

D. 7.4 ‘Social Media Engagement Report’



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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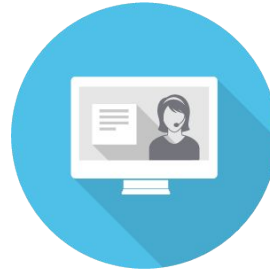


PERCEIVE Project
Social Media Engagement Report

August 2019

by





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



17,074

Analytics Sessions

11,823

Unique Visitors

64.69%

Bounce Rate



39,729

Page views

00:02:25

Average time spent

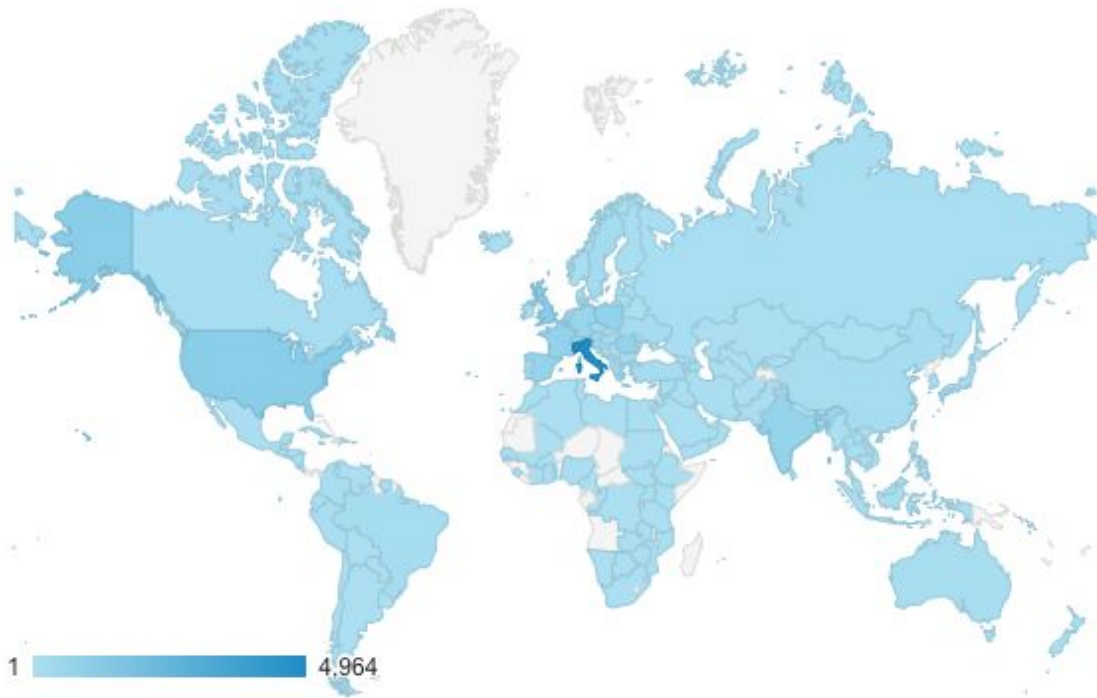
2.33

Page / Sessions



Geographic Sessions

01/09/2016 - 31/08/2019



Sessions

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

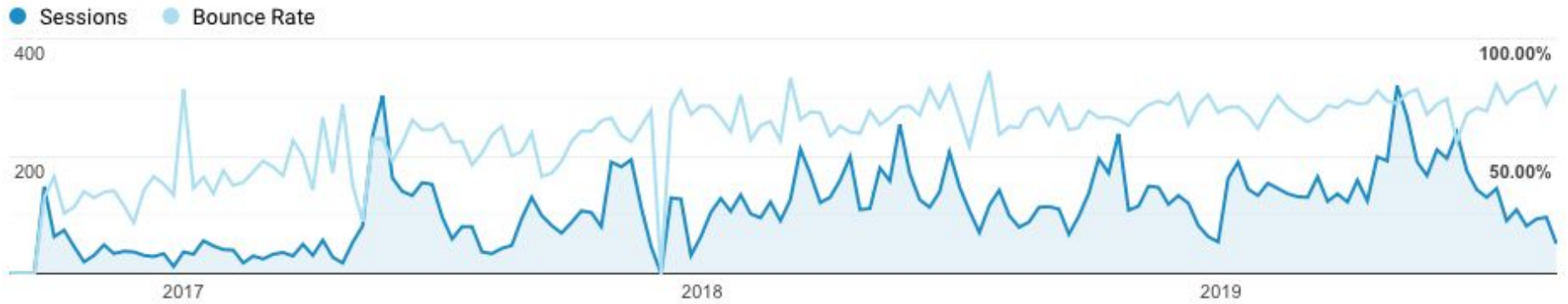
Bounce Rate:

