

Introduction to project storytelling and social media



Communications and Synergies Seminar
Vienna | 26-27 September 2023

Interreg CENTRAL EUROPE | Joint Secretariat
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Why we need storytelling

Stories help to get attention and inspire people to change



Stories are **memorable**.

Stories **connect** with people.

Stories **persuade** people to take action.

Video link: <https://www.youtube.com/watch?v=gXfLl3qYy0k>

break free



How to craft a good story

Great stories are the result of thorough
research and detailed planning

Key steps

Know and understand
your **audience**



Define your
core **message**



Establish your
call-to-action



Choose the
story **medium**



Structure
your story



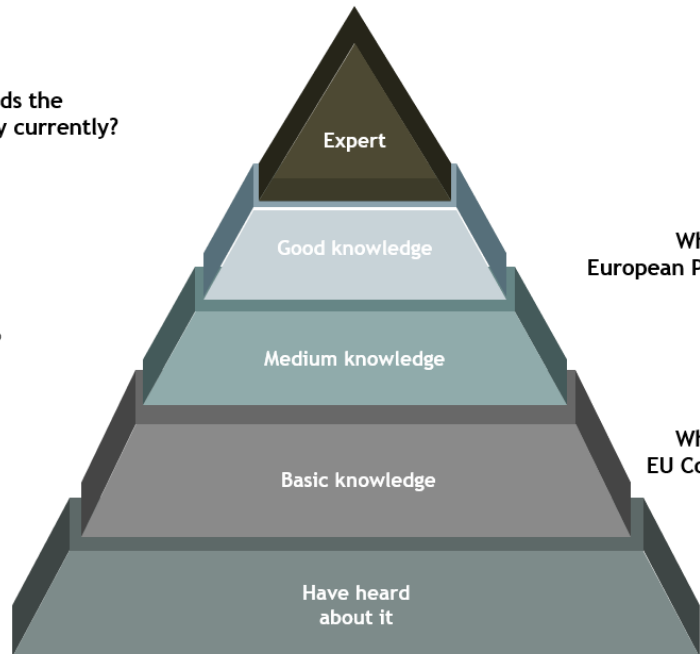
Audience

Know your audience and adapt your story to whether they are experts or not

Which country holds the Council Presidency currently?

How many stars are in the EU flag?

How many Member States?



What's the name of the European Parliament President?

What's the name of the EU Commission President?

Message

Define the message you want to
bring across in your story

**running is
healthy**

**& makes
you happy.**

Call-to-action

Be clear what you want people to do
after following your story



Medium

Choose the most fitting medium
for reaching your specific audience



Structure

Give your story structure
before drafting it

EXAMPLE OF A STORY THAT NEEDS A BIT MORE



*NOTE: Fiction content follows I Picture © iridi Getty Images

PBUILDATRISK PROJECT, INDEX NO. TRN 450057



*NOTE: This is a made-up project

PARTNERSHIP

1. UMA - University of Martin
2. MAR - Občina Maribor
3. TRU - Marburg Trust company
4. MINPL - Ministry of Interior Poland
5. MAL - Municipality of Maleborg
6. ENE - Energy Pioneers
7. COM - City of Marborg

*NOTE: Nothing in this story is real

PBUILDATRISK PROJECT

5 Pilots

150 Devices



*NOTE - fictional content | Picture © Andrii Yalanskyi - Getty Images

PBUILDATRISK PROJECT

5 events

75 public
authorities



*NOTE: Truly fictional content | Picture © Siphography Getty Images

What would you do differently
when presenting PBUILDATRISK?

Interreg story structure (1)

Context

Describe in one or two sentences where the project takes place, and in which sector we are.

Specific problem

Describe in one sentence the specific problem within the context.

Idea

Suggest in one question what could be done to address the problem.

Solution

Announce in one sentence the “big solution” that you will develop

How it works

Provide details of how your solution works in three sentences

Interreg story structure (2)

Proof

Explain in one or two sentences what you achieved in terms of performance, numbers and testimonials. The results must have a clear connection to the problem, as you framed it.

Impact

Inspire people about what you have achieved in one sentence, and (if applicable) what you intend to do in the future

Call-to-action and branding

Provide your call-to-action and your project logo

Structure
matters!

Introduction to project social media



Social media
is central





WHY?

Vast opportunities to reach and interact with various segments of our target groups

APR
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



4.65
BILLION

QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS



+0.7%
+32 MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS

we
are
social



+7.5%
+326 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 29M
YOY: +4.9% (+7M)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH

GWJ.



7.4

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



58.7%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



75.1%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



93.1%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



45.8%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS

we
are
social



54.2%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR **TIME SPENT** AND **AVERAGE NUMBER OF PLATFORMS**: GWJ (Q4 2021). SEE [GWJ.COM](https://www.gwj.com) FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

How confident are you that social media delivers a positive return on investment when it comes to marketing and engaging with your audience?



HOW TO START?



Re-fine your audience



Think about formats



KPI + Regularity

Think about mini-strategy



Define platforms



Define #hashtags



WHO AM AI?


Use the tools for first drafts
and then finetune these




 Building a Safer Future Together 

Introducing our groundbreaking project dedicated to safeguarding public buildings at risk!



In an era of change and challenges, we're exploring innovative solutions to protect our historical treasures.  Our mission? To ensure the resilience and longevity of these iconic structures while preserving their cultural significance.



Join us on this journey as we brainstorm, collaborate, and pave the way for a safer, more sustainable future for our cherished public buildings.  Together, we can make history preservation a priority!

Stay tuned for updates and exciting insights. Let's secure our heritage! 

#PreserveOurPast #BuildingResilience #CommunitySolutions 



 Protecting Our Heritage: A New Project

We're embarking on a mission to safeguard historic public buildings at risk.  Join us as we work towards a resilient future for our cherished landmarks. Stay tuned for updates! 

#HeritageProtection #BuildingResilience 

PRACTICAL TIPS FOR POSTINGS



UNIFORM



CALL TO



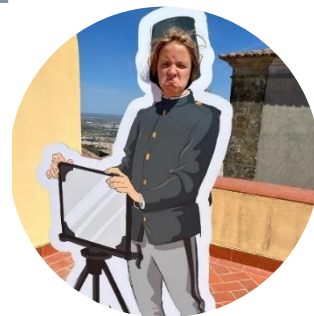
APPEARANCE



ACTION



EXPLORE
and



HAVE FUN

Thematic events on EU level - A selection

Mobility Week
16-22 September



Urban Mobility Days
04-06 October



EU Regions Week
09-12 October



2024 Connecting Europe Days
2-5 April



EU Green Week

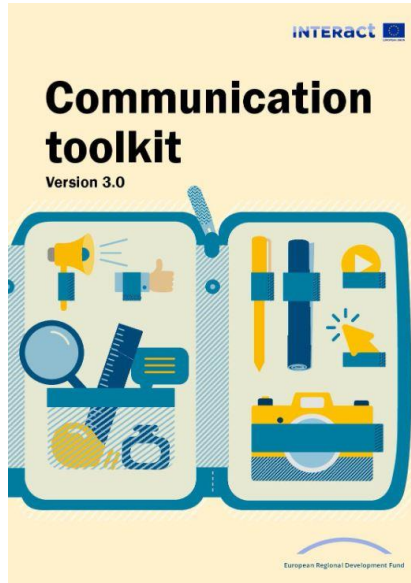


European Sustainable Energy Week

June 2024 (tbc)

NEED MORE?

- Check & follow other project accounts to get inspired
- Use design tools like Canva & free picture galleries



+

Interact Academy

Coming soon