EMOTIVE
Storytelling for cultural heritage

www.emotiveproject.eu

D2.4 – Communications Material, Cycle #3

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Reviewed by:

Hara Stefanou (EXUS)

Abstract

This document reports on communications and dissemination materials generated, and activities undertaken from June 2018 to July 2019 following the second deliverable on Communications Material (D.2.4, Cycle #3). It covers the further development and continuation of the communication activities set at the beginning of the project. It also outlines new communication material created to support such activities. Finally, it provides analytics and metrics information regarding the website and social media channels in the period covered here.

Official Submission Date: 31/07/2018
Actual Submission Date: 24/09/2019
Dissemination Level: PU

Partner	Estimated Effort (in PMs)
[1]YORK	0.14
[2]UGLA	0.14
[3]ATHENA	0.25
[4]NOHO	2.00
[5]EXUS	0.20

A 3-year EC Funded project
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1. Executive Summary

This document comprises Deliverable 2.4 (D2.4) of EMOTIVE's Work Package 2 (WP2). It reports on the communication materials produced between June 2018 and July 2019. WP2 involves the promotion of the activities of the EMOTIVE project, and its final results, by providing information to various audiences, including the media and the general public.

The website was re-designed at the end of 2018 to reflect the more substantial phase of the project and its dissemination needs.

The EMOTIVE project continued its activity on social media channels during the reporting period, particularly Facebook, Twitter and our newly added Instagram account.

In September 2018, EMOTIVE released its third newsletter.

Two videos were released in 2019: EMOTIVE video preview for CHI 2019 and EMOTIVE Ebutius's Dilemma onsite.

Each section of this report provides a brief overview of the material, its distribution channel(s) and, if applicable / available, its measured impact to date. The material is referenced throughout the document in graphical format (e.g., images, screenshots) or in the form of links to online resources and appendices.

2. WEBSITE

2.1. Re-design

As the project grew in the second year it was necessary to re-design its website to reflect the more substantial phase of the project and its dissemination needs (Figure 1). The new website was launched in November 2018 and included the following improvements and changes:

- A new and more contemporary look and feel of the website with an increased use of visual content
- A new homepage with more engaging and dynamic content
- An expanded section about the project (Background, EMOTIVE is…)
- A new section WHAT WE DO providing information about EMOTIVE's results and work in progress (Tools, Methodology, Experiences)
- An updated Partners page
- A more structured Dissemination section with information about the project's Publications, Deliverables, and Presentations and exhibitions
- A new page dedicated to EMOTIVE's collaboration with other projects
- A new page called Newsroom, a central place for the project's communication and dissemination activities with sections such as News and events, Gallery, Press and Newsletter

The website is regularly updated throughout the project and acts as a dynamic and up-to-date source of information and dissemination.

