TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

D2.4.2 - REPORT n°3 on Web alerts on the project Tempus

Document control

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WEB ALERTS ON THE PROJECT TEMPUS

1. INTRODUCTION

Under the communication activities at the project level, there will be activated & manage digital footprint: web alerts, social media accounts & e-NLs. Digital activities will follow the SUCCESS model (messages such as Simple, Unexpected, Concrete, Credible, Emotional & making use of Stories). Coordinated by LP CM & RERA, PPs' CMs will be responsible for content production and site & social update. To make project news and events or any other information that partners finds relevant and important to spread and share among the project "followers", there will be used the web alerts, a short messages reminding all of the profiled project audience to check up the project news.

The project website is integrated and hosted on the Programme web platform and has its own domain. Information about the project and its progress (deliverables, events, news, etc.) will be uploaded on the Project website and regularly updated by the project partner in charge of this activity (PI RERA) and as it is planned with AF, the Web alerts via web and mailing lists will be used to inform mailing list members about TEMPUS events and news announced at the project website. Contacts will be gathered on the web page and other channels (events, meetings, etc.) and by all project partners' involvement.

This web tool will help to remain in contact with earlier reached and recognized interested public, tourists, students and pupils, entrepreneurs, civil society, local and regional authorities, regional and local development agencies, museums, tourist boards, LAGs, etc. - everyone who in previous contacts with someone from project partners chose to follow the project activities, to receive the project newsletters and news or to participate in the project in some other way.

2. ABOUT TEMPUS WEB ALERT

Web alerts via web and mailing lists - this tool will be used to inform **mailing list members** about TEMPUS events or content related and on most relevant TEMPUS outcomes. Contacts will be gathered on web page and other channels (events, meetings etc.).

How do web alerts works?

1. A person visits a website,

2. The website requests permission to send notifications,

3. The visitor chooses to allow or decline the request,

4. If the visitor accepts, she/he will start receiving web push notifications from the website.

How the web alerts could contribute and help to the Project communication

- to build up a loyal project subscriber base

- to set up a simple communication channel with the people reached by project and has got them interested in it

- to guide subscribers through the important phases of the project implementation

- to segment reached audience

- to stimulate engagement on the project social media

How to gather more contacts over the web alerts

WP 2 Leader will install push notifications on the project's webpage. This tool will be able to collect e- addresses from new users and in this way, the database will be expanded. Through this tool, it will be possible to follow the statistics, i.e. how many people saw the notification, and how many of them left their e-mail addresses, i.e. subscribed/followed to social networks. However, it's recommended to all project partners to take the opportunity on every occasion to invite personally the people to subscribe at web alert (which will be) available on the project web site.

Possible web alerts messages	Type of the message on the Webpage	Target groups
Welcome! Sign up to get our latest news in your inbox.	Welcome message	All TG
Get new posts on e-mail! Join our Tempus community today & never miss the latest from the world of experience of old ports revival!	CTA for News message	All TG
Interested in networking on our events? Sign up for more info!	CTA for Events	- Cultural and natural heritage management bodies - Regional and local development agencies, enterprises SMEs within cultural and creative ind., environmental and tourism sector...)
Interested in networking, share ideas, experiences and best practice and support each other?	CoP	- Education and training organisations, universities and research institutes - LGS and Lags - innovators & online community
We tweet useful stuff. Follow us! (Twitter)	CTA for Social networks	All TG
We mix creative stuff! Follow us! (Facebook)	CTA for Social networks	All TG
We share great videos and ideas! Suscribe! (YouTube)	CTA for Social networks	All TG
Take a look at our latest stories! Follow us! (Instagram)	CTA for Social networks	All TG

- Welcome! Sign up to get our latest news in your inbox.

- Interested in networking on our events? Sign up for more info!

- Interested in networking, share ideas, experiences, best practice and support each other? Sign up for more info!