88.72%

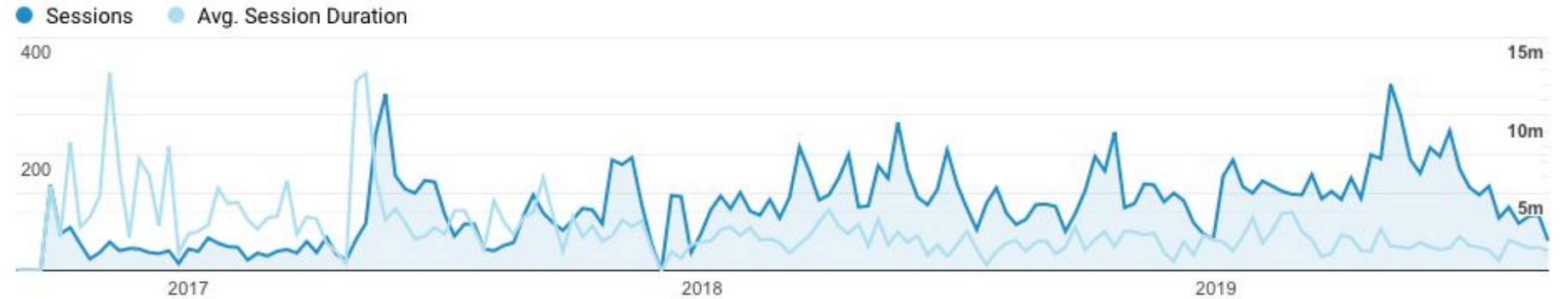


Website Performance • Overview

Sessions vs. Bounce Rate

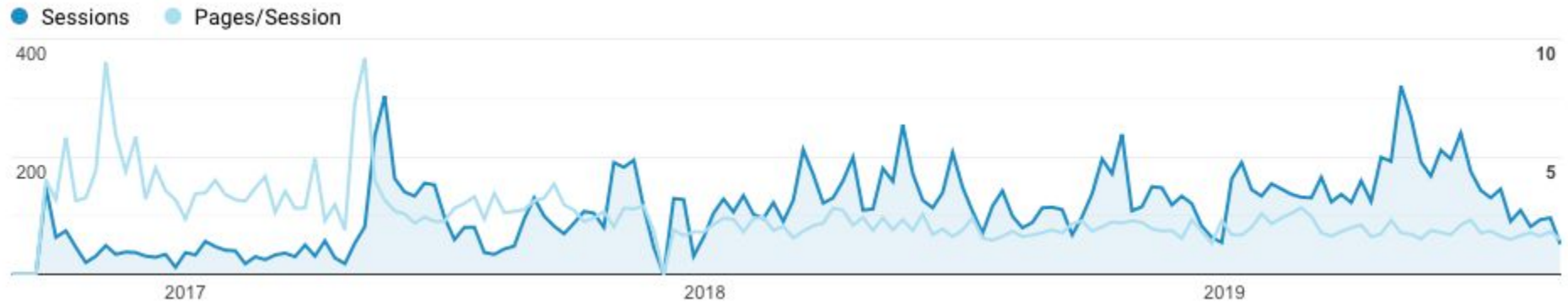


Sessions vs. Average time spent

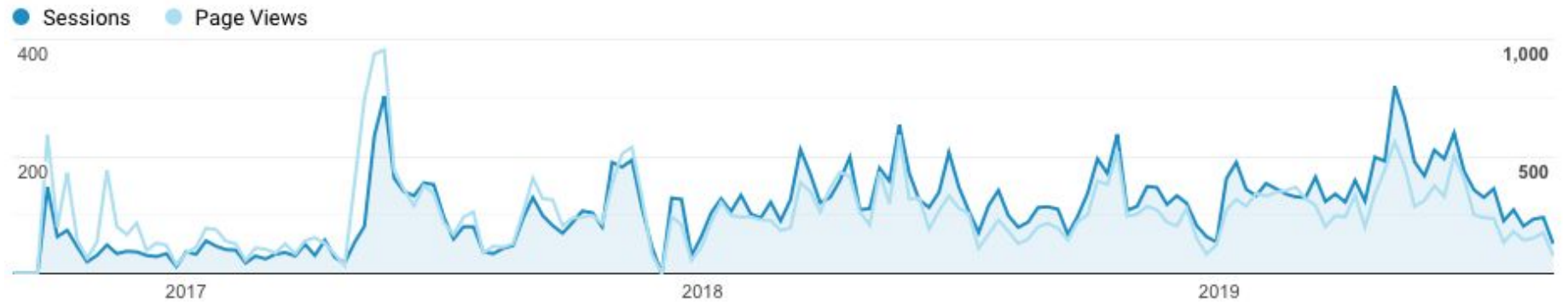


Website Performance • Overview

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.

3,219
Analytics Sessions

11,301
Page views

★
3.51
Page / Sessions

1,887
Unique Visitors

85.62%
% New Visitors

★
00:04:12
Average time spent



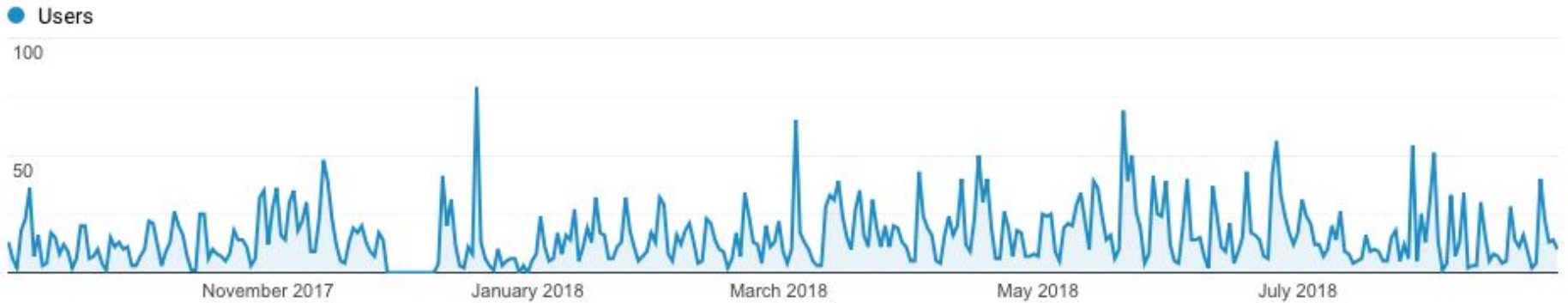
1st Year • Top 10 Pages Performance

	Page Views	Av. Time Spent	Bounce Rate
Home	3,484	00:00:50	42.19% ★
Partners	1,023	00:01:21	41.27%
About the Project	606	00:01:49 ★	50.68%
Research Structure	602	00:01:26	34.15% ★
Project Structure	534	00:00:57	32.50%
About for General Public	396	00:01:19	30.00%
Journal	336	00:01:29	88.24%
Get in Touch	323	00:02:08	53.33%
Public Deliverables	319	00:01:48	42.19%
About for Academia	281	00:00:50	41.27%










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.

