

# How to create engaging content on social media

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EEA and Norway Grants

13.10.2020



JAN  
2020

# DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**



we  
are  
social



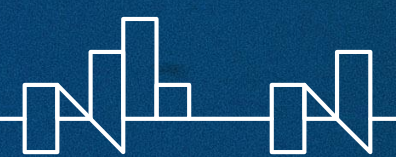
**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.





8.25

seconds







Welcome to  
**NOBODY CARES**

population: 7 billion







MEDIONmobile

5:31 PM



Kamera



Fotos



Einstellungen



Netflix



Wattpad



Facebook



App Store



Twitter



Mail



Instagram



Spotify



hten



T  
UP  
CSIBS  
NG  
TA



MAKE THEM  
LAUGH

CELEBRATE  
THE  
DOERS

VIDEO

#EASTORIES  
(FOR EACH UN DAY)

QUOTE

#WEAREEEA

EUROPEAN  
WEEK OF  
REGIONS AND  
CITIES

PORTRAITS  
BLOGS



A DAY IN THE  
LIFE OF...  
VIDEO

INVEST  
IN  
PEOPLE

13-17 MAY  
17-21 JUN

3 MAY  
DEADLINE

GREEN WEEK | 13  
17 MAY | POLICY  
IS NOT  
ENOUGH

POLICY  
IS NEVER  
ENOUGH

PORTUGAL  
BLUE GROWTH

IS YOUR  
DROP &  
ENOUGH?

FIRECHAT  
EVENT GREEN  
DRINK  
(+GUITAR)



SOME COVERAGE  
EU GREEN  
WEEK

EDIBLE  
WATER  
BUBBLE



VIA VIA

MARCHE  
DES

CONNECT

# # LEAD THE CHANGE

ENVIRONMENTAL  
AGENCY (EEA)  
25 YEARS

Kolpa, Beate  
Brenden, Willem  
Bilke, Vanden  
(Social media)  
Compass, Environment  
Agency  
(EEA 25)

DROPS

WHAT CAN WE  
DO WHEN SOMEONE  
TWEETS WITH  
OUR DROP &?

DG  
ENVIRONMENT

PROTECT  
OF THE YEAR

STORIES THAT  
CHANGE THE  
FUTURE OF  
OUR PLANET

THE HAN(TO)  
OF THE YEAR  
NYT

BLUE  
GROWTH

BLUE IS  
THE  
NEW GREEN

IT ALL  
STARTED WITH  
A DROP OF  
SWEAT

RADIAL  
WATER



OCEAN IS  
MADE OF:  
26,660,000,  
000,000,000,  
000,000,000  
DROPS



HOW MANY  
DROPS WILL  
FIT ON  
ONE COIN  
?

DROP  
EMOJI  
💧

ONE DROP  
OF OIL, BLOOD,  
MEDICINE, ETC.

SMALL THINGS  
MAKE A  
BIG  
DIFFERENCE

#EACH DROPCOUNTS  
CHANGING THE  
WORLD ONE  
DROP  
AT A TIME



#T  
Sa

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incl  
Co

#

(



# # EEACH DROP COUNTS

*For a greener Europe*

Click on the drops to discover projects that  
make Europe **greener!**



CLIMATE CHANGE

Read now >

### Green teaching at the Blue School

The Maximiliána Hella School in Slovakia knows that educating the next generation is crucial in combatting climate change. Their unique approach not only focuses on rainwater, gardens but also includes falconry.





# Campaign videos

YouTube <sup>BE</sup>

The video player shows a young woman with glasses and a white top, framed within a large water drop shape on a dark green background. Other water drop shapes of various colors (white, light blue, brown) are scattered around. The text '#EEACH DROP COUNTS For a greener Europe' is visible on the right side of the video frame. The video progress bar shows 0:05 / 4:34.

Message on a bottle - Using art and science to increase awareness of marine pollution

296 visualizaciones • 22 ene. 2020

👍 27 💬 1 ➦ COMPARTIR 📌 GUARDAR ...

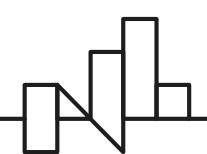
YouTube <sup>BE</sup>

The video player shows a young woman holding a large owl, framed within a large water drop shape on a dark green background. Other water drop shapes are scattered around. The text '#EEACH DROP COUNTS For a greener Europe' is visible on the right side of the video frame. The video progress bar shows 0:04 / 5:04.

