



ReInHerit

Redefining the Future of Cultural Heritage, through a disruptive model of sustainability



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Executive Summary

The final social media report provides a detailed overview of the strategy and of the performance of the social media channels used for the communication, dissemination, and exploitation activities of ReInHerit focusing on the last period of the project from month twenty to month thirty-five during which this report is written. A general overview of the social media performance will also be provided.

This final social media report is structured in five major sections which are introduction, social media strategy, insights, key performance indicators (KPI's), main challenges, conclusions and future implications.

The introduction provides a panorama of the scope, the platforms used, the target audience of this report, the objectives, the goals, and the target groups. The next chapter is dedicated to the updated and enriched social media strategy with special reference to the social media strategy for the promotion of the "ReThinking" thematic exhibitions of the ReInHerit project. Additionally, a thorough overview of each social media platform's performance is presented focusing on key metrics. More specifically, there is information regarding the audience (visitors, followers) of each platform in terms of their demographic characteristics, their location, and the best performing posts. The extent and depth of the analysis of each social media platform's insights are affected by its privacy policy and the data it offers.

Information on specific key actions is also included with emphasis on the sponsored campaigns throughout the project and how they contributed towards the increase of its impact and visibility. The final chapter includes the conclusions featuring key outcomes and suggestions for future steps and strategies to be implemented after the completion of the project.

1.0 Introduction

1.1 Scope

ReInHerit aspires to disrupt the current status quo of communication, collaboration and innovation exchange between museums and cultural heritage sites, in a sense that it will connect cultural heritage collections and sites, and present Europe's tangible and intangible heritage to citizens and tourists in their wider historical and geographical contexts. The ReInHerit project is proposing a very innovative model of sustainable heritage management, through which a dynamic network is being created; this network consists of cultural heritage professionals, innovation and cultural heritage solution tech experts, researchers, national museums, regional and local museums, and representative managers of Heritage Label sites. ReInHerit is also supported externally, by relevant municipalities, regional and local museums, which will also enhance the communication and cooperation of the cultural heritage sector across the EU and beyond.

Audience engagement has been a key principle throughout the ReInHerit project and was also a key principle for the development of the strategy and social media channels of the project.

ReInHerit aims to use social media platforms to provide content and information on the outcome of the project to the audience. Its main goal is to foster the communication and collaboration between museums / cultural heritage sites through the facilitation of knowledge exchange and co-creation. At the same time, it aims at bringing cultural products to the local community and youngsters in a dynamic and interactive way. Moreover, social media accounts foster dialogue among younger audiences and the cultural sector with social media being used as an important platform for co-creation and intercultural exchange also in the framework of ReInHerit's exhibitions. Dialogue was also encouraging with key stakeholders and other ReInHerit projects, promoting and supporting the creation of a digital cultural heritage ecosystem through ReInHerit.

1.2 Platforms

The Museum of Cycladic Art as leader of the social media task created social media accounts and ensured the active social media presence of the project on Facebook, Instagram, LinkedIn, Twitter (X), YouTube & TikTok. The social media channels of ReInHerit are Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube. Within the context of the revised social media strategy and to strengthen the visibility of the project, Twitter and TikTok channels were created in June 2022 to introduce more engaging and interactive content.

The main aim of all ReInHerit's channels is to inform ReInHerit's audiences on all project activities and events and engage so various audiences can be more involved in the project activities. At the same time, it aims at sharing knowledge and results which specifically target cultural heritage professionals and direct them to seek knowledge in the digital hub of the project or learn from the useful resources included in official ReInHerit YouTube channel.

Following the European Commission's guidelines on acknowledgement of EU funding, all social media channels featured the project and EU emblem along with the logos of all partners. The following disclaimer was also added: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.

1.3 Audience of the report

This deliverable is the final social media report of the ReInHerit project and is public. Therefore, the methodology, strategies, main challenges and key conclusions are available to everyone interested and can act as the legacy of the ReInHerit project. This way, it can become a useful communication and dissemination tool for cultural heritage professionals, communication professionals specialized in digital humanities and cultural heritage as well as other the consortia of other European Union funded projects which wish to expand and reach a wider audience through the use of social media.

1.4 Social Media Objectives

As per the social media strategy of the project, the key objectives of the strategy are to:

- Showcase the project's work and activities.
- Generate awareness about the efforts of ReInHerit.
- Develop the interest of the audience about the project's key – messages: sustainability, innovation, co-creation, relevance and digital transformation in the field of cultural heritage.
- Entice younger audiences who are interested in cultural heritage to explore deeper info about the programme and its goals and thematic areas.
- Showcase European collaboration.
- Provide support to researchers through easy access to information and project results including information on webinars, exhibitions, press conferences, hackathons and other activities.

1.5 Strategic approach

To achieve the above-mentioned objectives, the strategic approach needs to be:

- Audience-centered and insight-driven
- Constantly evaluated and enhanced
- Distributed across multiple platforms
- Open and sharable



1.6 Social Media Goals

The social media platforms are used as media to provide the audience with ReInHerit project related content and information about the tasks but also about its goals that is the communication and collaboration between museums/cultural heritage sites and citizens in a wider context beyond spatial, geographical, and historical boundaries through an open design space, the co-creation of cultural content, the increase of innovation potential, as well as the promotion of the role of heritage in contemporary society, including sustainable cultural tourism.

Figure 1 - Strategic approach

More specifically the goals that have been set through the strategy are to:

- Increase the project's awareness and visibility.
- Establish a dynamic dialogue with relevant key stakeholders (museums, institutions, non-profit organizations, cultural heritage organizations, cultural heritage professionals, universities, public authorities, tourist boards and associations, DMO (Destination Management Organization etc.)

- Enable the sharing of news about the project (between the involved partners but also with the general audience and key stakeholders).
- Provide support to researchers.
- Promote and support the creation of the digital heritage ecosystem.

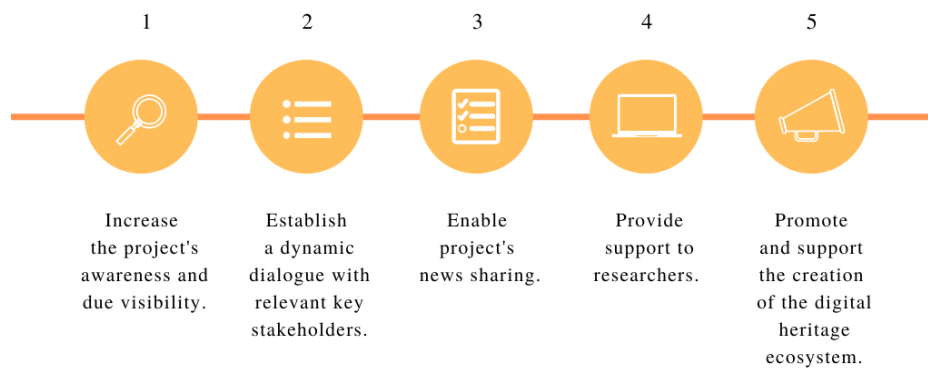


Figure 2 - Social Media Goals

1.7 Target groups

The definition of the target groups and audiences always plays a crucial role in formulating and implementing the social media strategy. One of the main objectives during the creation of the social media strategy was the identification of the target audiences.

By asking questions such as:

- Who will be the target audience and
- How will it be successfully engaged

the following general categories were identified and were also in line with the ReinHerit project's target groups:

- Cultural Heritage Professionals
- Public Policy Makers
- Scholars Researchers
- Media (traditional and digital)
- Travel Agencies

- Cultural and Smart Tourism Associations
- Tourism Boards and Associations
- Destination Management Organizations (DMOs)
- Local and Regional Authorities
- General Public
 - Younger audience
 - Local communities
- Cultural Heritage Sites
- Museums
- Media
- Nonprofit Organizations
- Cultural and Creative Industries
- European Heritage Alliance and key stakeholders.

The social media strategy of the project caters to a wide range of target groups to reflect the variety of activities of the project and its diverse target groups. These target groups range from academics and tech experts to cultural heritage professionals, cultural tourism stakeholders, youngsters and local communities.

2.0 Social Media Strategy

2.1 Principles

The Social Media principles that were designed and implemented for all the channels are based on three axes. These are crucial for the achievement of the agreed goals.

These axes are:

1. creation of a particular strategy about posts. To achieve that a general structure has been created that serves as a template. It supports the partners to be aware of the guidelines while preparing their content. Furthermore, it creates harmony among the posts of each platform
2. minimization of the edits of the posts before they are posted. This practically means that the editor is not interfering in the content provided by the partners, but in the structure. The need is for quality control and not content control

3. creation of content for as many activities and news of the project as possible to achieve a higher audience engagement

During the second period of the project to which this second social media report refers, the social media strategy was revised and included in the second version of the Dissemination and Exploitation Plan (D7.5) so it includes more in-depth and improved actions, including mitigation actions to reach the KPIs of the project and expand its followers base.

Through the creation of interesting, high-quality, and engaging content the revised social media strategy aims at:

- better defining the interests of the target audience and actively involve them in the project, through actions such as crowdsourcing and Call's to Action (CTA's) through which visitors will interact with the content of the exhibitions and the products of the project actively by being involved in a playful way. These actions are also explained in further detail in the following sections.
- building strong networks within and beyond the project, fostering synergies with other relevant projects and promoting the project's values. Synergies with important stakeholders is also to be fostered through social media accounts takeover among institutions and collaboration with micro-influencers in the field of cultural heritage management.
- promoting cultural heritage knowledge through webinars, events, workshops and lectures related to the themes of the ReInHerit exhibitions.

2.2 Workflow

Considering the target audiences, key messages and mission of the project, the social media strategy was drafted and shared with all partners of the project. As the social media pages of an EU-funded project need to equally reflect the activities of all participating partners, the social media strategy needs to be communicated to all partners and be clear to all of them. Each partner is expected to equally contribute with content regarding their activities. Each partner has appointed one representative who is responsible for the timely delivery of posts' material. This person is in charge of communicating and cooperating with the Task Leader (Museum of Cycladic Art) to ensure the active and frequent renewal of all digital platforms.

The Task Leader oversees and performs quality check of the posts.

SOCIAL MEDIA TASKS FOR EACH PARTNER

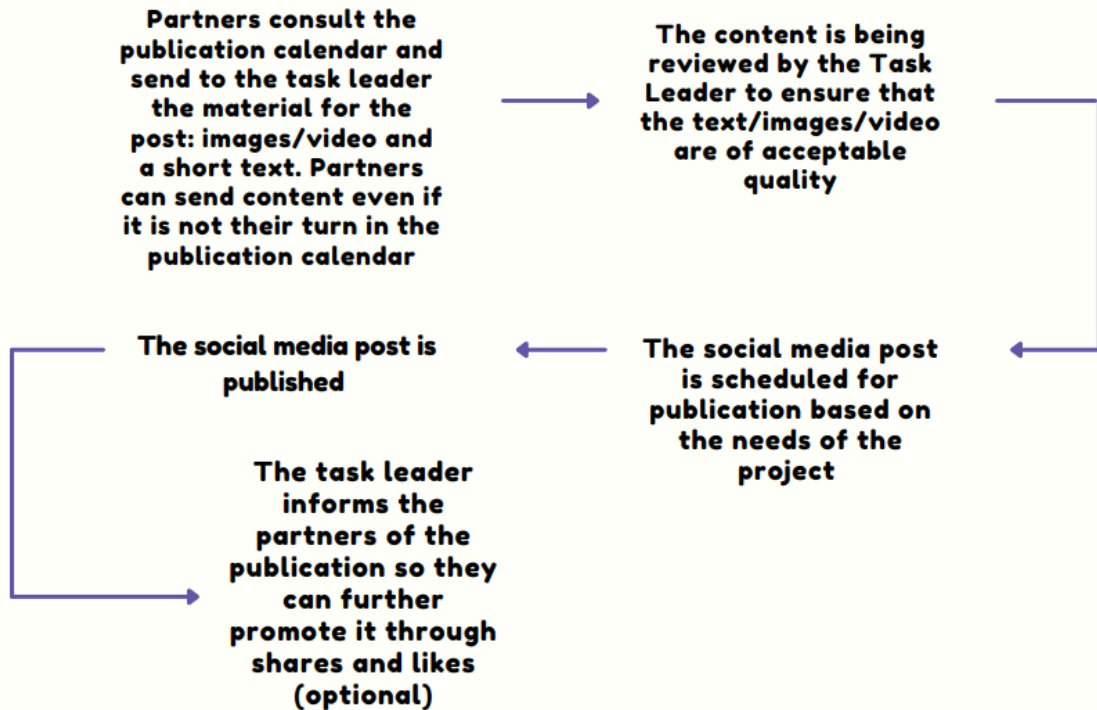


Figure 3 - Social Media Tasks per Partner

Regarding the frequency of the posts this is highly aligned with the activities of the program. As a general guideline, 3-4 posts per month are scheduled to be posted depending as mentioned before on the project's activities and their sequence. However, as the project had a variety of activities, this number was usually exceeded.

Among others, the posts included news on key activities of the project such as hackathons, conferences and events, podcasts, webinars, project's news, invitations to the project's events, call to action for co-creation activities, surveys, the development of the work packages, behind the scenes, news about relevant EU projects and promotional content for the various project targets and milestones. A special strategy and actions were planned to promote the ReInHerit exhibitions which will be analyzed in the following sections.



Figure 4 - Facebook post promoting the upcoming RelnHerit Hackathon & relevant Facebook event



Figure 5- Instagram post promoting RelnHerit's Podcasts

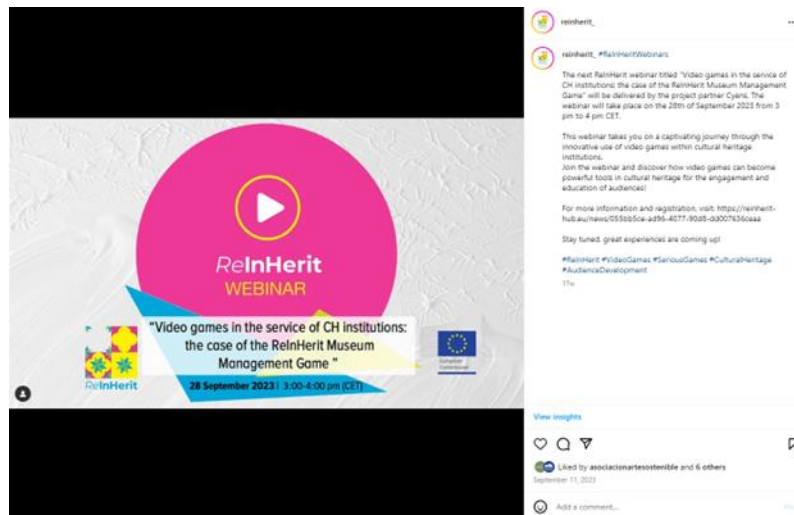


Figure 6- Instagram post promoting ReInHerit's Webinars

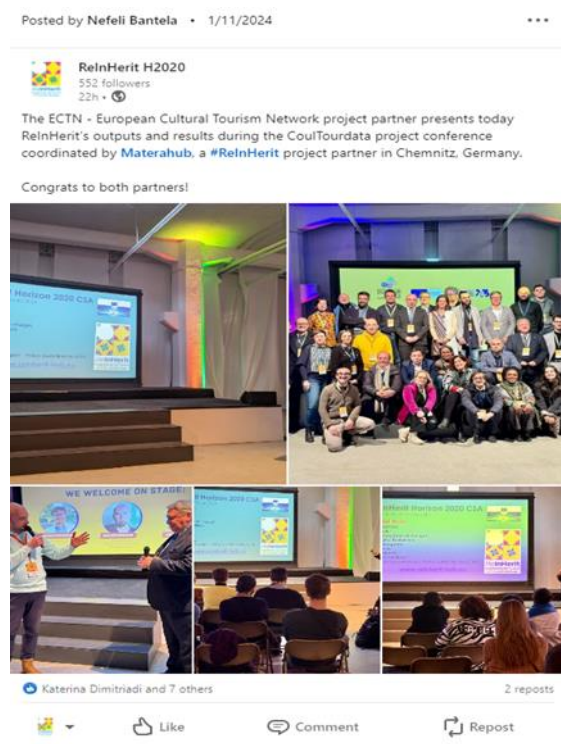


Figure 7- Partners' participation in international conferences on LinkedIn



Figure 8- Promotion of ReInHerit's chat sessions on LinkedIn



Figure 9- Tweets on the testing of the Smart Tourism App in Athens



Figure 10- Tweets on the international conference organized by the Hellenic Committee of Blue Shield in Athens

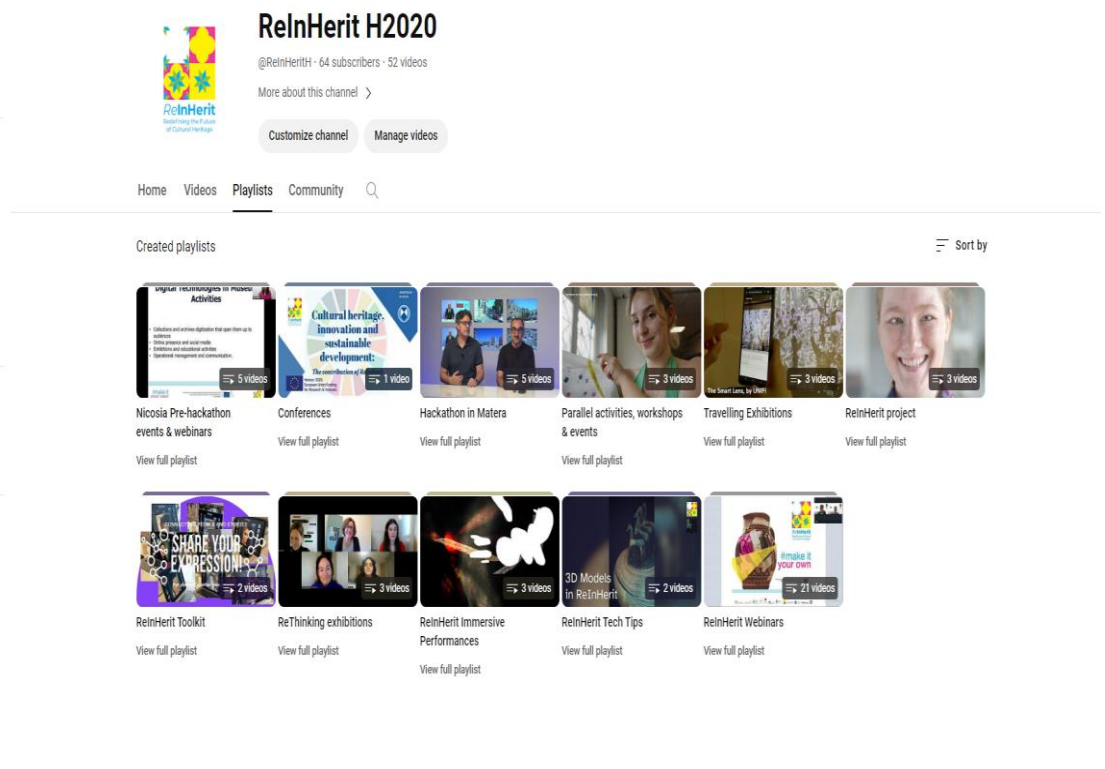


Figure 11- Overview of the playlists on the YouTube of the project which is an important depository of knowledge and information on project’s activities and resources