 6,380  Analytics Sessions	13,930  Page views	2.18  Page / Sessions
 4,507  Unique Visitors	88.02% % New Visitors	00:02:13  Average time spent



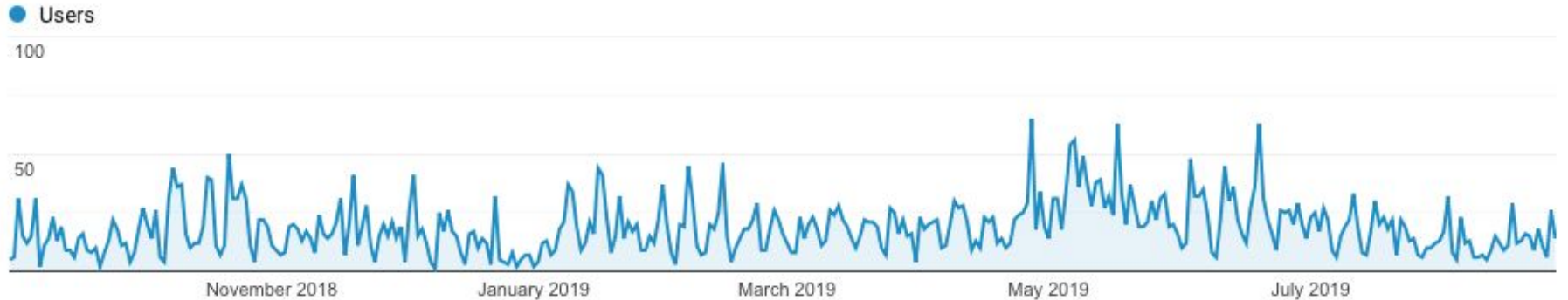
2nd Year • Top 10 Pages Performance

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



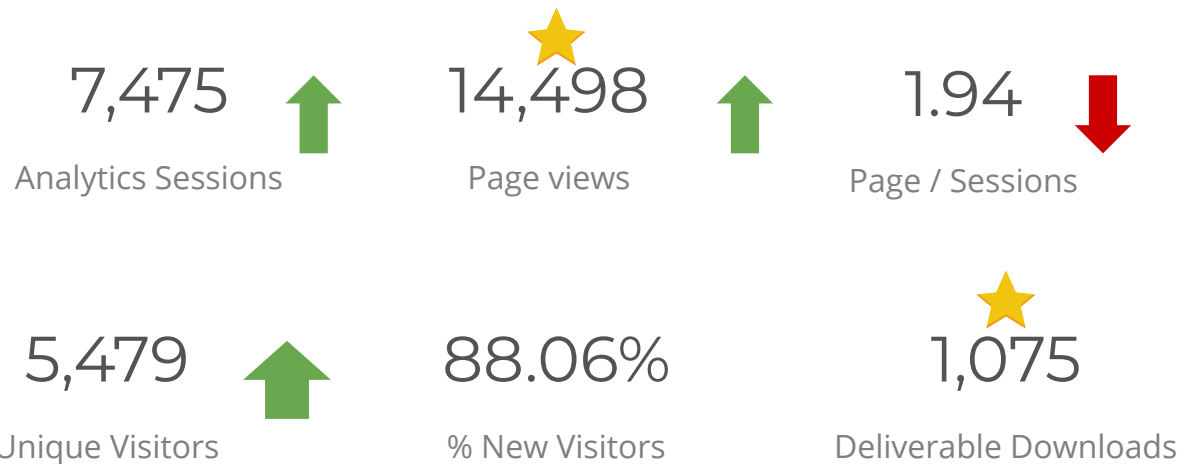
3rd Year • Website Performance

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

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



Traffic Sources • Overview

	Sessions	Bounce Rate	Pages/session	Av. Time Spent
Google	7,320 ★	67.43%	2.11	00:01:44
Direct	4,340	62.33%	2.56	00:02:38
Twitter	1,301	55.96%	2.76	00:04:26 ★
Facebook (mobile)	1,069	76.38%	1.52	00:00:39
Facebook (computer)	865	58.34% ★	3.02 ★	00:04:02 ★
BAM! Strategie Culturali	321	43.61% ★	2.76	00:04:01 ★



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).

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).

	Average Position
perceive project	1.3
★ european identity	18
perceive	18
cohesify	7
smart city in europe	24
eu project	17
europcom	12
★ eu identity	15
matteo salvai	6.6



User Behavior





PERCEIVE Social Media

Facebook • Twitter

Month 1-36



Social Platforms Dashboard

31/08/2019

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.

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.



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**.



