

D2.3 – Communications Material, Cycle #2

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Reviewed by:

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Abstract

This document reports on communications and dissemination materials generated, and activities undertaken in the 12-month period (May 2017 - May 2018) following the first deliverable on Communications Material (D.2.2, Cycle #1) covering the first six months of the project (November 2016 - April 2017). It covers the further development and continuation of the communication activities set in 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: 31/08/2018

Actual Submission Date: 31/10/2018

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



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LIST OF ABBREVIATIONS

WP: Work Package

1. Executive Summary

This document comprises Deliverable 2.3 (D2.3) of EMOTIVE's Work Package 2 (WP2). It reports on the communication materials produced between May 2017 and May 2018.

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 first six months of the project focused primarily on creating a visual identity and establishing a website and presence on social media. The subsequent twelve months covered in this deliverable focused further on development and continuation of communication activities. The main goal was to support the project's promotion online and offline and to showcase the project's achievements, as both work-in-progress and final results. Furthermore, this report details instances of collaboration between project partners and outlines their efforts to create awareness about the project and reach a wider audience.

There was a number of minor changes made on the project website, mostly regarding the display and layout, however, the website is currently undergoing a major update in terms of look and content and it will be re-launched in Autumn 2018. A schedule of News contributions from all partners has been adopted, which resulted in a series of blog posts (outlined below).

EMOTIVE was very active on social media channels during the reporting period, particularly Facebook and Twitter and our newly added Instagram account. Analytics and metrics covering these activities are detailed below and show a strong growth in project awareness and online followers from the cultural heritage sector including museums, universities, interpretive centres and private companies.

In June and December 2017, EMOTIVE released its first and second newsletters.

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. Communications Material

2.1. Newsletter

The EMOTIVE team aims to publish a short newsletter biannually for the duration of the project. The first was released in June 2017 and the second in December 2017. Noho used the Mailchimp platform to design and disseminate each newsletter to the EMOTIVE contact list. The content of each 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/cms/?page_id=522).

In June 2017, the newsletter was delivered to 176 subscribers (with an open rate of 82 / 46.6%) and included the following content (Figure 1)¹:

- I. Introducing EMOTIVE
- II. Who we are
- III. Our audience
- IV. Our first six months
- V. What's next?

The December 2017 Newsletter was delivered to 211 subscribers (with an open rate of 89 / 42.4%) and included the following content (Figure 2)²:

- I. EMOTIVE: One year later!
- II. Recent news
- III. Our work
- IV. EMOTIVE at conferences, workshops and exhibitions...
- V. EMOTIVE deliverables to date

¹ <https://mailchi.mp/8c7716491357/emotive-newsletter-june-2017>

² <https://mailchi.mp/5de31f14ff8c/emotive-newsletter-december-2017>

2.2. Infographic

To mark the occasion of the project reaching the end of its first year and to share some of the highlights of that time, Noho created an infographic ‘EMOTIVE One year later’ (Figure 3). The infographic was published via a blog post³, shared on social media (Facebook and Twitter) and included in the December 2017 Newsletter.