#EEAChdropcounts  
Green Teaching at the Blue School

994 visualizaciones • 9 oct. 2019

👍 19 💬 0 ➦ COMPARTIR 📌 GUARDAR ...





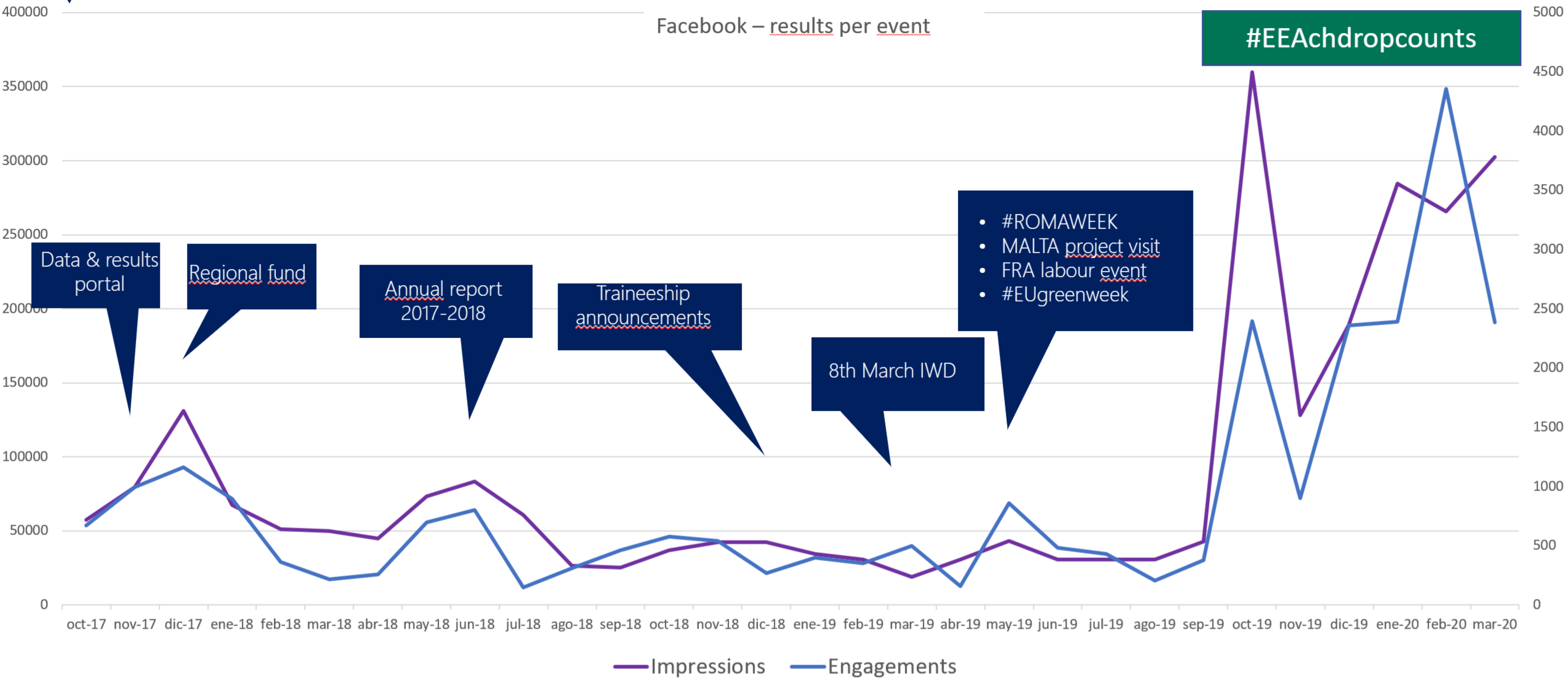
#EACHDROPCOUNTS

Campaign results





# FACEBOOK – IMPRESSIONS & ENGAGEMENTS VS Other Campaigns







A FEW  
#STEPS...



A black metal ring is mounted on a stand. The word "GOAL" is written in blue, bold, sans-serif capital letters on a black rectangular background that is centered within the ring. Two thin blue horizontal lines are positioned above and below the word. The ring is attached to a black cylindrical base with two visible springs. The base is mounted on a dark metal plate with several circular holes. The background is a plain, light-colored wall.

