




MED MSMEs

Policies for inclusive growth

THIS PROGRAMME IS FUNDED BY THE EUROPEAN UNION

COMMUNICATION ACTIVITIES NOVEMBER 2021-September 2022

A decorative geometric pattern on the left side of the slide, composed of various colored triangles and squares in shades of blue, green, and purple, arranged in a complex, interlocking design.

SBAC Coordination and Dialogue Event
UfM- Barcelona June 23, 2022

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GOPA
WORLDWIDE CONSULTANTS



Activities under the communication component have evolved in the past six months (November 2021-April 2022)

COMMUNICATION ACTIVITY - EXECUTIVE SUMMARY

- The focus was on improving existing channels and additionally enhancing the new channels including social media (expanding the Programme visibility, engagement and advocacy among partners and stakeholders) which have been now one of the main platforms to communicate about the MED MSMEs Programme on a regular basis
- The website www.medmesmes.eu is receiving continuous content updates to ensure its role as effective platform for sharing information and ideas among key stakeholders in the eight partner countries. The level of interactions between the website and the social media is enhanced by the systematic inclusion of links to resource documents in the various posts
- The objective being to enhance engagement with the Programme stakeholders and introduce the new Community of Practice Platform (That we will tackle tomorrow), systematic “tags” referring to “knowledge”, “dialogue” and “opportunities” are included in the Programme posts



In the last six months, we have completed our operations and infrastructure together with three deliverables

COMMUNICATION ACTIVITIES IN A NUTSHELL

Operations & Infrastructure

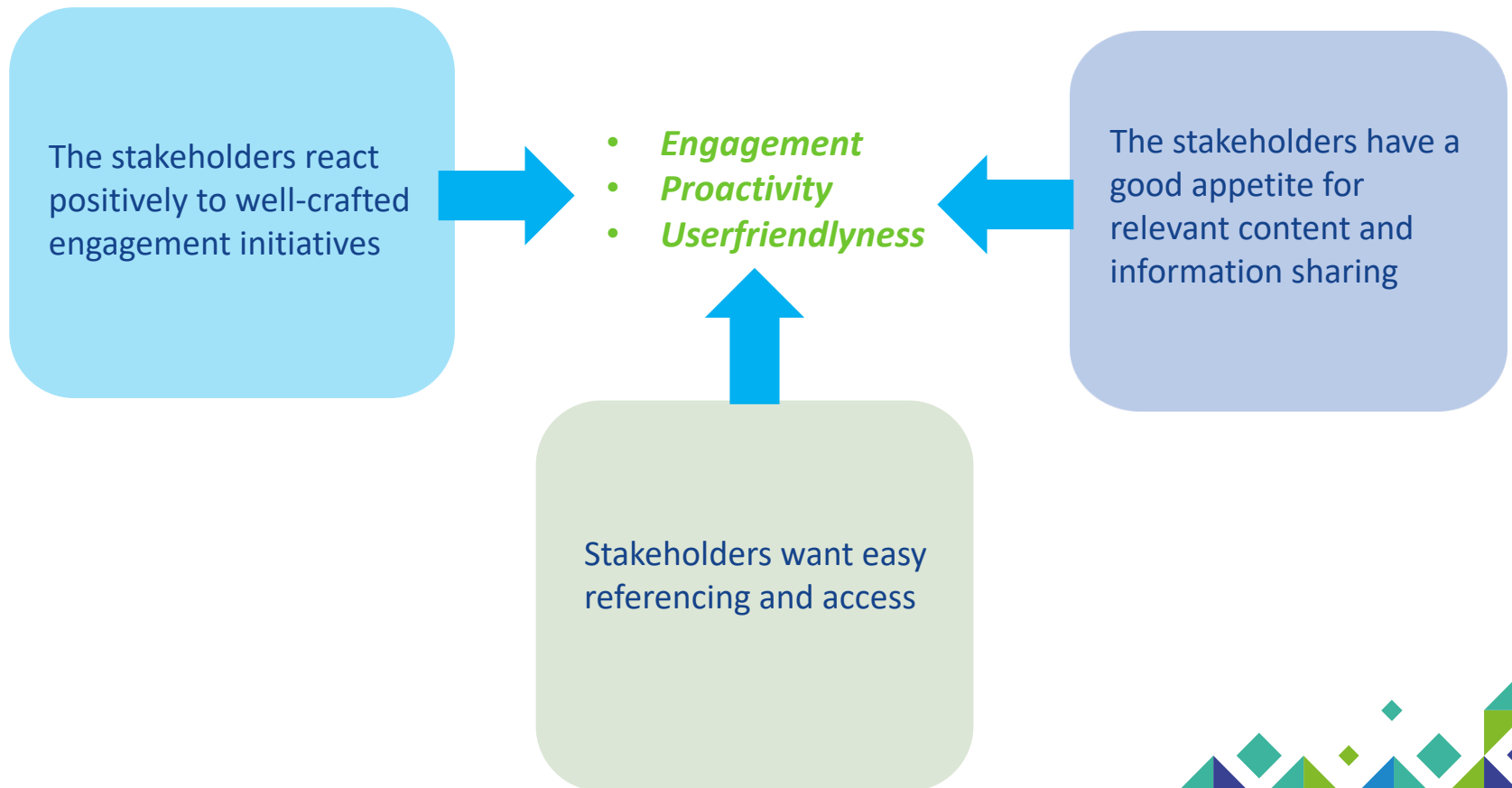
- Implementing the communication plan with an **ongoing revision** and adapting to the updates
- Building and maintaining **continuous engagement** on the Social Media platforms (Facebook, Twitter, LinkedIn, and YouTube) during all the events organised (in-presence (workshops & meetings) and online (webinars))
- Developing and maintaining an **exclusive database** of key relevant media in the region to increase the media outreach