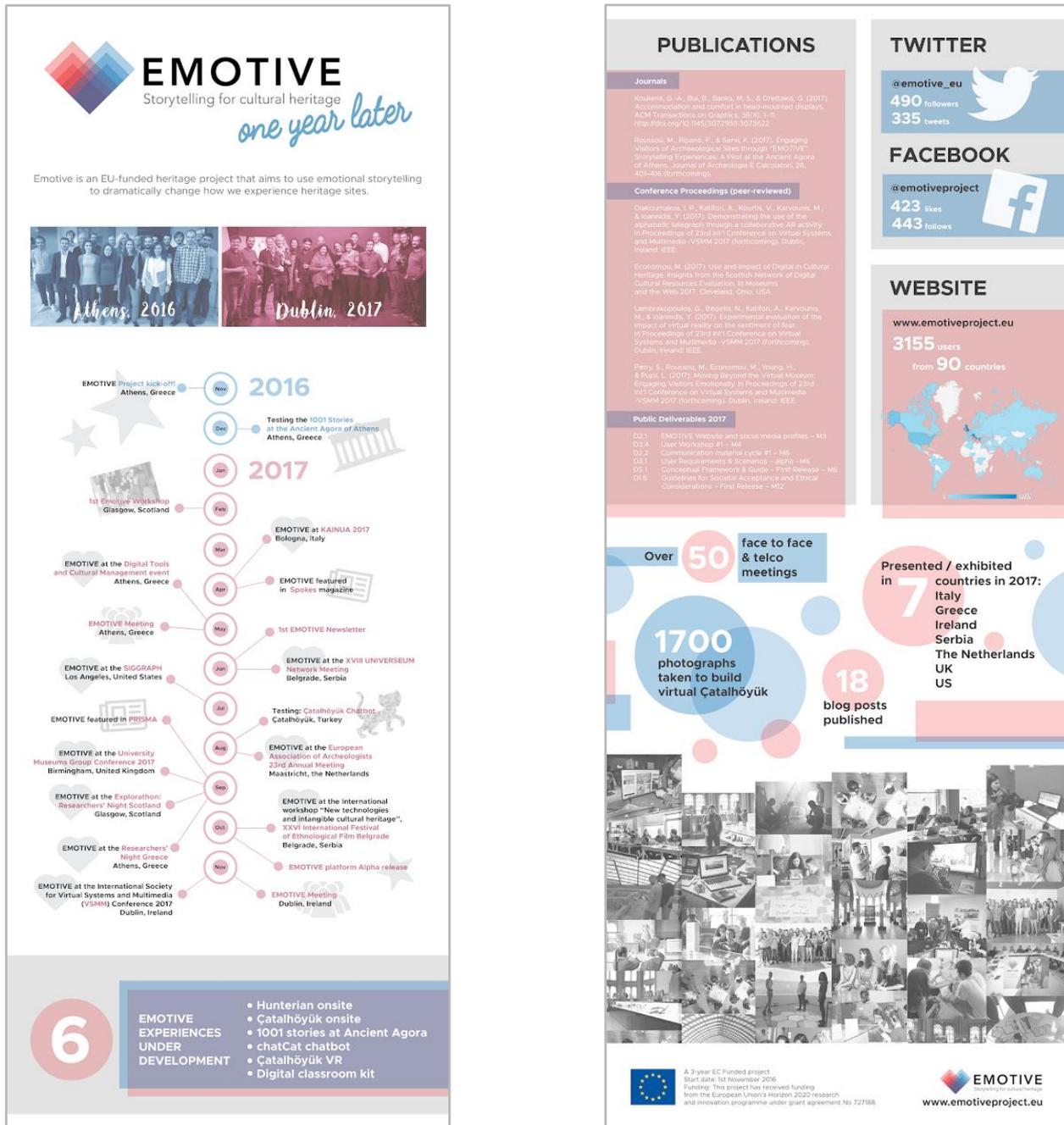


Figure 3. Infographic ‘EMOTIVE: One year later’

³ <https://emotiveproject.eu/cms/?p=1219>

2.3. Roll-up banner: EMOTIVE & CrossCult event

A roll-up banner was created for a collaborative workshop, “H2020 EU Cultural Heritage projects: Collaboration possibilities”, which was co-organised by EMOTIVE and the CrossCult project on 14 May 2018 (Figure 4). The banner featured the European Year of Cultural Heritage Label, which was granted by the European Commission (Figure 5). The label is reserved for projects which contribute to achieving one or more of the objectives of the 2018 European Year of Cultural Heritage, as endorsed by the European Parliament and the Council of the EU.⁴



Figure 4. Design of the roll-up banner for the workshop “H2020 EU Cultural Heritage projects: Collaboration possibilities”



Figure 5. European Year of Cultural Heritage 2018 label in pink with a tagline

⁴ https://europa.eu/cultural-heritage/how-label-your-event-eych-2018_en

2.4. Roll-up banner: Explorathon

Another roll-up banner was created for the Explorathon – Researchers' Night Scotland, where the visitors to the Hunterian's Antonine Wall were testing and trying out new digital stories and learning about the EMOTIVE research, museum objects and Roman history (Figure 6). The event took place at the Hunterian Museum and Art Gallery, University of Glasgow, Scotland, 29 September 2017.



Figure 6. Design of the roll-up banner for the Explorathon event.

2.5. Postcard

For the Explorathon mentioned above (2.4), a postcard was created to gather user feedback. The back of the postcard contained a prompt: “The EMOTIVE experience made me...”, and users were invited to complete it (Figure 7). The postcard was also used as an information leaflet that users could take home from the event.



Figure 7. EMOTIVE postcard: front and back

2.6. Brochure

A tri-fold A6 brochure was produced at the beginning of 2018 for general distribution at EMOTIVE events. It included essential information about the EMOTIVE project (outside) and the aforementioned infographic (inside) (Figure 8).



Figure 8. EMOTIVE project brochure



2.7. 2.7. Stickers

A simple round sticker was produced as a promotional item to be distributed at events and meetings, to increase the awareness about the project and its 'brand' (Figure 9). The sticker has also been used by some of the project participants on their laptops (Figure 10).



Figure 9. EMOTIVE sticker



Figure 10. EMOTIVE sticker in use at the joint EMOTIVE & Crosscult event in Athens in May 2018.

2.8. Bookmark

A bookmark with EMOTIVE logo on the front and two versions of the back side was created for distribution at events such as workshops and testing sessions (Figure 11). These featured either a short introduction to storytelling and EMOTIVE, or a quote from Maya Angelou that is used prominently on the EMOTIVE website.

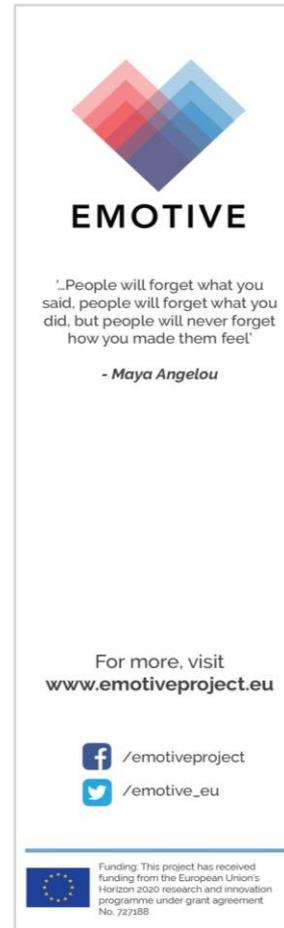
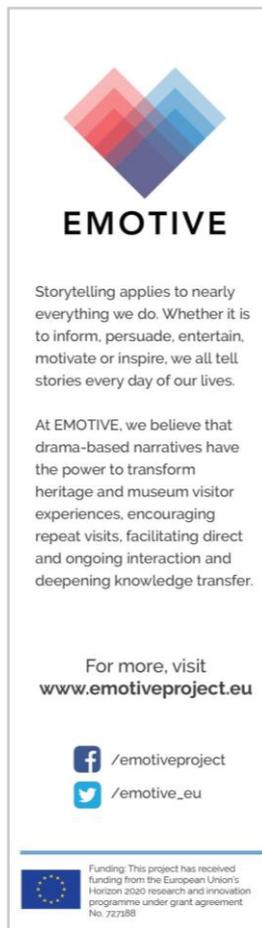