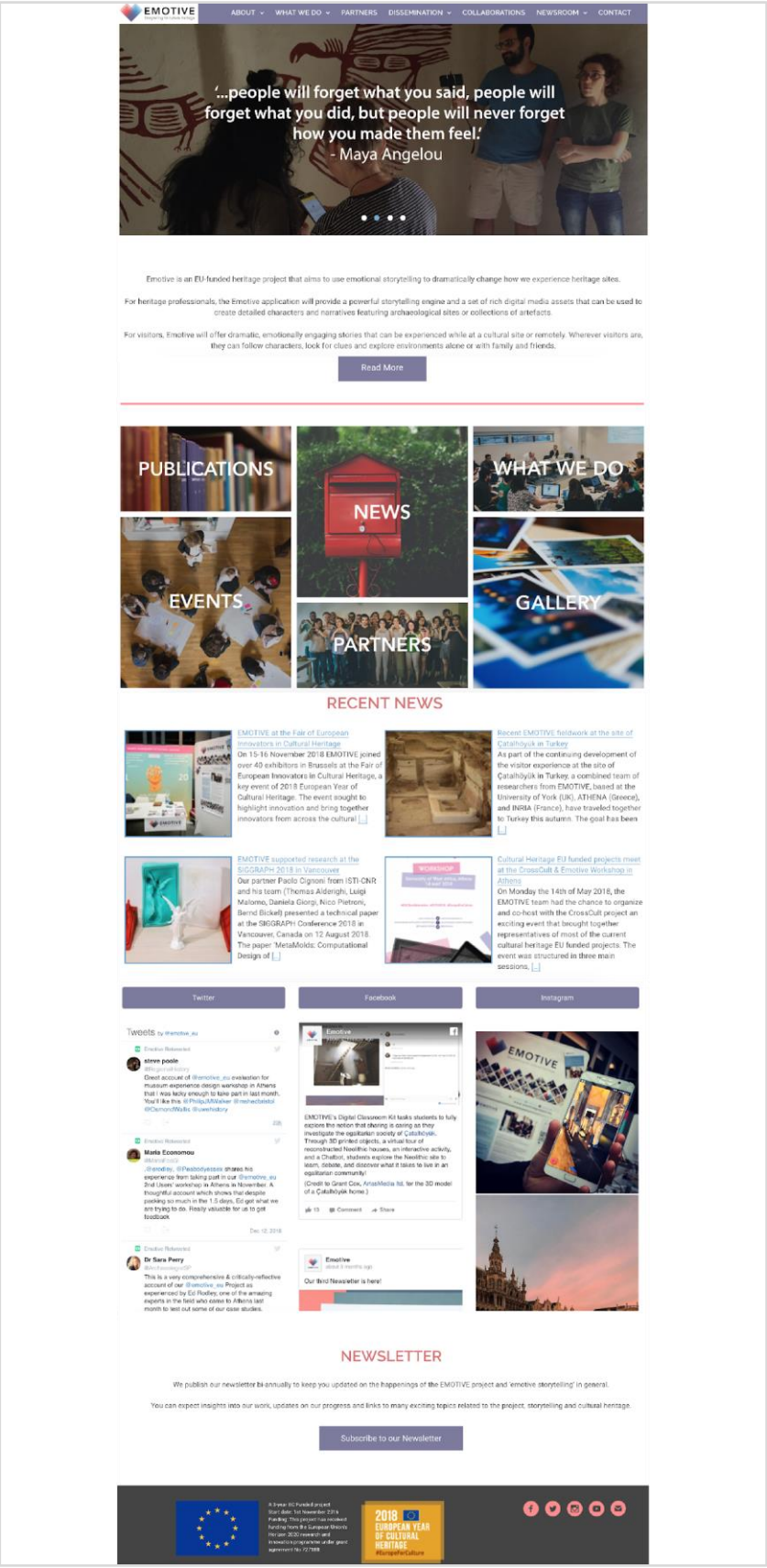


Figure 1. EMOTIVE website: Homepage, November 2018

The Gallery section on the website was extended further in order to share photographs from EMOTIVE events and meetings. The photographs were taken to document the project's work and activities, as

well as to generate an image library that can be reused across communication channels and materials. In 2018 three new galleries were added, which included photographs from events such as the joint EMOTIVE & CrossCult workshop in Athens, the EMOTIVE user workshop in Athens and the Fair of European Innovators in Cultural Heritage in Brussels (Figure 2).

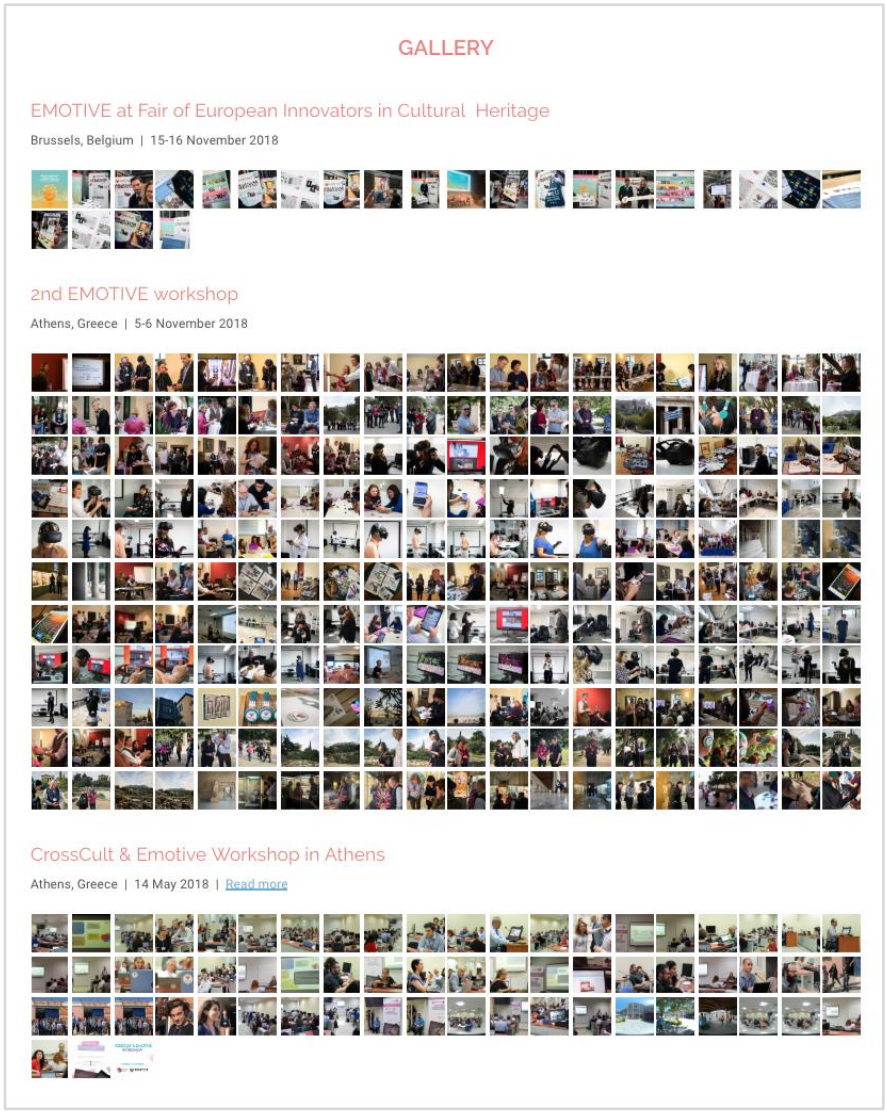


Figure 2. EMOTIVE website: Gallery, November 2018

2.2. Blog posts

Between June 2018 and July 2019, EMOTIVE published 11 blog posts covering a variety of topics including news and announcements related to all the project's progress. The full list of blog posts in chronological order is as follows:

- EMOTIVE meeting at DIGINEXT headquarters in Toulouse May 30, 2019
- Guest blog post by Dr Rozhen K. Mohammed-Amin May 15, 2019
- EMOTIVE at the MuseWeb '19 Conference in Boston April 17, 2019
- EMOTIVE: a successful cooperation between Humanities Researchers and Cultural Heritage Institutions April 10, 2019
- Workshop Diary: Day Two of the second EMOTIVE User Workshop in Athens March 4, 2019
- Workshop Diary: Day One of the second EMOTIVE User Workshop in Athens February 8, 2019
- Happy Holidays from EMOTIVE December 21, 2018

- EMOTIVE paper accepted to the prestigious CHI 2019 conference in Glasgow, UK December 21, 2018
- EMOTIVE at the Fair of European Innovators in Cultural Heritage November 30, 2018
- Recent EMOTIVE fieldwork at the site of Çatalhöyük in Turkey November 23, 2018
- EMOTIVE supported research at the SIGGRAPH 2018 in Vancouver August 23, 2018

2.3. Analytics

A snapshot of Google Analytics data was taken for the period 1 June 2018 – 31 December 2018.[1] The Audience Overview for the period (Figure 3) shows 2,464 sessions (website visits), of which 84.8% were by new visitors.