**GOAL**





WHO

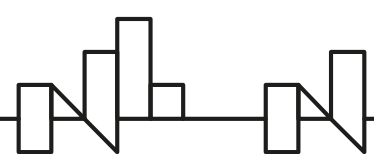


WIN  
WHERE

SAMSUNG

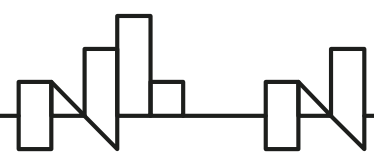


# Social media





# Website





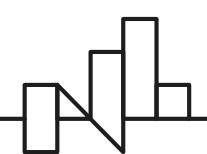


**GET (very)  
CREATIVE**



# There are many ways to make it simple

The image shows the Canva website's home page. At the top left is the Canva logo. The navigation menu includes 'Home', 'Templates', 'Features', and 'Learn'. On the right side of the header, there are icons for help, settings, a 'Create a design' button, and a user profile icon with the letter 'E'. A left-hand sidebar lists navigation options: 'Recommended for you', 'All your designs', 'Shared with you', 'Brand Kit', 'Content Planner', 'All your folders', 'Trash', and 'EEANorwayGrants's team'. The main content area features a large teal banner with the text 'Design anything.' and a search bar. Below the search bar is a quote: 'The true sign of intelligence is not knowledge but imagination.' —Albert Einstein. At the bottom of the banner, there is a category menu with options: 'Recommended', 'Social Media', 'Events', 'Marketing', 'Documents', 'Prints', 'Video', 'School', 'Personal', and 'Custom dimensions'. The background of the banner shows various design tools like a ruler, a stapler, and a flower.





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# CONTENT

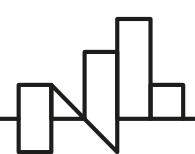
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# & messages

**DON'T  
IMAGINE  
NUNS IN  
BIKINIS  
LICKING  
LOLLIPOPS.**

IF YOU READ IT, YOU IMAGINE IT.

DON'T  
IMAGINE THE  
PENGUIN  
COMPANHIA  
DAS LETRAS  
LOGO.





# #EEAChdropcounts – Top content on FACEBOOK

**EEA and Norway Grants**  
13 March at 09:00 ·

Big or small we need them all! 🐛🐛  
Every 20 minutes 1 species dies out 🐛🐛. With the help of Norway, Iceland, and Liechtenstein, Poland uses cartoons 📺 to educate children 🧒🧒 about biodiversity. ... More

YOUTUBE.COM  
**Earthworm**  
"Big or small, we need them all" - a nation-wide campaign of ...

991 1 comment 71 shares

Like Comment Share

Impressions: 38 771  
Engagements: 1 110

🐝 Bees are nature's little helpers. ❤️  
They help:  
🌱 Plants  
🌳 Trees  
🍆 Fruits and veggies  
But they are under threat. Traditional beekeepers can help. [https://eeagrants.org/archive/2009-2014/projects/PL02-0017?utm\\_source=Facebook&utm\\_medium=Social&utm\\_campaign=EEAChdropcountsFebruary&utm\\_content=Littlehelpers](https://eeagrants.org/archive/2009-2014/projects/PL02-0017?utm_source=Facebook&utm_medium=Social&utm_campaign=EEAChdropcountsFebruary&utm_content=Littlehelpers)  
#EEAChdropcounts

**EEA and Norway Grants**  
Government organisation

946 8 comments 59 shares

Learn More

Impressions: 17 346  
Engagements: 1 073

**EEA and Norway Grants**  
11 March at 11:55 ·

New technologies help reduce the financial 💰 and environmental 🌿 costs of waste management. In Romania 🇷🇴, a big yellow machine eats contaminated waste and spits out clean soil! 🗑️... More

**EEA and Norway Grants**  
Government organisation

884 5 comments 36 shares

Like Comment Share

Impressions: 83 564  
Engagements: 941



# #EEAachdropcounts – Top content on TWITTER

EEA & Norway Grants @EE... · 08 Oct 19 ✓  
🏡🏫 The Blue School in #Slovakia🇸🇰 is truly unique.  
📺 Watch the video to find out how we helped them to make sure that 💧 #EEAachdropcounts. Watch the full video at [eachdropcounts.eeagrants.org/?utm\\_source=Tw...](https://eachdropcounts.eeagrants.org/?utm_source=Tw...)