Figure 11. EMOTIVE bookmark: front side and two versions of the back side

3. Website

3.1. Blog posts

Between May 2017 and May 2018, EMOTIVE published twenty-two blog posts covering a variety of topics including news and announcements related to all the project's progress. Almost half of the posts were written by the project's partners with editorial support from Noho, and related to the following two themes:

- 'OUR WORK' - a post on the project partner's experience of the EMOTIVE project to date, including a description of current or forthcoming work
- 'SPOTLIGHT ON...' - a post highlighting a current item or topic in the professional field of relevance for the EMOTIVE project, e.g. a new piece of technology, a useful conference or event, a new publication, a trend, etc.

The full list of blog posts in chronological order is as follows:

[Cultural Heritage EU funded projects meet at the CrossCult & EMOTIVE Workshop in Athens](#), 31 May 2018

[Call for Papers: Emotions in Digital Cultural Heritage](#), 30 May 2018

[EMOTIVE researcher received prestigious ERC funding](#), 30 May 2018

[EMOTIVE@ATHENA participates in the International Museum Day 2018 celebrations](#), 25 May 2018

[EMOTIVE Paper presented at ACM SIGGRAPH Symposium on Interactive 3D Graphics](#), 18 May 2018

[CrossCult & Emotive Workshop](#), 16 March 2018

[SPOTLIGHT ON: CrossCult & EMOTIVE project collaboration meeting](#), 14 March 2018

[SPOTLIGHT ON... ISTI-CNR at Maker Faire Rome](#), 11 January 2018

[Happy Holiday from EMOTIVE](#), 24 December 2018

[Newsletter December 2017](#), 14 December 2017

[EMOTIVE one year later](#), 13 December 2017

[Our work: INRIA's experience of the EMOTIVE project to date](#), 8 December 2017

[EMOTIVE Meeting in Dublin](#), 30 November 2017

[Showcasing EMOTIVE storytelling about Romans at the Antonine Wall at European Researchers' Night – Explorathon 2017](#), 10 November 2017

[SPOTLIGHT ON... Research Group GRAPHDECO & the INRIA's paper at the SIGGRAPH 2017](#), 1 September 2017

[Our work: University of Glasgow](#), 25 August 2017

[SPOTLIGHT ON... Using Group Personas to Develop Cultural Storytelling Experiences](#), 8 August 2017

[News from the Çatalhöyük...](#), 2 August 2017

[Our work: EXUS](#), 21 July 2017

[Newsletter June 2017](#), 16 June 2017

[Our Work: DIGINEXT](#), 26 May 2017

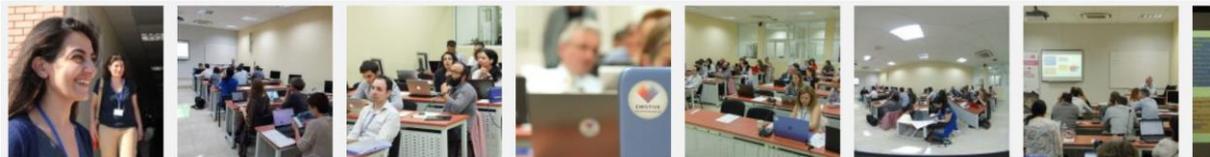
[We all have a story to tell](#), 19 May 2017

3.2. Gallery

The Gallery section on the website was extended in order to share photographs from EMOTIVE events and meetings.⁵ 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 as was in the case of the photographs from the Explorathon.

Between May 2017 and May 2018 five photo collections were added to the Gallery page:

EMOTIVE & CrossCult workshop, Athens | 14 May 2018



EMOTIVE Meeting, Dublin | 2-3 November 2017



Explorathon – Researchers' Night Scotland | 29 September 2017



Researchers' Night Greece | 29 September 2017



EMOTIVE Technical Meeting, Athens | 31 May – 2 June 2017



⁵ https://emotiveproject.eu/cms/?page_id=158

3.3. Analytics

A snapshot of Google Analytics data was taken for the period 1 May 2017 – 31 May 2018.

The Audience Overview for the period (Figure 12) shows 6,366 sessions (website visits) of which 83.1% were by new visitors.