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

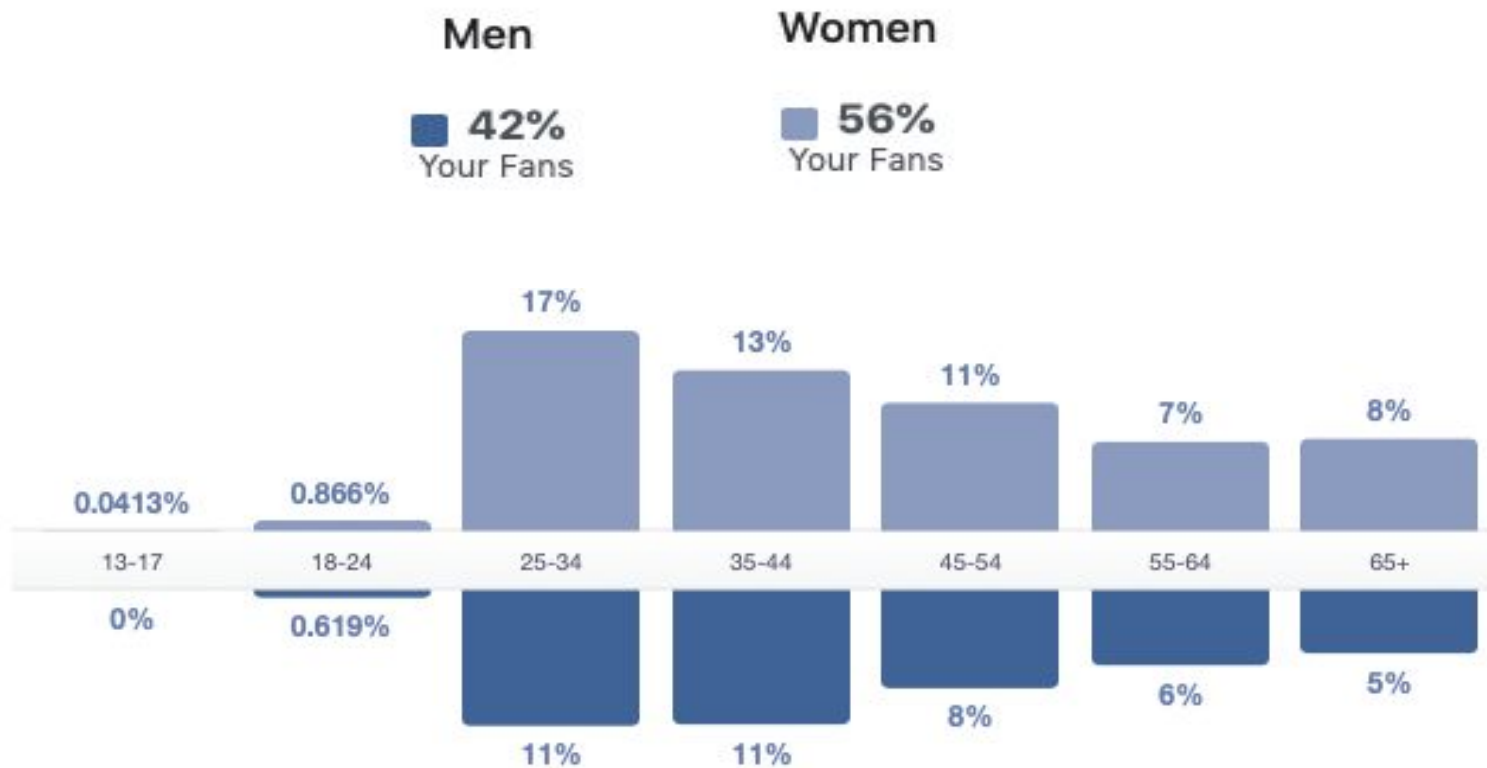
Comments

442

Shares

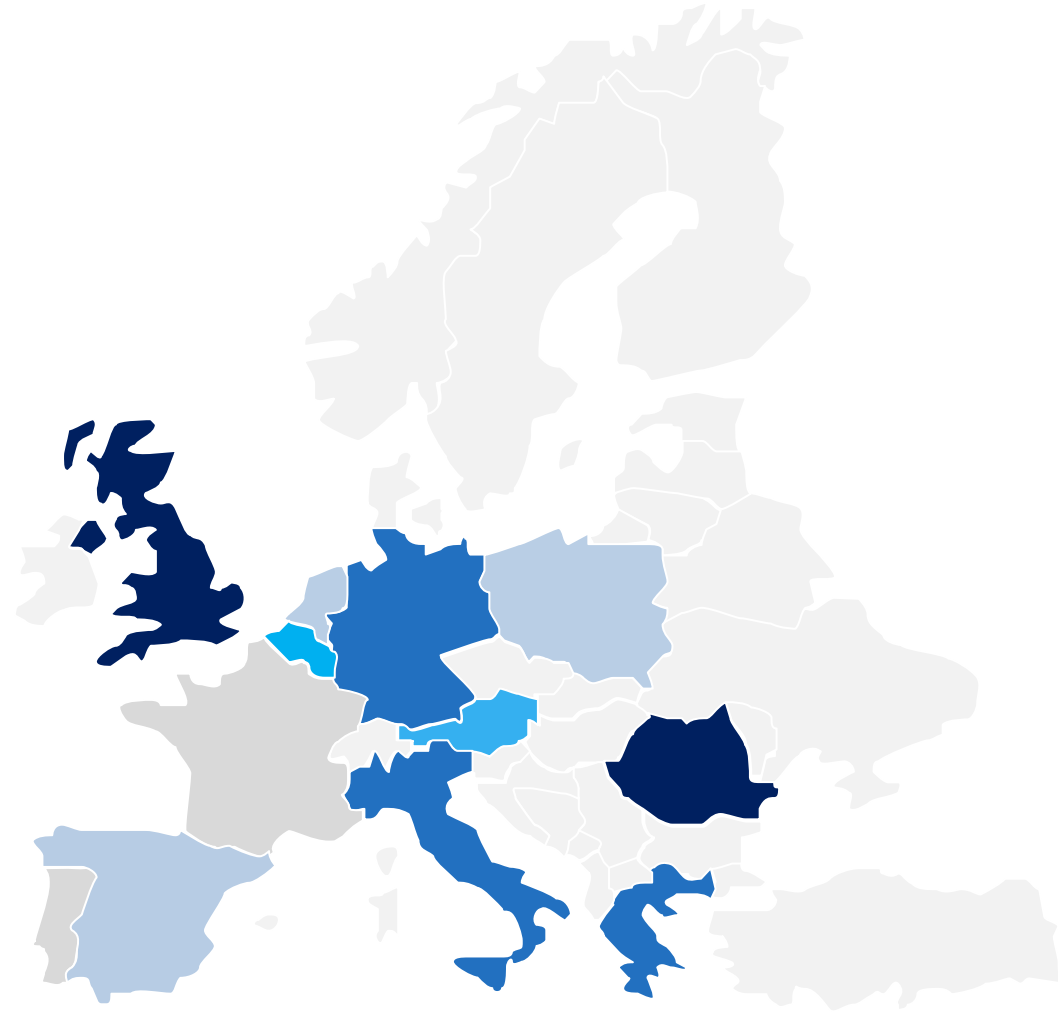


Facebook • Demographics

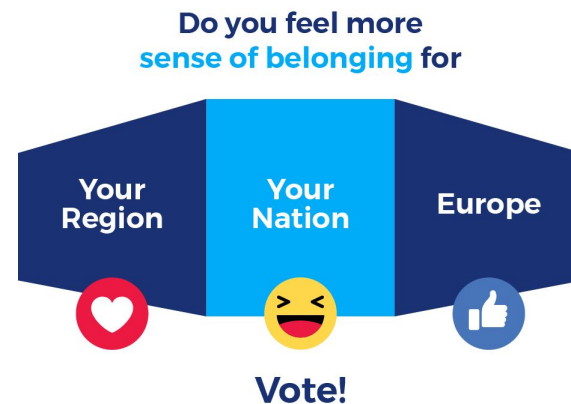


Facebook • Geographic

Top 10	<i>fans</i>
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



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

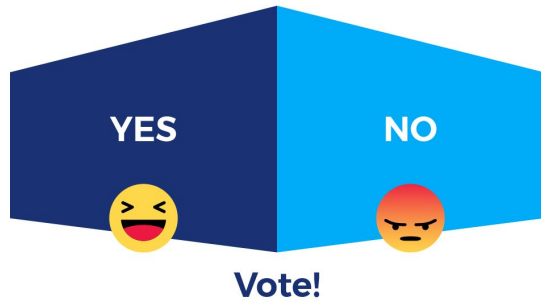
Date: 09/05/2019
Time: 13:08 pm

Topic: Europeday
Post type: video



Facebook • Best Post / Comments

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



90

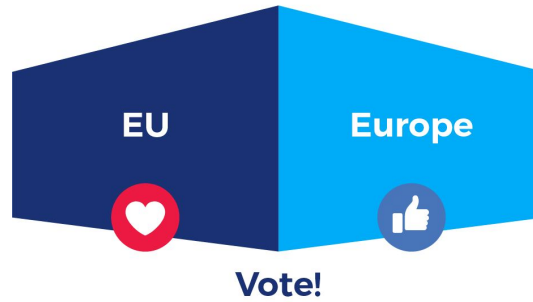
□ Comments

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?



76

□ Comments

Reactions: 48
Shares: 4

Date: 07/07/2017
Time: 7:05 pm

Topic: perception of EU
Post type: image/quiz



68

□ Comments

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)

