



WORKSHOP: PROGRAMME - PROJECT INTERACTION

Lead Beneficiary Seminar, Bremen

Project Section

Why make the effort?

- Added value for projects and Programme!

visibility/synergies vs. timely information

Traffic on NSRP website:

- 700-800 unique visitors per week
- Located mainly in the North Sea Region and Belgium
 - First port of call for stakeholders on national and EU levels

Need assistance? Contact us!



SOCIAL MEDIA





WEB 2.0 - PITFALLS

- „Me too!“ mentality
 - lack of planning/strategy (what makes sense?)
- monologue vs. dialogue
- broadcasting vs. being social
- lack of transparency
- no clear responsibilities
 - no time and resources for maintenance
- lack of flexibility / hierarchies
 - the web 2.0 is dynamic, so must be the people working with it
 - freedom to make decisions within a defined framework
- legal issues: copyrights
- fear to make mistakes



SOCIAL MEDIA STRATEGY

- Coordinate your online presence
- Define aims and plan resources
- Where are your target groups?
- Define strategy in relation to
 - Content (integration of user generated content)
 - Platforms/networks
 - Business integration
 - Community management