

Paper 4C - Public
Europeana Foundation
Governing Board Meeting

21 September 2018
9h30 – 16h45 CEST
Deutsche Nationalbibliothek
Adickesallee 1 / 60322
Frankfurt am Main

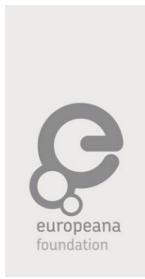
Europeana web traffic and social media report

Action proposed: For discussion, critiquing and Q&A

1. Highlights

KPI 2018 for downloads and engagement on social media achieved. Impressions on social media, and impressions 3rd party platforms well on track. Traffic to Europeana end user products remains a challenge and the Google indexing still plays a big role despite the remedial actions taken thorough 2018. Similarly, click-throughs remain behind the target, likely in connection with low quality content being depublished.

Planned remedial actions include allocating more resources towards traffic generation, improving the editorial strategy and redesign the website to prolong the user journey and encourage returning to the website.



2. KPI overview

Impressions on 3rd Party platforms

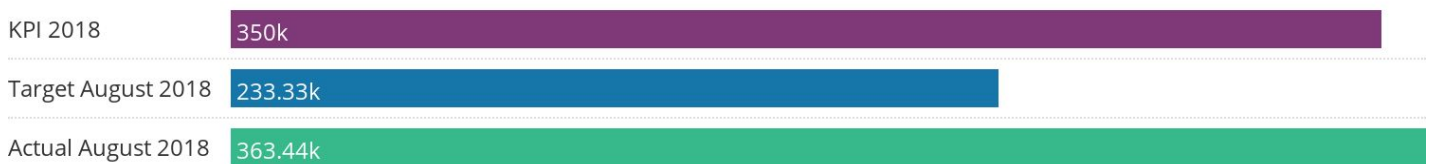


**August data for 3rd Party platforms not yet available*

Impressions on social media



Engagement on social media



Traffic on End-user products



Returning visitors - average on thematic collections



Downloads



3. Content and social media highlights

- **Europeana Migration**
 - Editorial created both around the events and the collected stories
 - Adrian invited to talk about migration on the podcast The Europeans



A Europeana Migration Collection Day – how does it work?

Our collection day events are a great opportunity to share your migration story. Sharing your story, or the story of your family or community, means it is recorded for posterity and preserved along with the collections of museums, galleries, libraries ...

*written by Europeana
on August 15, 2018 in
Behind the scenes and
European Year Of*


The Europeans Podcast
 @EuropeansPod Follow

NEW EPISODE!
 Feat. @TLochocki on how to deal with the arrival of Bannan in Europe (spoiler alert: IGNORE)
 &
 @acediscovery on the brilliant collection of @Europeanaeu
 plus: Piss, Voice-over disasters and lucky Berlin parents anchor.fm/the-europeans/ ...



11:20 AM - 7 Aug 2018
 4 Retweets 9 Likes

Peter Soemers liked

European Heritage Days @JEP_EHD · Aug 20

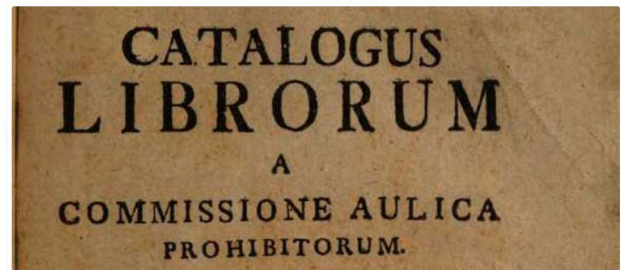
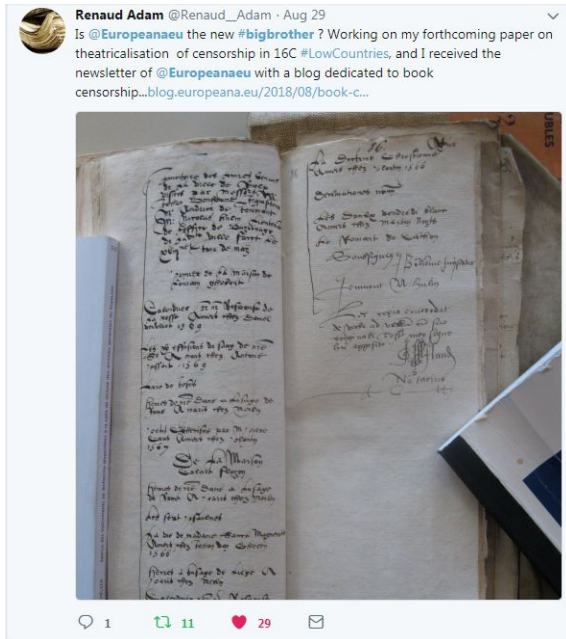
Do you have a story to tell about migration? @Europeana are building a special collection dedicated to the topic of migration to, within, and from Europe. You can be involved too! Find out more: bit.ly/2nODH2u #Europeanamigration #EuropeforCulture #EYCH2018