These messages will be announced within the first wave and later, in the second wave the new ones will be used to invite the subscribers to follows and subscribes on the social media sites of the Project;

- We tweet useful stuff. Follow us! - this alert will be used to invite subscribers on alerts to follow the Project Twitter site (activities on Twitter)

- We mix creative stuff! Follow us! (Facebook) - this alert will be used to invite subscribers on alerts to follow the Project Facebook site (activities on Facebook)

- We share great videos and ideas! Subscribe! (YouTube) - this alert will be used to invite subscribers on alerts to follow the Project YouTube channel

- Take a look at our latest stories! Follow us! - this alert will be used to invite subscribers on alerts to follow the Project Instagram (activities on Instagram)

3. TARGET GROUPS AND COMMUNICATION GOAL

In order to better exploit potential users of our services and products, it is important not only to be present but also to encourage the interested public to engage and regularly monitor the implementation of the project.

The main communication will be based on highlighting the project events but this activity could be used to pointing out the project potentials in accordance with actual and future business surroundings and modern days preferences and needs by promoting other project activities too.

This activity is planned to support the sustainability of project results and in this sense the target groups of these activities coincide with the target groups of the project. It should also contribute to the quantification and profiling of the user base. In this sense, this activity should target the following groups of users (signatories):

- General public; citizens, tourists, students/scholars

- Local, regional and national public authorities

- Cultural and natural heritage management bodies

- Regional and local development agencies

- Enterprises; in particular SMEs within the cultural and creative industy, enviromental or tourism sector

- Associations, regional innovation agencies

- Education organisations and training organizations including Universities and reaserch institutes

4. MANAGING AND CURRENT STATE OF TEMPUS WEB ALERTS

The web alerts will be prepared and activated by the project partner incharge of communication activities, PI RERA.

Usually, this communication activity functions through the website by the integrated field on it that is meant exactly for the submitting the subscription on the project news announced through the Tempus web site, whether the subscriber is from a group of an audience of those who specifically were invited to make a subscription since they are in our existing bases or from those who unplaned discover the project's website and project's activities - but they all will be able to subscribe. The subscription will ensure they stay informed and up to date with the project news.

All of the interested in the project events or any other project news should be able to subscribe to the Tempus web alerts through appoint field integrated into the project website so in that sense, it is expected also from our Program' platform to provide us that option (mode of function) so that we can activate the Tempus web alerts.

However, the basic task is to establish the base of subscribers so in that sense at the first, there will be invited the project newsletter subscribers as well as the stakeholders and participants in the project's activities such as workshops and personal meetings, and later on, the base will be upgrading itself and also by inviting the new project participants' members.

In planning the implementation of the project, it was envisaged that web alerts will be used to announce tempus events, however, for two objective reasons, we were unable to realize even partially this activity jet. The first reason is of technical character, namely the software platform that hosts our website is not yet adapted to integrate and push web alerts, and the second reason that caused the stagnation of this activity is the impact of the Covid-19 pandemic, which made it impossible in both countries to hold larger gatherings that implies one event, but also considering the fell off the planned events practically there was no need to spread the information on the event(s).

Related to the technical problem, we have written to the program IT office looking for resolving this part but still within the end of the December of 2020, there was no answer on this. Besides that, we expect that the Program will provide us the User manual on how to configure web alerts and which are the possibilities of our alerts since at the moment there is no indication for this part in the existing manuals.

5. CURRENT STATE, 6TH PR

Since the program platform hosting the project official website isn't technically capable to host this function, after this problem has been considered by the Program Communication manager Mrs. Tea Ivanišević who also advised PPs' to resolve this task of sending push messages to a targeted audience, in some alternative way the - the LP and PP5 (PP5 as in charged partner in the communication activities) come out with the Push alert option as replacing solution to the web-alerts.