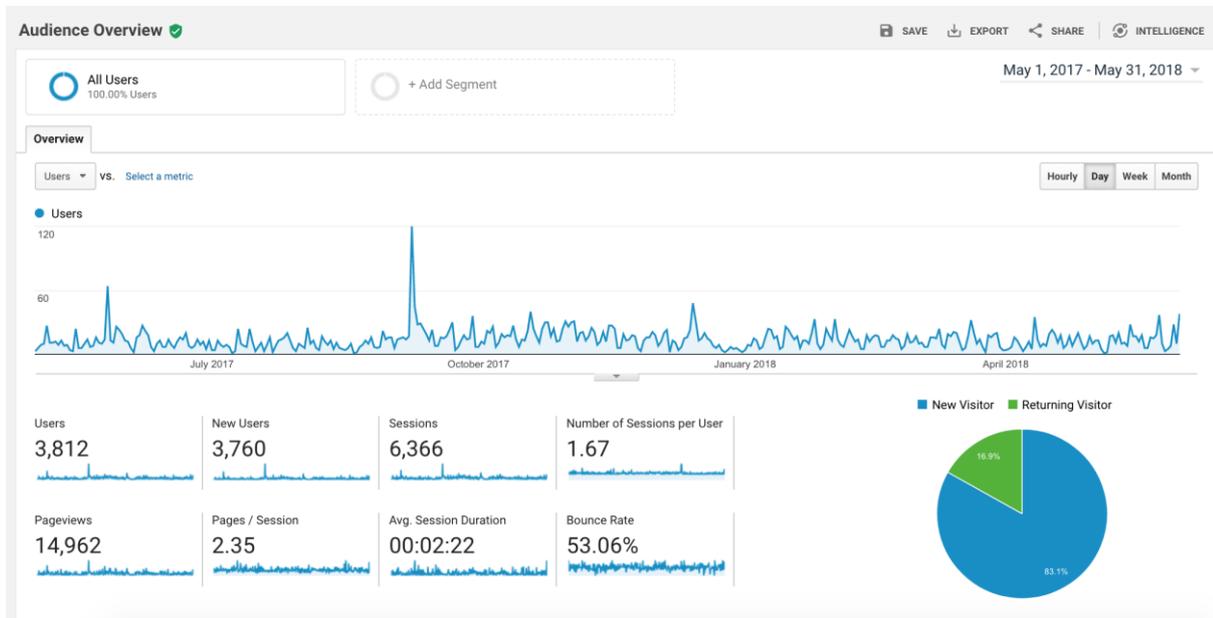


Figure 12. EMOTIVE website, Audience Overview

To date, website visitors have come from 97 countries. 77.4% come from the top 10 countries shown in Figure 13. 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 growing visibility of the project outside of partner countries.

	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 13. EMOTIVE website, audience locations

The Acquisition Overview (Figure 14) indicates that visitors to the EMOTIVE website during the period accessed it mostly through direct (35.3%) and organic search (33.4%), which replaced the social channel as primary acquisition source in the first months of the project. This is perhaps a result of the project being more established and a growing awareness of the project itself.

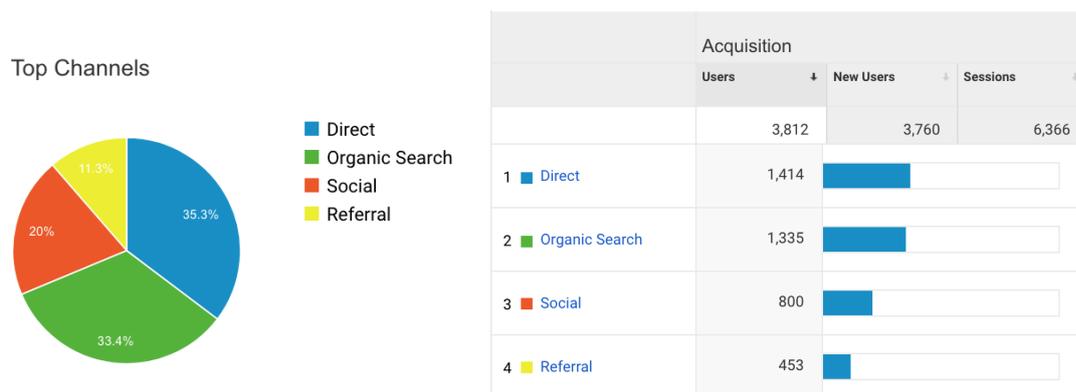


Figure 14. EMOTIVE website, acquisition overview

A further breakdown by social network in Figure 15 shows that Facebook was the most active platform in terms of social acquisition (72.21%), followed by Twitter (23.20%). This reflects the project’s activity on social media, where Facebook and Twitter are the primary platforms.

<input type="checkbox"/>	Social Network ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
<input type="checkbox"/>		800 % of Total: 20.99% (3,812)	745 % of Total: 19.81% (3,760)	1,477 % of Total: 23.20% (6,366)
<input type="checkbox"/>	1. Facebook	582 (72.21%)	547 (73.42%)	1,107 (74.95%)
<input type="checkbox"/>	2. Twitter	187 (23.20%)	166 (22.28%)	279 (18.89%)
<input type="checkbox"/>	3. ResearchGate	17 (2.11%)	16 (2.15%)	19 (1.29%)
<input type="checkbox"/>	4. Instagram	8 (0.99%)	8 (1.07%)	8 (0.54%)
<input type="checkbox"/>	5. LinkedIn	7 (0.87%)	5 (0.67%)	21 (1.42%)
<input type="checkbox"/>	6. Google+	1 (0.12%)	1 (0.13%)	1 (0.07%)
<input type="checkbox"/>	7. Pocket	1 (0.12%)	1 (0.13%)	1 (0.07%)
<input type="checkbox"/>	8. reddit	1 (0.12%)	1 (0.13%)	1 (0.07%)
<input type="checkbox"/>	9. WordPress	1 (0.12%)	0 (0.00%)	1 (0.07%)
<input type="checkbox"/>	10. YouTube	1 (0.12%)	0 (0.00%)	39 (2.64%)

Figure 15. EMOTIVE website, acquisition by social network

4. 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 and Twitter, followed by a newly established Instagram account.

