



## **Grant Agreement 621023**

### ***Europeana Food and Drink***

## **Social media profiles and channels**

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## Revision History

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**Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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# 1 Introduction

This document outlines the established social media profiles and key channels to be used for the communication and dissemination work undertaken by Work Package 6 of the *Europeana Food and Drink Project*. The primary aim of this work package is to improve the awareness of the scope of Europeana and its potential for developing creative and commercially viable applications by re-using digital cultural content relating to food and drink it contains, connecting with core audiences throughout Europe.

More detailed explanation on communication plan, possible ways of using the social media channels with goals/objectives, target audience types of information to be communicated etc. will be integrated in the updated and final document of the *D6.1 Europeana Food and Drink Marketing Strategy*. It's also important to mention that the social media communication strategy and approaches may be further developed and modified as the project evolves.

## 2 Channels

The project will establish social media profiles and accounts as stated below. Whenever useful and possible, *Europeana Food and Drink* will be also using the already established channels and/or social media accounts within the Europeana network. The following platforms have been chosen and will be used as the main social media channels:

Channel	Description
Twitter <a href="http://www.twitter.com">www.twitter.com</a>	<b>Twitter</b> is an online social networking service that enables users to send and read short 140-character text messages which are called " <i>tweets</i> ". Twitter can be accessed via a website, text message or mobile app.
Facebook <a href="http://www.facebook.com">www.facebook.com</a>	<b>Facebook</b> is an online social networking website. The project would be able to create a page where the public can ' <i>Like</i> ' the project to receive regular updates on their newsfeed. Facebook is available via a website and mobile app.
Pinterest <a href="http://www.pinterest.com">www.pinterest.com</a>	<b>Pinterest</b> is a visual discovery tool that users use to collect ideas for projects and interests. People create and share collections (called "boards") of visual bookmarks (called "Pins"). The project would be able to visually document interesting images about food heritage from within and outside of the project. It is available via a website and mobile app.

Furthermore the project will investigate the significance of using additional channels throughout the project, particularly with regard to the announcement of planned pilot events and the promotion of the nine products to be developed in the course of the project. The usage of the following channels will be considered:

Channel	Description
Instagram	Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos and share them on their 'Feed' and a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. It is only available to use via a mobile app.
LinkedIn <a href="http://www.linkedin.com">www.linkedin.com</a>	LinkedIn is an online business networking website that allows registered users to maintain a list of contact details of people with whom they have some level of relationship, called Connections. There is also the feature to create groups for discussions and projects. It is available via a website and mobile app.
Tumblr <a href="http://www.tumblr.com">www.tumblr.com</a>	Tumblr is a blogging platform and social networking website. The service allows users to post multimedia and other content to a

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	blog post. Users can follow other users' blogs, which can be accessed via the "dashboard" interface. It is available via a website and mobile app.
YouTube www.youtube.com	YouTube is a video-sharing website on which users can upload, view and share videos. It can be accessed via a mobile app and website.
Vimeo www.vimeo.com	Vimeo is a video-sharing website on which users can upload, view and share videos. It can be accessed via a mobile app and website.
Google+ www.googleplus.com	Google+ is a social networking service, it offers an authorship tool that associates web-content directly with its owner/author, It is the second-largest social networking site in the world after Facebook and is linked with other products such as Gmail, +1 button, and YouTube comments. Users must have a Google account to use this channel and it is available through a website and mobile app.
Flickr www.flickr.com	Flickr is an image hosting and video hosting website, and web services. Users can share and embed photographs and acts as an online community. It is popular amongst photo researchers and bloggers to re-use content in social media. It is available via a website and mobile app.

### 3 Chosen approach

In the first phase of the project the social media channels should mainly attract attention and raise awareness of *Europeana Food and Drink* and inform the wider audience about:

- Project’s objectives and approach
- Project-related information, progress and outcomes
- Further information, not directly related to the project, but showing the scope of the Europe’s food and drink culture and heritage and being of interest for the targeted audience, such as relevant events, communities etc.

According to specific needs that may arise as the project evolves, different approaches will be chosen on how to use the individual communication channels, for which target audiences and which type of messages etc. As already mentioned, these approaches will be outlined in the updated and final *D6.1 Europeana Food and Drink Marketing Strategy*. The social media channels will be mainly directed and managed by the ONB and CT, however all project partners are invited to make suggestions on the content, as well as on how to improve the effectiveness of the social media.

The social media channels will be constantly monitored and followed-up in order to ensure the effective and efficient communication and dissemination of the project. The monitoring and evaluation plan will be outlined in the updated documents of the *D6.1 Europeana Food and Drink Marketing Strategy*.

At the time of producing this deliverable, *Europeana Food and Drink* has established the following social media and channels:

Channel	Web address and Screenshot
Twitter	<p><a href="https://twitter.com/foodanddrink_eu">https://twitter.com/foodanddrink_eu</a></p> 
Facebook	<p><a href="https://www.facebook.com/FoodAndDrink.EU">https://www.facebook.com/FoodAndDrink.EU</a></p>

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The screenshot shows the Facebook profile for 'Europeana Food and Drink'. At the top, there is a search bar and navigation links for 'Home' and 'Find Friends'. The profile picture is a black and white photograph of four young children sitting on a stone ledge, each holding a drink with a straw. Below the profile picture is the name 'Europeana Food and Drink' and the tagline 'Be the first person to like this.' There are buttons for 'Like', 'Follow', and a dropdown menu. The bio section identifies it as a 'Non-Profit Organisation' and provides the website 'www.foodanddrinkeurope.eu.' with a description of its mission. A 'Photos' section is visible at the bottom right.

Pinterest

<http://www.pinterest.com/FoodAndDrinkEU>

The screenshot shows the Pinterest profile for 'Europeana Food and Drink'. The profile name is at the top, followed by the tagline 'Europeana Food and Drink'. Below this is a 'Pinnwand folgen' button and a '11 Pins' indicator. The main content area displays a grid of pins. The pins include: 'Foodscapes: amazing food art by Carl Warner - Telegraph', 'For those still planning the weekend: culinary heritage festival in Vienna: 9-11. May 2014', 'Vintage toasters from the 1920s', 'What it Takes to Cook Some of Literature's Most Famous Meals', 'Amazing art made from food. Marilyn depicted by toast.', 'This giant fork (over 500 kg - 1100 pounds) is planted in the Lake Geneva in front of the "Alimentarium" a food museum in VEVEY - Switzerland bon appétit ! - by mujepa, via Flickr', and 'A collection of late-16th & 17th century English recipes & receipts'. The profile also features a 'Deutsches Currywurst Museum Berlin' logo and a pin about 'CHOCOLAT FRANÇOIS-MEUNIER'.