7 38 706

Impressions: 123 696  
Engagements: 850

EEA & Norway Grants @EE... · 30 Jan ✓  
Art 🎨 is a powerful tool to communicate ideas through emotions. In Portugal, students created a school of plastic "fishes" 🐟 to raise awareness of marine pollution. Each fish carries a message 📧 from the sea 🌊  
What's yours?  
📺 [eachdropcounts.eeagrants.org/?utm\\_source=Fa...](https://eachdropcounts.eeagrants.org/?utm_source=Fa...)  
#EEAachdropcounts



CIIMAR-UP and 8 others

11 106 1,117

Impressions: 127 710  
Engagements: 1 253

EEA & Norway Grants @EE... · 11 Feb ✓  
These boots 🥾 are made for walking... towards a #greener #Europe 🌱!  
In #Spain🇪🇸, La Doma found a way to decrease the #environmental impact of leather!  
Learn more how they process it here [eeagrants.org/archive/2009-2...](https://eeagrants.org/archive/2009-2...)



Climate Change EU and 6 others

1 26 580

Impressions: 45 184  
Engagements: 850



# #EEAChdropcounts – Top content on INSTAGRAM



Engagements: 2 377



Engagements: 2 160



Engagements: 1 823



# #EEAachdropcounts – Top content on LINKEDIN

EEA and Norway Grants  
2,407 followers  
4mo

We currently have 40+ funding opportunities in 10+countries. [...more](#)



18

Like Comment Share

Impressions: 845  
Engagements: 74

EEA and Norway Grants  
2,407 followers  
2mo

Every minute, a truckload of plastics is dumped into our oceans [CIIMAR's](#) Ocean action campaign in Portugal is teaching children what such ma: [...more](#)



20


1 Comment

Like Comment Share

Impressions: 1 675  
Engagements: 54

EEA and Norway Grants  
2,407 followers  
1mo

A Polish company used heat and sludge to reduce its CO2 emissions by 25 000 tonnes and create new green jobs. [...more](#)



13

1 Comment

Like Comment Share

Impressions: 672  
Engagements: 36





# INFLUENCERS









### EEA and Norway Grants

Published by Marie Ingabire Royer [?] · 7 October · 🌐

Innovasjon Norge is a Donor Programme Partner in innovation, environment and energy programmes funded by the EEA and Norway Grants. Today, Magnar Ødelien is with us at #EURegionsWeek to answer your questions about #partnerships and #cooperation under the Grants. Meet him at our stand from 17:00 - 18:00! Find out more 👉 bit.ly/innorway #EEEachpartnercounts #EEAChdropcounts



2,310  
People reached

204  
Engagements

Boost Post

👍 35

3 comments 3 shares

👍 Like

💬 Comment

➦ Share



### EEA and Norway Grants

Published by Ra Prol [?] · 8 October · 🌐

Do you know what the #EEANorwayGrants do to support #civilsociety in Europe? Anna Striethorst, our civil society expert, is at #EURegionsWeek to answer your questions about the #ActiveCitizensFund & what we do to promote active citizenship and to protect human rights. Meet her at our stand from 10:00 - 11:00! #EEAChdropcounts #Dontmissout



1,923  
People reached

321  
Engagements

Boost Post

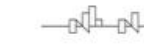
👍❤️😮 39

3 shares

👍 Like

💬 Comment

➦ Share



### EEA and Norway Grants

1,912 followers

6mo · 🌐

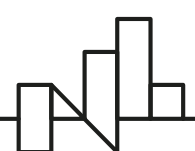
Tina H. Sølberg, Senior Sector Officer for the Environment, energy, climate change and low carbon economy programmes is at the #EUGreenWeek today. Drop by the #EEANorwaygrants stand and find out more about what we do for a gre ...see more



👍 24

👍 Like

💬 Comment







## Roma Week

100.000 people reached  
13.000 video views



## IWD 2019

250.000 people reached  
319.000 impressions





# Find your social media Ambassadors!

**Dimitra Fellner** • 1st  
Country Officer bei EEA and Norway Grants  
2w •


Good news for [#innovation](#) and [#research](#) to tackle youth unemployment across Europe. Check out this new call by [#EEANorwayGrants](#)

**EEA and Norway Grants**  
2,970 followers  
2w • Edited •

Today, Iceland, Liechtenstein and Norway are launching a new call making €11.5 million available to fighting youth unemployment in Europe.

