Perception and Evaluation of Regional and Cohesion policies by Europeans and Identification with the Values of Europe

PERCEIVE

GA nr. 693529

Deliverable 7.4
Social Media Engagement Report

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PERCEIVE Project
Social Media Engagement Report
August 2019
by
BAM!
PERCEIVE Website

Audience • Contents • Geographic • Source

Month 1-36
PERCEIVE Website Overview

**Quantity**

**A large audience**

PERCEIVE Website managed to attract more than 10,000 users over the years and keep them engaged on research content, while the more “editorial” content grew over the years with over 15,000 accesses to our journal articles.

**Interest on the Research**

The website also provided a useful tool to gather research output when published with a good performance of the public deliverable page with more than 1000 downloads.

**Quality**

**Editorial production**

PERCEIVE Website produced almost 50 journal articles that obtained a very good average time spent reading of 3m30s: the website managed to reach readers which showed to be interested and that spent time on PERCEIVE content.

**Engagement on the topic**

Engagement activities included the pop quiz “How Are EU?”, which challenged people to answer few questions and get profiled on their relationship with Europe. This activity proved successful in outreaching on social media, bringing almost 400 people to spend almost 4 minutes trying to answer.
PERCEIVE Website Dashboard
01/09/2016 - 31/08/2019

- Analytics Sessions: 17,074
- Unique Visitors: 11,823
- Bounce Rate: 64.69%
- Page views: 39,729
- Average time spent: 00:02:25
- Page / Sessions: 2.33
Geographic Sessions

1. Italy: 4,964
2. Belgium: 1,304
3. US: 1,052
4. UK: 1,011
5. France: 735
6. Poland: 709
7. Spain: 670
8. India: 666
9. Romania: 641
10. Germany: 555
Top 6 Pages Performance

01/09/2016 - 31/08/2019

1. Home
   ★ Page Views
   9,985
   Average time on page
   00:01:41
   ★ Bounce Rate
   46.82%

2. About the Project
   Page Views
   2,627
   Average time on page
   00:01:31
   Bounce Rate
   65.69%

3. Research Structure
   Page Views
   2,135
   Average time on page
   00:01:22
   Bounce Rate
   57.09%

4. Partners
   Page Views
   1,969
   Average time on page
   00:00:54
   ★ Bounce Rate
   44.29%

5. Public Deliverables
   Page Views
   1,585
   ★ Average time on page
   00:02:50
   Bounce Rate
   73.76%

6. Journal
   Page Views
   1,331
   Average time on page
   00:01:11
   ★ Bounce Rate
   56.78%
Top 6 Journal Entries Performance

1. European cities are smart!  
   · 29/08/2017  
   Page Views: 552  
   Average time on page: 00:03:15  
   Bounce Rate: 81.99%

2. What do Europeans think of Cohesion Policy?  
   · 03/11/2017  
   Page Views: 521  
   Average time on page: 00:03:43  
   Bounce Rate: 74.50%

3. How to measure European identity?  
   · 11/04/2018  
   Page Views: 403  
   Average time on page: 00:03:33  
   Bounce Rate: 78.10%

4. New communication strategies for Cohesion Policy  
   · 11/12/2017  
   Page Views: 300  
   Average time on page: 00:02:48  
   Bounce Rate: 74.86%

5. Can the EU embrace the emotional lang. of social media?  
   · 12/03/2018  
   Page Views: 261  
   Average time on page: 00:03:22  
   Bounce Rate: 79.75%

6. Citizens identification at the regional level  
   · 08/10/2018  
   Page Views: 205  
   Average time on page: 00:04:01  
   Bounce Rate: 88.72%
Website Performance • Overview

Sessions vs. Bounce Rate

Sessions vs. Average time spent
Website Performance • Overview

Sessions vs. Pages per session

Sessions vs. Page Views
1st Year · Website Performance

01/09/2016 - 31/08/2017

A start up year

Year one proved very successful in reaching out for the most relevant users. Few in terms of sheer number, but **gold in terms of time spent** and number of pages per visit.