4.1. 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 have been growing steadily (Figure 16).

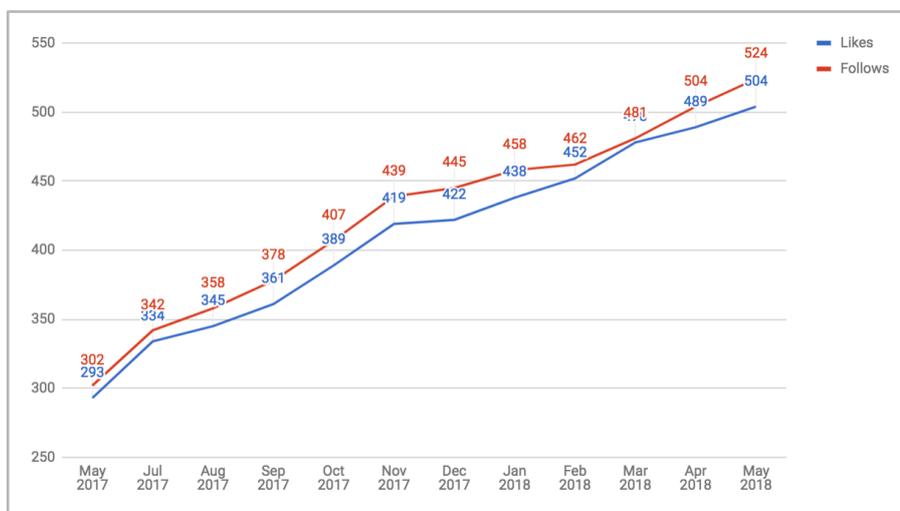


Figure 16. Facebook metrics: Likes and follows

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 17.

Emotive
Published by Karolina Badzmirowska · 1 June · G

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=1267> and here: <https://emotiveproject.eu/cms/?p=1268>... See more



Performance for your post
1,110 People Reached
73 Reactions, comments & shares #

62 Like	26 On post	38 On shares
2 Love	0 On post	2 On shares
0 Comments	0 On Post	0 On Shares
9 Shares	8 On Post	1 On Shares

157 Post Clicks
72 Photo views 0 Link clicks 85 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,110 people reached

Emotive, Hara Stefanou, Markos Konstantakis and 22 others 8 Shares

Like Comment Share

Emotive
Published by Karolina Badzmirowska · 30 May · G

Call for Papers
Emotions in Digital Cultural Heritage: How do we design and evaluate emotionally engaging applications and tools? A Special Session of DigitalHERITAGE 2018... See more

igitalHERITAGE 2018
ies: Authenticity & Automation in the
1st International Congress & Exhibition
26-30 October 2018, San Francisco, USA

EMOTIVEPROJECT.EU
Call for Papers: Emotions in Digital Cultural Heritage – Emotive

Performance for your post
1,006 People Reached
25 Likes, Comments & Shares #

17 Likes	7 On Post	10 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

55 Post Clicks
0 Photo views 7 Link clicks 48 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,006 people reached

María Vayanou, Kallopi Kontiza and 5 others 8 Shares

Like Comment Share

Emotive
Published by Karolina Badzmirowska · 11 May · G

We will broadcast LIVE! Now you will have the chance to watch our joint workshop with CrossCult H2020 Project on Monday 14th, 08.00 CET here: <http://webcast.telath.gr/ati/> and post your questions with the hashtag #EUChcollaboration and thus take part in our open discussion!

#H2020 cultureforeurope #culturalheritage



CROSSCULT & EMOTIVE WORKSHOP
"EU Cultural Heritage projects: collaboration possibilities"
08.00-16.00 CET
Join us Live here!

WEBCAST TEATH OR
webcast.telath.gr

Performance for your post
1,277 People Reached
46 Reactions, comments & shares #

37 Like	13 On post	24 On shares
1 Love	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

48 Post Clicks
0 Photo views 18 Link clicks 30 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,277 people reached

Emotive, Noho Dublin, Anel Damala and 9 others 8 Shares

Like Comment Share

Emotive shared a link.
Published by Karolina Badzmirowska · 15 November 2017 · G



TANFONLINE.COM
Museum communication and storytelling: articulating understandings within the museum structure (2017). Museum communication and storytelling: articulating understandings...