The funding will support transnational projects in areas such as [#innovation](#) and [#research](#) with partners from the 15 Beneficiary States, as well as organisations in Ireland, Italy and Spain.


Submit your project proposal by 5 January 2021!



We're looking for the best projects to fight youth unemployment in Europe!  
[eeagrants.org](#) • 1 min read

7

Reactions



You Retweeted

**Karolina M Wrona** @KarolinaMWrona · Jan 15

Sveika Rīga 🇱🇻! [@EEANorwayGrants](#) is training the Latvian Programme Operators in Results-Based Management. Lots of great real-life examples from projects supported by [#EEANorwayGrants](#)!



2 4

Anna Striethorst Retweeted

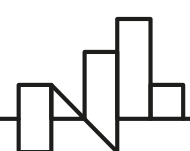
**EEA and Norway Grants** @EEANorwayGrants · Sep 8

We just signed a programme implementation agreement for the [#ActiveCitizenFund](#) - Regional in [#Poland](#) 🇵🇱🇸🇰 The €23M programme will strengthen civil society and empower vulnerable groups.

Find more about it here [bit.ly/2ZkTTfk](#)



5 10





A close-up, vertical view of a multi-layered rainbow cake. The cake is composed of several distinct layers of colored cake, each separated by a thin layer of white frosting. The colors, from top to bottom, are red, orange, yellow, green, blue, and purple. The top of the cake is covered in a thick, smooth layer of white frosting, which also coats the sides of the cake. The word "ASSETS" is overlaid in the center of the image in a large, bold, blue, sans-serif font. The background is slightly blurred, showing a white plate and some colorful streamers, suggesting a festive or celebratory setting.

**ASSETS**







# GET IT DONE





A bright yellow watering can is tilted, pouring a stream of clear water into a terracotta pot containing a green plant with variegated leaves. The background is a solid, light blue color. The word "PROMOTE" is overlaid in large, bold, blue letters on a black horizontal bar across the bottom of the image.

**PROMOTE**





**REPURPOSE**



A wooden ruler and an orange pencil are positioned diagonally on a yellow background. The ruler is light-colored wood with black markings and numbers from 2 to 15. The pencil is bright orange and lies parallel to the ruler. The word 'MEASURE' is written in large, bold, blue capital letters across the center of the image, with a black horizontal bar behind it.

# MEASURE

[everything]



# Tools to measure



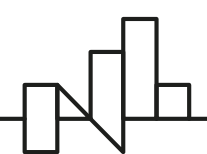


# Tools to measure

## Facebook Insights, Twitter Analytics, LinkedIn Analytics, Instagram Insights

The screenshot displays the Facebook Insights dashboard for a page. The interface includes a top navigation bar with a search bar, home icon, and notification icons. A left sidebar contains navigation options such as 'Manage Page', 'Resources & Tools', 'Creator Studio', 'Manage jobs', 'Notifications', 'Insights', 'Publishing Tools', 'Page quality', 'Edit Page Info', and 'Settings'. The main content area is titled 'Page summary Last 28 days' and includes a legend for 'Organic' (blue) and 'Paid' (green) activity. It features six data cards with line charts and percentage changes:

- Actions on Page:** 16 total actions, a 36% decrease. Chart shows a fluctuating blue line.
- Page Views:** 1,797 total page views, a 16% increase. Chart shows a fluctuating blue line.
- Page previews:** 61 total page previews, a 46% decrease. Chart shows a fluctuating blue line.
- Page Likes:** 147 total page likes, a 38% decrease. Chart shows a fluctuating green line.
- Post reach:** 218,869 people reached, a 100% increase. Chart shows a fluctuating green line.
- Story reach:** 202 total story reaches, an 87% decrease. Chart shows a flat blue line with a single spike at the end.









Iceland   
Liechtenstein  
Norway grants

# Thank you!

[www.eeagrants.org](http://www.eeagrants.org)

Facebook, Twitter, LinkedIn, Instagram

YouTube: EEANorwayGrants

Mail: [info-fmo@efta.int](mailto:info-fmo@efta.int)

