



**The North
Sea Region
Programme**
2007–2013



*Investing in the future by working together
for a sustainable and competitive region.*

9th Call for Applications Seminar

7th February 2013, Copenhagen, Denmark

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North Sea Region Programme Secretariat

Draft a Plan Please (Please)

WHAT ARE THE **MAIN OBJECTIVES** IN YOUR COMMUNICATIONS?

■ **Realistic** – The budget should guide you in your efforts

- Optimistic – Be smart about how to use the available funds

THINK ABOUT THIS WHEN YOU BUDGET COM

- Consider external expertise for the ground work
- Do not over extend – keep it basic

- Go for **template solutions** which can be exported and used by non-professionals

BASICS

▪ Draft a **Communication Plan**

- Understand the job and the challenge – its your job to make management understand the value of communications
- Communication(s) is a soft topic – People will have opinions, as com manager you need to be confident and secure in acting long term (never ad hoc)

AIM FOR

■ **Framework contracts** (be careful about open ended contracts)

- If you compare numbers – Make sure they include the same level of service and other relevant factors (insurance, tax, copyrights)

Evaluate – Will secure understanding of challenges based on previous attempts and results and outcomes to date

Monitor – Will secure that you keep on track and make a with old and non-functional solutions
Plus – Will show organisation that you are addressing issues
Minus – Potentially regarded as threat internally

Conclusion – Communication and Evaluation are closely interlinked!
THE GROWING POWER (AND INFLUENCE?) OF SOCIAL MEDIA.

Facebook

- **1 Billion users worldwide** (January 2010: 350 million)
 - 50% log on daily, at least 10% update profile daily
 - There are circa 4 billion pieces of content (news, links, etc) shared weekly
 - Average user has around 130 friends
 - Professional applications added

Others

- Flickr hosts more than 5 billion pictures

- **Twitter** : 465 million accounts, 75 million tweets a day (Spring 2012)

Facebook

- Flexible and multipurpose
- Used to develop presence in social media clouds
- Draw in content from other sources – link and connect
- Many people can manage content in a controlled fashion

Twitter

- For quick interaction on current topics and issues
- Share relevant news and information with interested audience
- You follow them – They follow you (its an informal contract)
- Professional use and automatic filter – only people who sign up get the tweets
- Strong integration with mobile devices

GENERAL

- **WHY** – Because this is where the web is moving towards, you need to control and manage your organisation on the web
- **HOW** – by following the developments and exploring new applications –Doing this needs to be built it into the overall (com) plan

SOCIAL MEDIA

- Is a tool for (short) stories and quick facts
- Is a very powerful tool in stakeholder interaction
- Is very quick in response and feed back
- Is low cost but can be extremely time consuming
- Can change over night, be prepared for this

Aim

Achieve?

Measures

What?

Timing

When?

Budget

€



Evaluation

Effects?