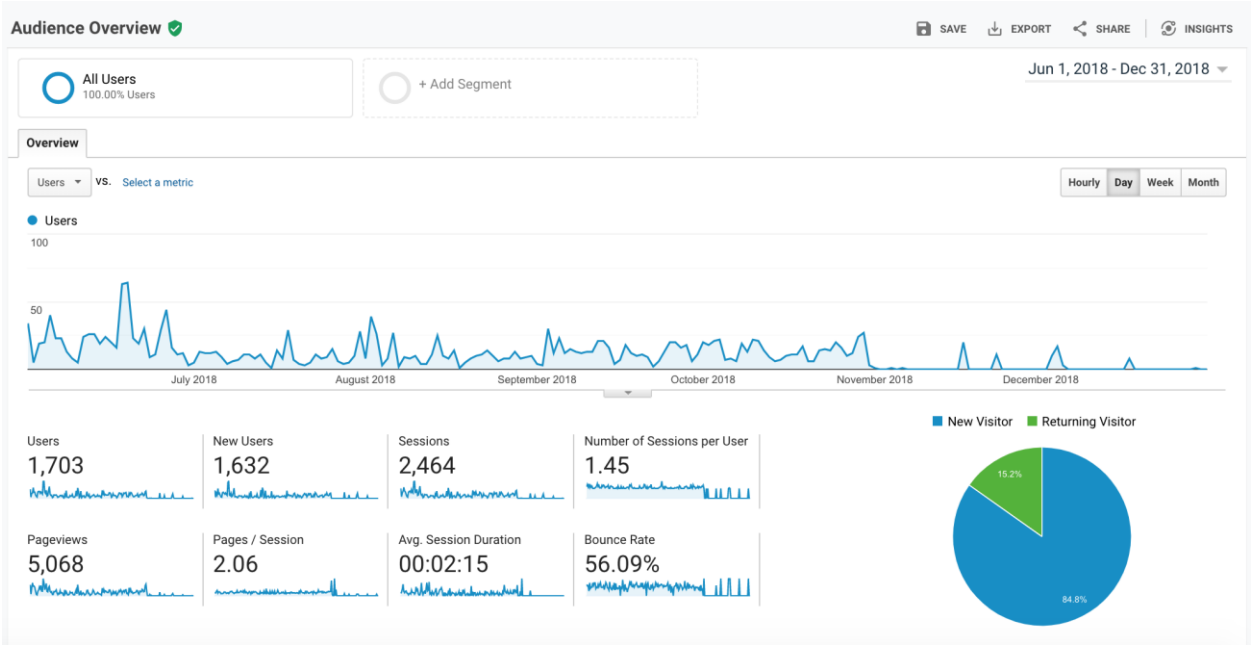


Figure 3. EMOTIVE website, Audience Overview

To date, website visitors have come from 111 countries. 79.1% come from the top 10 countries shown in Figure 4. Perhaps unsurprisingly some of the most active countries reflect the locations of project partners, e.g. United Kingdom, Greece, Italy, Ireland, France.

On the other hand, countries such as the United States, Spain, the Netherlands, Germany and Canada reflect the project partners' participation at conferences and events and the growing visibility of the project outside of partner countries.

[1] The data for the second half of the period (1 January 2019 - 31 July 2019) was not available due to a technical error.

	Country	Users	% Users
1.	United Kingdom	884	22.71%
2.	Greece	547	14.05%
3.	Italy	469	12.05%
4.	United States	364	9.35%
5.	France	190	4.88%
6.	Ireland	171	4.39%
7.	Spain	136	3.49%
8.	Netherlands	96	2.47%
9.	Germany	82	2.11%
10.	Canada	74	1.90%

Figure 4. EMOTIVE website, audience locations

The Acquisition Overview (Figure 5) indicates that visitors to the EMOTIVE website during the period accessed it mostly through organic (37.6%) and direct search (30.5%).

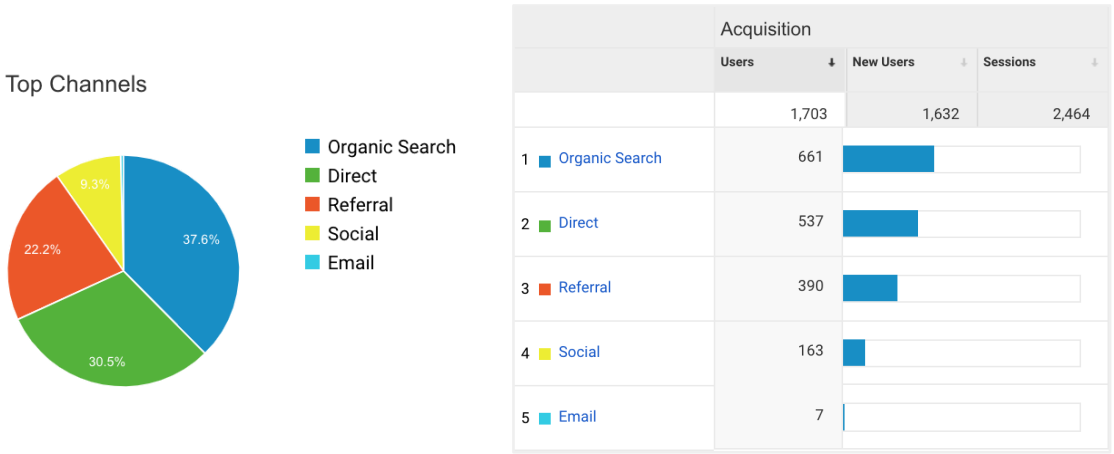


Figure 5. EMOTIVE website, acquisition overview

3. Social Media

Social media channels are used regularly to communicate the project's progress and engage with different audiences. To date, project activity has concentrated on Facebook, Twitter and Instagram.