PERCEIVE was building an audience.
## 1st Year • Top 10 Pages Performance

<table>
<thead>
<tr>
<th>Page Category</th>
<th>Page Views</th>
<th>Av. Time Spent</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>3,484</td>
<td>00:00:50</td>
<td>42.19%</td>
</tr>
<tr>
<td>Partners</td>
<td>1,023</td>
<td>00:01:21</td>
<td>41.27%</td>
</tr>
<tr>
<td>About the Project</td>
<td>606</td>
<td>00:01:49</td>
<td>50.68%</td>
</tr>
<tr>
<td>Research Structure</td>
<td>602</td>
<td>00:01:26</td>
<td>34.15%</td>
</tr>
<tr>
<td>Project Structure</td>
<td>534</td>
<td>00:00:57</td>
<td>32.50%</td>
</tr>
<tr>
<td>About for General Public</td>
<td>396</td>
<td>00:01:19</td>
<td>30.00%</td>
</tr>
<tr>
<td>Journal</td>
<td>336</td>
<td>00:01:29</td>
<td>88.24%</td>
</tr>
<tr>
<td>Get in Touch</td>
<td>323</td>
<td>00:02:08</td>
<td>53.33%</td>
</tr>
<tr>
<td>Public Deliverables</td>
<td>319</td>
<td>00:01:48</td>
<td>42.19%</td>
</tr>
<tr>
<td>About for Academia</td>
<td>281</td>
<td>00:00:50</td>
<td>41.27%</td>
</tr>
</tbody>
</table>
2nd Year • Website Performance
01/09/2017 - 31/08/2018

A year for theme positioning
A difficult year for communication: no project novelty and no new content to share. Nevertheless the journal activity managed to increase the visitors and the page views to a wider, more generic, audience building a thematic positioning for PERCEIVE project.

- **Analytics Sessions**: 6,380
- **Page views**: 13,930
- **Unique Visitors**: 4,507
- **% New Visitors**: 88.02%
- **Page / Sessions**: 2.18
- **Average time spent**: 00:02:13
# 2nd Year • Top 10 Pages Performance

<table>
<thead>
<tr>
<th></th>
<th>Page Views</th>
<th>Av. Time Spent</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home</strong></td>
<td>3,385</td>
<td>00:01:38</td>
<td>46.14%</td>
</tr>
<tr>
<td><strong>About the Project</strong></td>
<td>1,023</td>
<td>00:01:28</td>
<td>60.87%</td>
</tr>
<tr>
<td><strong>Research Structure</strong></td>
<td>936</td>
<td>00:01:08</td>
<td>58.59%</td>
</tr>
<tr>
<td><strong>Journal</strong></td>
<td>641</td>
<td>00:01:07</td>
<td>46.03%</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
<td>570</td>
<td>00:01:02</td>
<td>42.11%</td>
</tr>
<tr>
<td><strong>Public Deliverables</strong></td>
<td>518</td>
<td>00:03:46</td>
<td>73.91%</td>
</tr>
<tr>
<td><strong>Partners/IAFE-NRI</strong></td>
<td>432</td>
<td>00:02:23</td>
<td>82.75%</td>
</tr>
<tr>
<td><strong>Journal/What do Europeans think of Cohesion Policy: PERCEIVE survey</strong></td>
<td>426</td>
<td>00:04:13</td>
<td>73.44%</td>
</tr>
<tr>
<td><strong>Journal/European cities are smart</strong></td>
<td>407</td>
<td>00:03:01</td>
<td>80.57%</td>
</tr>
<tr>
<td><strong>Work Package/ WP4</strong></td>
<td>363</td>
<td>00:01:35</td>
<td>87.62%</td>
</tr>
</tbody>
</table>
3rd Year · Website Performance
01/09/2018 - 31/08/2019

A dissemination push
Third year the project had more content to share and a wider audience to reach. Visitors jumped up and so did page views, less time spent on the website is also a consequence of people reading downloaded deliverables offline.
## 3rd Year • Top 10 Pages Performance