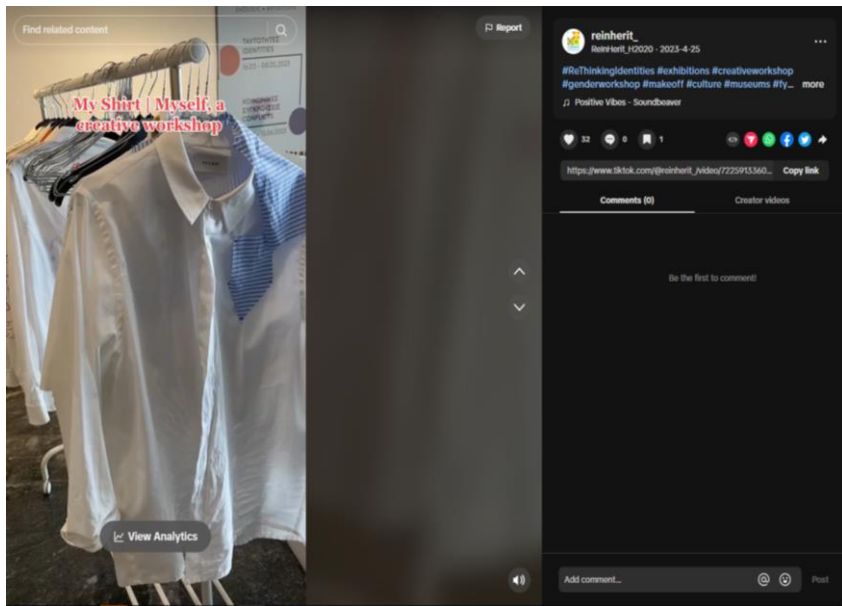


Figure 12- Promotion on TikTok of the mini exhibition MY SHIRT | MYSELF in the framework of the ReThinking exhibitions

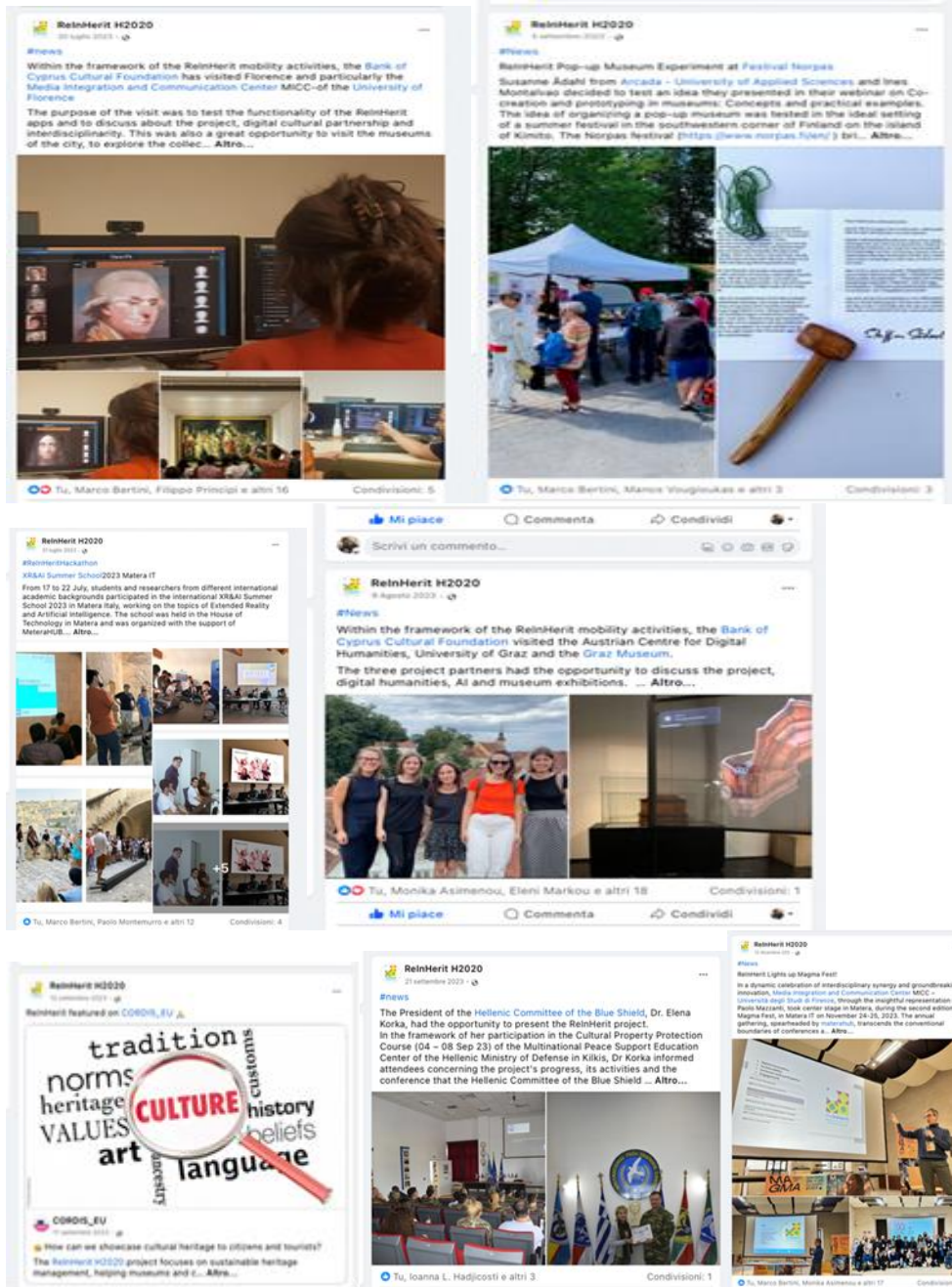


Figure 13: Collection of posts of key project activities and events on Facebook

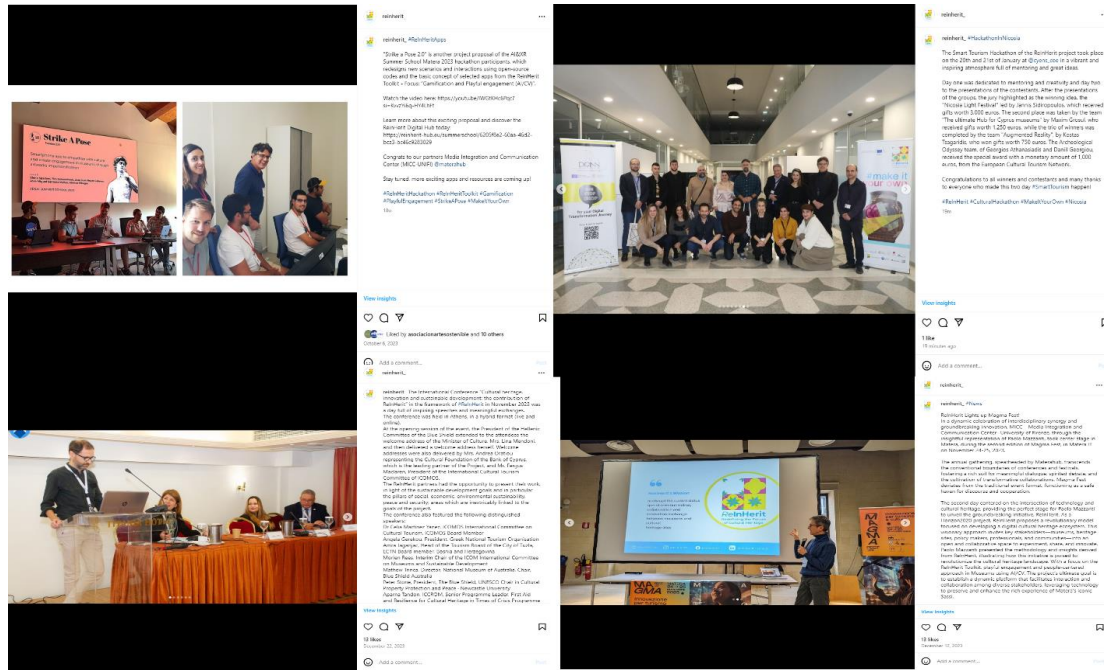


Figure 14: Collection of posts of key project activities and events on Instagram

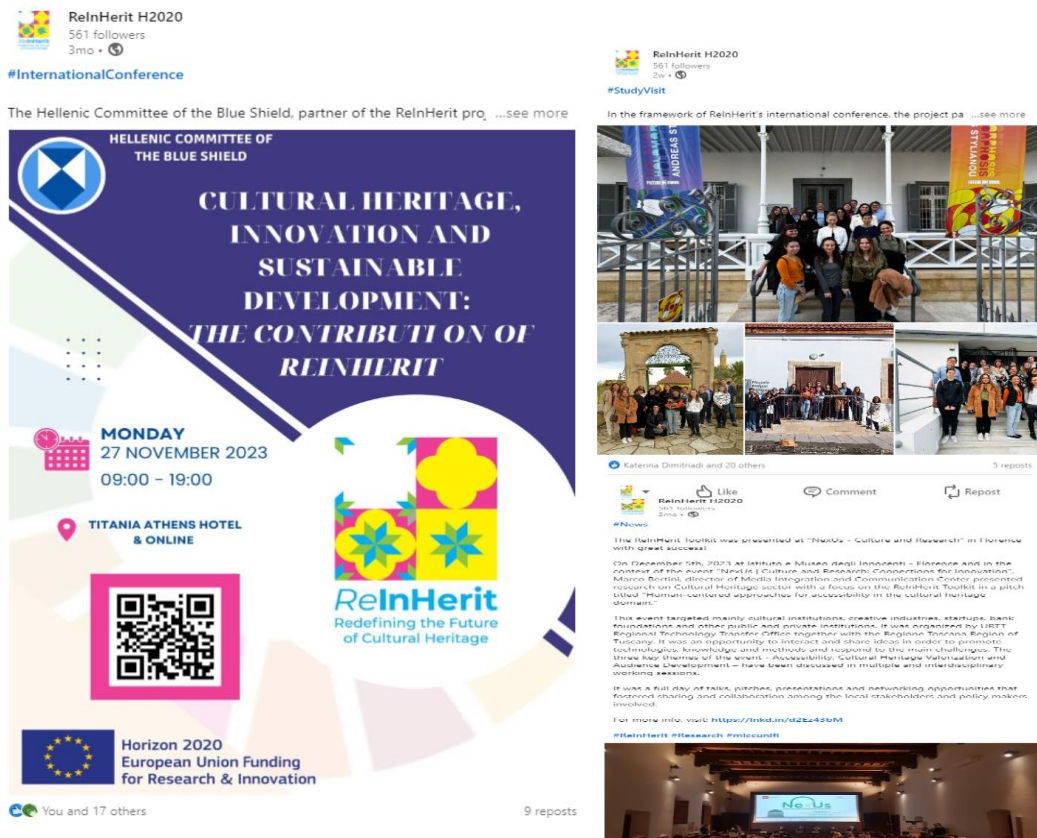


Figure 15: Collection of posts of key project activities and events on LinkedIn

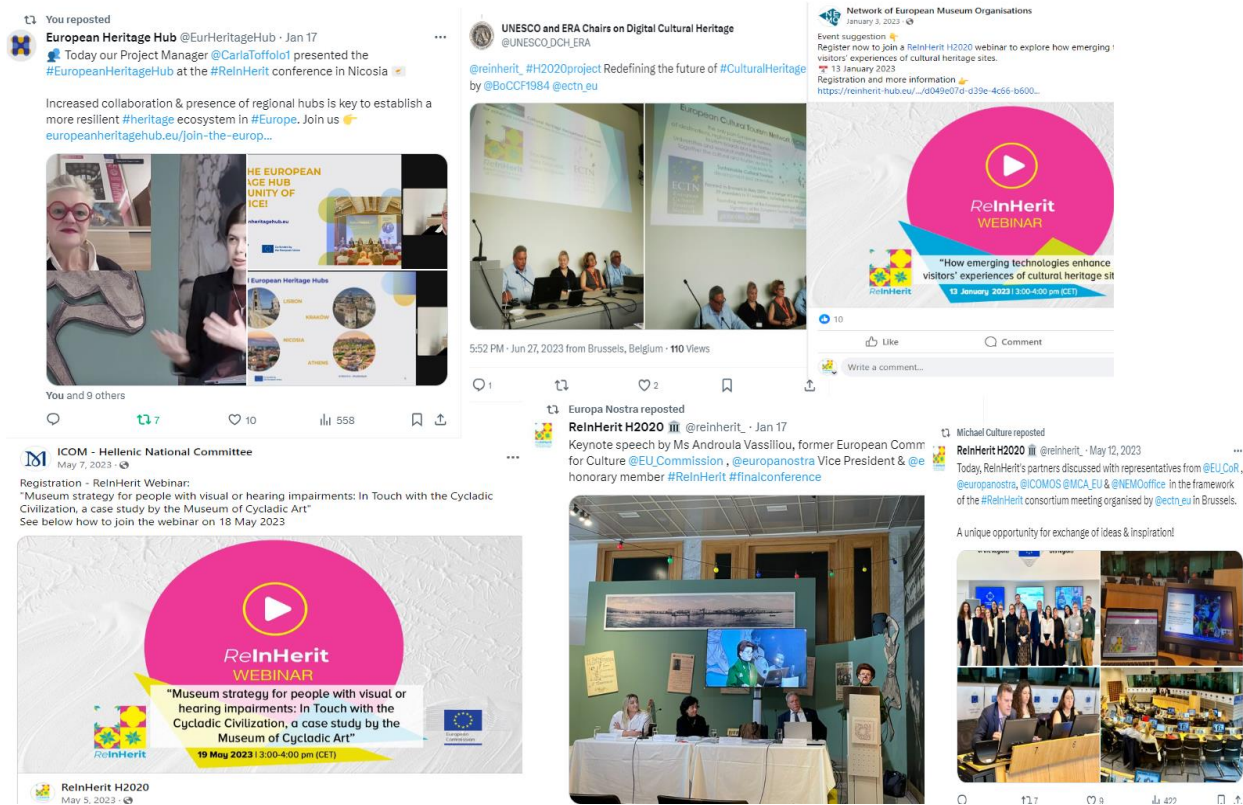


Figure 16: A collection of top retweets and shares of ReInHerit activities by international cultural heritage organisations

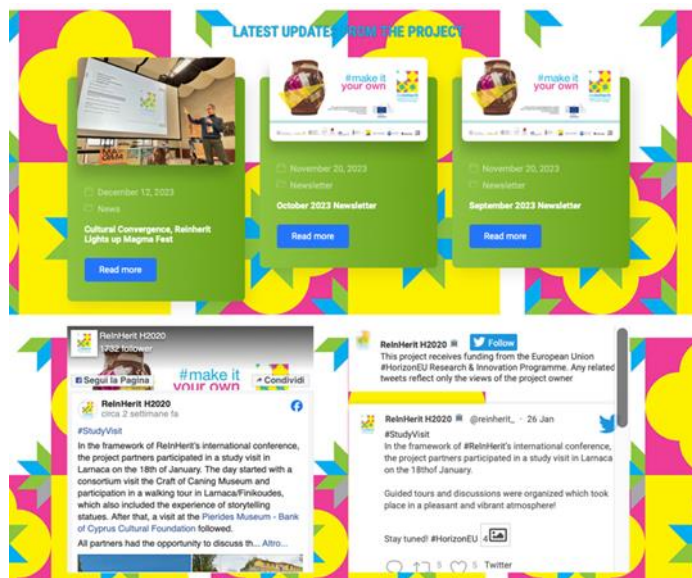


Figure 17: For increased visibility, the social media activities were featured on the homepage of ReInHerit's website

2.3 Guidelines

In order to support the smooth collaboration between the Task Leader and the partners, during the first months of the program, the Task Leader shared some general guidelines with all the partners focusing on the needs of each social media platform in terms of content creation.

It was very important to establish that each medium should be approached differently and appropriately. Following the creation of the Twitter, TikTok and YouTube channel at a later stage, the Task Leader provided the partners with additional guidelines and specifications through emails and through the addition of new guidelines in the updated Social Media Strategy. The partners are always encouraged to communicate with the task leader in case they have any questions, comments or require support.

Work Package leaders and task managers oversee and inform the social media task leader (Museum of Cycladic Art) upon the completion of a task, also providing the text and image for a social media post.

The Museum of Cycladic Art has agreed to be responsible for final proofreading and for posting the text online. When the social media task leader identifies any window for improvement, this is done by the responsible partner with guidance of and in collaboration with the task leader, as promptly as possible.

2.4 Tone of Voice

The tone of voice is crucial in engaging the audience and is the big-picture view of how ReInHerit's image and vision is being communicated to the public.

The tone of voice slightly differs among the respective social media platforms, but its main characteristics will remain the same through all of them.

One of its essential principles is that it aims to make the project more approachable.

The selected tone of voice is:

- Consistent, in respect of each platform's goal
- Professional
- Friendly and approachable

- Inviting
- Informative but at the same time conversational

More specifically, the suggested tone of voice and content for each social media platform is presented below:

- **Facebook:** Inviting, informative, conversational
- **Instagram:** Inviting, friendly, approachable, conversational
- **LinkedIn:** Professional, informative, conversational. More formal comparing to the other channels
- **Twitter:** informative, “to the point”, conversational tone
- **TikTok:** fun, informal tone
- **YouTube:** inviting platform ideal for videos and live-streaming events

2.5 Overview of each social media platform

2.5.1 Facebook

The [Facebook account](#) can be characterized as the core of ReInHerit’s social media strategy. It is used as the main content hub for all ReInHerit’s activities and thus it aims to target, attract, and engage multiple audiences.

Target audience: Broad reach in terms of gender, age, location, and profession. Main goal to engage multiple audiences.

Via Facebook the partners and the audience receive information and updates about the project news, activities and results. Its content reflects the project’s process. Facebook can also be used to promote public events of the project.