3.1. Facebook

EMOTIVE's Facebook page is at https://www.facebook.com/emotiveproject/.

It was created to increase project visibility, support the project's name recognition and reputation, and to actively engage with diverse audiences (individuals, relevant institutions, special interest groups, etc.). Since the start of the project the number of page 'likes' and overall engagement has been growing steadily (Figure 6) to 612 likes and 653 follows in July 2019.

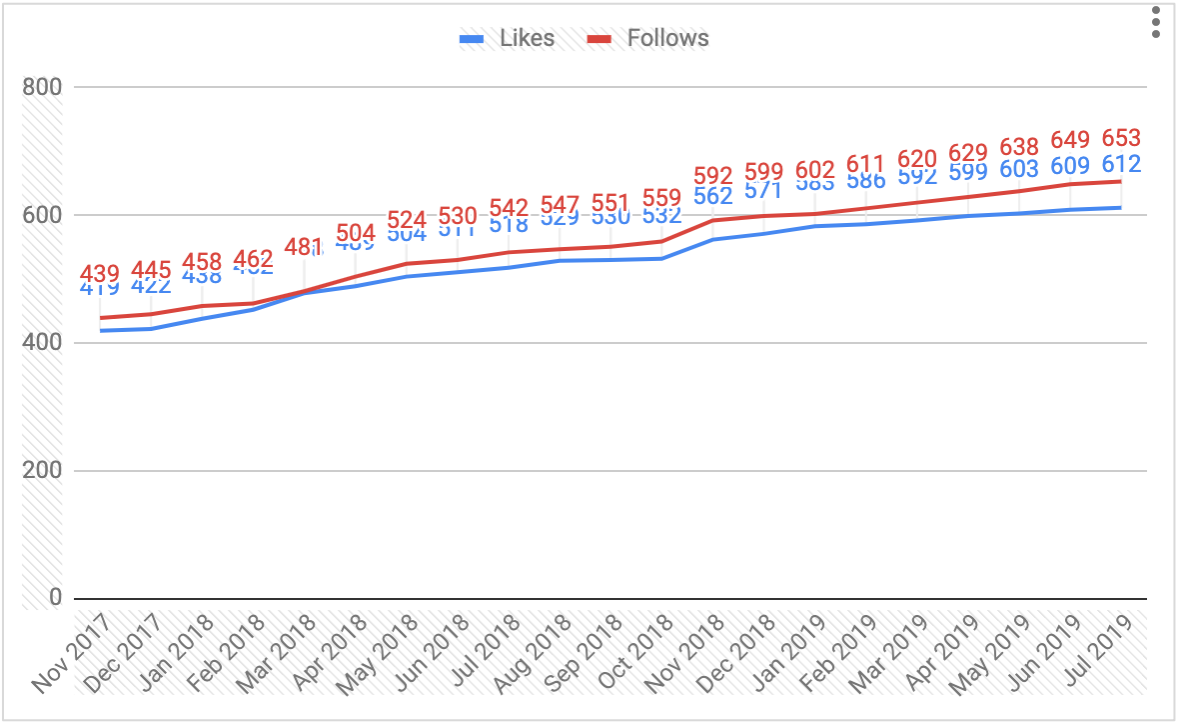
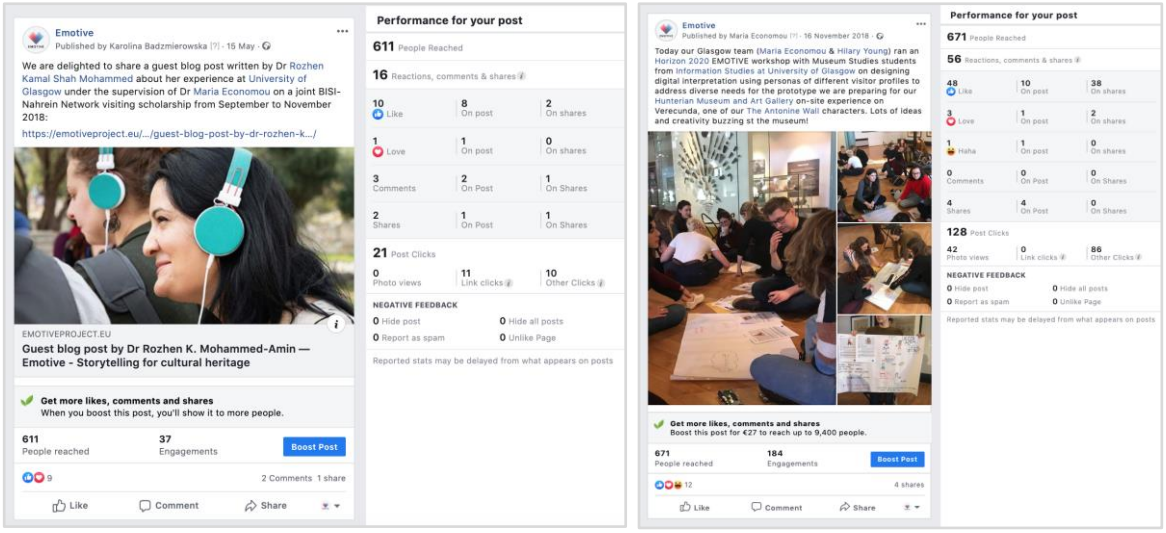
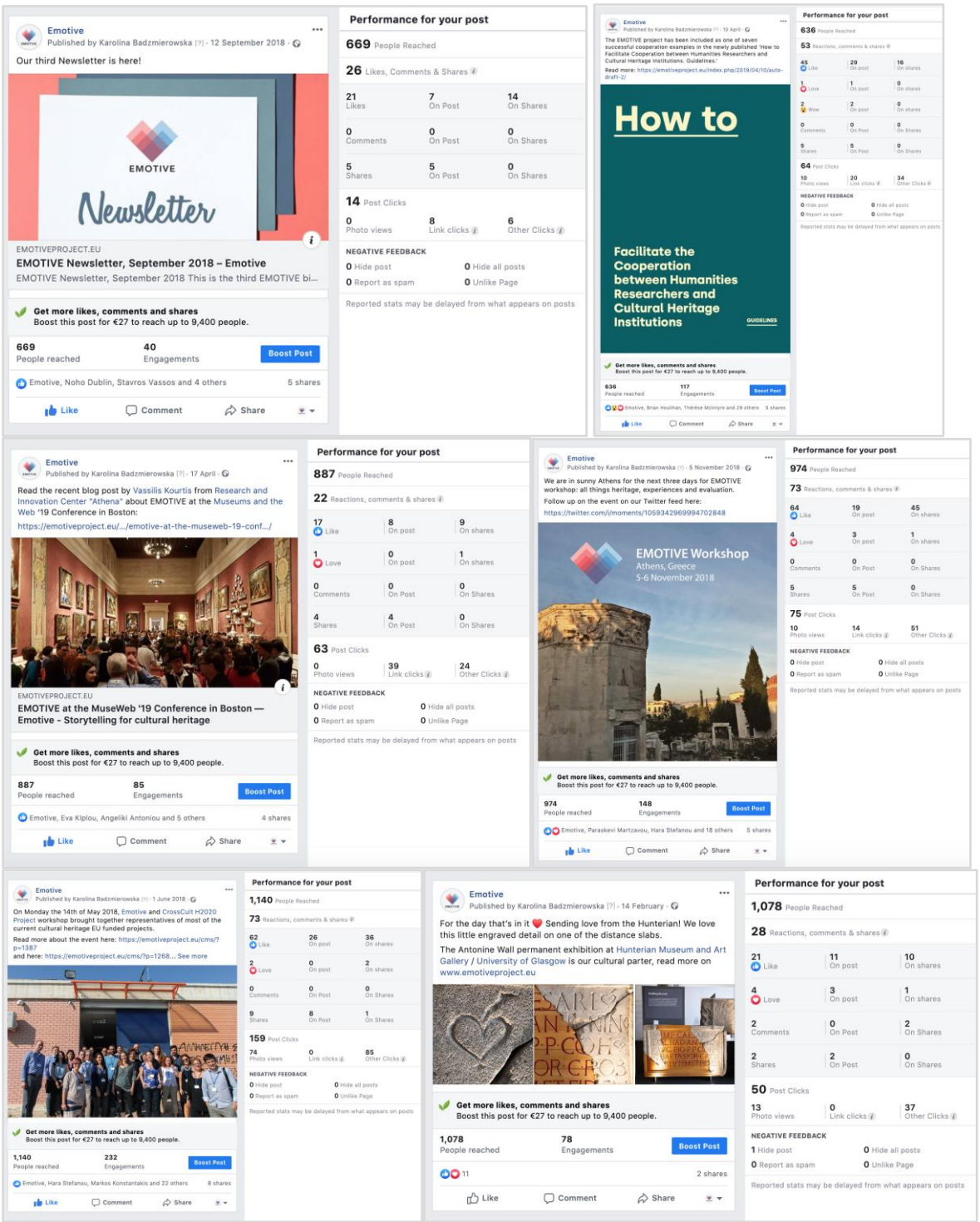