Communicating Results



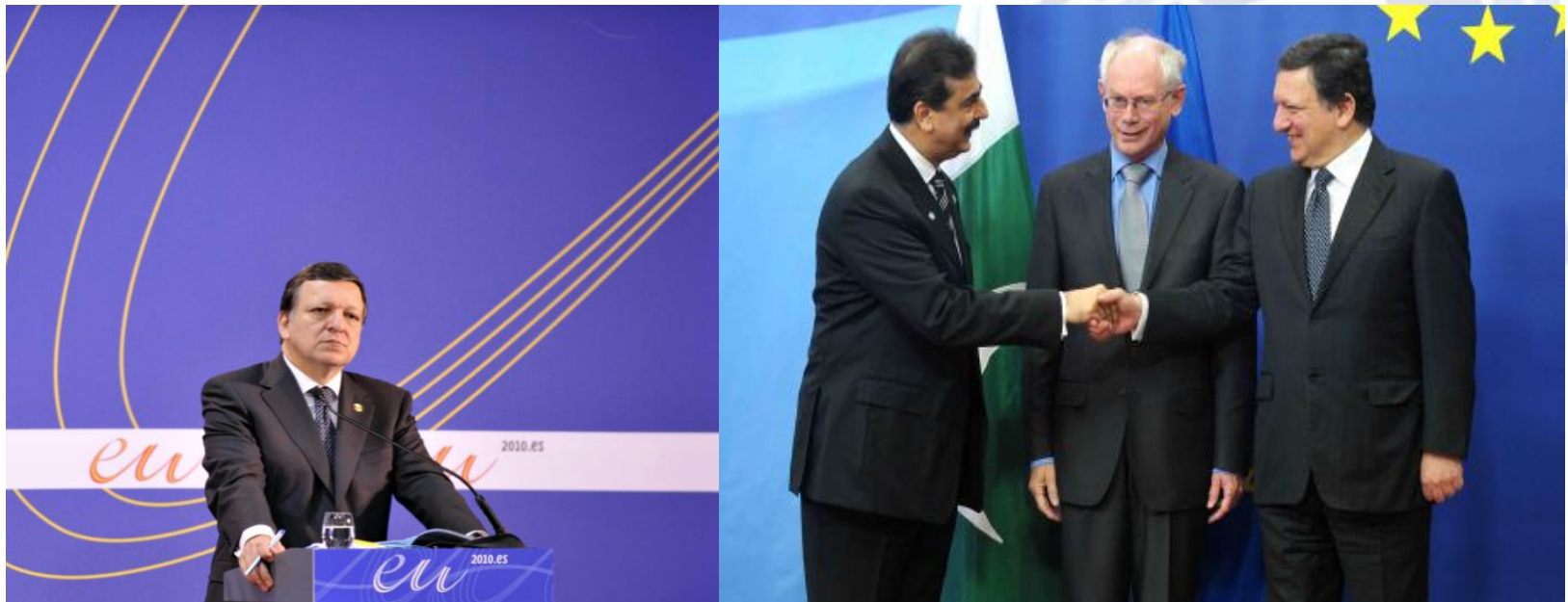
Finding the Right Picture...





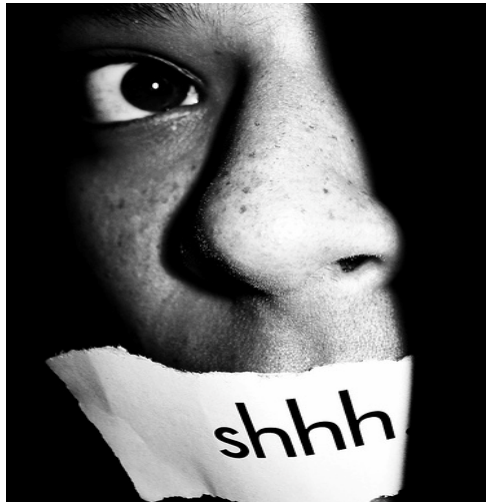
Where are we?

CAN YOU IDENTIFY WITH THIS?



Stories

STORIES = PEOPLE. PEOPLE = PROJECTS.



Social Media

HAS SOCIAL MEDIA CHANGED THE WORLD?

YES

Is it Everything?

dn.se/kultur-noje/det-kravs-mer-än-140-tecken-för-att-starta-en-revolu...

ter Funktioner Hjälp

än 140 tecken för att starta en revolu...

PROTESTERNA I MELLANÖSTERN OCH NORDAFRIKA

”Det krävs mer än 140 tecken för att starta en revolution”

Publicerad i dag 09:07



Mariam Kirolos tycker att västvärlden överdriver mediernas inverkan på upproren i Nordafrika. Foto: Magnus Ho

Det var ingen Twitterstorm som orsakade revolutionen och Mubaraks fall i Egypten. I Europa och väst är vi alldeles felinformerade om de sociala mediernas betydelse, enligt den egyptiska aktivisten Mariam Kirolos.