12 Retweets 15 Likes

- Rise of Literacy

- Weekly editorial outputs created within the project very well received by the audience



Book Censorship and Banned Books: the Index Librorum Prohibitorum

Did you know that the earliest known list of recommended and banned books dates from about 496? It was issued by Pope Gelasius I. Printed lists of banned books existed since the beginning of the escalating religious conflicts of the ...

written by Europeana on August 9, 2018 in Content with 3 comments

Like 131 | Tweet | Save | Share | 53

- **#MusMeme Day - 22 August**

- Creating memes using content available on Europeana



Europeana
@Europeanaeu

In case you think that what millennials are doing on @instagram is new... We have been faking our photos from the start 😊

#MusMeme #photographylovers

📷 A scene from the studio, L. Szacinski
@OsloMuseum bit.ly/2MKIb8D



3:12 PM - 22 Aug 2018

41 Retweets 84 Likes

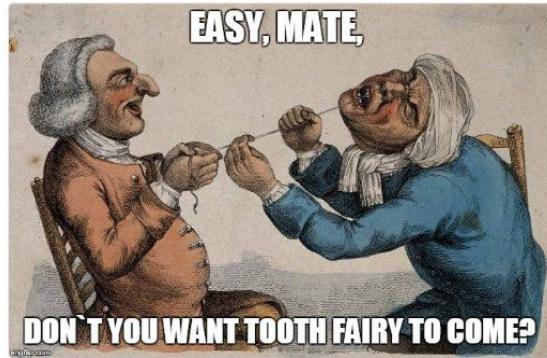
CultureThemes, Oslo Museum and PhotoConsortium

1 41 84



Europeana · Aug 22

Today is #MusMeme Day! 🎉 This one is by @KlaraStielicka, using a coloured engraving by J. Collier from @ExploreWellcome. Browse through their fascinating collection and create your own #memes: bit.ly/2Psf20t 📷

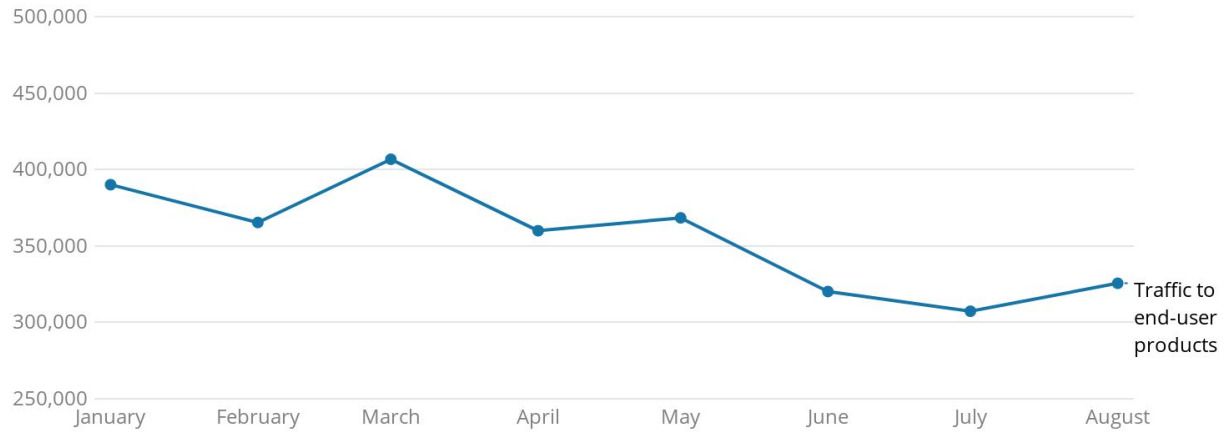


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4. Traffic & impressions - details