<table>
<thead>
<tr>
<th>Page Category</th>
<th>Page Views</th>
<th>Av. Time Spent</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>3,116</td>
<td>00:01:31</td>
<td>48.67%</td>
</tr>
<tr>
<td>About the Project</td>
<td>998</td>
<td>00:01:43</td>
<td>74.64%</td>
</tr>
<tr>
<td>Work Package/ WP4</td>
<td>874</td>
<td>00:02:20</td>
<td>82.51%</td>
</tr>
<tr>
<td>Public Deliverables</td>
<td>748</td>
<td>00:02:40</td>
<td>75.66%</td>
</tr>
<tr>
<td>Partners/IAFE-NRI</td>
<td>728</td>
<td>00:03:33</td>
<td>82.75%</td>
</tr>
<tr>
<td>Research Structure</td>
<td>597</td>
<td>00:01:19</td>
<td>60.19%</td>
</tr>
<tr>
<td>Final Conference</td>
<td>526</td>
<td>00:03:12</td>
<td>69.00%</td>
</tr>
<tr>
<td>Partners</td>
<td>376</td>
<td>00:00:49</td>
<td>50.00%</td>
</tr>
<tr>
<td>Quiz/How are EU</td>
<td>370</td>
<td>00:03:38</td>
<td>69.31%</td>
</tr>
<tr>
<td>Journal</td>
<td>354</td>
<td>00:01:10</td>
<td>77.78%</td>
</tr>
</tbody>
</table>
## Traffic Sources • Overview

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages/session</th>
<th>Av. Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>7,320</td>
<td>67.43%</td>
<td>2.11</td>
<td>00:01:44</td>
</tr>
<tr>
<td>Direct</td>
<td>4,340</td>
<td>62.33%</td>
<td>2.56</td>
<td>00:02:38</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,301</td>
<td>55.96%</td>
<td>2.76</td>
<td>00:04:26</td>
</tr>
<tr>
<td>Facebook (mobile)</td>
<td>1,069</td>
<td>76.38%</td>
<td>1.52</td>
<td>00:00:39</td>
</tr>
<tr>
<td>Facebook (computer)</td>
<td>865</td>
<td>58.34%</td>
<td>3.02</td>
<td>00:04:02</td>
</tr>
<tr>
<td>BAM! Strategie Culturali</td>
<td>321</td>
<td>43.61%</td>
<td>2.76</td>
<td>00:04:01</td>
</tr>
</tbody>
</table>
Traffic Sources • Social Media

57% from Facebook
Av. Time Spent 00:02:27
Pages/Session 2.08

38% from Twitter
Av. Time Spent ⭐ 00:04:24
Pages/Session ⭐ 2.75

Meeting the targets
The data on website sources from social media shows how PERCEIVE was able to meet the different targets set during first year. Although Facebook attracted more visitors, traffic from Twitter shows a much higher quality, confirming that the latter attracted a smaller but highly-involved and active target of professionals and stakeholders.
## Queries keywords

### Positioning on the web

Through dissemination activities PERCEIVE project was able to obtain a good positioning on web searches. The queries under which the project appeared are related to the research topics (European identity, smart cities) and the project itself (EU project, perceive).

<table>
<thead>
<tr>
<th>Query</th>
<th>Average Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>perceive project</td>
<td>1.3</td>
</tr>
<tr>
<td>European identity</td>
<td>18</td>
</tr>
<tr>
<td>perceive</td>
<td>18</td>
</tr>
<tr>
<td>cohesify</td>
<td>7</td>
</tr>
<tr>
<td>smart city in europe</td>
<td>24</td>
</tr>
<tr>
<td>eu project</td>
<td>17</td>
</tr>
<tr>
<td>europcom</td>
<td>12</td>
</tr>
<tr>
<td>eu identity</td>
<td>15</td>
</tr>
<tr>
<td>matteo salvai</td>
<td>6.6</td>
</tr>
</tbody>
</table>

### Successful networking

Networking activities carried out during the second year resulted also in associated queries to the project: “europcom” (PERCEIVE workshop at the 2018 event), “cohesify” (partnership with the H2020 project), “matteo salvai” (key stakeholder from EU commission who supported and actively followed the project).
User Behavior

Source
- google: 6.8K
- (direct): 3.4K
- t.co: 1.1K
- m.facebook.com: 685
- facebook.com: 491
- ...: 2.1K
- Newsletter, direct link
- Twitter
- Facebook
- Other

Starting Pages
14K sessions, 11K drop-offs

1st Interaction
3.9K sessions, 1.4K drop-offs
PERCEIVE Social Media

Facebook • Twitter

Month 1-36
Social Platforms Dashboard

Facebook
Citizens
Total Fanbase
2,425 likes

Twitter
Stakeholders
Total Fanbase
667 followers
PERCEIVE **Social Media** Overview

### Quantity

**A good posting rhythm**

PERCEIVE Social Media channels produced overall more than 1000 single posts that collected more than 1400 shares by other users, complexively generating more than 1 million impressions on users feed. This include both research progress updates, findings and relevant euro-related news to trigger into real-time content marketing.