2.5.2 Instagram

The [Instagram account](#) differs from the other accounts. It is based on images and short texts. It is a visual – centric platform that helps the partnership inspire its audience and reach younger people. The continuing success and increase of the platform have proven to be helpful for spreading ReInHerit’s reputation worldwide.

Target audience: Millennials, Generation Z, Media, Travel agencies, General Public.

2.5.3 LinkedIn

The [LinkedIn account](#) provides a more formal character due to the very nature of the platform. LinkedIn helps us achieve our goals effectively in a business environment being in contact with the professional community of Cultural Heritage and Cultural Organizations' professionals.

Target audience: Cultural Heritage professionals, Researchers, Scholars.

The specific goals of using LinkedIn as a platform is to:

- Expand ReInHerit's network within the creative industry by sharing content and information related to the project also through word of mouth
- Initiate more interest about the project
- Create credibility by posting updates and news of the project

2.5.4 Twitter

[Twitter](#) is a great medium to promote project news, conferences and events. It's great for networking and direct communication among cultural heritage professionals and the public.

Target audience: Millennials, Generation Z, Media, CH Professionals, General Public

The Twitter account has been a helpful tool to disseminate and exploit activities of the project, especially among cultural heritage professionals, organizations active in the cultural sector and other EU-funded projects.

2.5.5 TikTok

[TikTok](#) is a platform loved for the creativity and authenticity of its creators. It creates trends and is also used for discovery of relevant content. It is an opportunity to promote the ReInHerit exhibitions, attract younger audiences interested in cultural heritage and new technologies and foster an interactive dialogue with them.

Target audience: Generation Z, Media, Influencers, General Public

The TikTok account was used as a helpful tool for community building, co-creation and crowd sourcing, especially in the content of the ReThinking exhibitions which will be further analysed in the next sections of the report.

2.5.6 YouTube

Suitable channel to promote videos. It is the world's second most visited website giving the opportunity to spread ReInHerit's mission in a wide audience and gain new followers. It is particularly popular among young audiences.

Target audience: Millennials, Generation Z, Media, General Public

ReInHerit's YouTube serves as an important depository of knowledge and information for the project. Through playlists, visitors can easily find important information on the exhibitions, curators' interviews, workshops and events' videos, webinars, pre-Hackathon events and toolkit videos among others.

2.6 Hashtags

A number of hashtags have been created to promote the project's key messages. Hashtags encourage interaction with the audience and increase outreach. Some of these are the following:

Co-Creation → **#MakeItYourOwn**

Innovation / Technology → **#ThinkOutOftheBox, #ReInHeritToolkit, #ReInHeritHackathon, #ReInHeritWebinars, #SmartTourismApp, #ReInHeritPodcasts**

ReInHerit exhibitions suggestions → **#ReInHeritaCraft, #ReThinkingIdentities, #ReThinkingConflicts, #ReThinkingCraftsmanship, #ObjectOfTheWeek #ReThinking**

More hashtags can be created to further promote the social media content, also in line with the project's ongoing activities.

2.7 Advertising Strategy

The very nature of ReInHerit indicates the need of communicating the content to a broad audience, considering the involvement of different partners. Based on this, the potential target audience is wide and varies in terms of age, gender, location, and interests.

This is something that creates a dynamic element in the advertising strategy of the project. Targeted groups will be found in the strategies of the respective social media platforms. The

advertising approach differs for each platform but also for each event in respect to the targeted group and the needs of each activity.

The main goal of advertising is to highlight selected events and activities to engage with a wider audience or to reach a very specific audience, when necessary. This will be accomplished by the boost of the activity's – event's post.

ReInHerit's digital strategy aims also to reach new audiences, beyond the consortium, by making targeted ad campaigns and thus the Facebook account is created as a Business account.

In this final social media report, we will present the three sponsored social media campaign which are planned or executed in the 2023-2024 period of the project duration. The campaigns focused on younger audiences, aged 18-34 years old in the partner countries which are the key target groups for ReInHerit's toolkit and the ReThinking exhibitions. More details regarding this advertisement campaigns' content and performance will be presented in the following chapters of this report.

3.0 Insights

3.1 Overview

An overview of the number of followers for each social media platform that participates in ReInHerit's strategy is given below. In addition, the total amount of followers is presented as well. As it is widely understood, the number of followers on social media changes drastically day by day. The analysis presented in this report is based on data collected up to February 2024.

The table below provides a followers' overview also depicting the progress made over the life of the project:

October 2021	October 2022	February 2024
Total followers: 592	Total followers: 1.195	Total followers: 3,426

Facebook: 425	Facebook: 641	Facebook: 1852
Instagram: 87	Instagram: 254	Instagram: 782
LinkedIn: 80	LinkedIn: 245	LinkedIn: 563
Tik Tok: -	Tik Tok: 14	Tik Tok: 19
Twitter: -	Twitter: 41	Twitter: 146

Table 1 - Followers' Overview

3.2 Facebook

3.2.1 Audience | Age and Gender

Current dynamic audience: Women, 35-44 years old

The majority of the dynamic audience seems to be women (72,3%). In terms of age, the dynamic audience on Facebook is women 35-44 years old with the group of women 25-34 years old to follow. It is important to note that these main age groups are the most dynamic age on Facebook, as over 49% of its users are between the ages of 25 and 44¹. Therefore this is also positive for the increased outreach of the project that the social media strategy aims at.

¹ McLachlan, S. (2024) "45 Facebook Statistics Marketers Need to Know in 2024". Available at: https://blog.hootsuite.com/facebook-statistics/#Facebook_user_stats. Last accessed: January, 25th, 2024

Age & gender ⓘ

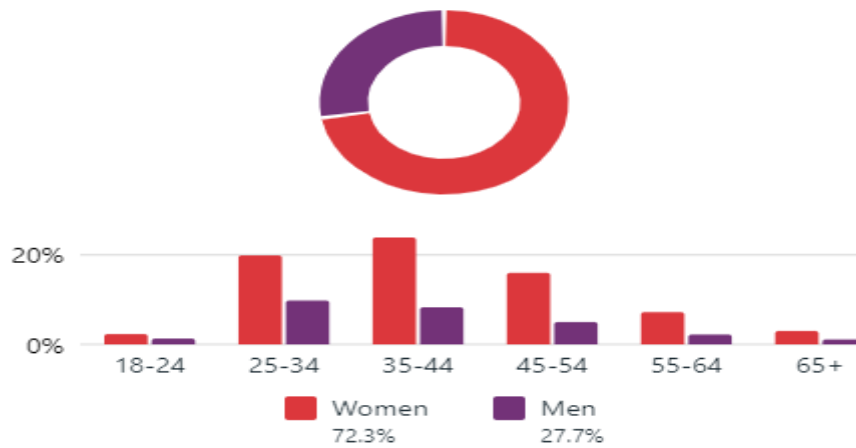


Figure 18 - Facebook audience insights, age and gender

3.2.2 Audience | Top Cities

Current dynamic audience's city: Athens

As we move towards the end of the project, the top city of ReInHerit's audience on Facebook is Athens (12%). Nicosia (10.4%) and Thessaloniki (3%) follow and complete the top 3 cities, where the audience is located. Two out of the three top cities are located in Greece. This is also indicative of the importance of dissemination at local level that takes place by the partners in this country, including promotion of the project through digital media which are active and complement the promotional activities of ReInHerit.

Top cities

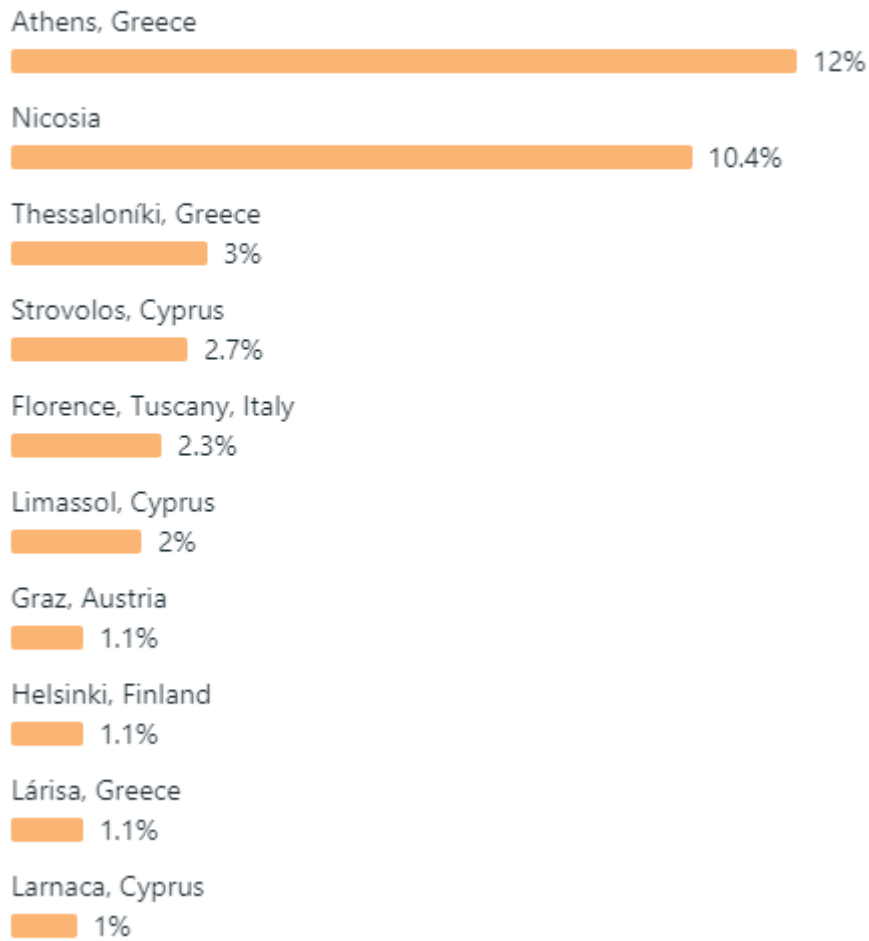


Figure 19 - Facebook audience insights, Top Cities

3.2.3 Audience | Top Countries

Current dynamic audience's country: Greece

At the moment, the top country on Facebook is Greece (35.1%), followed by Cyprus (24%) and Italy with a percentage of 19.2%.

Top countries

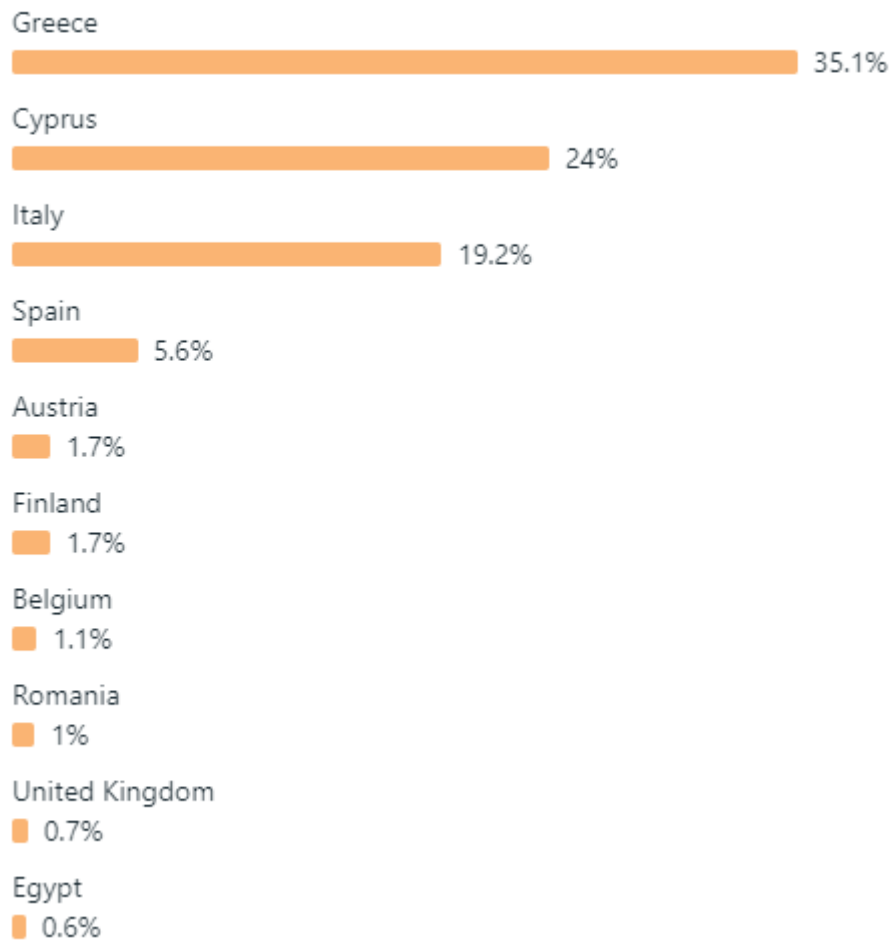



Figure 20 - Facebook audience insights, Top Countries

3.2.4 Best performing posts

In this section, some of the best performing Facebook posts in terms of key metrics were selected.

The following post was selected as one of the best performing posts in terms of reach and engagement. Reach is estimated based on the number of people who saw a post at least once and were engaged.

 **ReInHerit H2020**
November 28, 2023 · 🌐

Ready to reignite our #ReInHeritChat about online 3D models of cultural artefacts? We are relaunching the discussion this Wednesday (29.11.) from 16-17 CET at <https://reinherit-hub.eu/forum>. Let's explore the digital realm of our heritage together! 🏛️ 🗣️

Don't miss our Chat Day!

This Wednesday, we explore heritage together!



Join us!



<https://reinherit-hub.eu/forum>



Ready to reignite our #ReInHeritChat about online 3D models of cultural artefacts? We are relaunching the...

November 28, 2023 · 🌐

Post Impressions ⓘ
1,755

Post reach ⓘ
1,632

Engagement ⓘ
30

Figure 21 - Best performing posts Facebook



RelnHerit H2020
November 30, 2023 · 🌐



#SmartTourismApps

This week, RelnHerit partners [Museum of Cycladic Art](#) [Media Integration and Communication Center ECTN](#) - [European Cultural Tourism Network](#) [CYENS](#) [Centre of Excellence Bank of Cyprus Cultural Foundation](#) had the opportunity to meet at the Museum of Cycladic Art in Athens and discuss the next steps of development of the apps of the project. Moreover, the partners tested the Smart Tourism App for Athens in the centre of the city.

Stay tuned, more news and activities are coming up!

[#RelnHerit](#) [#SmartTourismApps](#) [#Innovation](#) [#CoCreation](#) [#HorizonEU](#)



[See insights and ads](#)

Boost post



#SmartTourismApps This week, RelnHerit partners Museum of Cycladic Art Media Integration and...

November 30, 2023 · 🌐

<p>Post Impressions ⓘ</p> <p>1,509</p>	<p>Post reach ⓘ</p> <p>1,434</p>	<p>Engagement ⓘ</p> <p>241</p>
---	---	---------------------------------------

Figure 22 - Best performing posts Facebook

3.3 Instagram

3.3.1 Audience | Age and Gender

Current dynamic audience: Women, 25-34 years old

The dynamic audience on Instagram is by majority female (82.9%), males are 17.1%. The dynamic audience in terms of age is 25-34 years old with the group of 35-44 years old to follow. This means that the project has managed to attract and engage a young audience. This age group also represents most Instagram users which are Millennial or Gen Z users.

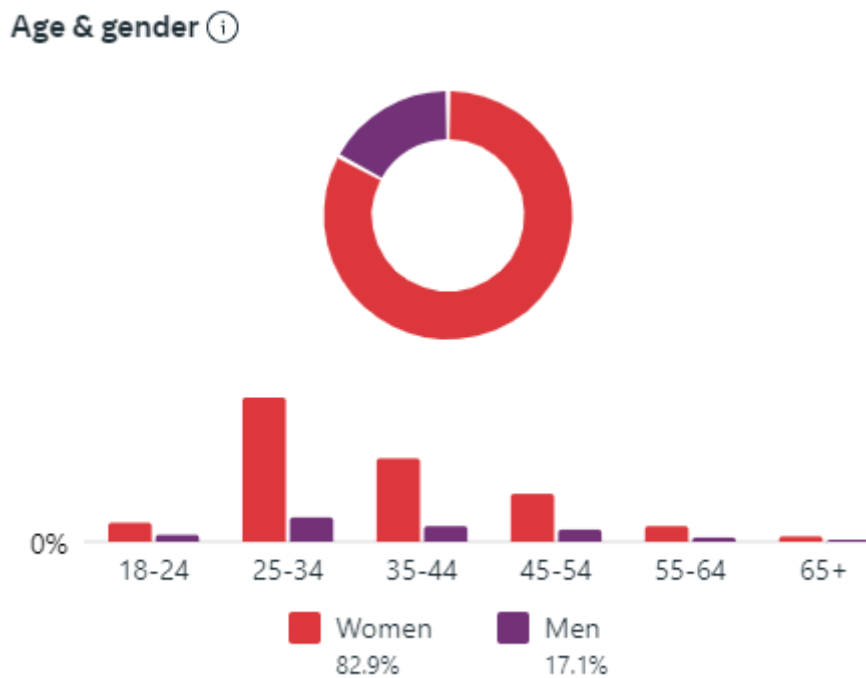


Figure 23 - Instagram audience insights, age and gender

3.3.2 Audience | Top Cities

Current dynamic audience's city: Athens

At the moment the top city of ReInHerit's audience on Instagram is Athens (10%). Nicosia (5.5%) and Strovolos (3.5%) follow and complete the top 3 cities, where the audience is located.

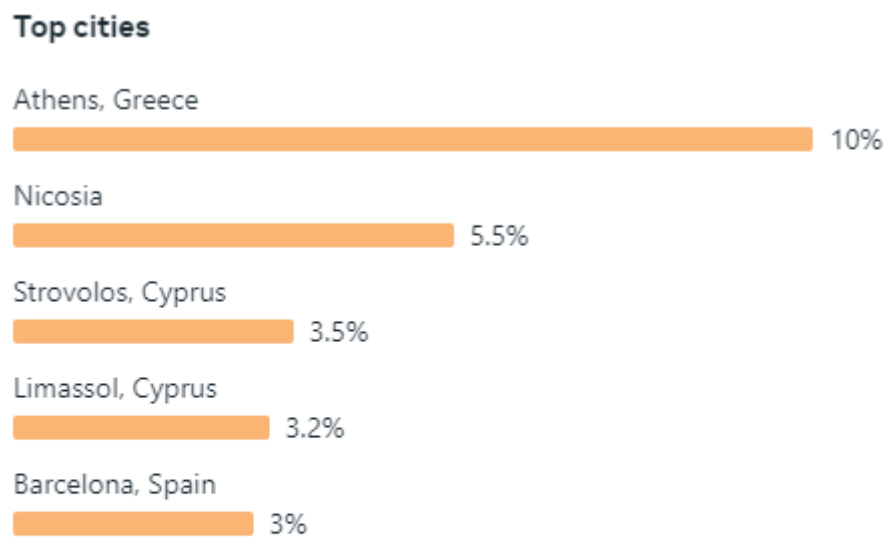


Figure 24 - Instagram audience insights, Top Cities

3.3.3 Audience | Top Countries

Current dynamic audience's country: Greece

At the moment the top country on Instagram is Greece (29.8%), with Cyprus (24.3%) and Italy (14.4%) to follow.