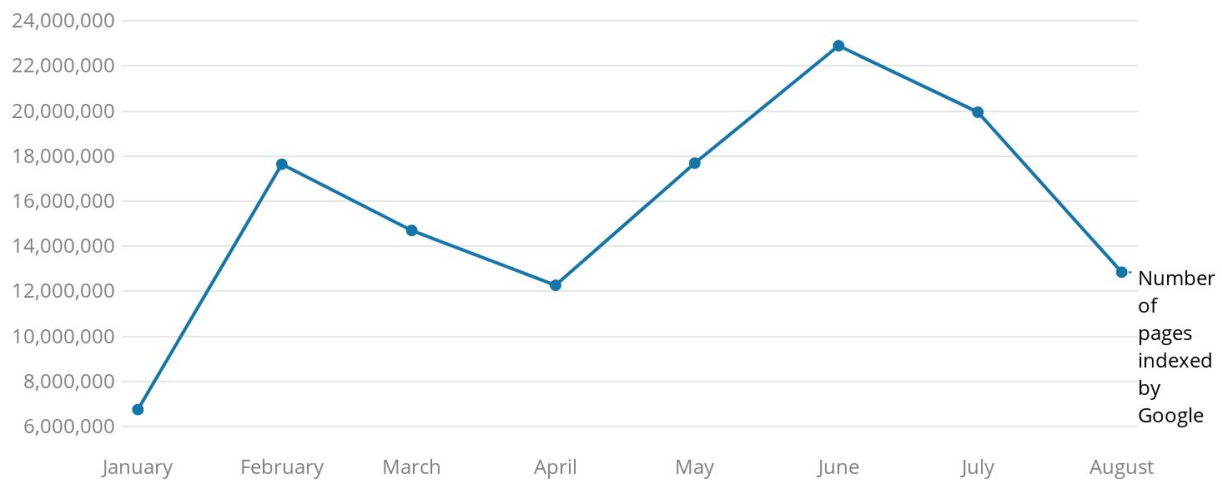
Traffic on Europeana end-user products

Europeana Collections, Europeana 1914-1918, Europeana end-user blog, Transcribathon



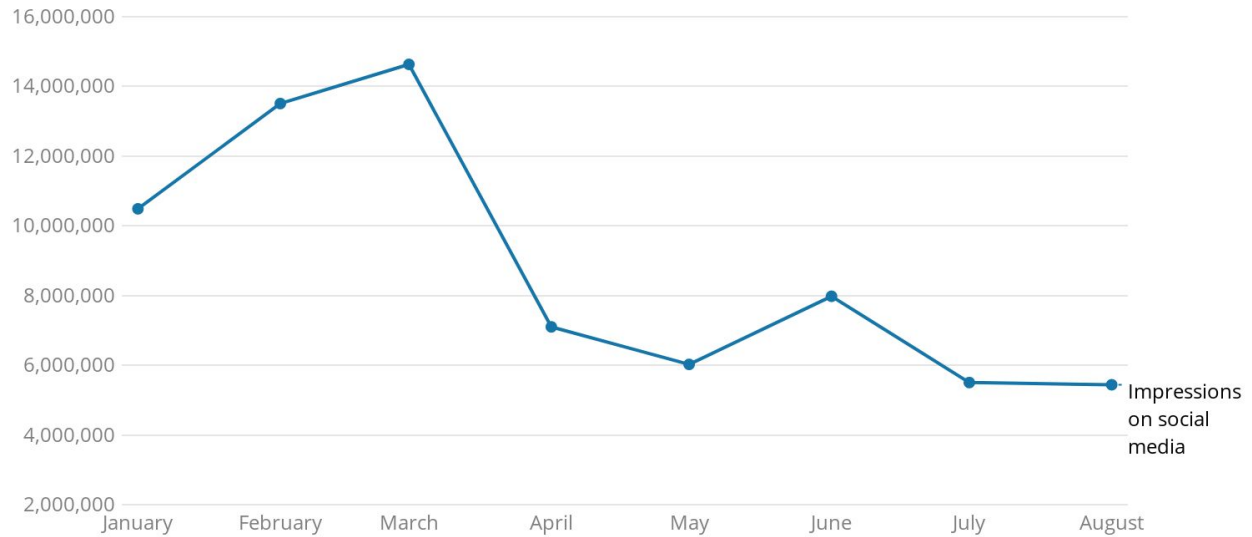
The traffic on end user products dropped between May and July and slightly increased between July and August