### Quality

**Very interesting engagement**

Dealing with European Identity PERCEIVE communication touched sensitive topics and news-relevant issues. These topics proved to be interesting for our community to engage with, generating more than 400 comments and almost 3000 interactions on Facebook, our most “pop” channel.

**Correct segmentation**

Twitter proved to be a very useful tool in reaching out for stakeholders, through proper hashtag, live events coverage and direct messages to top contributors, which positioned PERCEIVE Twitter channel in more than 20 thematic lists.

**A solid community**

PERCEIVE community does not show high absolute numbers, but a solid growth over the period bringing to almost 2500 active fans our Facebook page and to more 650 our Twitter followers.
Facebook • Performance
01/09/2016 - 31/08/2019

193 posts
Total posts shared

2,425 fan
Total Fanbase

139,567 views
Total Post Impressions

2,930 Reactions

702 Comments

442 Shares
Facebook • Demographics

[Bar chart showing demographics of Facebook fans by age and gender.]

- Men:
  - 17% of fans are aged 13-17
  - 11% of fans are aged 18-24
  - 11% of fans are aged 25-34
  - 8% of fans are aged 35-44
  - 11% of fans are aged 45-54
  - 7% of fans are aged 55-64
  - 8% of fans are aged 65+

- Women:
  - 0.866% of fans are aged 13-17
  - 0.619% of fans are aged 18-24
  - 13% of fans are aged 25-34
  - 11% of fans are aged 35-44
  - 11% of fans are aged 45-54
  - 7% of fans are aged 55-64
  - 8% of fans are aged 65+
Top 10 fans

1. Romania  542
2. United Kingdom  427
3. Italy  332
4. Germany  238
5. Greece  231
6. Belgium  160
7. Austria  127
8. Poland  60
9. Netherlands  53
10. Spain  44
Facebook • Best Post / Boosted reach

10,945
- Total reach
- Reactions: 36
- Comments: 17
- Shares: 15
- Date: 03/05/2019
- Time: 8:00 pm
- Topic: PERCEIVE Quiz
- Post type: website link

4,764
- Total reach
- Reactions: 28
- Comments: 4
- Shares: 3
- Date: 25/06/2018
- Time: 6:30 pm
- Topic: PERCEIVE workshops
- Post type: journal link

3,920
- Total reach
- Reactions: 164
- Comments: 16
- Shares: 2
- Date: 18/09/2017
- Time: 9:00 am
- Topic: European identity
- Post type: image/quiz
Facebook • Best Post / Organic reach

Do you feel European? Time to find out.

PERCEIVE Final Conference
An improved Cohesion Policy for a stronger EU
19 June • Brussels

2,389
- Total reach
- Reactions: 38
- Comments: 1
- Shares: 8
- Date: 06/05/2019
- Time: 6:30 pm
- Topic: Final Conference
- Post type: image

1,830
- Total reach
- Reactions: 46
- Comments: 3
- Shares: 7
- Date: 19/04/2018
- Time: 6:00 pm
- Topic: PERCEIVE workshops
- Post type: photo album

1,711
- Total reach
- Reactions: 47
- Comments: 26
- Shares: 11
- Date: 29/06/2018
- Time: 6:30 am
- Topic: EU integration
- Post type: news link
Facebook • Best Post / Engagement

20% Engagement Rate
- Reactions: 35
- Comments: 1
- Shares: 1
- Date: 14/11/2017
- Time: 10:00 am
- Topic: Partners meeting
- Post type: note

13% Engagement Rate
- Reactions: 15
- Comments: 3
- Shares: 0
- Date: 28/09/2018
- Time: 7:25 pm
- Topic: Researchers night
- Post type: photo album

12% Engagement Rate
- Reactions: 23
- Comments: 3
- Shares: 0
- Date: 09/05/2019
- Time: 13:08 pm
- Topic: Europeday
- Post type: video
Facebook • Best Post / Comments

**Do you have a better opinion of EU after Google got fined?**

- **YES**
- **NO**

Vote!

**Reactions:** 56  
**Shares:** 10

- **Date:** 27/06/2017  
- **Time:** 1:20 pm  
- **Topic:** perception of EU  
- **Post type:** image/quiz

**Which one of the following do you feel part of?**

- **EU**
- **Europe**

Vote!

