europeana blogposts.

- Adding content to Europeana's Flickr/YouTube/Vimeo channels, including adding captions, descriptions or comments.

- Adding posts/comments to Europeana's LinkedIn group.

4.   Basic principles and guidelines

Our goal when using social media on behalf of Europeana is to support our broader communications aims. It's a very public-facing approach with real immediacy and accessibility, so it's important to make sure that we use it in a way that is consistent with and protects and enhances Europeana's reputation.

4.1   Basic principles to bear in mind:

- **Transparency** – when you are talking on behalf of Europeana make sure your audience knows that is the case;

- **Consistency** – make sure that your points are consistent with Europeana's positions and messaging;

- **Relevance** – make sure that what you are talking about is relevant to your audience.

4.2   Guidelines:

These **points provide** guidance on some of the common issues that can crop up in the social media environment.

- Give credit where it's due. When you use someone else's content, always make sure that they are credited for it in your post and that they approve of you using their content, including user-generated content. Make sure you have the necessary permissions of the rights holder(s) to use the copyrights, trademarks, publicity rights, or other rights of others.

- **Be upfront.** When you are talking on behalf of Europeana always say that you are doing so when it's not via an official Europeana platform.

- **Make sure your message is clear and accurate.** If space is an issue, always link back to something that provides context and more information.

- **Follow through on a conversation you've started**. If you receive a question in response to a post – reply! And if you can't answer a question, then acknowledge and pass it on to a relevant colleague.

- When in doubt, don't post.
    - **Always ensure information is obtained from a trusted source so that we can pass it on with pride.**
    - Always use your judgment and common sense.
    - If you're uncertain about how to respond to a post, talk to a member of the communications team.

- **Sound credible.** Social media language is more informal than in traditional media and for tools such as Twitter, brevity is important. But we still need to sound credible, so for example, phrases such as OMG, LOL/MDR, TFN, DSL, STP are probably best avoided.

- **Stay professional.** Social media can appear a very relaxed environment but don't fall into the trap of being overly familiar, for example abbreviating names when you haven't been invited to. Using someone's existing account name or 'handle' is fine.

- Keep track. **Remember that** online statements are held to the same legal standards as traditional media. As they are so immediate, it is important for you to keep track of what you have said.

And remember, what happens on social media, stays on social media. **The immediate nature of online conversations can make them seem short-lived but** once information is published online it is part of a permanent record, even if you delete it later.

## 5.	Europeana and your personal social media profiles

Working for an organisation like Europeana where we are passionate about our subjects it's very likely that you might want to refer to Europeana on your personal social profiles.
Some things to think about if you do:
- Use hash tags where appropriate. When discussing Europeana, use "#Europeana" or direct the conversion to the official Europeana handle "@EuropeanaEU". This supports our communication efforts.

- You can play a valuable role in monitoring the social media landscape. If you come across positive remarks about Europeana online that you believe are important, please share them with your colleagues.

- **Let the nominated spokespeople respond to negative posts.** You may come across negative or disparaging posts about Europeana, or see third parties trying to start negative conversations. Avoid the temptation to react yourself. Encourage them to voice their concerns directly with the organisation at http://europeana.eu/portal/contact.html and pass the post(s) along to the communications team.

And **please remember:**

- **To** check your privacy settings are at a level you are comfortable with.
- That online information even if originally intended just for friends and family can be forwarded on. Never disclose non-public information about Europeana (including confidential information).
- **To use your judgment and common sense:**
    - Anything you post that can damage Europeana's image will be your responsibility.
    - Taking public positions online that are counter to Europeana's might cause conflict. **You might want to consider include** a line in your profile description saying 'opinions are my own' in your profile bio.

6.   Best practice

- Social media is an evolving and fast-moving environment and we want to make sure that our engagement reflects the most up-to-date and acceptable standards of behaviour. We can all support this by listening to the online community, being aware of best practice and sharing our experience with our colleagues**.**

- Best practice tips for making the most effective use of the different social media platforms that Europeana uses are being developed and will be available on Europeana Pro. The first set of tips will be about Twitter. In the interim, feel free to ask marketing and communications colleagues for advice.

ENDS