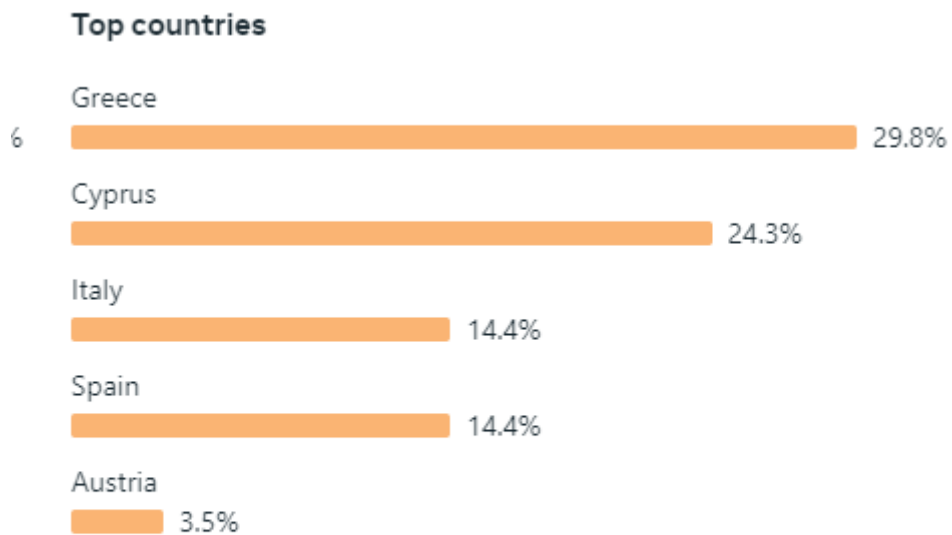


Figure 25 - Instagram audience insights, Top Countries

3.3.4 Best performing posts

A selection of the best performing posts on Instagram in terms of reach and engagement is presented below:

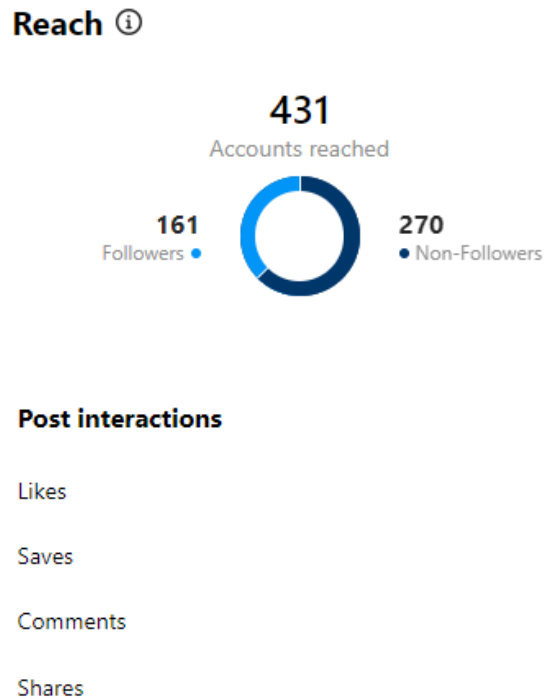


Figure 26 - Best performing posts Instagram



reinherit_

reinherit_ 6w
#News

The ReInHerit Toolkit was presented at "NexUs - Culture and Research" in Florence with great success!

On December 5th, 2023 at Istituto e Museo degli Innocenti - Florence and in the context of the event "NexUs | Culture and Research: Connections for Innovation", Marco Bertini, director of Media Integration and Communication Center presented research on Cultural Heritage sector with a focus on the ReInHerit Toolkit in a pitch titled "Human-centered approaches for accessibility in the cultural heritage"

[View insights](#)

11 likes
December 14, 2023

Add a comment...

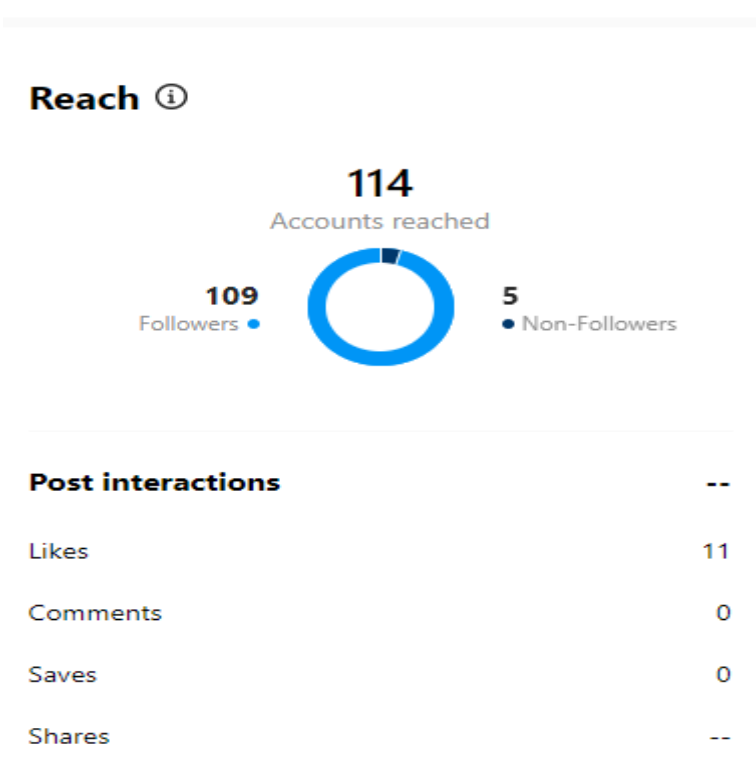
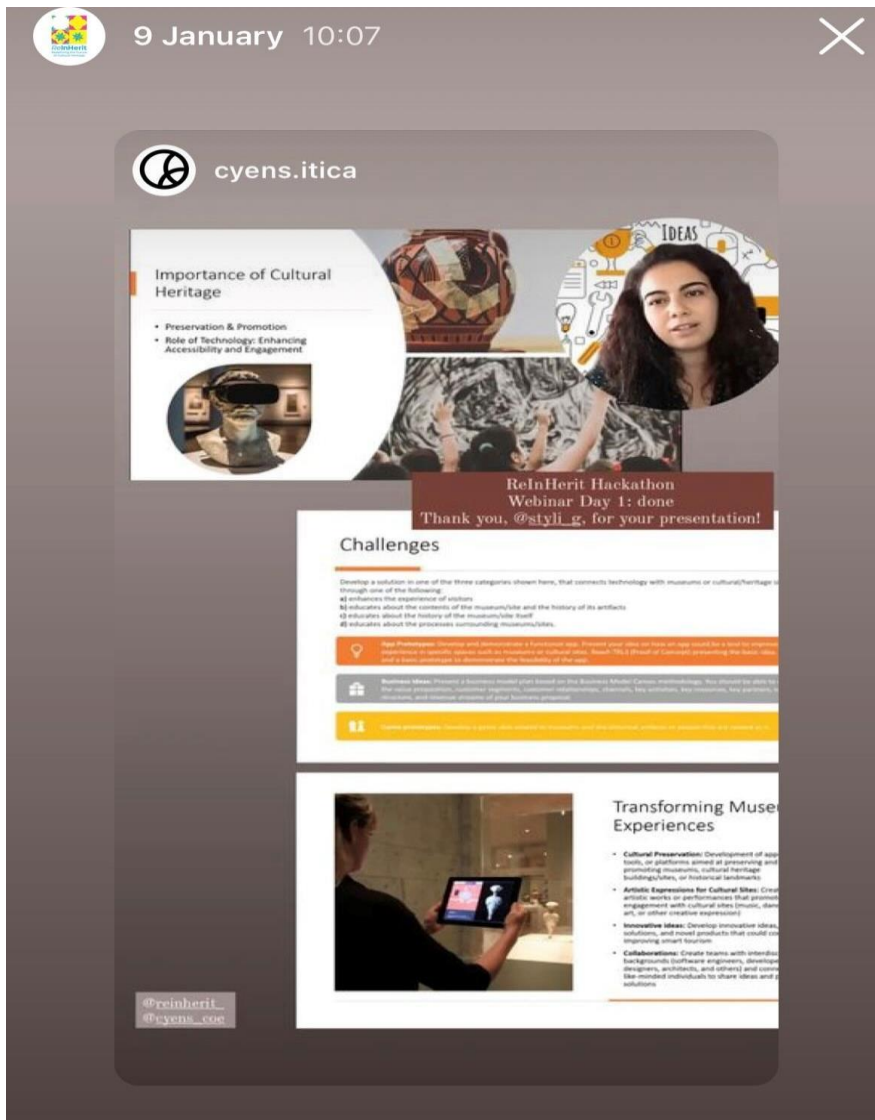


Figure 270 - Best performing posts Instagram



Overview

Reach ⓘ

168

Higher than typical

Impressions ⓘ

168

Higher than typical

Figure 28 - Best performing Instagram story



Overview

Reach ⓘ

109

Typical

Impressions ⓘ

109

Typical

Interactions ⓘ

3

Higher than typical

Figure 29 - Best performing Instagram story

3.4 LinkedIn

LinkedIn is one of our key social media channels. It presents high engagement rates and it also contributes towards the expansion of ReInHerit’s network in the arts and cultural industry as it directly targets professionals. At the same time, it is a great platform to increase the visibility of the project and its outputs in the research community. Below follows information on the page views and unique visitors over the past year.

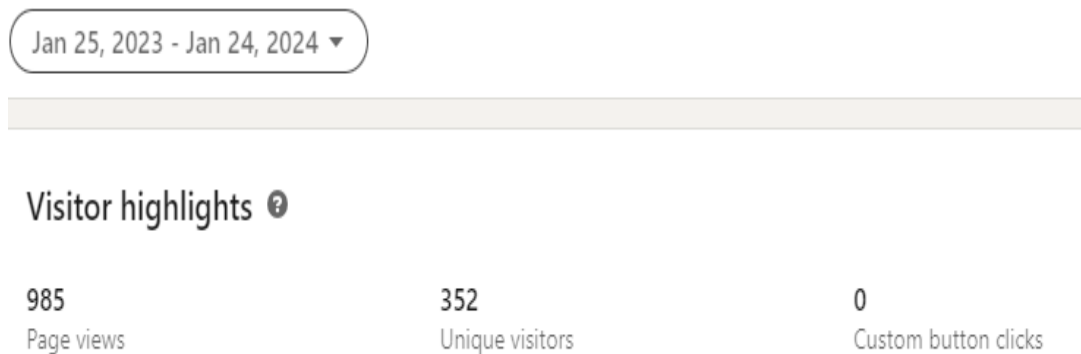


Figure 30 - LinkedIn Visitor Highlights

3.4.1 Follower insights

So far, the strategy followed on LinkedIn was based solely on organic posts on the project’s progress, activity and events. This has proven to be quite successful, as it can be seen in the graph below referring to the past year. There is gradual and steady growth of followers and engagements constantly strengthening the community of the brand of ReInHerit.

Highlights

Data for 1/25/2023 - 1/24/2024

1,265
Reactions

4
Comments

168
Reposts

Metrics

Impressions ▾

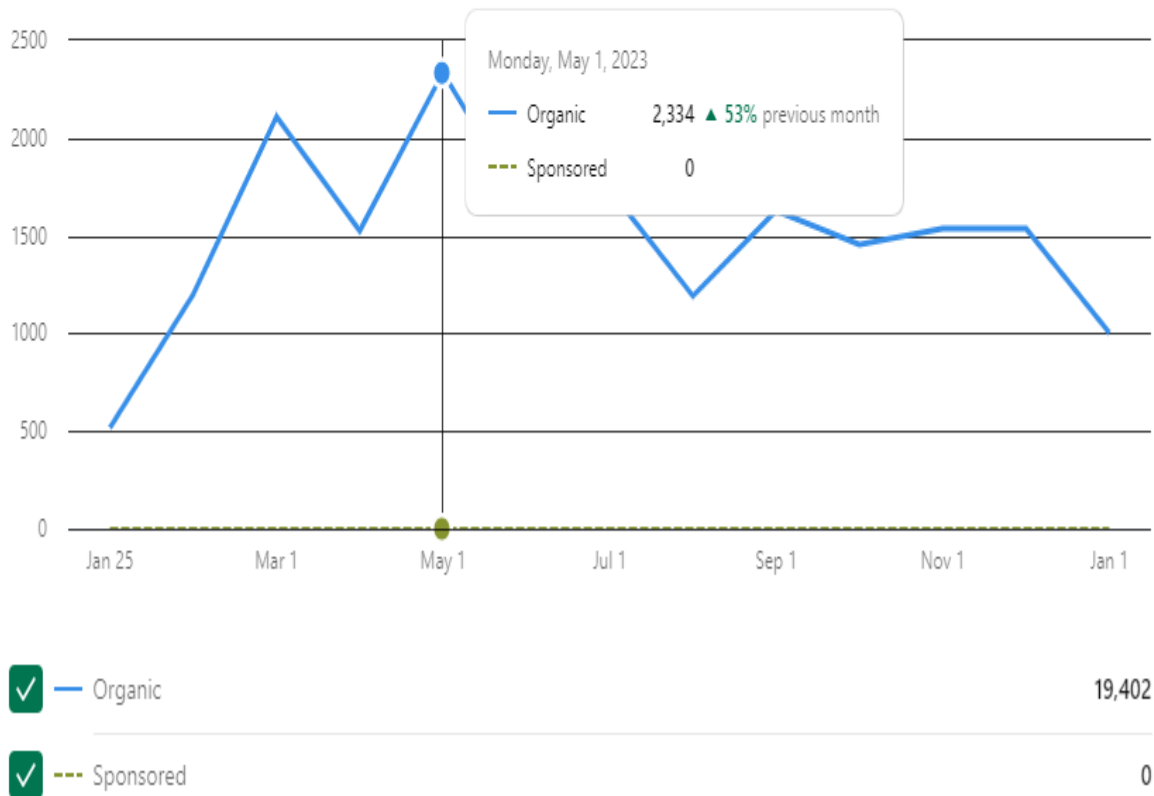


Figure 31 - LinkedIn, Followers insights

3.4.2 Visitor demographics | Job function

Current top job function: Research

According to LinkedIn's insights, the top job function of ReInHerit's visitors on LinkedIn is research with a percentage of 37.6%. Education follows with 19.4% and Operations completes the top 3 job functions with a percentage of 11%. These results also demonstrate the successful outreach and increase of visibility of the project among an international research community.

Visitor demographics ?

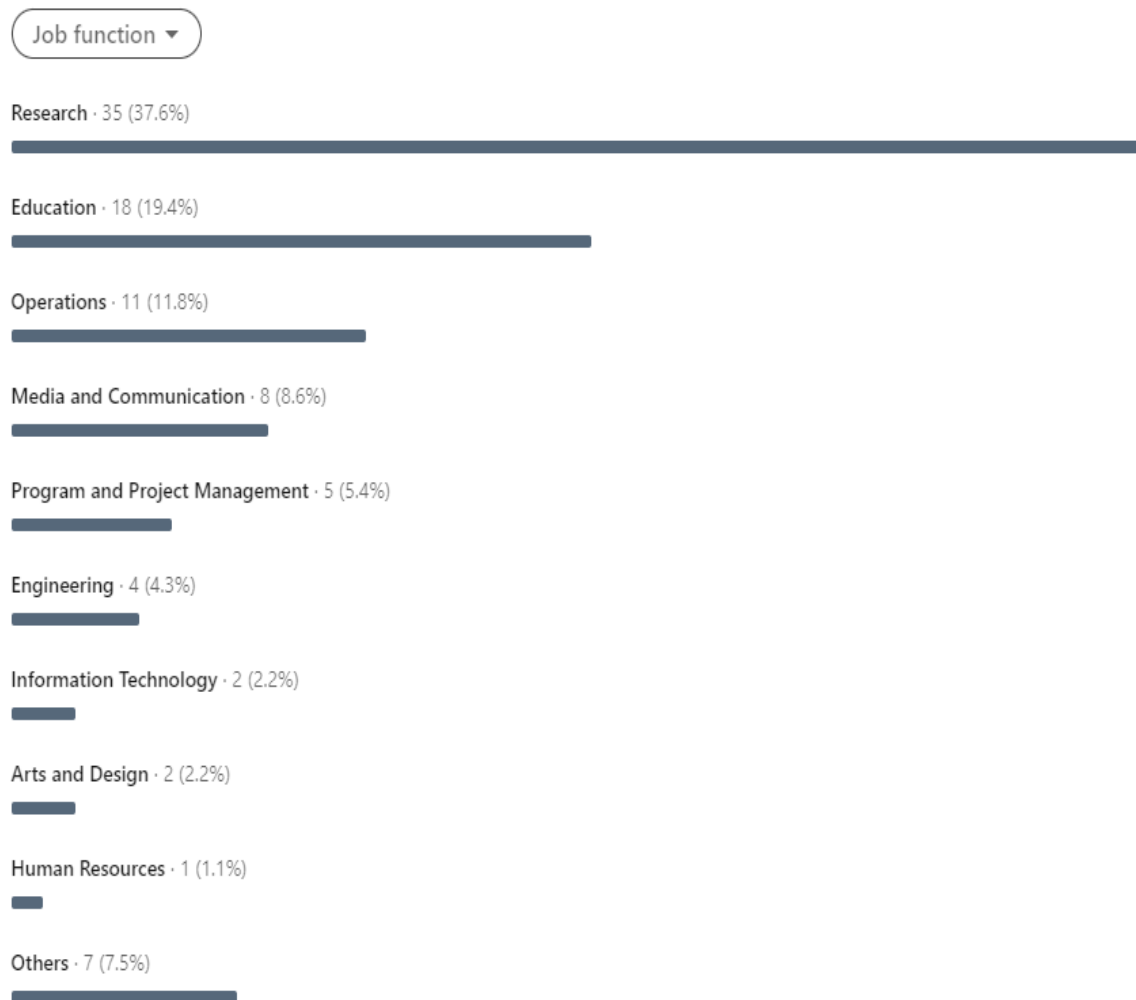


Figure 32 – LinkedIn, Audience, Job function

3.4.3 Visitor demographics | Top locations

Current top location: Athens

In terms of the visitor's location, the top city is Athens (16%). A variety of cities follows with small percentages' difference. Most of the top cities are the cities where partner organizations are located which also indicates the importance of dissemination at local level within each partners' networks and contacts.

