

Brief analysis: Social media campaign for Voice of the Danube Stakeholder Workshop, 2-3 July, Zagreb, Croatia

Planning the campaign

In an effort to plan The Voice of the Danube social media campaign in a systematic manner - targeting the right people, using the right hashtags, listing the right content – GWP CEE put together in advance a **Social media strategic document** (Annex 1), a **Social media target mapping** (Annex 2) and a **Social media calendar** (Annex 3).

Social media strategic document is a campaign mapping questions document addresses the timing, purpose, messages and measurable goals, monitoring tools, channels, outreach and production. On a meeting with ICPDR on 5 February 2015 the questions were discussed. The objectives were set to strengthen communication/relations with target audiences, spark debate around these issues and collect the opinions of the public and share content and news about RBMPs. It was decided that priority should be on Facebook, where GWP CEE will create an event page. Other channels such as Twitter should be used only via GWP CEE profile, #DanubeVoice should be used on social media. GWP CEE can also engage in conversations and discussions on other social networks. It was agreed to create and publish unique content based on a list with 20 to 30 factoids of max. 200 characters on RBM provided by ICPDR experts, photos and infographics twice or three times per week.

The targets were set to be:

- ✓ Increase traffic to website using social media
- ✓ Increase followers/likes on Facebook
- ✓ Hit correct audience targets on Facebook
- ✓ Increase engagement on posts and sharing levels
- ✓ Increase followers on Twitter
- ✓ Increase quality of followers – influential tweeters
- ✓ Increase retweet rates

Social media target mapping document is a research document on organizations/initiatives and their presence on social media. GWP CEE tried to identify which organizations and governmental bodies in the Danube river basin could be potential influential retweeters and could support the social media campaign. Other possible hashtags were listed, as support to the main hashtag #DanubeVoice.

Social Media Calendar was prepared and sent to ICPDR on 15 May 2015. Key messages and posts were prepared in advance, based on the factoids provided by the ICPDR. A research was made on how to connect the campaign to other events and important dates (22 May - International Day for Biological Diversity, 1 June - International Children's Day, 5 June - World Environment Day, 17 June - World Day to Combat Desertification and Drought, June 22-24, 2015 Conference Fish Passage 2015, International conference on river connectivity best practices and innovations, 29 June - Danube Day). The research document was used as

a base for the targets and was updated with new knowledge resources with relevant hashtags and targets. This was not set in stone since it's important to allow for some flexibility and also to tweet/report in real time. Live tweeting and live streaming from the event was also offered during the whole event. The statistics from the live tweeting and Facebook posting can be found in document **Statistics Live tweeting** (Annex 4).

How did it go?

A more elaborate social media report including gender, age, locations etc., covering the main days of the campaign and a couple of days after, can be found in the document **Statistics Social media campaign** (Annex 5). A list of all postings and tweets can be found in document **Postings and tweets** (Annex 6).

During this period (14 May – 12 July), we had:

- **20 new Twitter followers**
- **186 new Facebook fans**
- **2905 interactions** (Twitter mentions, Retweets and Facebook stories created for the profiles to this group) by **2,358 unique users**
- **927,863 impressions** (the combined number of potential users who saw content associated with the Twitter & Facebook profiles connected to our Twitter and Facebook accounts)

During the event only, based on live tweeting and posting on Facebook directly from the event (1-3 July) we had **162 interactions** by **96 unique users** and the total of **109,444 impressions**.

Here are some of the Twitter profiles retweeting our tweets



The image shows two screenshots of Twitter profiles. The first profile is for 'INTERREG TWEETS' (@interregtweets), which has 6,456 followers and 4,538 following. The second profile is for 'DANUBE CONNECTS' (@danubeconnects), which has 498 followers and 807 following.

INTERREG TWEETS  interregtweets
#interreg = EU supported actions by European regions & cities to tackle common challenges. Tags: interreg, egtc, espon, urbact, euroregions
📍 EUROPE & FRIENDS 🌐 NO URL
KLOUT 49 Followers **6,456** Following **4,538**

DANUBE CONNECTS  danubeconnects
the magazine for the danube countries
📍 ULM / GERMANY 🌐 DANUBE-CONNECTS.EU
KLOUT 42 Followers **498** Following **807**



DANUBE CIVIL SOCIETY  eusdrdcsf

   

The Danube Civil Society Forum was founded on the 30th June – 1st July 2011 by Foster Europe Foundation for Stronger European Region.

 EISENSTADT/KISMARTON, AUSTRIA
 DANUBESTRATEGY.EU

38 **KLOUT** Followers **396** | Following **1,054**



RESTORE RIVERS  restorerivers

   

RESTORE is about sharing knowledge and promoting best practice on river restoration in Europe. Views expressed are our own: RiverWiki: restorerivers.eu

 EUROPE  RESTORERIVERS.EU

43 **KLOUT** Followers **1,829** | Following **1,302**



DANUBE-INCO.NET  danube_inco_net

  

  DANUBE-INCO.NET

35 **KLOUT** Followers **139** | Following **132**



PRIMITIVE FISHES  primitivfishes

  

Living fossils and their ancestors...with the occasional mix of teleosts, tetrapods, and conservation ecology. Authored by @SolomonRDavid

  PRIMITIVEFISHES.COM

55 **KLOUT** Followers **1,379** | Following **995**


EUROPARC FEDERATION  europarc


Europe's largest protected area network. Protecting biodiversity and cultural heritage through international cooperation and sustainable development.

📍 REGENSBURG  EUROPARC.ORG/HOME/

45 KLOUT

Followers **1,176** | Following **810**


FISH MIGRATION  fishmigration


The World Fish Migration Foundation calls attention for free swimway for migratory fish. We organize World Fish Migration Day on May 21, 2016.

📍 GRONINGEN  WORLDFISHMIGRATIONDAY.COM

45 KLOUT

Followers **943** | Following **1,460**


ECRR NETWORK  ecrrnetwork


European Centre for River Restoration. The network for best practices of river restoration in Greater Europe. Views expressed are our own.

📍 WAGENINGEN, NETHERLANDS.  ECRR.ORG

36 KLOUT

Followers **247** | Following **558**


WIEN VIENNA NEWS  wienviennanews


K.u.K. Kunst u. Kultur #Wien #Vienna

📍  NO URL

37 KLOUT

Followers **116** | Following **187**


DOWNTOWN VIENNA  downtownvienna


Exploring the surface of the constantly developing Viennese soul

📍 VIENNA, AUSTRIA  DOWNTOWNVIENNA.COM

48 KLOUT

Followers **9,938** | Following **2,788**