Figure 6. Facebook metrics: Likes and follows

The posts that reached the most people and generated the highest levels of engagement on Facebook were related to events, major announcements and news shared. The project's top ten posts can be seen in Figure 7.




Emotive
Published by Karolina Badzmierowska · 12 September 2018
Our third Newsletter is here!
EMOTIVE
Newsletter
EMOTIVEPROJECT.EU
EMOTIVE Newsletter, September 2018 – Emotive
EMOTIVE Newsletter, September 2018 This is the third EMOTIVE bi...
Get more likes, comments and shares
Boost this post for €27 to reach up to 9,400 people.
669 People reached
40 Engagements
Boost Post
Emotive, Noho Dublin, Stavros Vassos and 4 others
5 shares
Like
Comment
Share
Performance for your post
669 People Reached
26 Likes, Comments & Shares
21 Likes
7 On Post
14 On Shares
0 Comments
0 On Post
0 On Shares
5 Shares
5 On Post
0 On Shares
14 Post Clicks
0 Photo views
8 Link clicks
6 Other Clicks
NEGATIVE FEEDBACK
0 Hide post
0 Hide all posts
0 Report as spam
0 Unlike Page
Reported stats may be delayed from what appears on posts
How to
Facilitate the Cooperation between Humanities Researchers and Cultural Heritage Institutions
GUIDELINES
636 People Reached
53 Reactions, comments & shares
64 Post Clicks
Emotive
Published by Karolina Badzmierowska · 17 April
Read the recent blog post by Vassilis Kourtis from Research and Innovation Center "Athena" about EMOTIVE at the Museums and the Web '19 Conference in Boston:
https://emotiveproject.eu/.../emotive-at-the-museweb-19-conf.../
EMOTIVEPROJECT.EU
EMOTIVE at the MuseWeb '19 Conference in Boston — Emotive - Storytelling for cultural heritage
887 People reached
85 Engagements
Boost Post
Emotive, Eva Kiplou, Angeliki Antoniou and 5 others
4 shares
887 People Reached
22 Reactions, comments & shares
63 Post Clicks
Emotive
Published by Karolina Badzmierowska · 5 November 2018
We are in sunny Athens for the next three days for EMOTIVE workshop: all things heritage, experiences and evaluation.
Follow up on the event on our Twitter feed here:
https://twitter.com/i/moments/1059342969994702848
EMOTIVE Workshop
Athens, Greece
5-6 November 2018
974 People reached
148 Engagements
Boost Post
Emotive, Paraskevi Martzavou, Hara Stefanou and 18 others
5 shares
974 People Reached
73 Reactions, comments & shares
75 Post Clicks
Emotive
Published by Karolina Badzmierowska · 1 June 2018
On Monday the 14th of May 2018, Emotive and CrossCult H2020 Project workshop brought together representatives of most of the current cultural heritage EU funded projects.
Read more about the event here: https://emotiveproject.eu/cms/?p=1387
and here: https://emotiveproject.eu/cms/?p=1268... See more
1,140 People reached
232 Engagements
Boost Post
Emotive, Hara Stefanou, Markos Konstantakis and 22 others
8 shares
1,140 People Reached
73 Reactions, comments & shares
159 Post Clicks
Emotive
Published by Karolina Badzmierowska · 14 February
For the day that's in it ❤️ Sending love from the Hunterian! We love this little engraved detail on one of the distance slabs.
The Antonine Wall permanent exhibition at Hunterian Museum and Art Gallery / University of Glasgow is our cultural parter, read more on www.emotiveproject.eu
1,078 People reached
78 Engagements
Boost Post
11
2 shares
1,078 People Reached
28 Reactions, comments & shares
50 Post Clicks

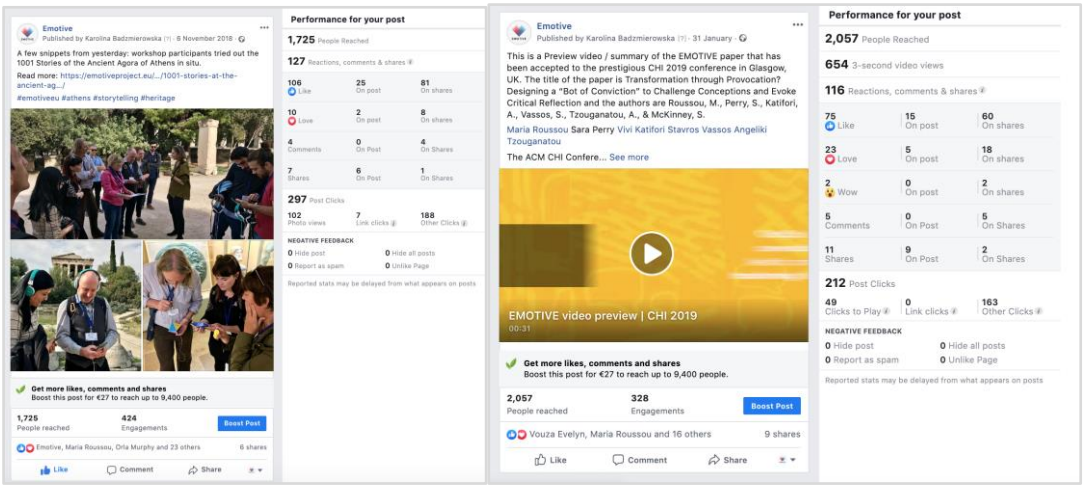


Figure 7. EMOTIVE Facebook posts - top ten most engaging posts between June 2018 - July 2019

3.2. Twitter

EMOTIVE is on Twitter at https://twitter.com/emotive_eu.

Twitter is an important tool for disseminating project information and raising the profile of the project. Between June 2018 and July 2019, the EMOTIVE Twitter account grew from 681 to 1160 followers (Figure 8).