Follower demographics ?

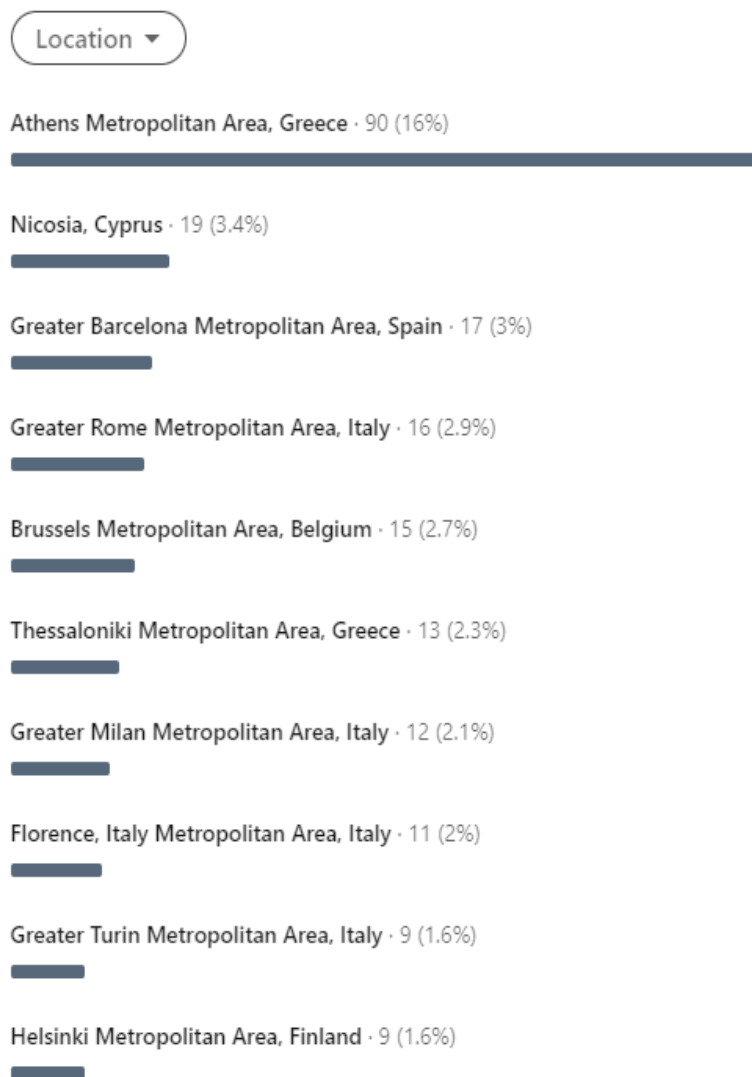


Figure 33 - LinkedIn, Audience, Top location

3.4.4 Visitor demographics | Seniority

Current top seniority: Entry level

As it can be seen in the graph below, the majority of visitors on LinkedIn belong to the entry level category (64.8%). This information can also be seen as an indication of the quality of the content produced in the framework of the project which can enrich the knowledge of younger professionals and facilitate network opportunities for them.

Visitor demographics



Figure 34 - LinkedIn, Audience, Seniority

3.4.5 Visitor demographics | Top industries

Current top industry: Software development & higher education

According to LinkedIn's insights, software development and higher education are the industry categories which top the list of ReinHerit's visitors on LinkedIn. This is a very useful

insight that shows that the project’s content is well placed and well targeted also in the tech industry as well as in education.

Visitor demographics ?

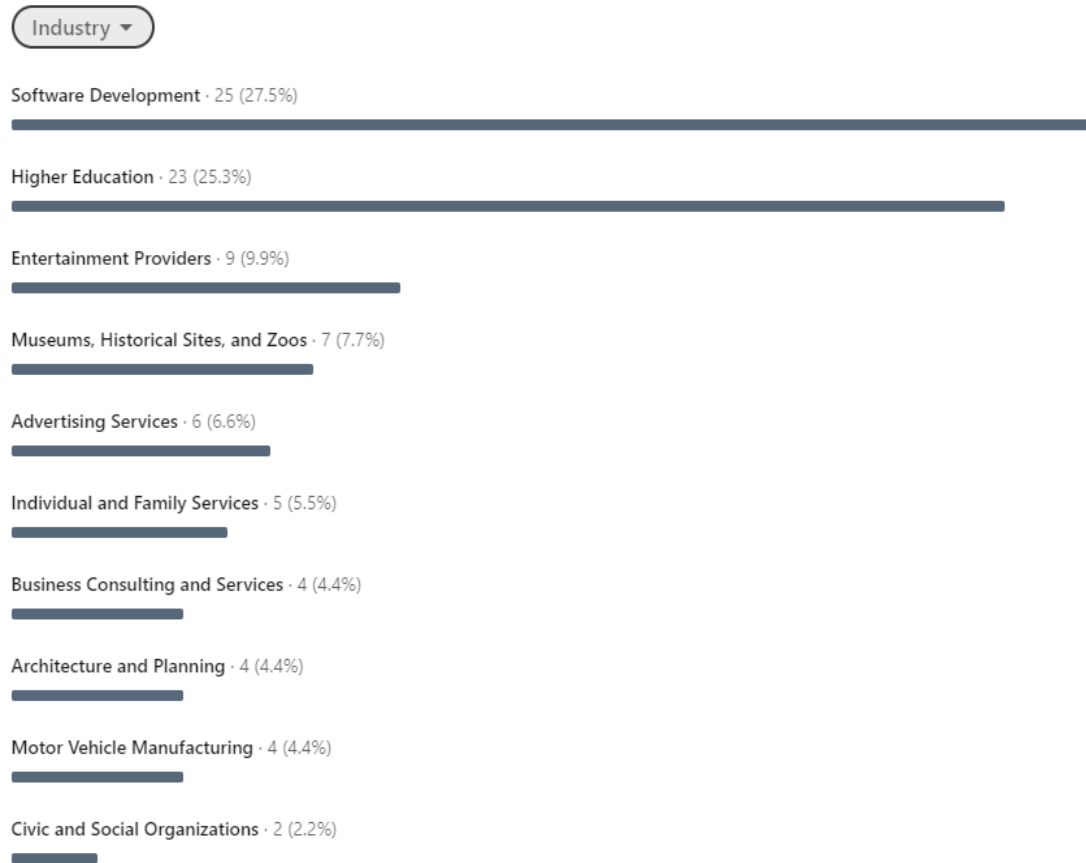


Figure 35 - LinkedIn, Audience, Top Industry

3.4.6 Visitor metrics | Reactions & Comments

The following chart presents the highlights in terms of reactions, comments and reposts on ReInHerit’s LinkedIn page over the last year. It seems that ReInHerit’s community on

LinkedIn was quite active reacting and reposting its content therefore spreading the content on this platform to wider networks.

Highlights

Data for 1/29/2023 - 1/28/2024

1,271
Reactions

4
Comments

166
Reposts

Figure 36 - LinkedIn, Visitor metrics, Unique visitors

3.4.7 Visitor metrics | Unique Impressions

The following chart presents the unique impressions of ReInHerit's LinkedIn from January 2023 – January 2024.

Metrics

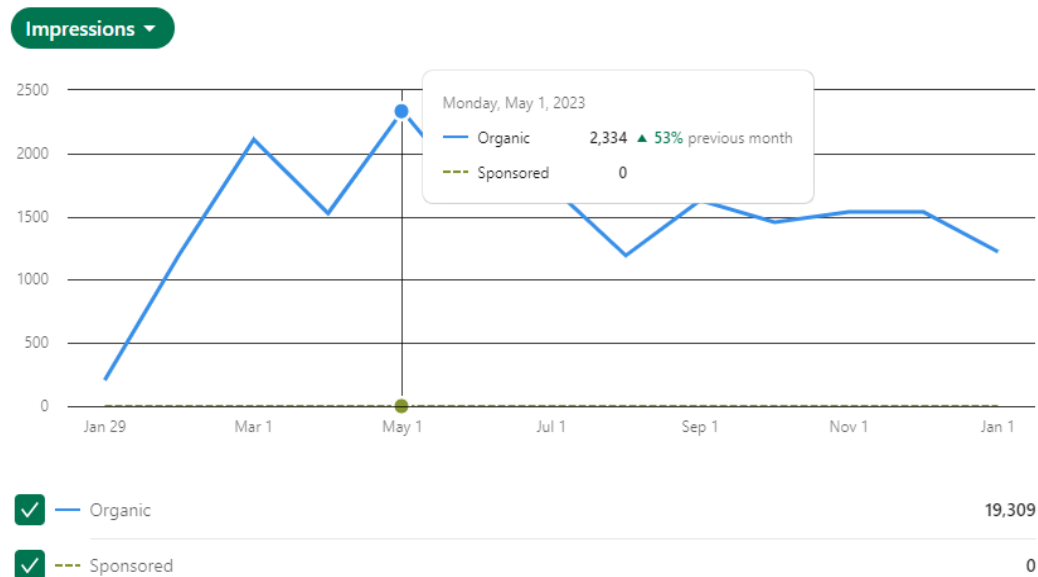


Figure 37 - LinkedIn, Visitor metrics, Page views

3.4.8 Best performing posts

A selection of best performing posts based on click-through rate (CTR)² one of LinkedIn's key metrics is presented below which is also considered as an indication of how engaging and high quality a post is for the audience:

ReInHerit H2020 • Following
Museums, Historical Sites, and Zoos

#SmartTourismApps

This week, ReInHerit partners **The Museum of Cycladic Art** **CYENS Centre of Excellence Bank of Cyprus Cultural Foundation**, ECTN & MICC-UNIFI had the opportunity to meet at the Museum of Cycladic Art and discuss the next steps of development of the apps of the project. Moreover, partners tested the Smart Tourism App for Athens in the centre of the city.

Stay tuned, more news and activities are coming up!

#ReInHerit #SmartTourismApps #Innovation#CoCreation #HorizonEU

Click through rate: 27,35%

2mo • Public post
32 • 4 reposts

Figure 38 - Best performing posts LinkedIn

² Click-Through Rate", is a calculation of how many people clicked on a post divided by the number of times the post was shown (impressions).



RelnHerit H2020 • Following
Museums, Historical Sites, and Zoos

...

#StudyVisit

In the framework of RelnHerit's international conference, the project partners participated in a study visit in Larnaca on the 18th of January. The day started with a consortium visit the Craft of Caning Museum and participation in a walking tour in Larnaca/Finikoudes, which also included the experience of storytelling statues. After that, a visit at the Pierides Museum followed.

All partners had the opportunity to discuss the RelnHerit project and cultural heritage with inspiring people, promote future collaboration opportunities and exchange ideas. A meeting was also scheduled with Ms Nana Asmeni, Officer of Larnaka Tourism Board, on the work that has been done regarding the digital upgrade of museums and actions to promote tourism. Towards the end of the day, the partners also visited the Archaeological Museum of Larnaka and the Hala Sultan Tekke Mosque, among other sites of great importance and relevance to the RelnHerit project.

Guided tours and discussions were organized which took place in a pleasant and vibrant atmosphere!

Stay tuned, more news on the project's exciting activities and events is coming up!

#RelnHerit #MakeltYourOwn #StudyVisit #Larnaca #Cyprus #SmartTourism
#CulturalHeritage

Click-through rate: 12,82%



Figure 39 - Best performing posts LinkedIn



ReInHerit H2020 • Following
Museums, Historical Sites, and Zoos

...

#Hackathon

A hackathon week started this week in Matera with over 25 participants from different parts of the world and over 15 lecturers and tutors from 5 Italian universities with experts in the fields of computer science, artificial intelligence and cultural heritage.

The Italian Partners of the ReInHerit Project, Media Integration and Communication Center (MICC), and **Materahub** along with other European organizations organize workshops and lectures on Innovative and Sustainable Approaches for User Engagement and Digital Interaction with Cultural Heritage. ReInHerit Toolkit will be presented at the XR&AI Summer School in Matera on July 19th, 2023.

Participants will have the opportunity to engage in hands-on activities and workshops, where they can use, test, and explore the Toolkit. Through a collaborative and interdisciplinary approach, linking technology and culture, participants will co-create and adapt these tools based on their own ideas and needs.

Main topics for the project proposals are "Gamification & Playful Engagement" and "Smart Interaction and Digital Contents" inspired by the StikeAPose, FaceFit, Smart-Lens and Multimedia-Chatbot.

For more information on the hackathon visit: <https://lnkd.in/dscX7P2c> and the ReInHerit toolkit: https://lnkd.in/d2H_U8Tn

Stay tuned, more hackathon news and activities will follow!

#ReInHerit #MakeItYourOwn



Click-through rate: 12,75%

Figure 40 - Best performing posts LinkedIn

3.5 Twitter

Twitter is a great medium to promote project news, conferences and events in real time. It's great for networking and direct communication among cultural heritage professionals and the public.

Some useful insights follow below referring to the last 28-day period:



Figure 33 – Twitter insights

3.5.1 Best performing posts

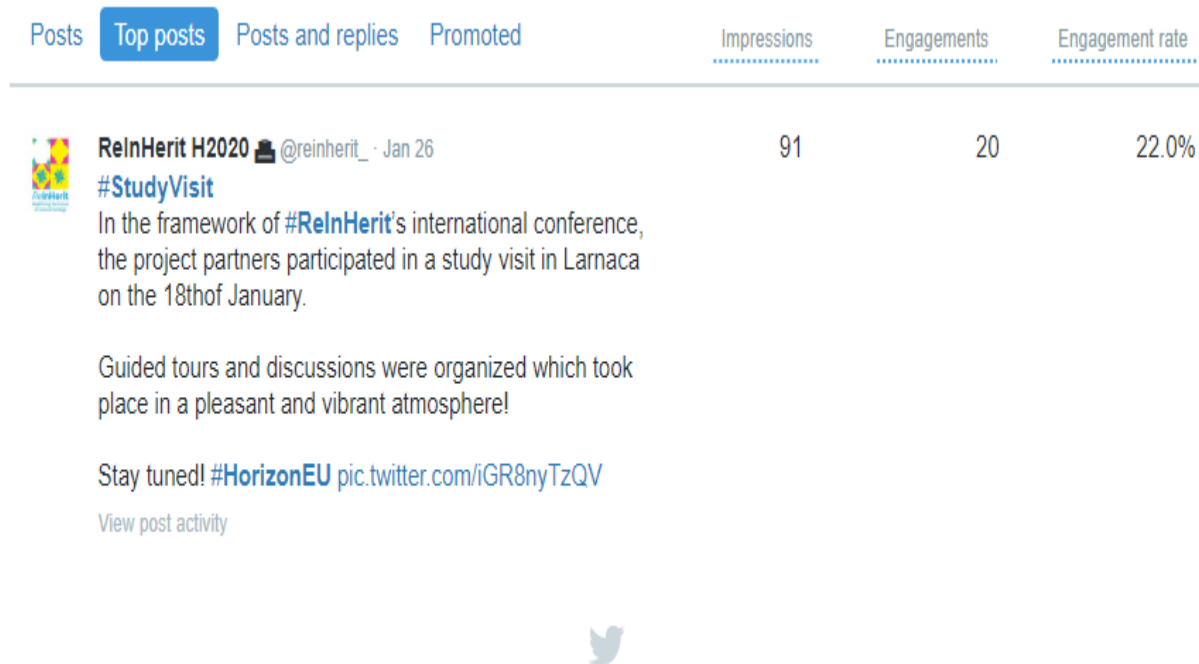


Figure 41 - Best performing posts Twitter

ReInHerit H2020  @reinherit_ · Jan 17



Keynote speech by Ms Androula Vassiliou, former European Commissioner for Culture @EU_Commission , @europanostra Vice President & @ectn_eu honorary member #ReInHerit #finalconference

 **5**
 **4**
 **0**

Impressions ⓘ

361

Engagements ⓘ

35

Detail expands ⓘ

13

New followers ⓘ

0

Profile visits ⓘ

6

Figure 42 - Best performing posts Twitter

ReInHerit H2020 @reinherit_ · Dec 22, 2023



Highlights of the #InternationalConference “Cultural heritage, innovation and sustainable development: the contribution of #ReInHerit”!

Many thanks to all speakers & participants who made this ...
[Show more](#)

5 likes, 2 retweets, 0 replies

Impressions ⓘ
92

Engagements ⓘ
22

Detail expands ⓘ
5

New followers ⓘ
0

Profile visits ⓘ
1

Figure 43 - Best performing posts Twitter

Twitter is a very useful tool for creating contacts with other EU-funded projects, institutions, policy makers and stakeholders, among others. The process of retweeting/reposting is crucial for creating visibility and networking. ReInHerit tried to retweet and generate this process during events, conferences and important events. Here is a selection of the retweeting process carried out involving relevant organizations and top professionals:

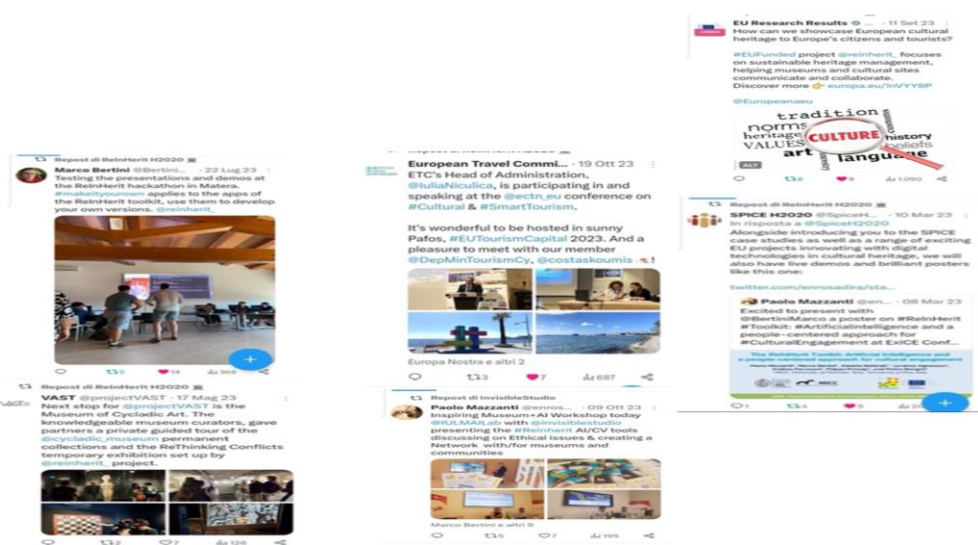


Figure 44: Overview of key mentions/quotes on Twitter

3.6 TikTok

TikTok is a channel with different content requirements compared to the other social media channels of ReInHerit as it is based on video content. It is a tool that was used in line with the exhibitions of the project for community building and co-creation activities with the audience.