**Reactions:** 48  
**Shares:** 4

- **Date:** 07/07/2017  
- **Time:** 7:05 pm  
- **Topic:** perception of EU  
- **Post type:** image/quiz

**Reactions:** 13  
**Shares:** 4

- **Date:** 23/08/2018  
- **Time:** 11:00 am  
- **Topic:** EU news  
- **Post type:** news link
Facebook • Meaningful comments

Hosting discussion on EU trends

“Penny, you are completely wrong. The only reason people voted to leave was because they felt EU was taking over Europe and had got out of control and too big for its boots.” (Jun 2018)

“National governments have failed to explain the EU and have instead used it as a bogey man to blame for unpopular policies that belong 100% to the national governments.” (Jul 2017)

“Define a European!😊” (Feb 2017)

Stimulating critical reflection on EU

“People can love Europe but not the EU.” (May 2019)

“Why not reform the EU instead of demonising it and trying to break it up?😭” (Oct 2017)

“Indeed I think a lot of people myself included are very happy to be European. The Eu however is a conundrum of particular interests that are in the main self serving and look at the people of Europe as a Commodity.” (Jul 2017)

Engaging with wider audiences

Facebook has been a powerful tool to get in contact with a large audience of citizen and stimulate debate around EU topics. PERCEIVE has been successful in managing discussions and attracting interest over the project and research key questions. PERCEIVE page collected over 700 comments, with an average of 5 comments per post.
Facebook • Meaningful comments

Discovering EU enthusiasts

[Do you feel European?] “Of course! Why do you ask? 😂” (Feb 2018)

“We are EURomanians 😊🇪🇺❤️🇹🇩” (May 2019)

“What more reflects human dignity than alone the incredible freedom of movement we enjoy in the EU?” (May 2017)

Collecting PERCEIVE supporters

“It’s been a thought provoking and interesting project. Thank you for sharing your research.” (Aug 2019)

“You are giving me hope!🇪🇺” (Jun 2019)

Untidying negative feelings

“With all my regrets EU has proved to becomes a very big error of the European States, because they have lost an important part of their sovereignty” (Feb 2017)

“Basically the Cohesion Fund is tainted now. Instead of the balancing factor for economic differences within Europe, it has become a political not economic tool.” (Aug 2018)

“No to the Federation of Europe, no to the New IV Reich, yes to a Europe of independent and sovereign nations” (May 2019)

“The european project only served to enslave the poorest countries.😡” (May 2019)
Twitter • Performance
01/09/2016 - 31/08/2019

- 800 Total Tweets
- 673 followers
- 687,500 views

- 967 Retweets
- 1,643 Likes
- 1,304 Link clicks
Twitter • Demographics

### Interests

<table>
<thead>
<tr>
<th>Interest</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>99%</td>
</tr>
<tr>
<td>Science news</td>
<td>98%</td>
</tr>
<tr>
<td>Dogs</td>
<td>98%</td>
</tr>
<tr>
<td>Space and astronomy</td>
<td>97%</td>
</tr>
<tr>
<td>Technology</td>
<td>96%</td>
</tr>
<tr>
<td>Music festivals and concerts</td>
<td>96%</td>
</tr>
<tr>
<td>Politics</td>
<td>96%</td>
</tr>
<tr>
<td>Government</td>
<td>93%</td>
</tr>
<tr>
<td>Tech news</td>
<td>92%</td>
</tr>
<tr>
<td>Education news and general info</td>
<td>92%</td>
</tr>
</tbody>
</table>

### Gender

- **Male**: 44%
- **Female**: 56%
Twitter • Geographic

Followers from

1. Italy: 24%
2. Belgium: 22%
3. United Kingdom: 12%
4. France: 8%
5. Spain: 7%
6. Germany: 4%
7. Netherlands: 3%
8. United States: 2%
9. Ireland: 1%
10. Romania: 1%
Twitter • Stakeholder shout-out

**Mapping**

PERCEIVE built a set of stakeholder lists to keep in touch with relevant opinion leaders and EU professionals.

**And reaching out**

PERCEIVE twitter account was included in more than 20 thematic lists of relevant stakeholders that increased the project visibility.
Thanks for reading

PERCEIVE Project
Social Media Engagement Report
August 2019

edited by

BAM!