Performance for your post
1,090 People Reached
9 Likes, Comments & Shares #

8 Likes	5 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

26 Post Clicks
0 Photo views 20 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,090 people reached

Katarina Ščerbny Ščerbánová, Fredrik Gunnarsson and 3 others 1 Share

Like Comment Share

Emotive
Published by Karolina Badzmirowska · 9 May · G

We are delighted to see that over 40 people signed up for the upcoming Emotive & CrossCult H2020 Project workshop from many Cultural Heritage projects, to name just a few: Pluggya, Europeana.eu, Archaido project, WhoLoDancE... See more



H2020 EU Cultural Heritage projects: COLLABORATION POSSIBILITIES
EMOTIVE WORKSHOP
University of West Attica, Athens
14 MAY 2018
#EUChcollaboration #EYCH2018 #EuropeForCulture

Performance for your post
1,088 People Reached
66 Reactions, comments & shares #

53 Like	24 On post	29 On shares
1 Love	0 On post	1 On shares
2 Comments	0 On Post	2 On Shares
10 Shares	10 On Post	0 On Shares

132 Post Clicks
7 Photo views 10 Link clicks 115 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,088 people reached

Margarita Dakoronia, George Lepouras and 22 others 10 Shares

Like Comment Share

Emotive shared a link.
Published by Karolina Badzmirowska · 23 April · G



COMMUNICATING THE PAST IN THE DIGITAL AGE
Call for Papers – Communicating the Past in the Digital Age
Call for Papers April 19, 2018-April 20, 2018 Sebastian Hageneuer...

Performance for your post
1,290 People Reached
80 Reactions, comments & shares #

60 Like	12 On post	48 On shares
3 Love	1 On post	2 On shares
6 Comments	2 On Post	4 On Shares
11 Shares	11 On Post	0 On Shares

128 Post Clicks
0 Photo views 85 Link clicks 43 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

Get more likes, comments and shares
Boost this post for €17 to reach up to 19,000 people.

1,290 people reached

2 Comments 11 Shares

Like Comment Share

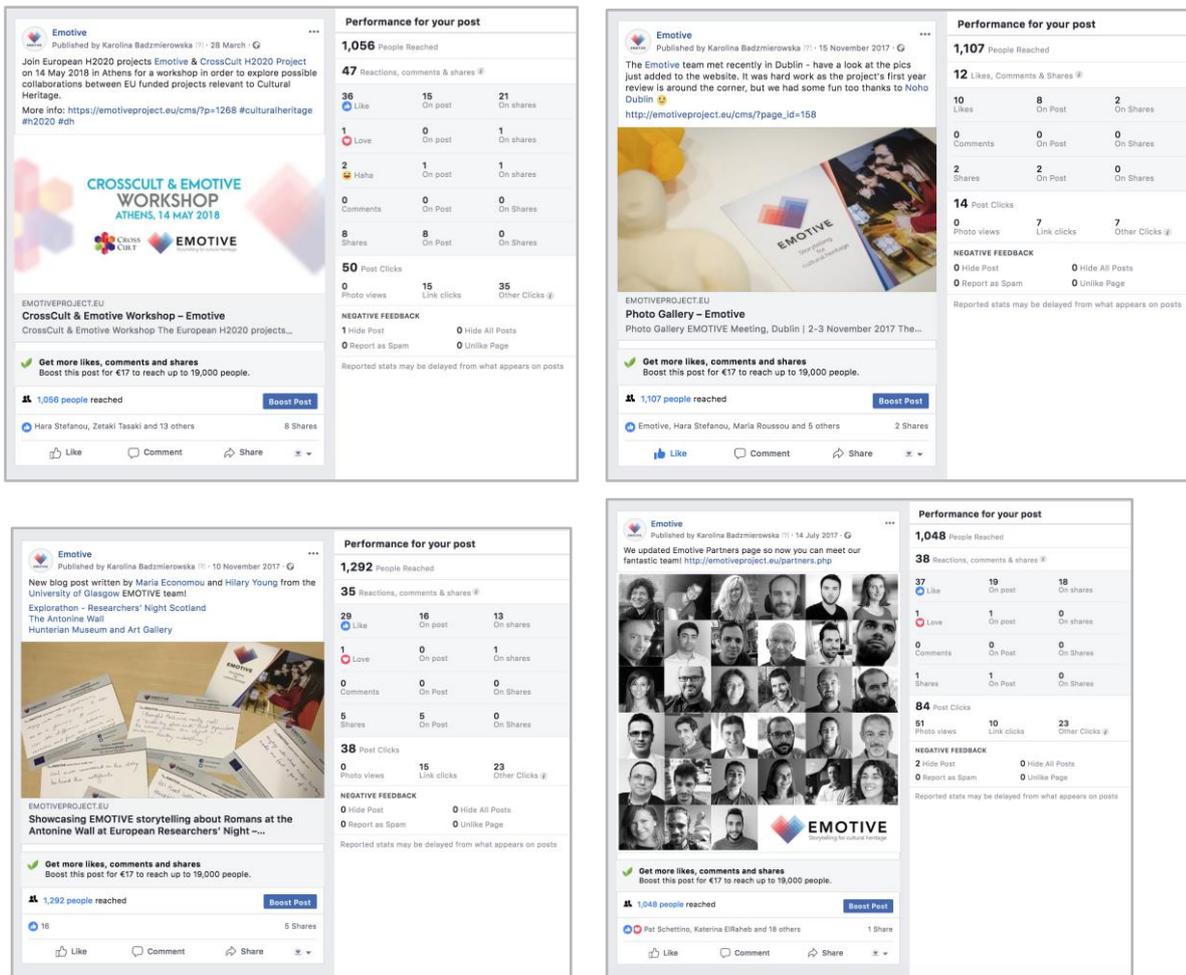


Figure 17. EMOTIVE Facebook posts - top ten most engaging posts between May 2017 - May 2018

4.2. 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 May 2017 and May 2018, the EMOTIVE Twitter account grew to 681 followers (Figure 18). We have adopted a policy of following back most people who follow the account, leading to a high 'following' figure of 632.