Relevant insights follow below:

3.6.1 Engagement

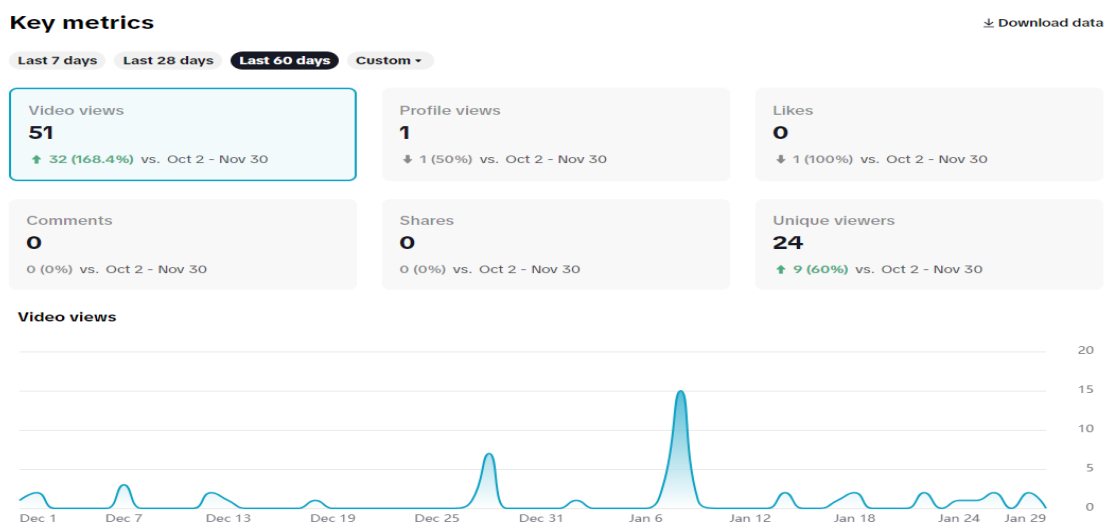


Figure 45 – Engagement TikTok

3.6.2 Countries

Based on the statistics of the best performing posts, the country leading the audience on TikTok is Greece:

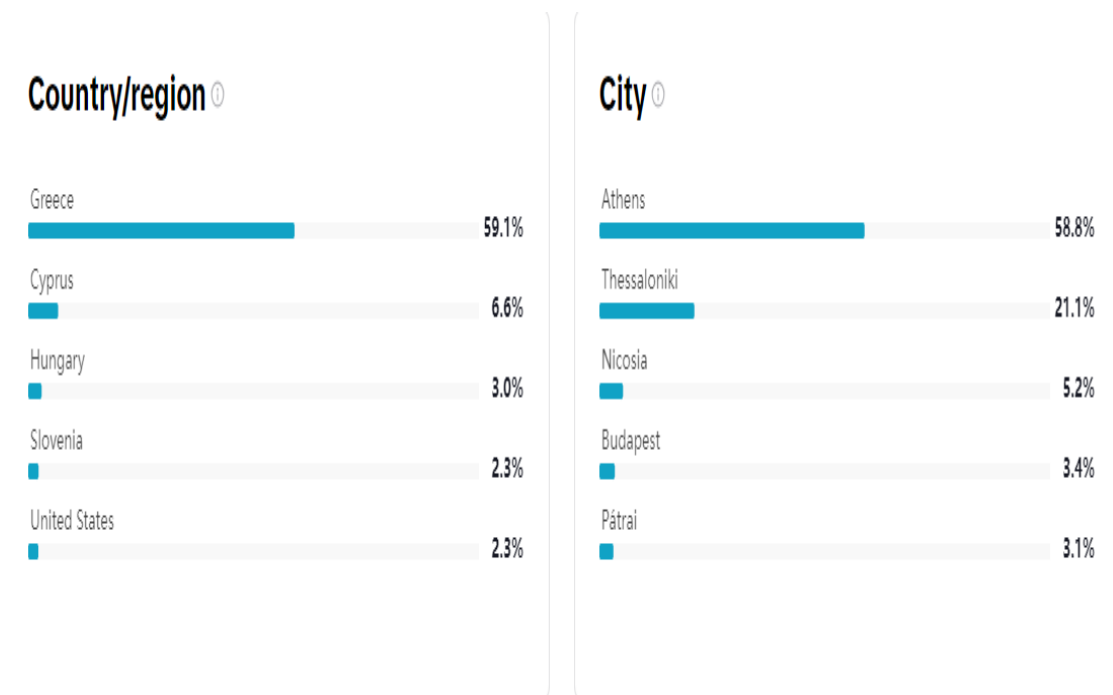


Figure 46 – Countries TikTok

3.6.3 TikTok best performing posts

As can be seen in the information below, the TikTok videos of the project seemed to be popular among the 18-24 target groups, which are the dynamic target groups on TikTok.

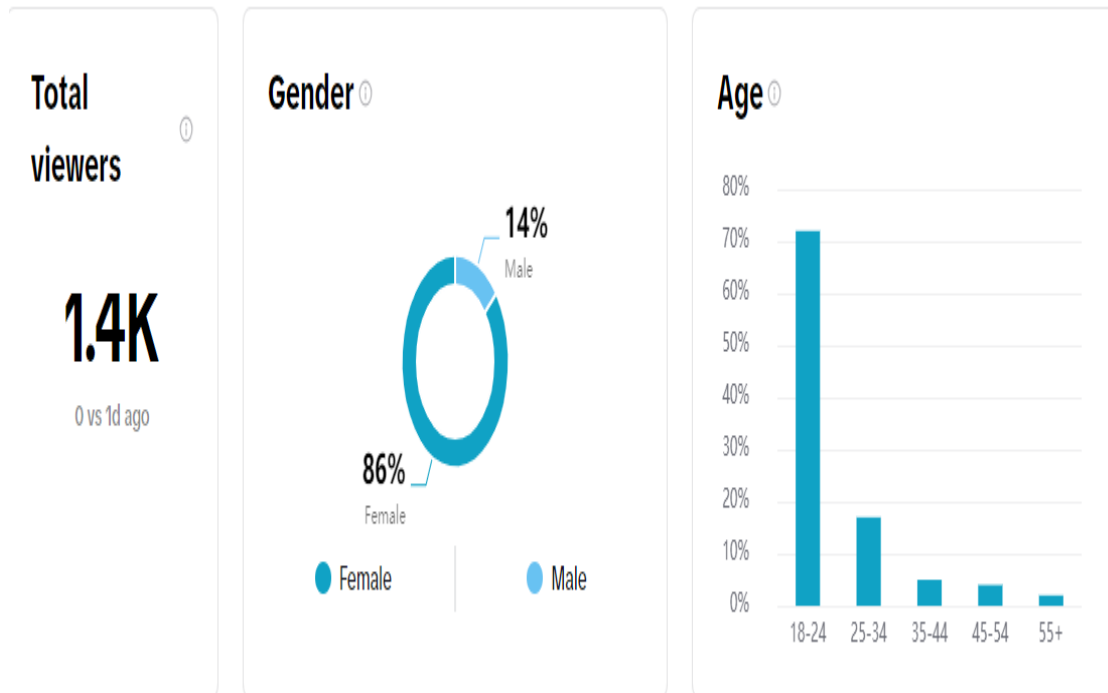
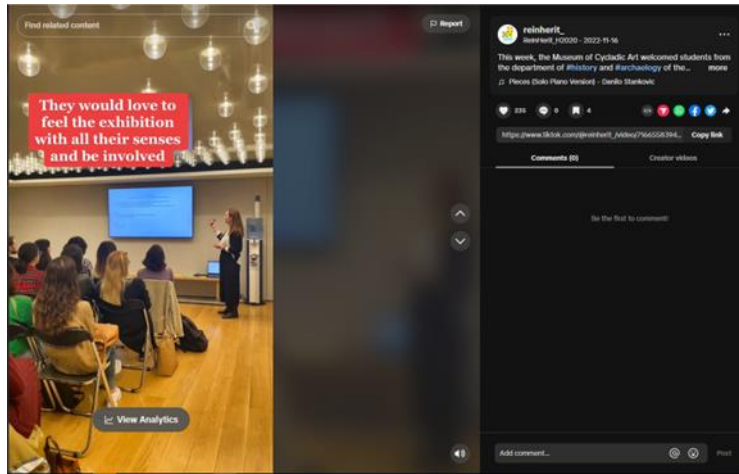
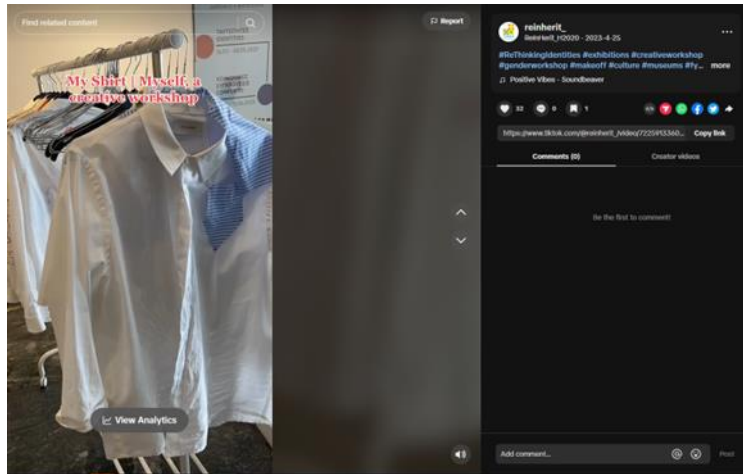


Figure 47– Best performing posts on TikTok



Performance

Viewers

The data was updated on 1/29/2024. ⓘ

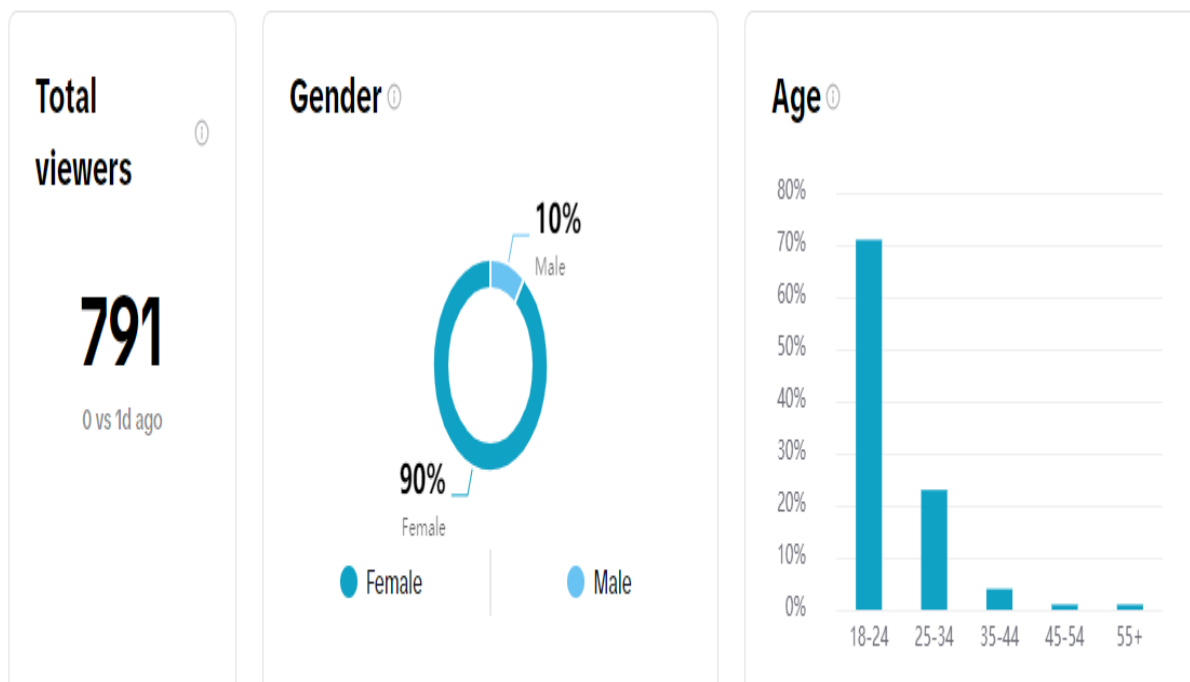


Figure 48 – Best performing posts on TikTok

3.7 Sponsored campaigns

Throughout the lifetime of the project, five sponsored campaigns were planned and executed on social media. The main goal of the sponsored social media ads was to highlight selected events and activities in order to engage as wide an audience as possible. Reaching a very specific audience as this was defined in the social media strategy was also a priority.

- **1st social media campaign**



Figure 49 – First campaign’s visual content

The sponsored campaign for the promotion of the surveys ran from October 13th to October 29th, 2021, both on Facebook and on Instagram channels. Based on the task’s needs the campaign objective was set to be the Website Traffic (meaning here the landing page of the surveys). The total amount spent for the whole duration of the campaign was €469.72. This amount takes into account the total available budget for the social media and the future

needs for sponsored content. At the same time, this campaign contributed towards reaching the number of respondents of the survey conducted in the framework of WP2.

Campaign Objective: Website Traffic

Duration: October 13th – 29th, 2021

Amount spent: €469.72

Placements: Facebook & Instagram Feed

Targeting audiences

The target audiences were chosen according to the Program's groups of interest and were formed as following:

- NGO Interests
- Public Authorities Interests
- Universities Interests
- Museum Interests
- Cultural Interests

Overview results

Below the key results of the sponsored campaign both in terms of overview and in terms of engagement can be found:

- **Link Clicks:** 4,951 (3,003 females, 1,923 males, 25 uncategorized)
- **Cost per link click:** €0.09
- **Reach:** 219,577 people (130,428 females, 88,253 males, 896 uncategorized)
- **Impressions:** 821,604

Engagement results

- **Post Engagement:** 5,062
 - **Post Reactions:** 93
 - **Post Comments:** 4
 - **Post Saves:** 11
 - **Post Shares:** 3
-
- **2nd social media campaign**

The second sponsored campaign of ReInHerit featured content both on Facebook and on Instagram platforms published in the period of reference of this second social media report. The main goal of the sponsored campaign was to raise awareness on the project among the target groups of interest and to eventually increase its outreach and number of followers.

As the project's deliverables become available including ReInHerit's Digital Hub, its apps as well as in the framework of Traveling and Digital Exhibitions, additional sponsored campaigns were created to promote the project's activities and results.

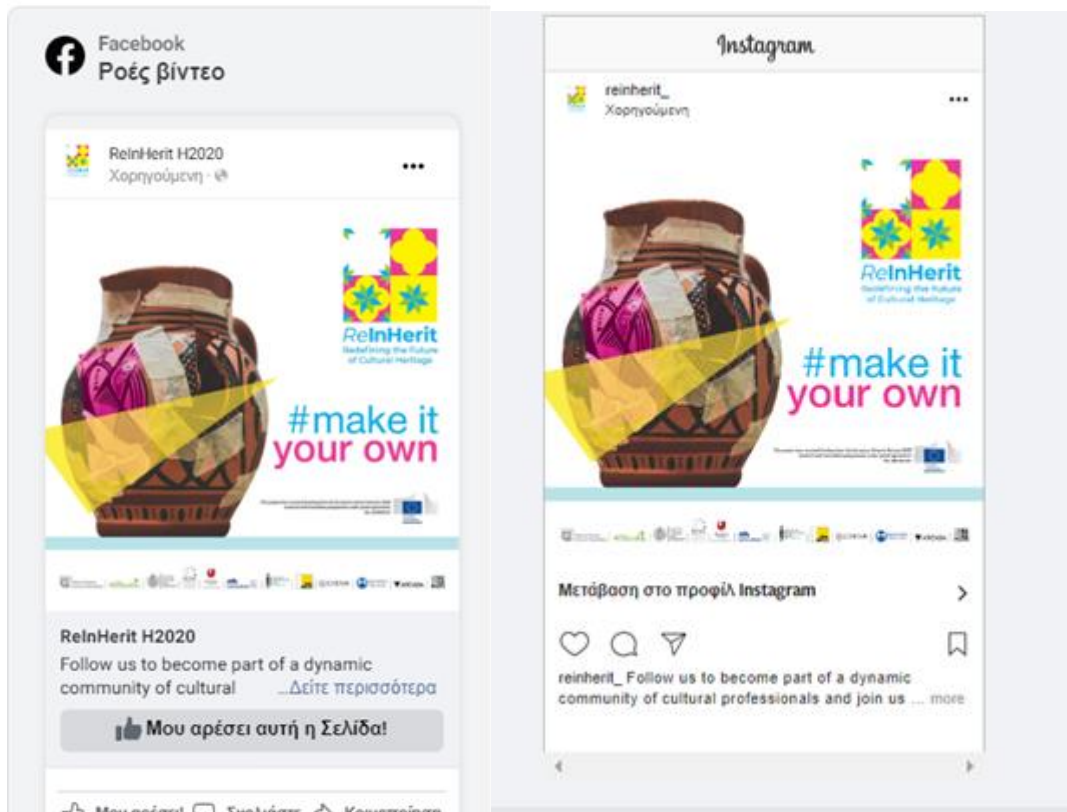


Figure 50 - Second Campaign's Visual content

3.7.1 Key characteristics

The sponsored campaign for the promotion of ReinHerit's Facebook and Instagram channels ran from September 29th to October 4th, 2022. Based on the need to expand the project's reach and followers on social media, the campaign's objective was set to be the increase of followers and brand awareness among the target groups. The total amount spent for the whole duration of the campaign was €140. This amount takes into account the total available budget for the social media and the future needs for sponsored content.

Campaign Objective: Brand Awareness – followers' increase

Duration: September 29th – October 4th, 2022

Amount spent: €140³

Placements: Facebook & Instagram Feed

Targeting audiences

The target audiences were chosen according to the project's groups of interest and were formed as following:

- Museums
- Cultural Institutions
- Universities
- Public Authorities
- Non-Profit Organizations
- Younger audience interested in arts, culture, digital services

The target age group was **18-34 years old**.

³ Facebook and Instagram ads are not subject to VAT.