Number of pages indexed by Google



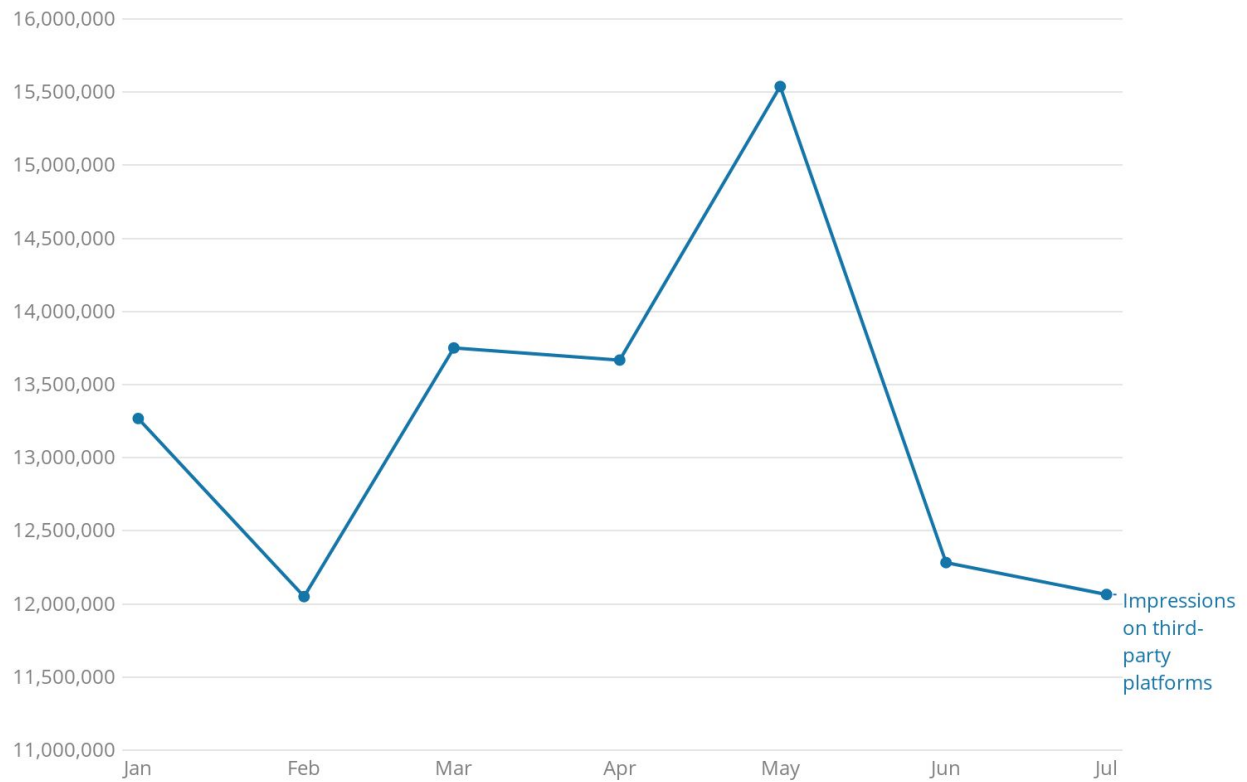
After an significant increase in the spring, the number of pages indexed by Google dropped between June and August, ending up on the same level as in April.

Impressions of Europeana content on social media



Impressions on social media are well on track and stable between April and August. We expect a peak in activity around GIF IT UP this autumn which means the KPIs will be overachieved.