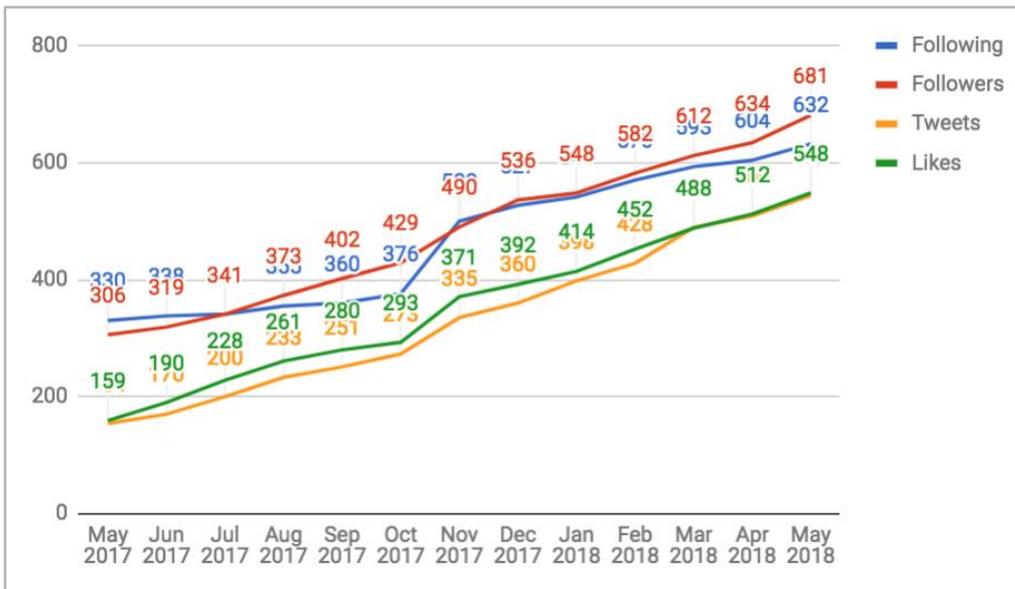


Figure 18. Twitter metrics: May 2017 - May 2018

Below are the top ten 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 19; data source: Twitter Analytics).

Impressions	20,284
Total engagements	1,886
Media engagements	1,815
Likes	34
Detail expands	13
Profile clicks	11
Link clicks	9
Retweets	4



Impressions	5,711
Total engagements	190
Media engagements	109
Link clicks	34
Likes	24
Detail expands	11
Retweets	5
Profile clicks	5
Replies	2



Impressions	4,327
Total engagements	52
Likes	14
Retweets	11
Link clicks	9
Profile clicks	9
Detail expands	5
Media engagements	2
Hashtag clicks	2



Impressions	4,151
Total engagements	78
Profile clicks	25
Media engagements	16
Link clicks	14
Likes	12
Retweets	6
Detail expands	5



Impressions	4,112
Total engagements	108
Media engagements	48
Likes	29
Retweets	15
Profile clicks	8
Detail expands	3
Link clicks	2
Hashtag clicks	2
Replies	1



Impressions	3,903
Total engagements	41
Link clicks	13
Media engagements	12
Likes	8
Retweets	5
Profile clicks	2
Detail expands	1



Impressions	3,562
Total engagements	53
Likes	15
Retweets	14
Link clicks	9
Profile clicks	8
Media engagements	5
Detail expands	2



Impressions	3,540
Total engagements	61
Likes	24
Retweets	11
Link clicks	10
Media engagements	7
Profile clicks	5
Detail expands	4



Impressions	2,909
Total engagements	48
Likes	15
Link clicks	10
Retweets	9
Profile clicks	6
Media engagements	5
Detail expands	3