Overview results

Below the key results of the sponsored campaign both in terms of overview and in terms of engagement can be found:

Instagram:

- **Link Clicks:** 142
- **Cost:** €67.09
- **Reach:** 62,864 people
- **Impressions:** 124,835
- **Post reactions:** 30

Facebook:

- **Link Clicks:** 63
- **Cost:** €48.41
- **Reach:** 9,156 people
- **Impressions:** 23,964
- **Post reactions:** 24
- **Page likes:** 95

- **3rd social media campaign**

The third social media campaign focused on the promotion of the ReThinking exhibitions with particular emphasis on raising awareness among the target groups of the digital exhibitions through the digital hub of the project.

Campaign Objective: Brand Awareness – followers' increase

Duration: April 19th – April 29th, 2023

Amount spent: €336.88⁴

Placements: Facebook & Instagram Feed

Targeting audiences

The target audiences were chosen according to the project's groups of interest and were formed as following:

- Younger audiences
- Cultural Institutions
- Universities
- Museums
- Local community

Overview results

Below the key results of the sponsored campaign both in terms of overview and in terms of engagement can be found:

Instagram:

- **Link Clicks:** 1777
- **Cost:** €86.88
- **Reach:** 14,931 people
- **Impressions:** 21,155
- **Post reactions:** 192

Facebook:

⁴ Facebook and Instagram ads are not subject to VAT.

- **Link Clicks:** 5.042
 - **Cost:** €250
 - **Reach:** 35,586 people
 - **Impressions:** 88,770
 - **Page likes:** 192
- **4th social media campaign**



Figure 50 – Fourth Campaign’s Visual content

The fourth campaign focused on creating brand awareness and at the same time promoted the videos from ReInHerit’s official YouTube channel which acts as an important depository of knowledge and project activities.

Campaign Objective: Brand Awareness – followers’ increase

Duration: December 1st – December 11th, 2023

Amount spent: €393.10⁵

Placements: Facebook & Instagram Feed

Targeting audiences

The target audiences were chosen according to the project's groups of interest and were formed as following:

- Museums
- Cultural Institutions
- Universities
- Public Authorities
- Local community
- Younger audience interested in arts, culture, digital services

Overview results

Below the key results of the sponsored campaign both in terms of overview and in terms of engagement can be found:

Instagram:

- **Link Clicks:** 1.284
- **Reach:** 61,716 people
- **Impressions:** 230,213
- **Post reactions:** 111

⁵ Facebook and Instagram ads are not subject to VAT.

Facebook:

- **Link Clicks:** 386
 - **Reach:** 114,283 people
 - **Impressions:** 230,213
 - **Post reactions:** 204
 - **Page likes:** 460
-
- **5th social media campaign**

The 5th and final social media campaign focused on the promotion of ReInHerit's toolkit and apps. The main aim of the campaign was to raise awareness on the apps' features and uses.

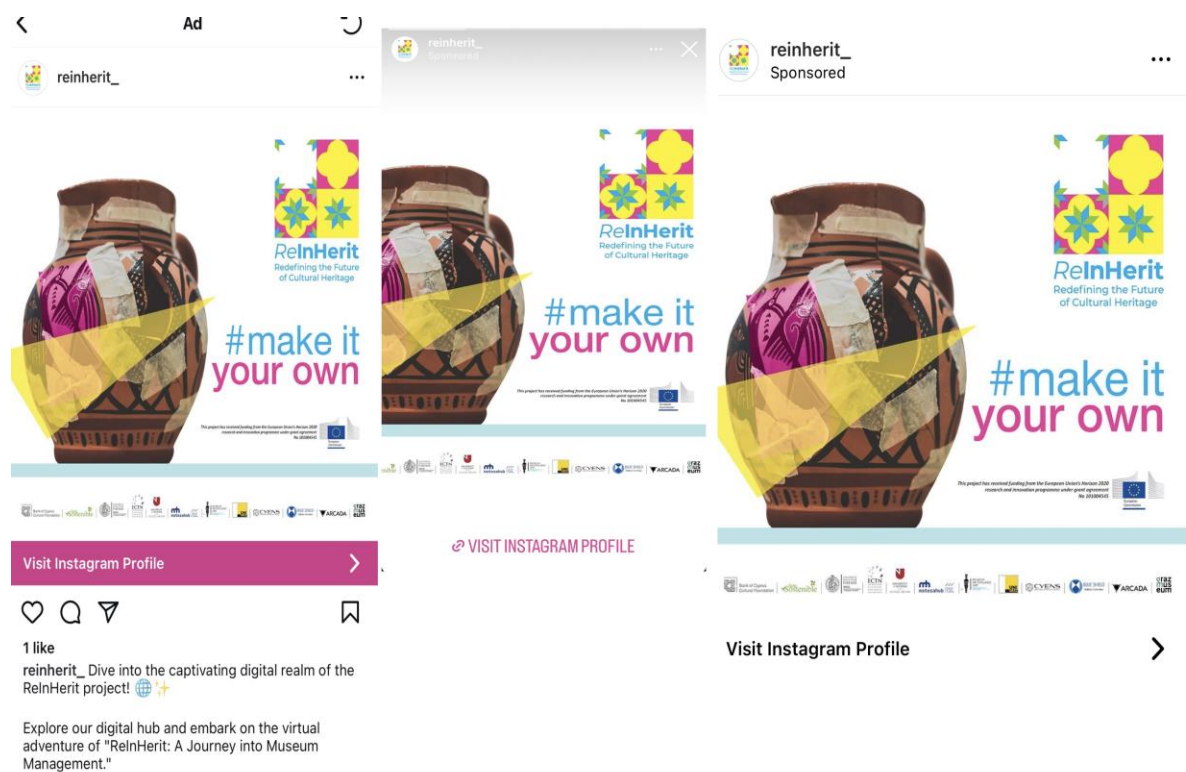


Figure 51– Overview of the 5th campaign of social media ads of ReInHerit on Instagram, post and story and Facebook

Campaign Objective: Brand Awareness – followers' increase

Duration: February 2nd – February 10th, 2024

Amount spent: €400⁶

Placements: Facebook & Instagram Feed

Targeting audiences

The target audiences were chosen according to the project's groups of interest and were formed as following:

- young people
- local community
- museum
- cultural heritage
- emerging technologies
- innovation
- digital trends

Overview results

Below the key results of the sponsored campaign both in terms of overview and in terms of engagement can be found:

Instagram:

- **Link Clicks:** 1.600
- **Reach:** 77,300 people
- **Impressions:** 144,542
- **Post reactions:** 223

⁶ Facebook and Instagram ads are not subject to VAT.

Facebook:

- **Link Clicks:** 215
- **Reach:** 27,300 people
- **Impressions:** 60,014
- **Post reactions:** 204
- **Page likes:** 460

4.0 Promotion of the ReThinking exhibitions of ReInHerit

The mission of the Travelling and Digital Exhibition communication, dissemination and exploitation Strategy was to raise awareness amongst the target groups, including visitors, researchers, CH professionals, media, policy makers and the general public, with emphasis on younger audiences and local communities.



Figure 52 – ReThinking exhibitions communication and dissemination campaign

Communication, Dissemination and Exploitation activities were carried out in each country to spread the word about the project, raise awareness and create interest in organising relevant travelling and digital exhibitions.

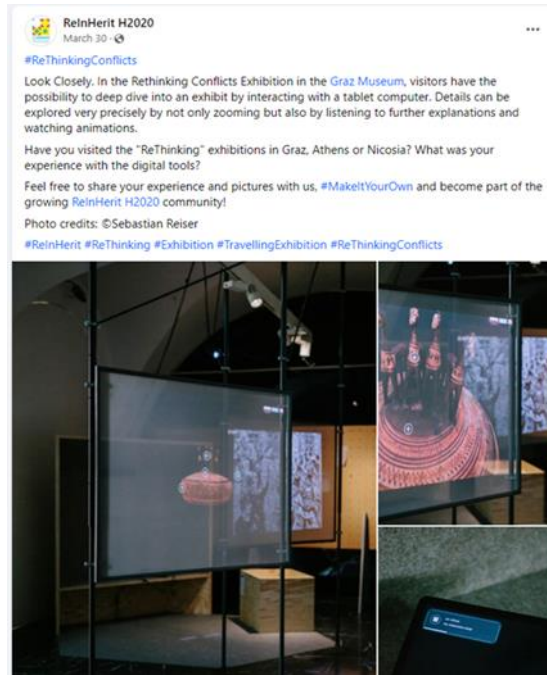


Figure 53 – ReThinking Conflicts post

Moreover, the strategy aimed at a dynamic dialogue with museums/CHS and CH professionals and also the generation of new knowledge. Whilst travelling and digital exhibitions communication activities were carried out independently by the museum partners, the social media channels of ReInHerit had a common strategy for the promotion of the exhibitions.

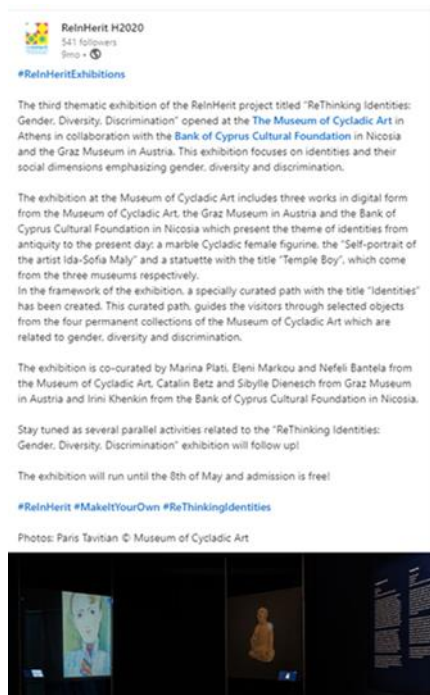


Figure 54 – *ReThinking Identities* post

Target groups

1. Stakeholders within the partner organisations
2. Key external stakeholders, i.e., museums and organisations with an interest in participating or organizing similar exhibitions, cultural heritage institutions, academic institutions, commercial enterprises, and others
3. The research community in the cultural heritage management field
4. Young audiences
5. Locals
6. Tourists
7. Vulnerable groups and people with multisensory disabilities
8. Digital natives (including digital heritage tourists)
9. Policy makers

The content of the posts were linked with the three thematic areas of the exhibitions and were developed taking into account the events and actions within the framework of the

exhibitions. Impressive post formats taken from the exhibitions were used to communicate the exhibitions as well as parallel activities and events and to engage as many as possible people. The posts also attempted to share knowledge by sharing the story of each thematic exhibition and objects featured.

Special hashtags such as #ReThinkingIdentities, #ReThinkingConflicts, #ReThinkingCraftsmanship or #ObjectOfTheWeek were created to enrich our social media posts.

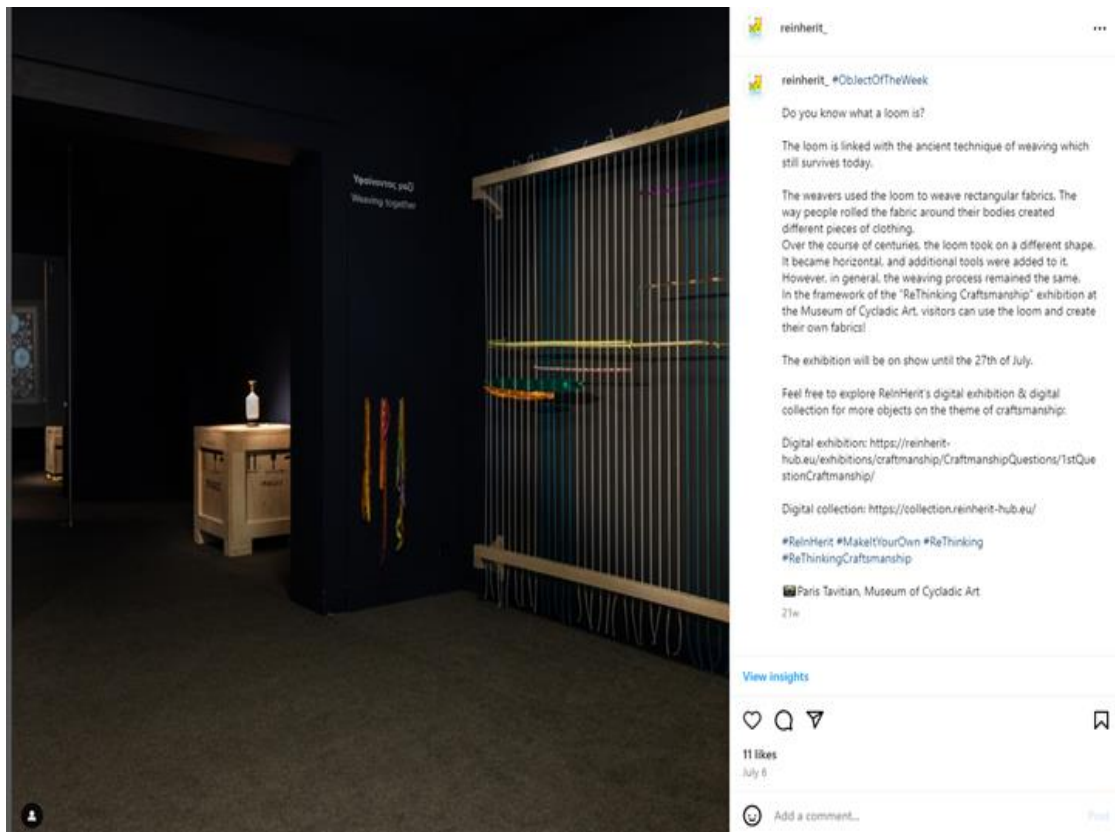


Figure 55 – Instagram posts in the #ObjectOfTheWeek theme

Filming of short video-interviews with the curators and important contributors were featured in ReInHerit's social media, website and digital hub among other inputs:

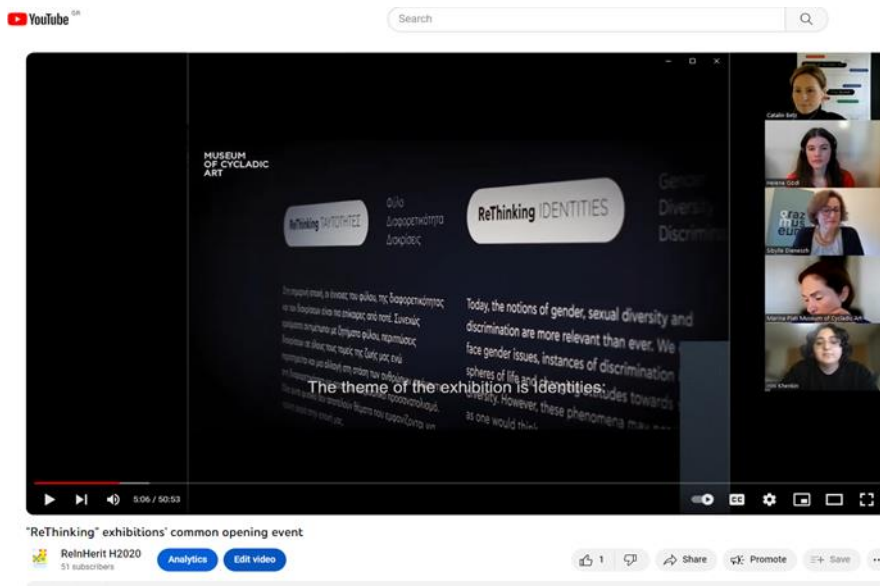


Figure 56 – ReInHerit’s YouTube channel

Instagram Stories

Instagram stories contribute much towards the engagement of the community and also towards brand awareness. In the context of the exhibitions, polls, quizzes as well as joint reels between ReInHerit’s Instagram and the other partners museums were put to use for greater engagement.

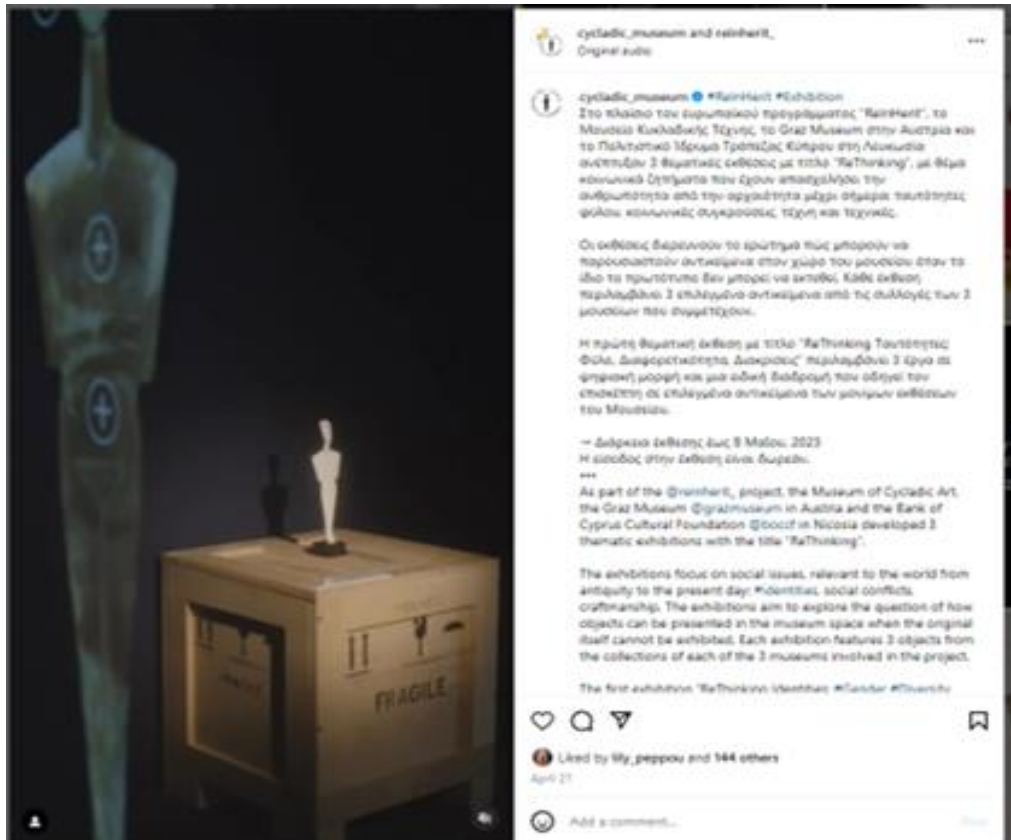


Figure 57 – ReInHerit’s common reel with the Museum of Cycladic Art’s official Instagram account