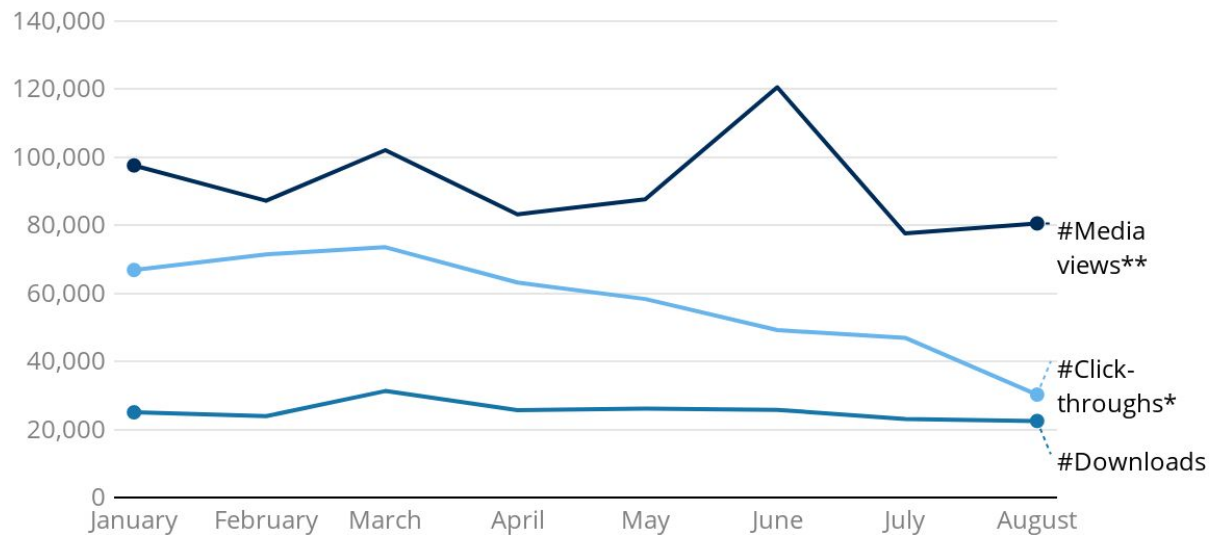
Impressions of Europeana content on third-party platforms



Impressions on third-party platforms are well on track.

5. Engagement on Europeana Collections

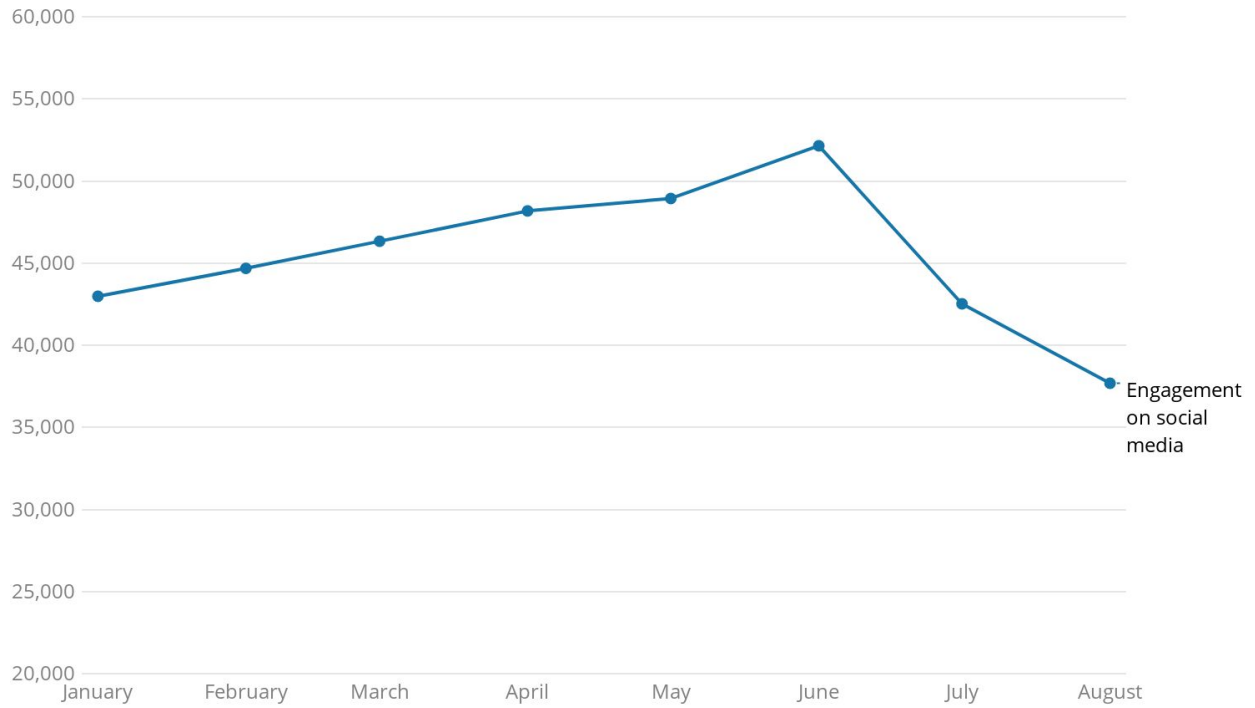
Downloads, media views & click-throughs



**Click-through - when a user is redirected to the institution's website after clicking on its name/logo/Tier 1 item **Media view - when a user views an image, plays a sound or video or reads a text inside Europeana Collections*

The amount of downloads surpassing the expectations, the amount of media views growing as well. A slight drop of the amount of click-throughs.