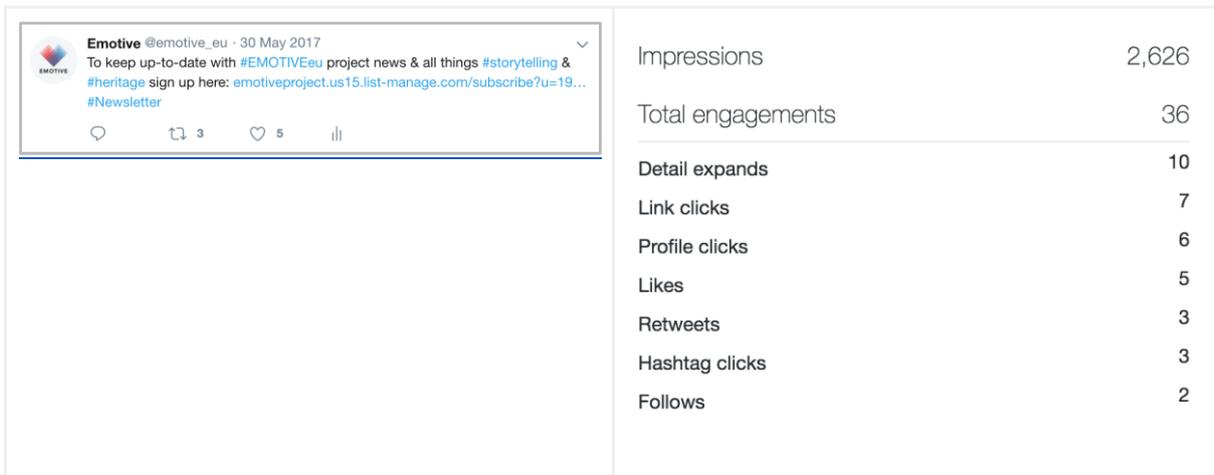


Figure 19. EMOTIVE top ten tweets based on the number of impressions (May 2017-May 2018)

Overall, the EMOTIVE Twitter account earned 276,300 impressions in total in the period May 2017-May 2018, with the months December 2017 and May 2018 being the most active in terms of both impressions and engagement. This is most likely due to the project's greater activity on social media on the EMOTIVE website during those months.

4.3. Instagram

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

The project started using Instagram more regularly between May 2017 and May 2018 and its follower base is steadily growing. It had reached over 150 followers by May 2018. The images posted by EMOTIVE are related to its activities and work developments (Figure 20).

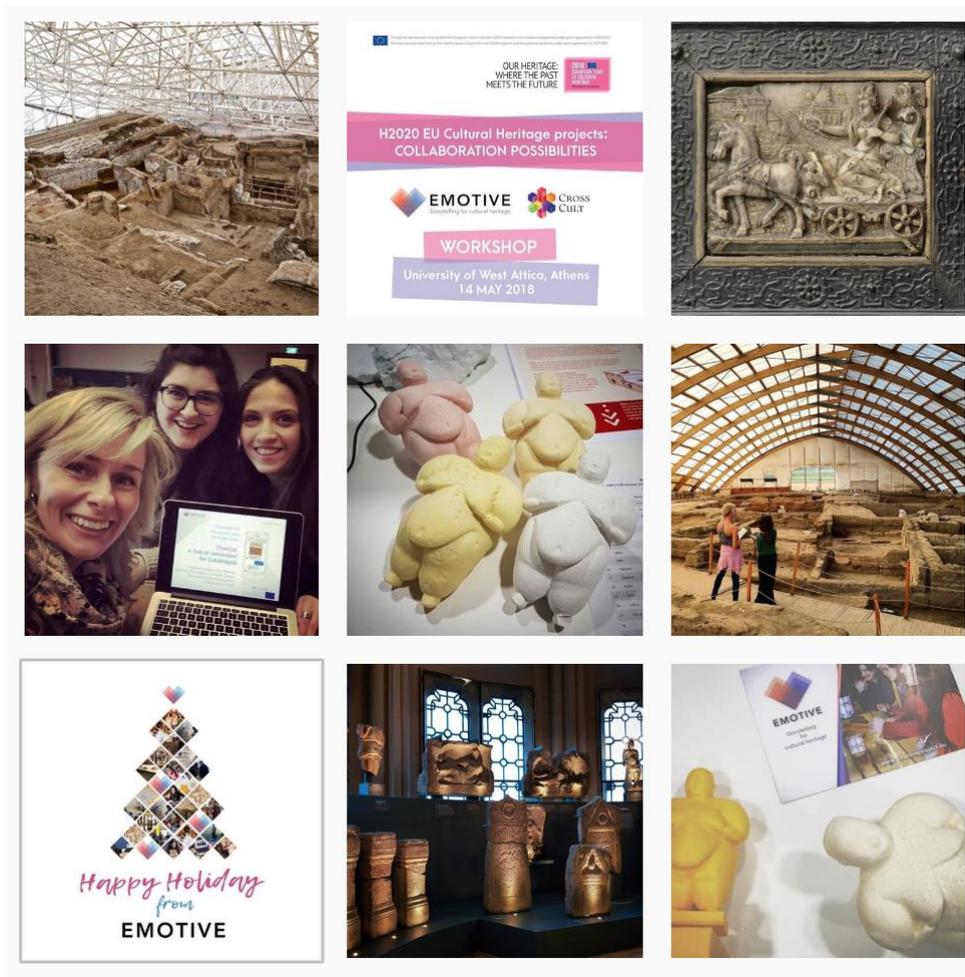


Figure 20. EMOTIVE Instagram feed

4.4. Storify

EMOTIVE set up a profile on Storify, a web-based tool for creating and publishing social stories based on user-generated content back in 2016. The service was shut down in May 2016, so we archived previously created content and no longer use it.

5. Summary & next steps

The overall aim of the communication material generated in the period between May 2017 and May 2018 was to strengthen the EMOTIVE 'brand' and awareness online and offline. During this period a substantial amount of communication material was generated as outlined above. 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 year is to produce more dissemination-oriented material in order to communicate the project's work and results. The project website, Facebook and Twitter will continue to be the most important platforms alongside Instagram and YouTube. The latter will involve the production of audiovisual media, such as photographs and videos.

Furthermore, the website will be re-launched in the autumn, offering an improved online experience for EMOTIVE visitors with a richer content and more visually attractive look.