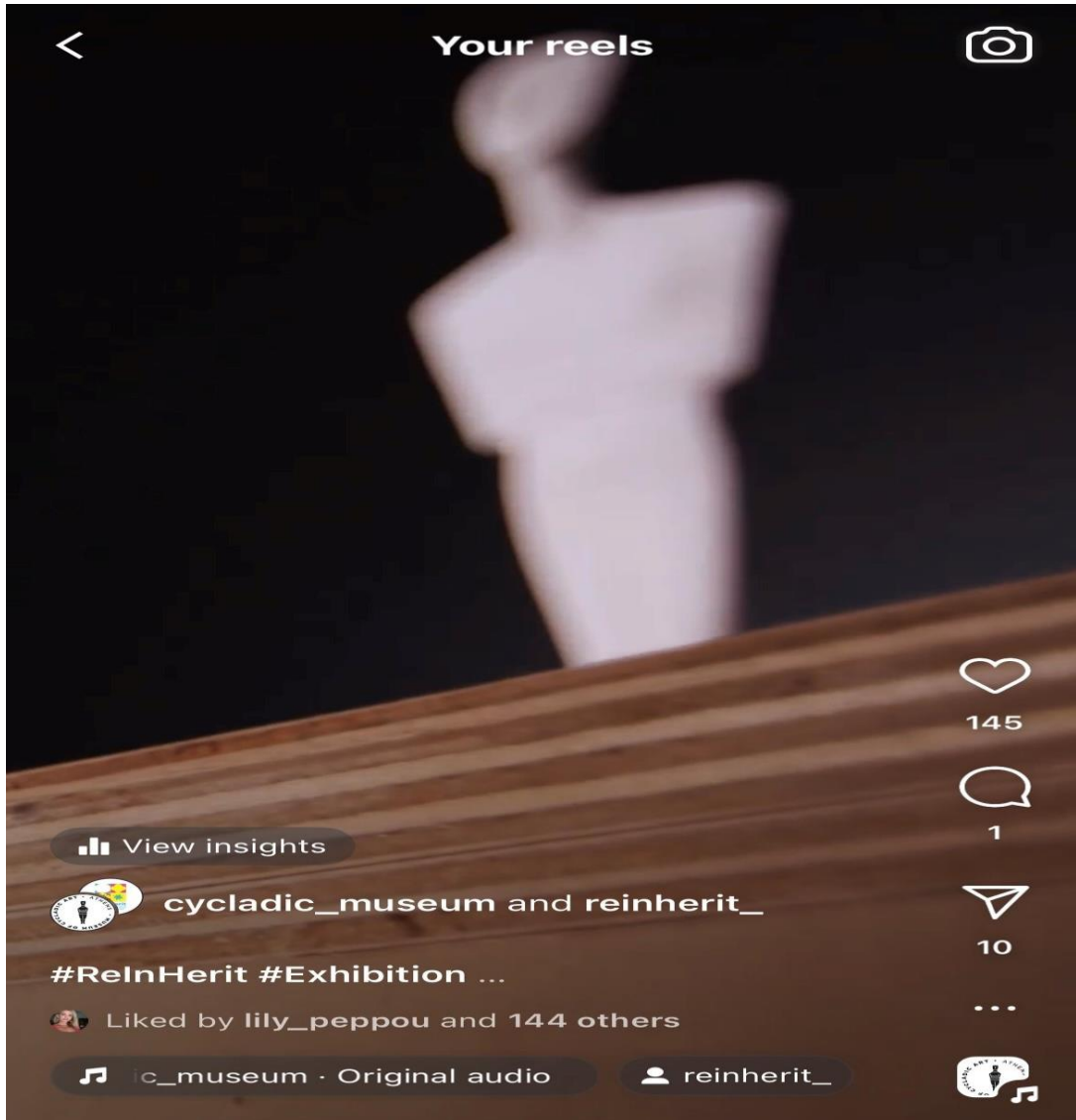


Figure 58 – ReInHerit’s common reel with the Museum of Cycladic Art’s official Instagram account

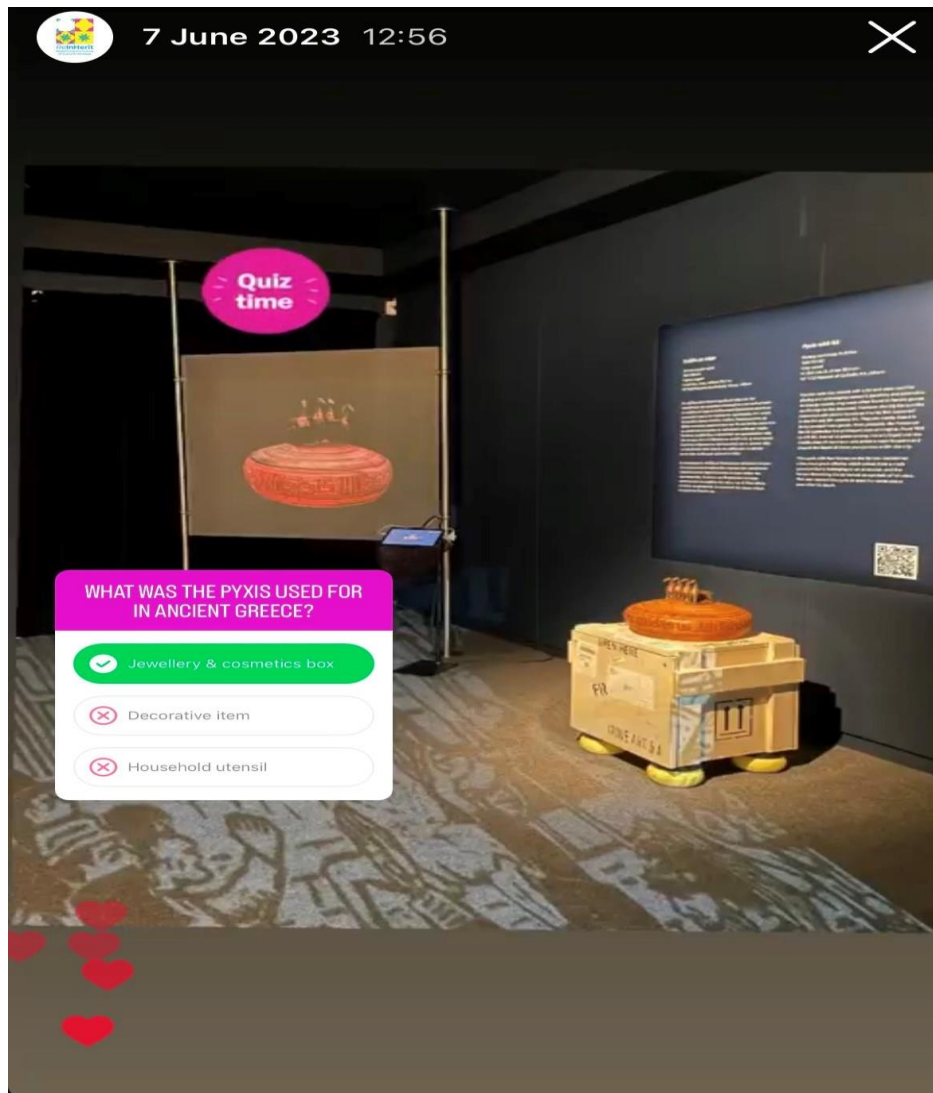


Figure 59 – ReInHerit's quiz

TikTok Storytelling

The main aim of the creation of a TikTok channel was to engage the audience more with the ReThinking exhibitions and the activities of the project in general. When the ReThinking exhibitions were at the stage of planning, the Museum of Cycladic Art hosted a workshop with young students from the University of Athens in order to discuss the exhibition and the social media strategy for its promotion. Many students commented that they love TikTok storytime therefore the development of the Tiktok channel focused mostly on the promotion of the exhibitions.

5.0 Social Media Key Performance Indicators (KPI's)

For the best possible implementation of the social media strategy for the achievement of the expected outcomes and the maximization of visibility of the project, a set of metrics is taken into consideration as these were specified in the Grant Agreement. A wide array of tools is used in order to measure the performance of the social media channels of ReInHerit including Meta Business Suite for the Facebook and Instagram channels, LinkedIn Analytics, Twitter analytics, YouTube analytics as well as TikTok analytics and insights.

The analysis of the data offered important insights for the content development and publication, when and what is better to post, and also informed the strategy. Apart from the five sponsored social media campaigns, the content of the social media platforms was organic. Each social media platform has different potential, audience and room for optimization, however, all of them contributed actively towards the growth of the ReInHerit community.

As far as the future steps of the ReInHerit social media strategy are concerned, constant monitoring of the user-content interaction is key as it can inform the social media strategy of the project and make it more effective. Based on the different features of each platform, the integration of systematic and organic content will keep the audience of the project interested and engaged.

Based on the grant agreement, the following KPI's are relevant and suggested for the social media channels of the project:

Key Performance Indicators (KPI's)	Expected outcome	Progress Achieved (as of February 2024)
Social Media visits	50,000 unique visits	- 55,843 unique visits
Social media followers	More than 3,000 in all social media channels	3,426 followers

Table 2 - Followers' Overview

6.0 Challenges and solutions

The social media channels of ReInHerit followed the flow of activities of the project and were in line with the development of each Work Package. The main challenge faced was at the beginning of the project when all the results and activities of the project were research related. In order to overcome this challenge, The Museum of Cycladic Art, the social media task leader, created a [Social Media Publishing Calendar](#) with suggested dates of publication for each partner. This was a dynamic document which was being updated every six months in order for the social media posts to be in line with the activities of the project.

At the same time, when there was no social media activity, all partners were encouraged to provide content to the task leader according to their organization and relationship with the project to assist keeping both the social media channels and audience's engagement active by also sharing important news on the cultural heritage field and findings. To further facilitate the exchange of information among the partners, all partners had the opportunity to send their content either via email or through a [template](#) for social media content.

As the human-centric character of a project along with attractive visuals are the key elements which drive audience engagement, certain key research outcomes was turned into knowledge bullets so they are more engaging:

How often have you visited a digital exhibition of a museum

DURING MARCH 2019 - SEPTEMBER 2021?

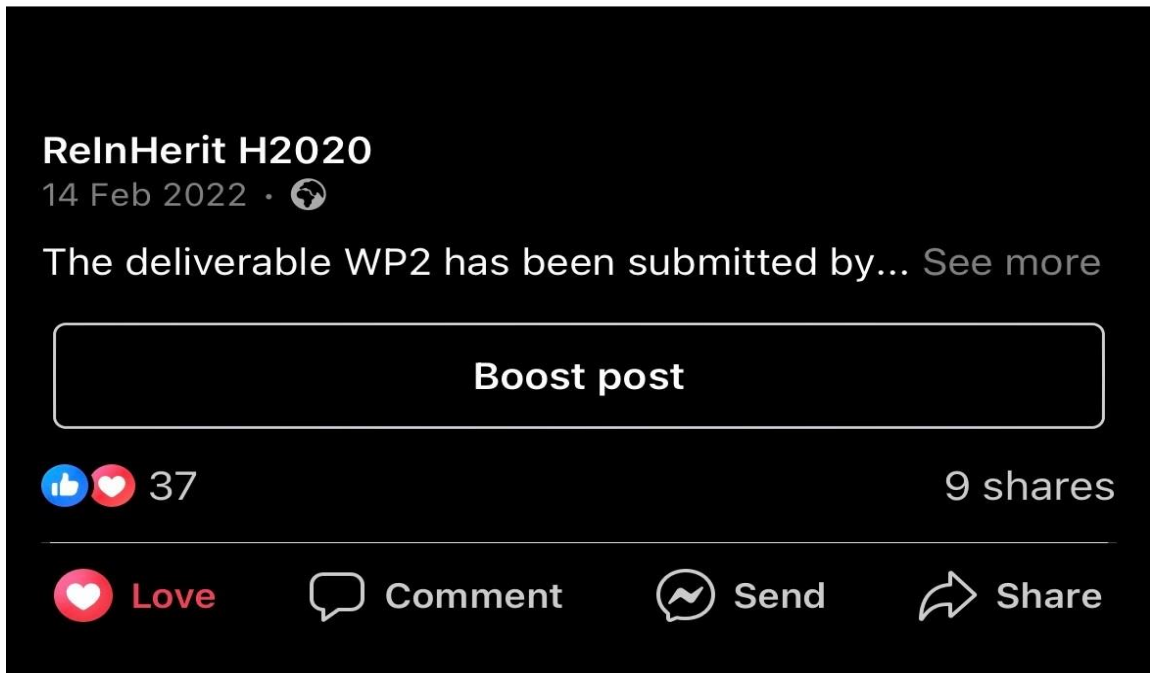
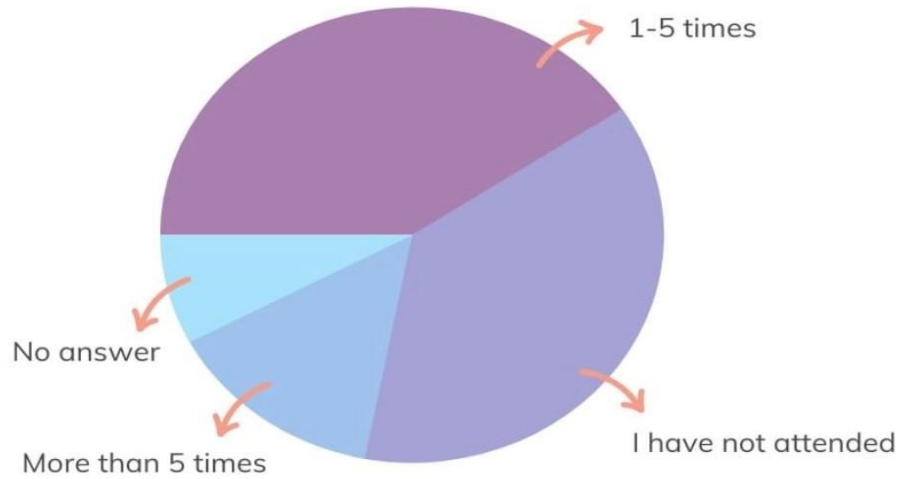


Figure 60 – ReInHerit’s Facebook post

In order to engage a younger audience which is constantly exposed to quick and high quality visual content, especially during the ReThinking exhibitions, emphasis was placed on high quality visual content including videos and reels which became drivers of audience engagement.

6.0 Conclusions

The social media channels of ReInHerit follow a steady and gradual upward trend and they have managed to highlight and promote the most important results, activities and events of the project. The project has managed to reach its KPI's and exceed them following also the implementation of the sponsored social media campaigns through which the project reached a much wider and targeted audience.

The top three countries on all social media channels are Greece, Cyprus and Italy. This is also an indication that the active dissemination and communication work undertaken by the partners located in these countries also has an impact on the community engagement, visibility, and growth on ReInHerit's social media. Based on the social media platforms' insights, the dynamic audience is female, 35-44 years old.

In the second social media report (D7.3), the total number of followers was 1.195 and as of February 2024 the total number of followers is 3.426. The number of unique visitors has exceeded 55.000. This is also evidence of the effectiveness of the revised social media strategy implemented for the project. The establishment of a pre-event strategy through frequent social media posts before each major activity or event of the project such as conferences, exhibitions, immersive performances or hackathons engaged the project's audience and contributed towards the growth of the community. Sharing interesting details on the exhibits to engage younger audiences or creating follow-up posts after important events with videos and photos of an event, increased visitor and content interaction. Video documentation and other important visual content added value on the YouTube content of ReInHerit and enriched the knowledge of the target audience e.g. videos on the official YouTube channel such as "Meet the Curator" interviews or webinars. These videos are also directly linked with the Digital Hub of the project.

The analysis of the data offered important insights for the content development and publication, when and what is better to post, and informed the strategy employed throughout the duration of the project. Apart from the five sponsored social media campaigns, the content of the social media platforms is mostly organic. Each social media platform has different potential, audience, and room for optimization, however, all of them contributed actively towards the growth of the ReInHerit community. It seems that Facebook, Instagram and LinkedIn are the most dynamic platforms of the project and can be said that their characteristics are more compatible with the dissemination and

communication needs of an EU-funded project both for communication to the wider audience and for the dissemination of results to the community of the professionals.

Catering to the needs of a wide audience can be challenging as different types of content need to be created so the content is interesting and engaging. To overcome this challenge, there were certain campaigns which emphasized specific target groups such as the campaign for the digital and travelling exhibitions which focused on younger audiences and local communities.

The campaign for the promotion of the webinars targeted the audience of the cultural heritage professionals, tech experts and cultural tourism experts. This campaign was based on organic posts and there was a coherent pre and post event strategy implemented by the social media leader. A webinar news item was created in the Digital Hub and then shared on social media channels during the period November 2022 - September 2023. Before each webinar, the audience was informed through the social media of the registration process, the day of the event there were additional posts acting as a reminder for the event and after the event, there were posts promoting the possibility for anyone interested to watch the webinars on ReInHerit's YouTube channel and Digital Hub. The consistency of promotion led to frequent webinar participation and increased the visibility of the webinars of the project.

A similar strategy was followed for all major activities and events of the project such as the immersive performances, the hackathons in Matera and Nicosia, the ReInHerit podcasts or the ReInHerit toolkit.

Throughout the duration of the project, all collected data comply with the IPR procedures of the data implemented by the project and content shared by the audience is monitored by the social media task leader before being shared or published.

[Future implications and sustainability](#)

As far as the future steps of the ReInHerit social media strategy are concerned, constant monitoring of the user-content interaction is key as it will inform the social media strategy of the project at least for one year after its completion. Based on the different features of each platform, the integration of systematic and organic content will keep the audience of the project interested and engaged.

Any activities, workshops, conferences or app related news from the partners will continue to be featured. Additionally, the educational character of the project will be further

promoted so there will be organic posts promoting its webinars and resources. All promotional activities will focus on the promotion of key outcomes of the project such as the Digital Hub and ReInHerit's exhibitions.

Apart from sharing updates on the project's impact, milestones, or ongoing initiatives, the scope of content of the social media accounts of ReInHerit will be broadened to include related topics or issues relevant to the target groups of the project. This kind of content will feature news and interesting events which are relevant to the key target groups of ReInHerit: cultural heritage professionals, museums, cultural tourism organisations, younger audiences, local communities, universities and policy makers.

Based on the social media accounts' data analytics, it was shown that the most popular social media posts with the greatest engagement rates were the ones which showed the humans behind the project. Higher engagement means that visitors spent more time on these posts therefore they considered them to be of high quality. Therefore, after the end of the project, the social media strategy will highlight individuals or organizations making a difference in the project's field to inspire and motivate audiences. These individuals, organisations or projects can either be from the consortium or beyond.