Deliverables for Period

- Producing a **three-minute 2021 “Best Of” video** including the wrap-up of the activities of the year 2021
- Producing the fourth **Newsletter** in three languages (English, French and Arabic) and sending it to 600+ contacts from our database including the main partners, stakeholders and key actors in the ecosystem who received it very positively. It was shared on the website, as well as printed and distributed during key in-presence events. (It is included in the folders. Please check it out).
- Contributing regularly to **DG NEAR’s Newsletter** including the ongoing activities of the Programme

There are three key lessons learned from our on-going activity with the MED MSMEs Programme

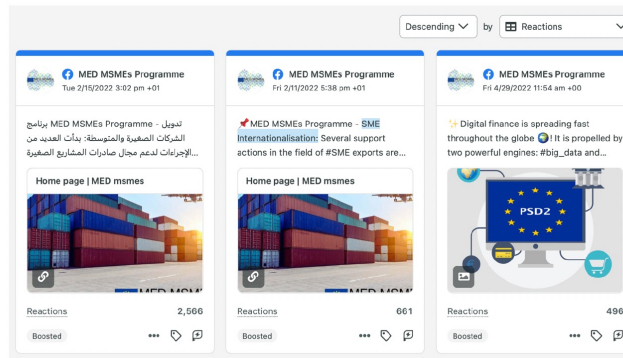
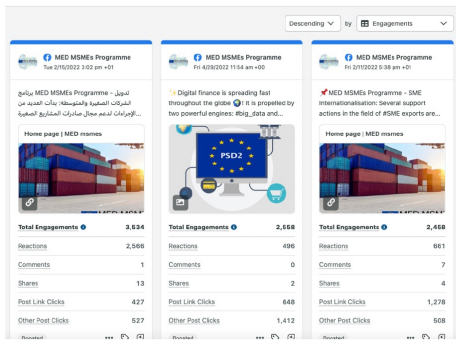
LESSONS LEARNED FROM COMMUNICATION ACTIVITY