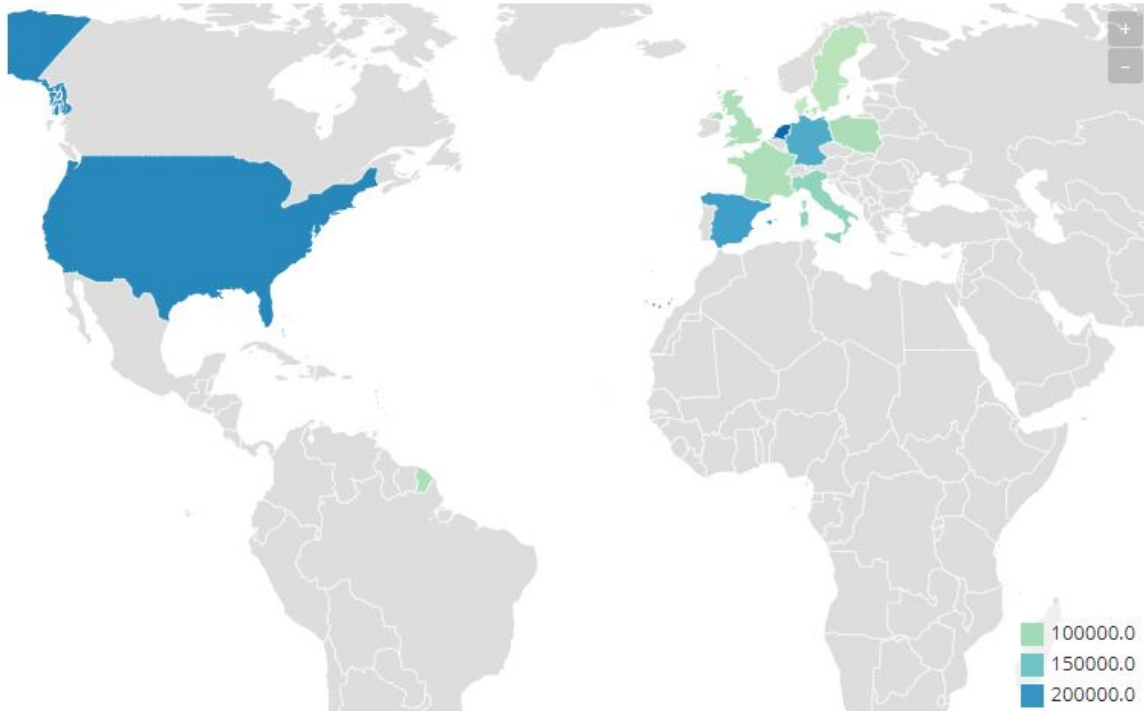
Engagement on social media



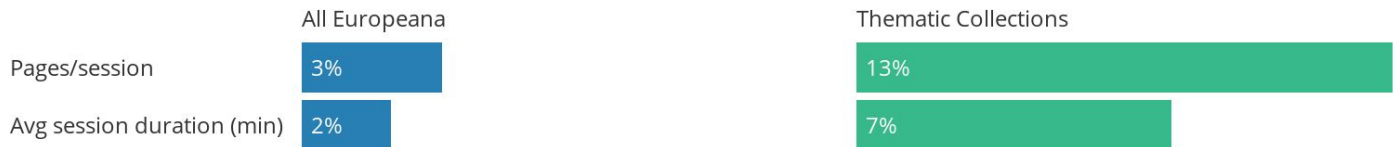
We've observed a drop in engagement on social media over summer period, but the KPI for 2018 is already achieved in August.

TOP 10 countries

By number of generated visits in 2018



Engagement on Europeana & Europeana Thematic Collections



Circulation:

Europeana Foundation Governing Board Members, Observers and the DCHE Expert Group

Classification:

Public