Untiding 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

Total Fanbase



687,500 views

Total Impressions

967

Retweets

1,643

Likes

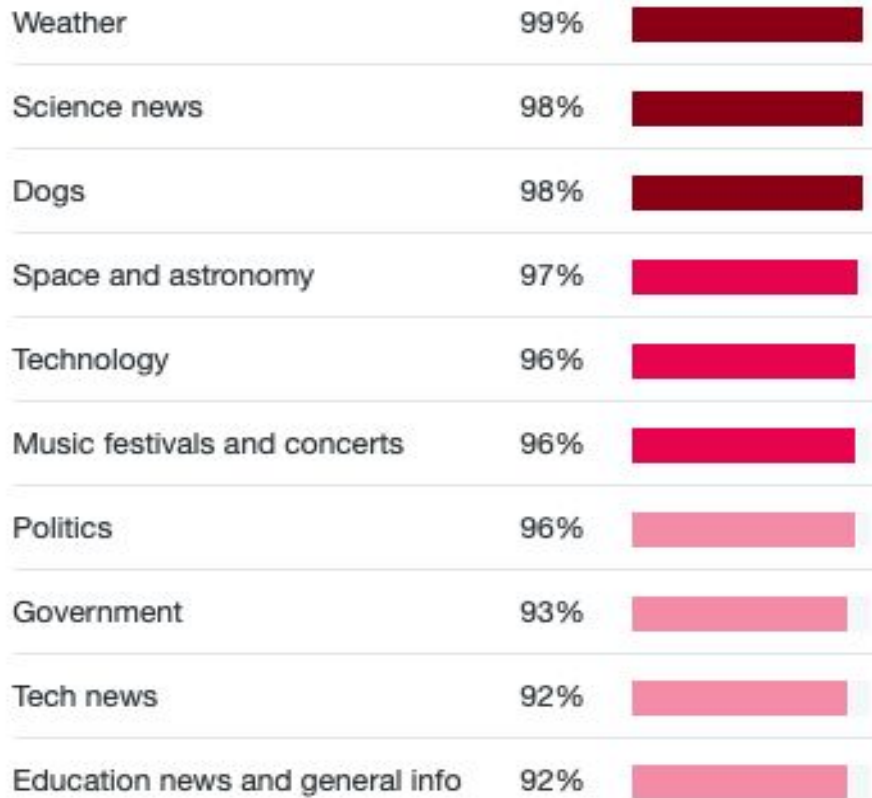
1,304

Link clicks

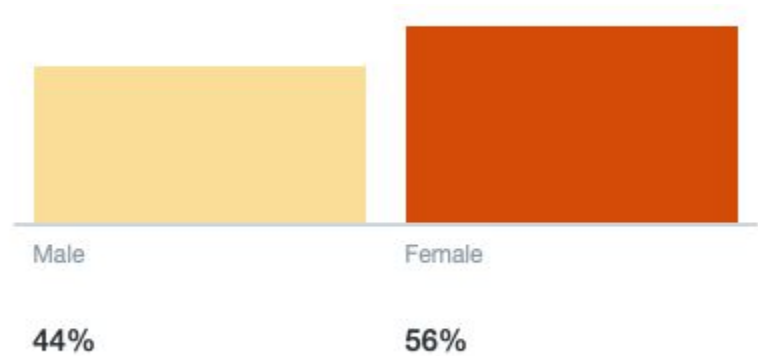


Twitter • Demographics

Interests



