



**European Year of Cultural Heritage 2018:  
communication campaign**

# Structure of the presentation

1. Key elements of the communication campaign
2. Visual identity
3. Website
4. Social media



**Key elements of the communication  
campaign**



# To recall ....

- A communication and promotion campaign at European level **to complement** communication strategies and plans at Member States level
- Focusing on the objectives of the Year
- Flagging the **European dimension** of cultural heritage
- Working with a framework contractor – limited budget
- Official **launch** of the communication campaign at the European Culture Forum in Dec 2017
- Events and projects at European and Member State level , responding to the Year's objectives, can receive the **logo of the EYCH 2018**



# Target groups for the communication campaign

- School children (10-14 years old)
- Young people (15-25 years old)
- General audience



# Main elements of the campaign

- Visual identity for the Year: including graphic design, a logo, a hashtag and a slogan...  
**... to be revealed today (work in progress)**
- Communication material including toolkits for main target groups and graphic material: posters, banners, videos, roll-ups
- Activities for children and young people
- Photo bank
- Helpdesk
- Website, newsletters
- Social media

**Europe's cultural heritage  
is more than you think !**





**Visual identity**





**Website**

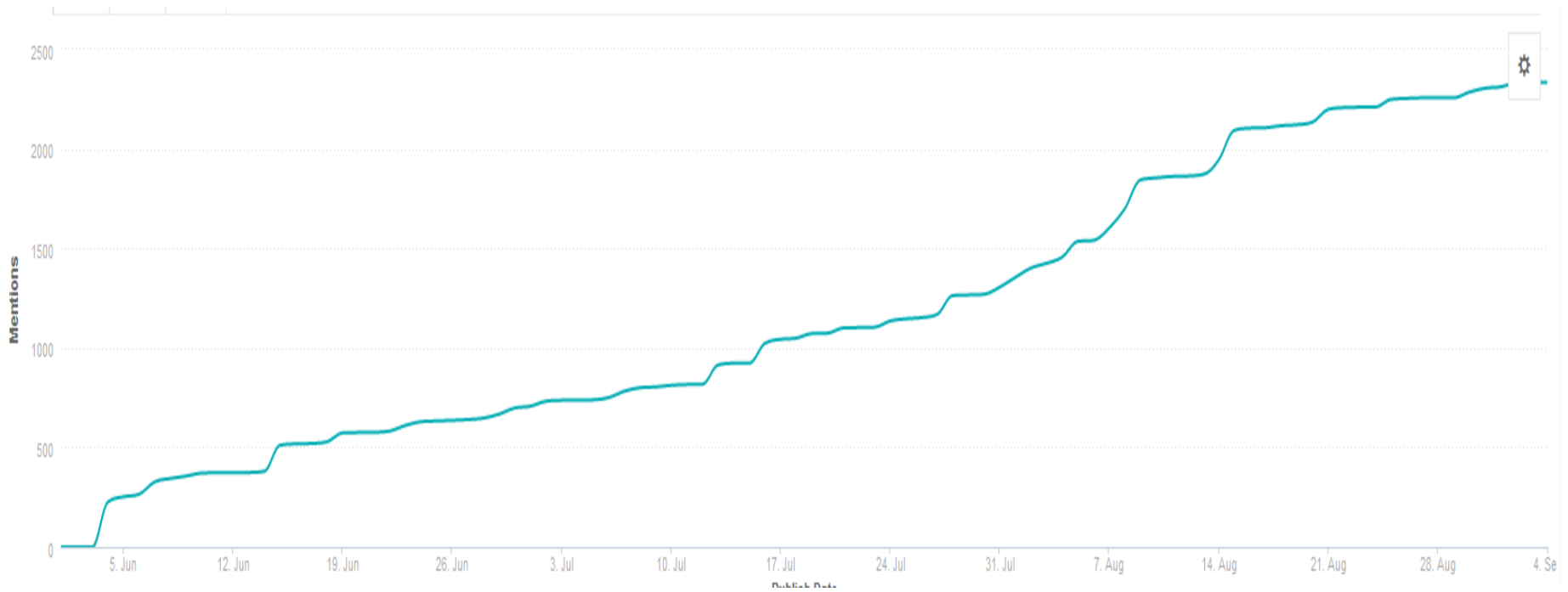




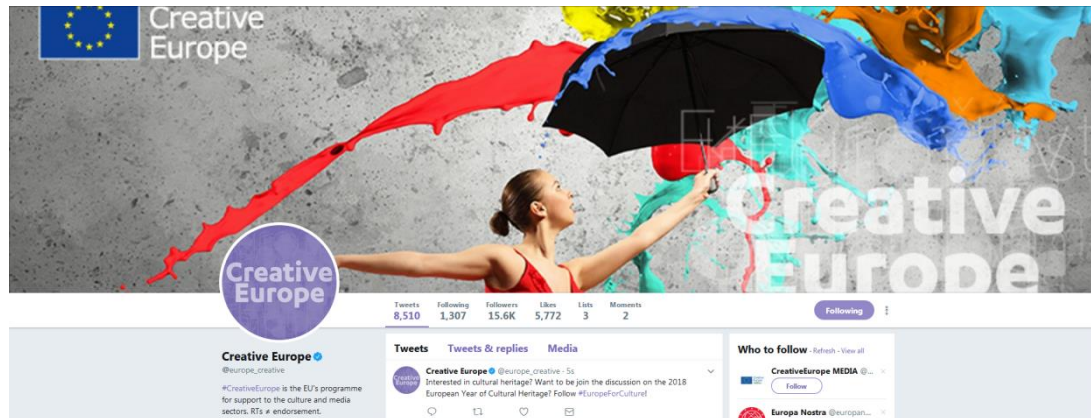
# Social media



# #EuropeForCulture



# Two audiences, two platforms



Creative Europe

8,510 Tweets · 1,307 Following · 15.6K Followers · 5,772 Likes · 3 Lists · 2 Moments

**Creative Europe** @EuropeCreative

#CreativeEurope is the EU's programme for support to the culture and media sectors. RTs = endorsement.

**Creative Europe** @EuropeCreative · 5h  
Interested in cultural heritage? Want to be part of the discussion on the 2018 European Year of Cultural Heritage? Follow #EuropeForCulture!

