D2.4 – Communications Material, Cycle #3

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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.

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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
2.3. Analytics

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

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.

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

![Facebook metrics: Likes and follows](image)

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.
Performance for your past

869 People reached
26 Likes, Comments & Shares
21 Posts
7 On-Post
16 On Shares
9 Comments
5 On-Post
6 On Shares
14 Post Clicks
9 Photo views
8 Like clicks @
Other Clicks @

MEET & FEEDBACK
Like post
Like us on pages
Unlike Page
Reported stats may be delayed from what appears on pages.

Performance for your past

887 People reached
22 Reactions, comments & shares
21 Posts
8 On-Post
13 On Shares
6 Comments
3 On-Post
3 On Shares
63 Post Clicks
19 Photo views
9 Like clicks @
Other Clicks @

MEET & FEEDBACK
Like post
Like us on pages
Unlike Page
Reported stats may be delayed from what appears on pages.

Performance for your past

1,140 People reached
22 Reactions, comments & shares
21 Posts
14 On-Post
17 On Shares
13 Comments
6 On-Post
6 On Shares
13 Post Clicks
12 Photo views
9 Like clicks @
Other Clicks @

MEET & FEEDBACK
Like post
Like us on pages
Unlike Page
Reported stats may be delayed from what appears on pages.

Performance for your past

1,078 People reached
28 Reactions, comments & shares
21 Posts
11 On-Post
10 On Shares
9 Comments
2 On-Post
2 On Shares
62 Post Clicks
13 Photo views
0 Like clicks @
Other Clicks @

MEET & FEEDBACK
Like post
Like us on pages
Unlike Page
Reported stats may be delayed from what appears on pages.
3.2. Twitter

EMOTIVE is on Twitter at [https://twitter.com/emotive_eu](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](image-url)
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=ZlDXpxE4iZY](https://www.youtube.com/watch?v=ZlDXpxE4iZY)

- “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-QZzfJeaE](https://www.youtube.com/watch?v=W-QZzfJeaE)
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):

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.

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

UPCOMING

EMOTIVE to chair special session at DigitalHERITAGE 2018

EMOTIVE has been invited to chair a special session exploring the role of EMOTIVE's core team in heritage and cultural management. The session is titled "Interactive Cultural Heritage Management: Exploring the future of digital technologies in cultural heritage management." The session will be held at the DigitalHERITAGE 2018 conference, which will take place in St. Petersburg, Russia, from 9 to 11 November 2018. More information about the conference can be found [here].

RECENT NEWS

EMOTIVE presents at the 4D6F Annual Meeting of the European Association of Archivists in Romania

In the context of the 4D6F Annual Meeting of the European Association of Archivists, EMOTIVE presented a session titled "Emotions in Cultural Heritage Management: A Collaborative Approach." The session aimed to explore the role of emotions in cultural heritage management and to discuss potential strategies for enhancing the emotional dimension of cultural heritage projects.

EMOTIVE presents at VIS GAMES 2018 in Wroclaw

EMOTIVE's research partner, Advanced Functional Materials, presented a session titled "From Paper to Digital: Emotions in Cultural Heritage Management." The session explored the role of emotions in cultural heritage management and discussed potential strategies for enhancing the emotional dimension of cultural heritage projects.

EMOTIVE supported research at BIOGRAPHy 2018 in Vancouver

EMOTIVE's research partner, Advanced Functional Materials, presented a session titled "Emotions in Cultural Heritage Management: A Collaborative Approach." The session aimed to explore the role of emotions in cultural heritage management and to discuss potential strategies for enhancing the emotional dimension of cultural heritage projects.

EMOTIVE partnering with the prestigious GLAM Awards

EMOTIVE is partnering with the prestigious GLAM Awards, which is a global award for excellence in museum and library management. The partnership aims to explore the role of emotions in cultural heritage management and to discuss potential strategies for enhancing the emotional dimension of cultural heritage projects.

CivicaGIF, a ‘best of category’ for CatalyticH, presented in the GALA Tinsley 2018

CivicaGIF, a ‘best of category’ for CatalyticH, presented at the GALA Tinsley 2018 conference. The presentation explored the role of emotions in cultural heritage management and discussed potential strategies for enhancing the emotional dimension of cultural heritage projects.

Contact us

Visit EMOTIVE website

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To read further information about欧盟EMOTIVE project, read the full document online [here].

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.