We are sharing with you some useful key performance indicators - Champion Post

KPI SOCIAL MEDIA COMMUNICATION ACTIVITY

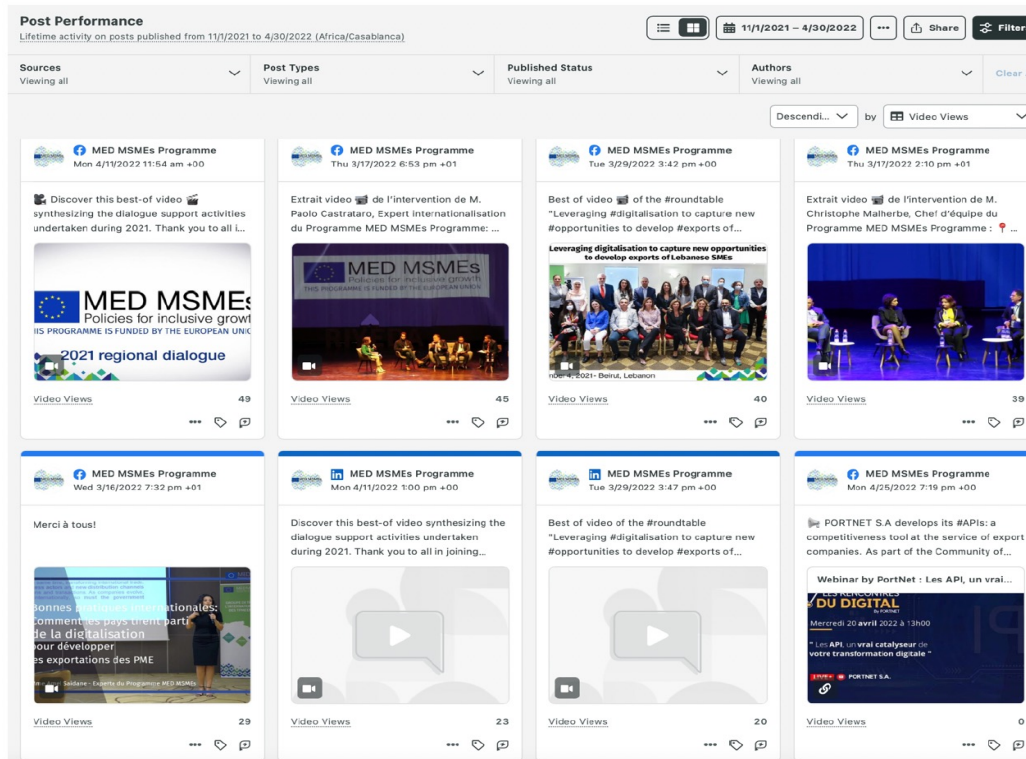
Champion post (engagement and reactions was the “SME Internationalization” – Arabic version)



We are sharing with you some useful key performance indicators – Best Video View

KPI SOCIAL MEDIA COMMUNICATION ACTIVITY

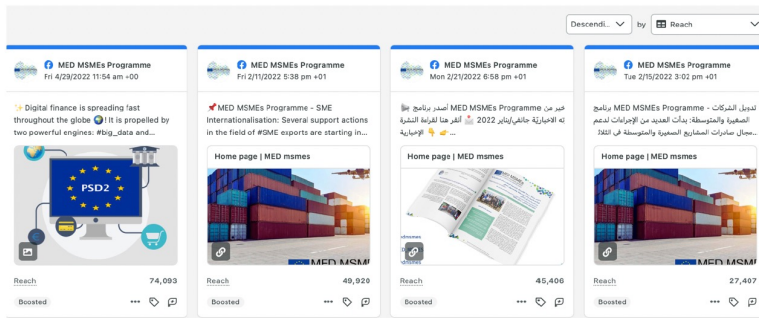
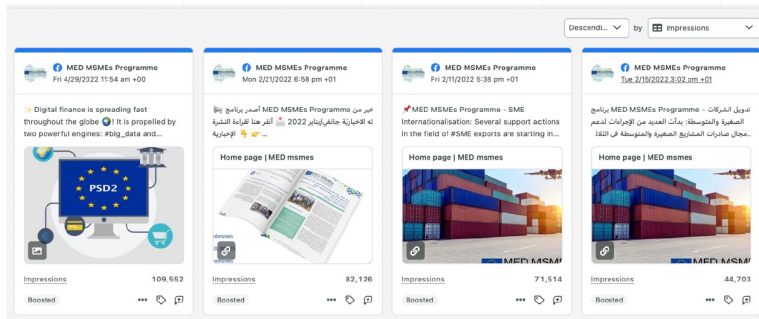
Best video view was the 2021 Programme “Best Of” video



We are sharing with you some useful key performance indicators - Best Reach and Impression

KPI SOCIAL MEDIA COMMUNICATION ACTIVITY

Best reach and impression was the PSD2 post;



We are sharing with you some useful key performance indicators - Comparative activity on Main Social Media

KPI SOCIAL MEDIA ACTIVITY LAST 6-MONTHS REPORT

Facebook

40 posts

LinkedIn

15 posts (with a 184,2% Net Follower Growth, 44% Engagement growth and 85,2% Total clicks growth compared to previous 6 months results)