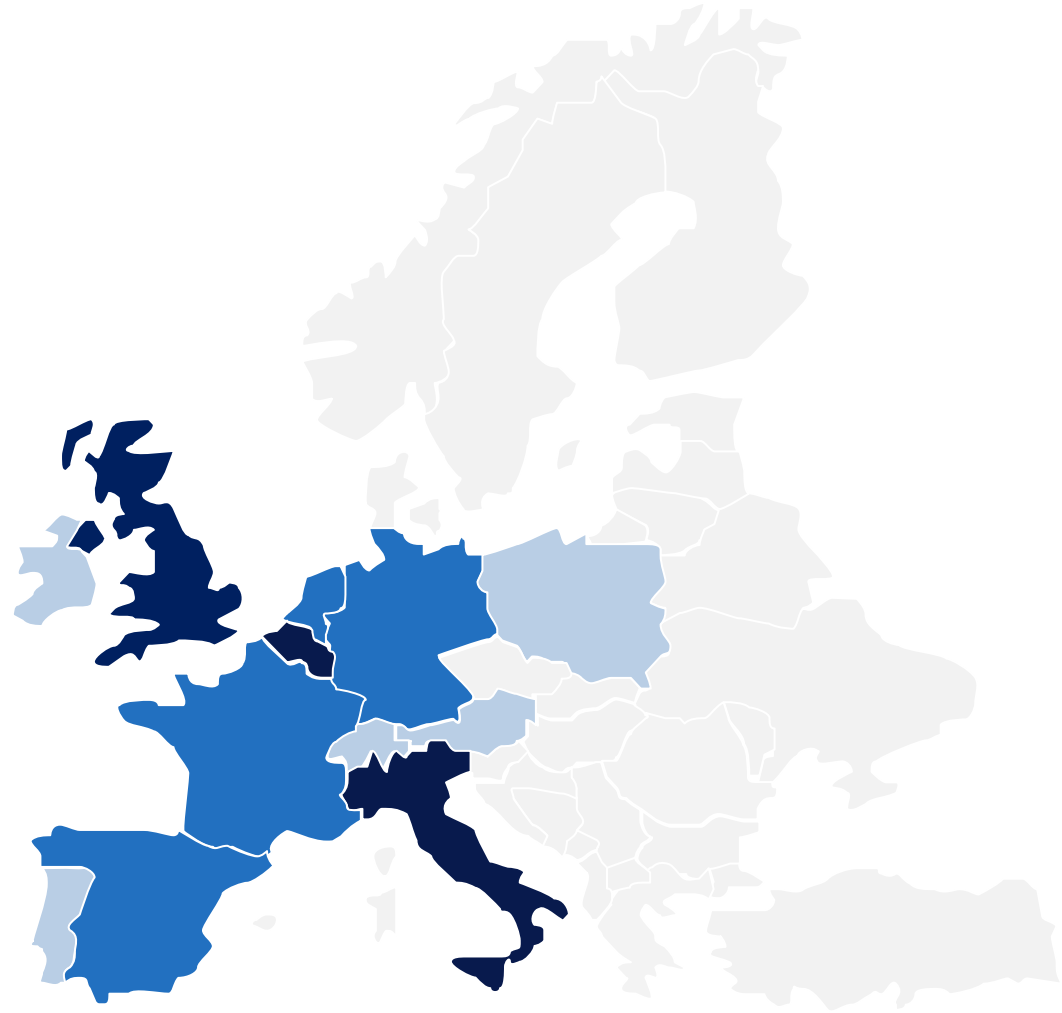
Gender



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.

8

Lists created

229

Total lists' members

21

Other lists PERCEIVE
is part of





Thanks for reading

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edited by