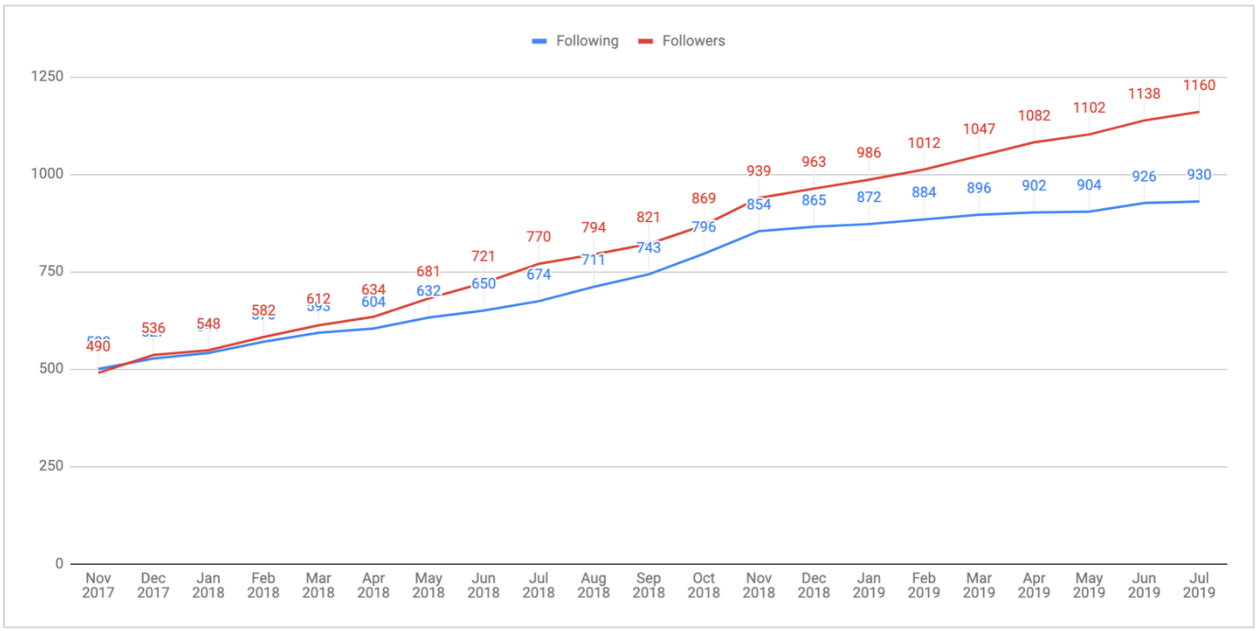


Figure 8. Twitter metrics: November 2017 - July 2019

Below are the top five EMOTIVE tweets, based on the number of impressions (i.e. the number of users who saw the tweet on Twitter) and showing the number of engagements such as retweets, replies, link clicks, likes, etc. (Figure 9; data source: Twitter Analytics, data available from April-July 2019 only).

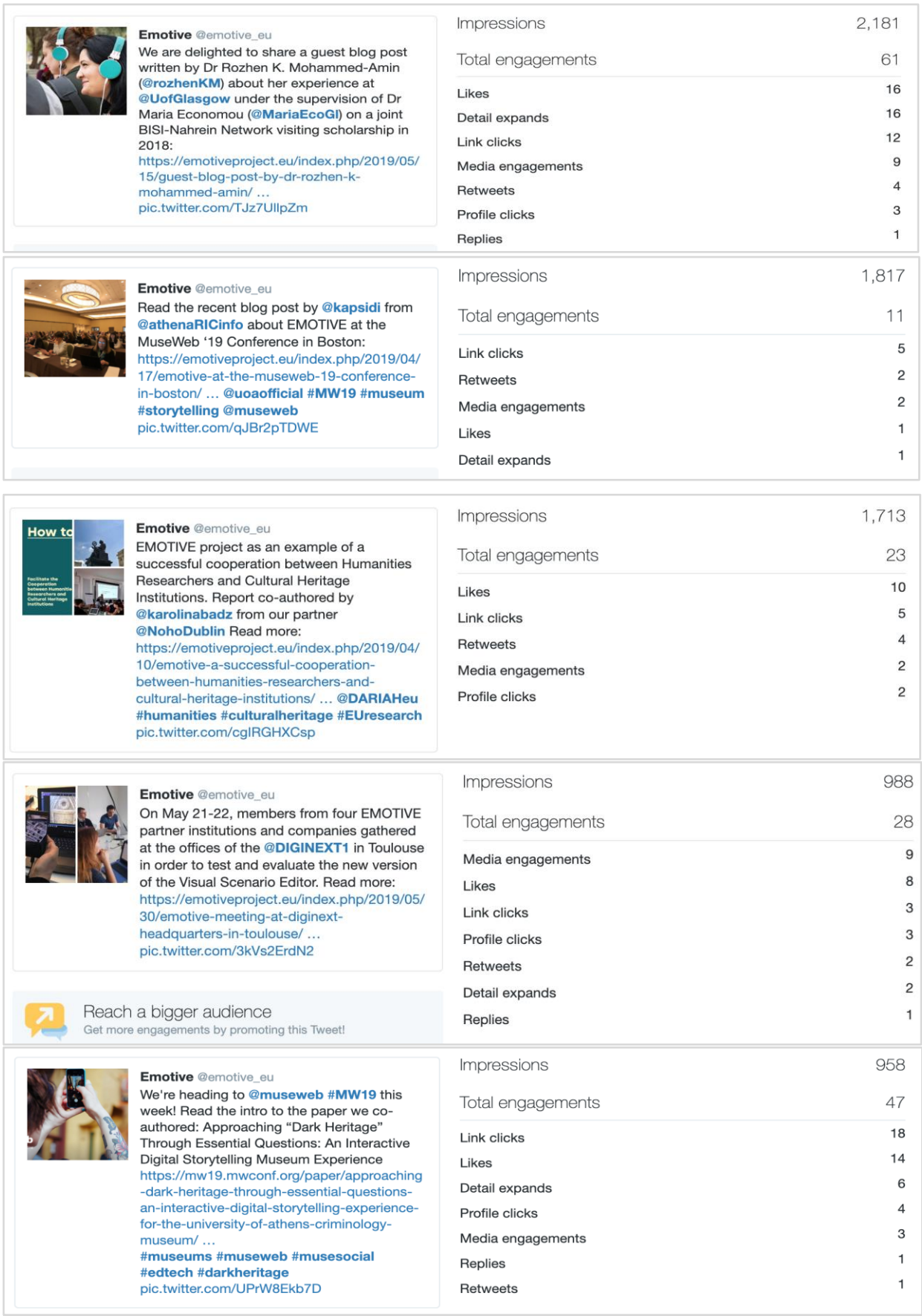


Figure 9. EMOTIVE top five tweets based on the number of impressions (April 2019 - July 2019)

3.3. Instagram

EMOTIVE is on Instagram at https://www.instagram.com/emotiveproject.

EMOTIVE Instagram account reached over 212 followers by July 2019. The images posted by EMOTIVE are related to its activities and work developments (Figure 10).

Figure 10. EMOTIVE Instagram feed June 2018 - July 2019

4. Video

The EMOTIVE project released two videos in 2019:

- A Preview video / summary of the EMOTIVE paper that was accepted to the prestigious CHI 2019 conference in Glasgow, UK. The video was watched over 300 times since its release on 31 January 2019.

