



Transparency & the web

[TELLING THE STORY, NETWORKING CORNER 2]

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Link to Communication Plan

- **Web-based communication**
Make the web your main platform for all communications
- **Supported by printed materials and e-mail**
Do not print more than you need (environment, cost efficiency)
- **Target audiences:**
 - Beneficiaries
 - Other stakeholders involved in the programme
 - General Public

Principles

- **Customised to target audience(s)**
 - Information available – Who are you talking to?
 - Way of communicating stories – Communicate, do not inform!
 - Features – What features are relevant for your audience?

- **User friendliness**
 - Usability – Relevant things first, i.e. news visible!
 - Accessibility – You have 5-8 seconds, then the visitor leaves
 - Content Management System – should be user friendly
 - Writing style – writing for the web is different, learn it

Principles – Writing for the web

- **People don't read online texts, they scan them!**
- **In order to make texts more scannable:**
 - Start with the conclusion
 - Use headings and sub headings
 - Use headings that make sense
- **Write concise**
- **Wording**
 - Objective (value based writing is for amateurs – no credibility)
 - Plain English (or any other language, no EU lingo)

Good Practice

- **Try new technologies!**
But they should be part of the communication plan
- **Transparency** – all projects presented + database
- **User friendliness at different levels:**
 - Design – You make things visible by the design
 - Content – Be relevant and concise, delete the rest
- **Be selective**
 - The general public / the Commission?
 - Customised approach



As always

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