Twitter

36 Tweets and retweets



For the next period, we will focus on the CoP Platform in addition to the other on-going activities

ORIENTATION FOR NEXT PERIOD APRIL 2022-SEPTEMBER 2022

Under the AWP3, the Programme will capitalize on the momentum and organize several events with communication activities to maintain and ensure the visibility of the Programme and the EU:

- The Platform of the Concept of the Community of Practice (CoP) is now being developed by a team of professionals with input from the relevant parties.
- The two-day seminar organised in Barcelona is an opportunity to
 - Finalise the Brand Name of the CoP and to present the Communications Actions (We will see that tomorrow)
 - Use various tools and channels such as Social Media platforms in close coordination with the communication team of the UfM to engage with the ecosystem
- Other Communication activities include:
 - Producing videos including “Best Of” and introduction to A2F and Internationalisation
 - Liaising with key media players while producing a Press release to widen the reach and exposure

On the digital front, our efforts will focus on increasing the team engagement and developing effective tools

DIGITAL ACTIVITIES (APRIL 22-SEPTEMBER 22)

Activities

Capacity building session to increase the engagement of the team on the digital communication efforts

Tools


(Work in Progress); to do look alike audiences' analysis for the traits of the actual followers to help the Programme target new audiences similar to existing audience, website visitors and target accounts


Tools

Implementing a tool allowing monitoring the SM channels and new CoP Platform


Tools


Continuing the social media efforts and embed them to the CoP Platform (The EU Neighbours website is a great example and was our source of inspiration)





EU neighbours south
 Follow Page 309K followers






EU neighbours south
 on Wednesday

Overuse, water pollution, lack of infrastructure, and changing weather patterns due to climate change are some of the drivers of water scarcity. ALL MAN-MADE!
 If you're a Blue change-maker, let's join

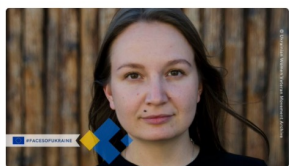
VIEW ALL POSTS



Tweets by @euneighbours


EU Neighbours
 @euneighbours

Kateryna knew war by sight as she was a paramedic on the front line in eastern Ukraine in 2014. "I knew for sure that the war would resume. But I thought we'd have a few more years to live." Read the story behind the face: Kateryna bit.ly/3Ok9CvF#FacesofUkraine #euco




EU Neighbours
 @euneighbours


Overuse, water pollution, lack of infrastructure, and changing weather patterns due to climate change are some of the drivers of water scarcity. #EUGreenDeal If you're a Blue change-maker, let's join forces! Read #EyesOnBlue participation rules: bit.ly/3Nx2qCZ @SwitchMed




EU Neighbours
 @euneighbours


In February, as the fighting escalated, Mykola, the founder of the Luhansk Association of Organisations of People with Disabilities, & his colleagues left their homes, reached Lviv, & organised humanitarian help for vulnerable citizens. #FacesofUkraine bit.ly/3Od0r0r





EU neighbours east
 Follow Page 126K followers






EU neighbours east
 22 hours ago

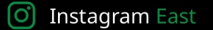
#FacesofUkraine

Kateryna knew war by sight as she was a paramedic on the front line in eastern Ukraine in 2014. Back in civilian life, she worked in television, but in 2018 joined efforts to set up the Ukrainian Women's Veteran Movement. And when the war came back on February

VIEW ALL POSTS



VIEW ALL POSTS



VIEW ALL POSTS



Performance summary 2020-2022 Social Media Channels

We would like to end our presentation with a number:
More than 2 million people have viewed the Programme's
activities on the different social media channels (Facebook,
LinkedIn, Twitter)

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

2,573,127 –



And like **great singers** need microphones to amplify their voices and spread their songs



Great experts need also a microphone to spread their messages



Social Media is that microphone

And we are here to hear all your suggestions to improve, together, the use of this microphone



The background features a complex, abstract geometric pattern. It consists of numerous overlapping triangles and squares in various shades of blue, teal, and light green. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to recede into the distance while others are in sharp focus. The overall effect is a vibrant, multi-colored mosaic.

Thank You



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“The EU is supporting the Med South policy dialogue for impact”

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