  YouTube link: https://www.youtube.com/watch?v=ZIDXpxE4iZY

- "Ebutius' Dilemma," a digital storytelling experience developed for the Hunterian Museum at the University of Glasgow. It features the character of Ebutius, a centurion. The video was watched 22 times since its release on 24 July 2019.

  YouTube link: https://www.youtube.com/watch?v=W-QZzxfJeaE

5. Newsletter

The third EMOTIVE Newsletter was published in September 2018. The content of the newsletter was compiled by Noho with input from other partners. A dedicated web page was created to allow people to sign up for the newsletter and access the current and previous editions (https://emotiveproject.eu/index.php/newsroom/newsletter-2/).

The newsletter was delivered to 235 subscribers (with an open rate of 60 / 25.8%) and included the following content (Figure 11)[2]:

I. Welcome message
II. Upcoming events
III. Recent news
IV. Public deliverables
V. Periodic Project Review

By the end of August 2019, we plan to issue the next and final newsletter.

[2] https://mailchi.mp/3adfd6d83aed/emotive-newsletter-september-2018?e=[UNIQID]

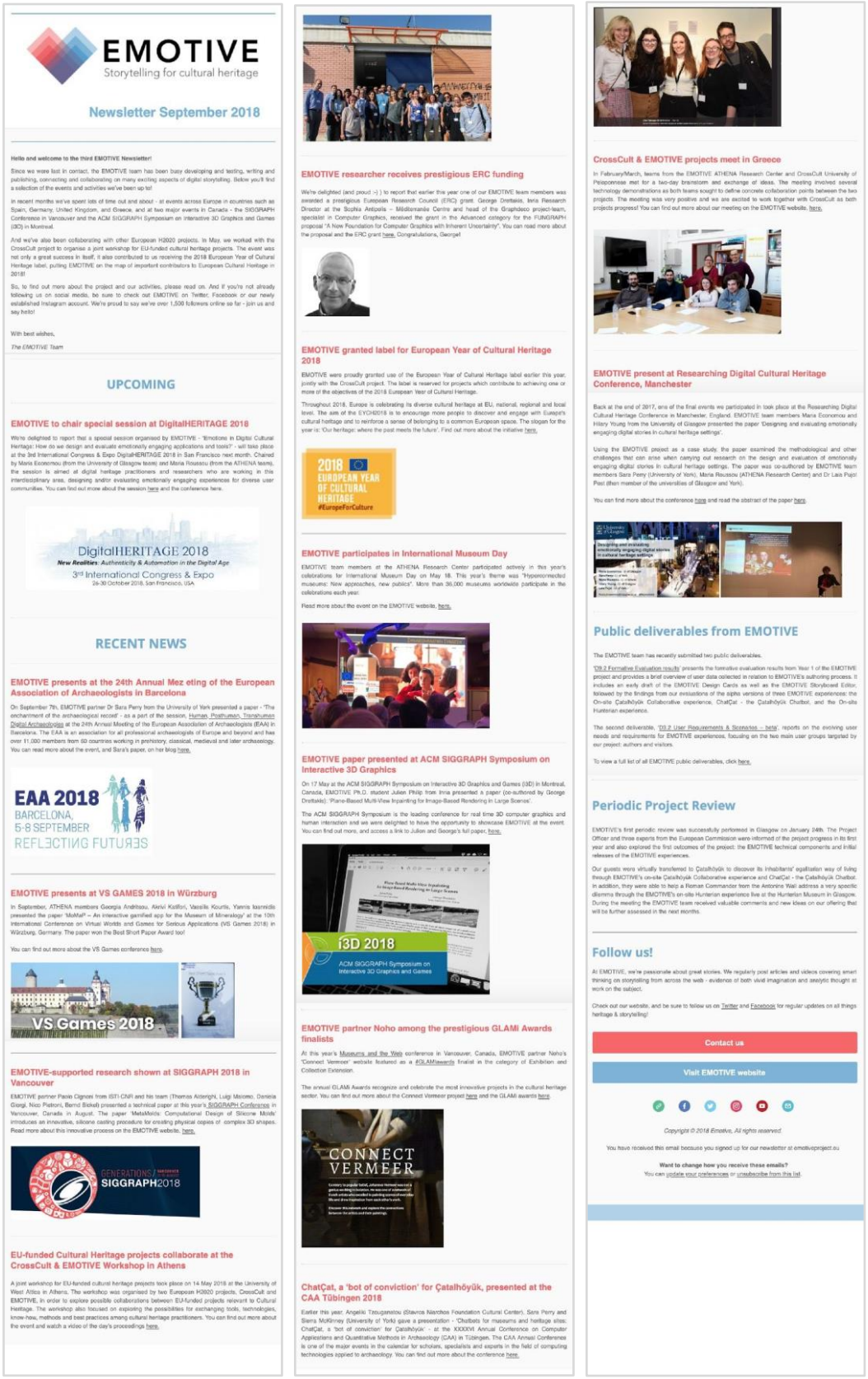


Figure 11. EMOTIVE Newsletter September 2018

6. Summary & next steps

The overall aim of the communication material generated in the period between June 2018 and July 2019 was to strengthen the EMOTIVE 'brand' and awareness online and offline. Through this material and joint activities and events, the project is steadily gaining and growing its audience across academia, EU cultural heritage projects, and the cultural heritage industry.

The main focus of the upcoming months is to produce more results-oriented material in order to communicate the project's final stage. By the end of August 2019, we plan to issue the next and final newsletter. Until the end of the project we will produce and publish two more videos. Presentations and goodies will be further designed to support EMOTIVE's final event. The project website, Facebook and Twitter will continue to be the most important platforms alongside Instagram and YouTube.