**Who to follow** · Refresh · View all

- CreativeEurope MEDIA** @CreativeEuropeMedia · Follow
- Europa Nostra** @EuropaNostra · Follow



europa.eu/youth

5,625 Tweets · 546 Following · 18.8K Followers · 1,412 Likes · 1 List

**EUROPEAN YOUTH** @EuropeanYouthEU

**European Youth** @EuropeanYouthEU · 1h

**Who to follow** · Refresh · View all

- European Youth Forum** @EuropeanYouthForum · Follow



# Coming up on social...

*Selfie competition*

*Profile picture filter*

*Social media influencers*

*Why is cultural heritage important*

*-in emojis*

*Buzzfeed-type quizzes*

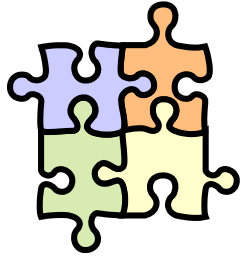




European  
Commission



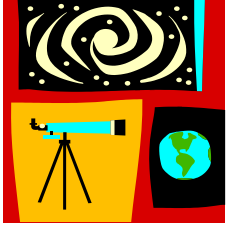
# CONCLUSIONS



# Making the campaign successful - working with partners

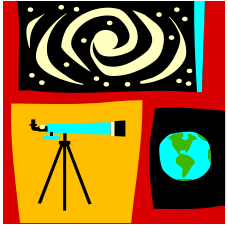
- Cooperation with national coordinators – developing synergies with communication campaigns at Member States
- Cooperation with EU institutions and Commission's departments
- Role of multipliers at Member State, European and international levels





# Call for action

- Make use of the campaign materials in your communication and promotional activities including:
  - Online (via your website, social media channels and newsletters)
  - Offline (organising events and meetings, print publications)
  - And through your networks (media and journalist contacts, stakeholders)
- Use the visual identity of the Year (please see the guidelines)
- Connect your website to the COM website
- Use the hashtag **#EuropeForCulture**



# Call for action 2

- Share information about your plans, initiatives, etc.
- Exchange about your promotional and dissemination activities under the umbrella of the EYCH (quarterly)

Please also:

- Check your language version of the flyer about the Year and use it
- Use the elements of the PPT presentation with basic information about the Year in your language
- Other communication material will follow later in the Year