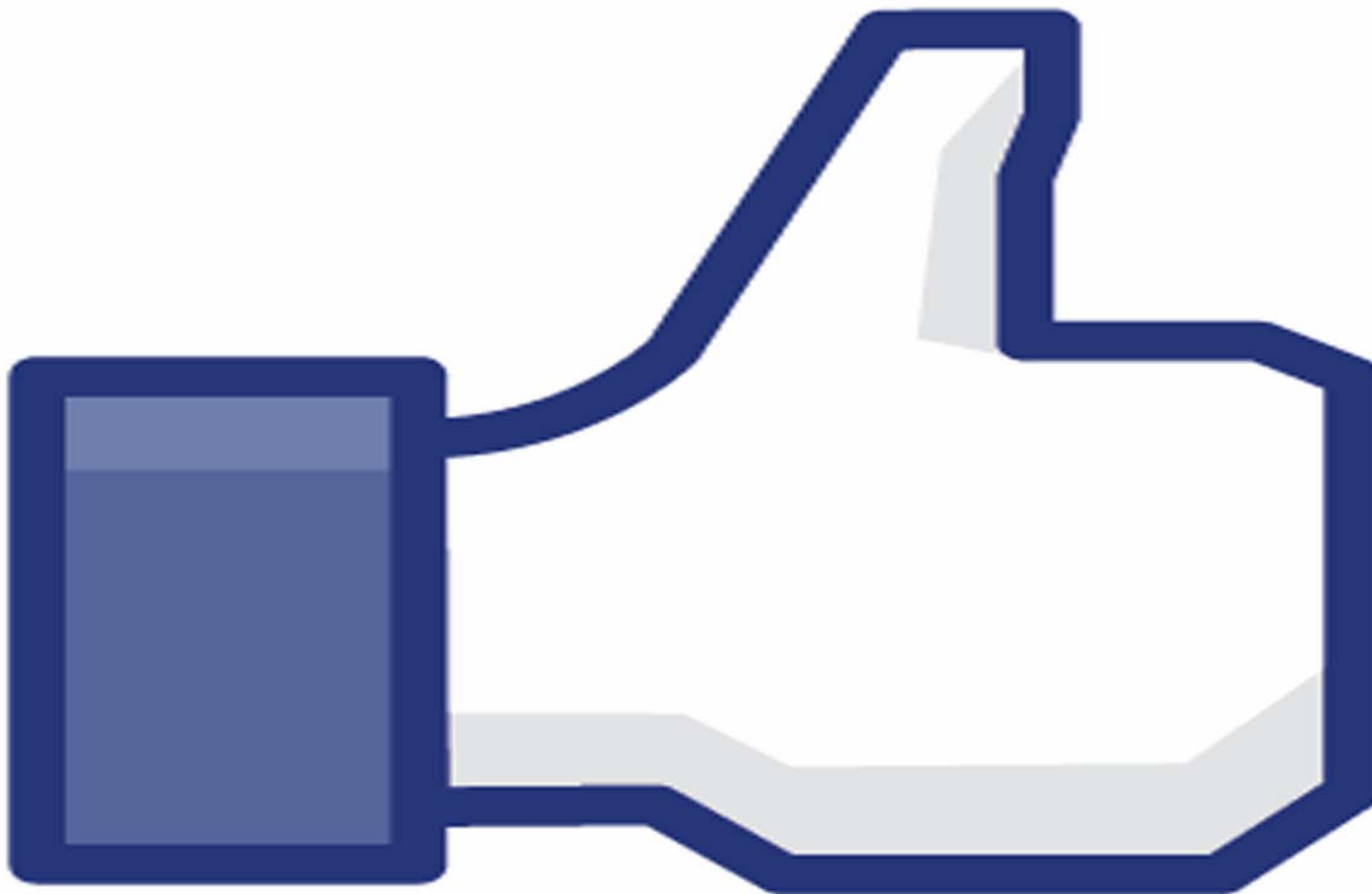
Inte sällan brukar den arabiska våren i västmedier kallas Twitterrevolutionen eller Facebookrevolutionen. Tack vare de sociala medierna störtades Egyptens president Mubarak för ett och ett halvt år

Microsoft Outlook

Boka billigt hotell
Vi hittar det bästa hotellet för ditt resmål. Besök oss på www.bokahotell.se
(Vad är textannonser?)

Skriv ut
Öka textstorlek
Rita artikeln

Insert Like Pic



Social Media Landscape



FredCavazza.net

Funny?

HOW DO PEOPLE SEE US?

- [Eddie Izzard stand up comedy about the EU](#)

Ends