And finally, in June the popup has been activated and has been appearing on the lower right corner of the website, ~5 seconds after having been browsing.
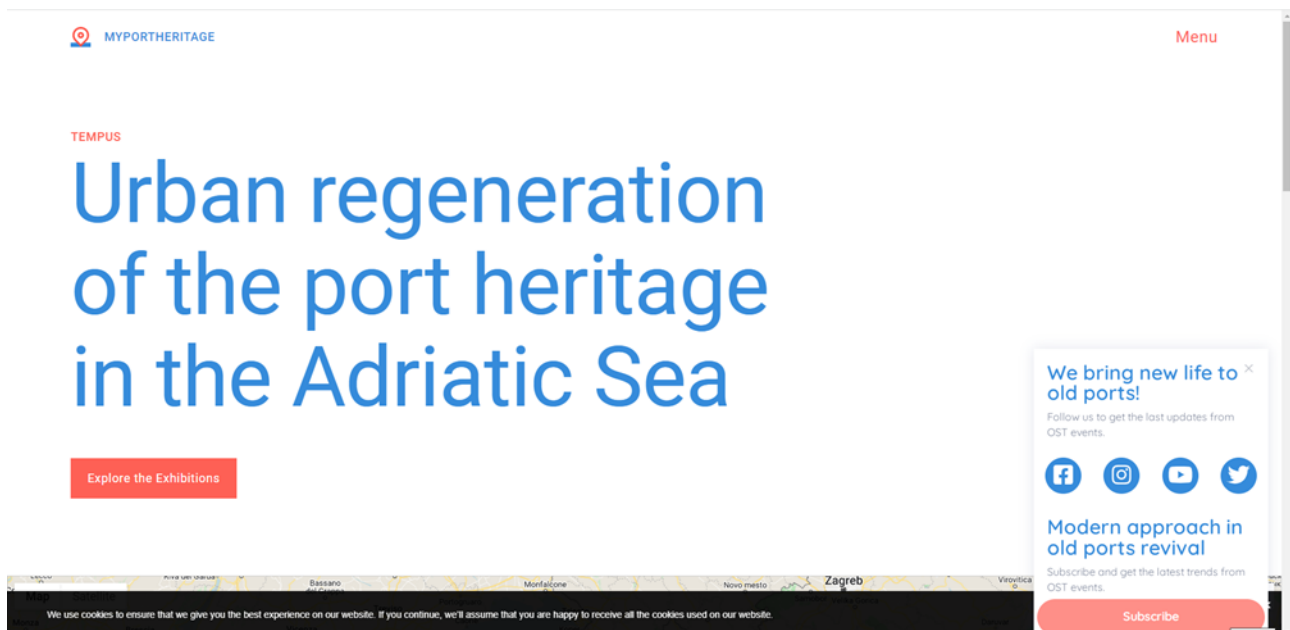
Besides the option to get the subscription to the project TEMPUS newsletter, this option will enable the website visitors to have a piece of instant information on the approaching project events.

On the occasion of the Ost event which has been held in September 2021, by this option next two messages have been communicated;

-        We bring new life to old ports! Follow us to get the last updates from the OST event.   (with added a subscribe option/field)

-        Modern approach in old ports revival. Subscribe and get the latest trends from OST events. (with added subscribe option/field)
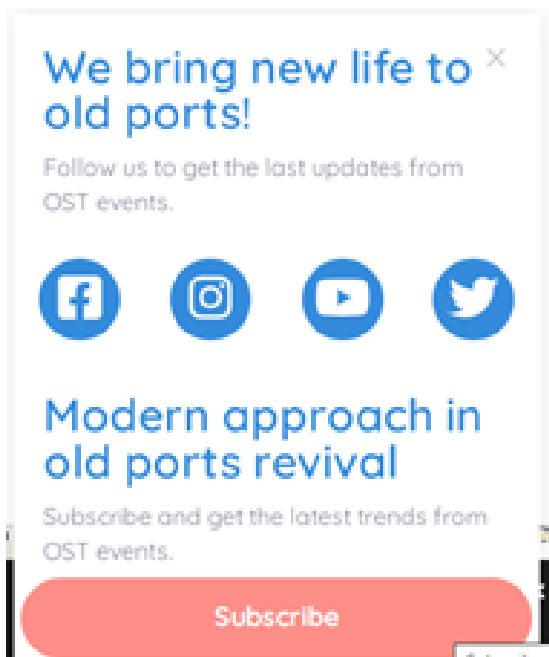
These messages have been shown for a period of one week before the OST event.

After, when the event ended, the popup window has been restarted with the basic messages:

-   Welcome! Sign up to get our latest news in your inbox!

-   We bring new life to old ports! Folow us!