

TEXTOUR

Social Innovation and **TE**chnologies for sustainable growth through participative cultural **TOUR**ism

WP7 Deliverable D 7.4

TEXTOUR website and social media



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Table of Contents

1 Technical description..... 3

1.1 About the project.....3

1.2 Document information.....4

1.3 Document dissemination level5

1.4 Document history5

1.5 Disclaimer.....5

1.6 List of abbreviations and acronyms used6

2 Executive summary 7

3 Visual identity..... 8

4 Website10

4.1 Website tree map11

5 Social media.....15

5.1 Twitter16

5.2 LinkedIn.....17

6 Conclusion19

7 Annex I: brand personality exercise20

8 Annex II: Brand Book.....21

1 Technical description

1.1 About the project

Grant Agreement number	101004687
Project acronym	TExTOUR
Project full title	Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism
Call	SOCIOECONOMIC AND CULTURAL TRANSFORMATIONS IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION (H2020-SC6-TRANSFORMATIONS-2018-2019-2020)
Topic	TRANSFORMATIONS-04-2019-2020 Innovative approaches to urban and regional development through cultural tourism
Type of action	Innovation Action (IA)
Lead beneficiary	Fundación Santa María la Real FSMLR
Other beneficiaries	<ul style="list-style-type: none"> • UNINOVA-INSTITUTO DE DESENVOLVIMENTO DE NOVAS TECNOLOGIAS·ASSOCIACAO UNINOVA • TECHNOLOGIKO PANEPISTIMIO KYPROU CUT • FUNDACION CARTIF CARTIF • FONDAZIONE LINKS - LEADING INNOVATION & KNOWLEDGE FOR SOCIETY LINKS • UNIONE REGIONALE DELLE CAMERE DI COMMERCIO, INDUSTRIA, ARTIGIANATO E AGRICOLTURA DELLA LOMBARDIA UCL • NARVA LINNA ARENDUSE JA OKONOOMIKA AMET NARVA CITY • NARVA GATE OU

- INSTYTUT EKOLOGII TERENOW UPRZEMYSLOWIONYCH
IETU
- ARBEITSGEMEINSCHAFT DEUTSCHE FACHWERKSTADTE
EV **ADF**
- VAROSKUTATAS (METROPOLITAN RESEARCH
INSTITUTE) KFT **MRI**
- NETZ·MEDIEN UND GESELLSCHAFT EV **NETZ**
- ISTRAZIVACKI CENTAR ZA PROSTOR **CSR**
- GAIA-HERITAGE **GAIA**
- **CULTURE AND TOURISM DEPARTMENT OF RIVNE
REGIONAL STATE ADMINISTRATION**
- COA PARQUE· FUNDACAO PARA A SALVAGUARDA E
VALORIZACAO DO VALE DE COA **COA PARQUE**
- ALMA MATER STUDIORUM • UNIVERSITA DI BOLOGNA
UNIBO
- FONDAZIONE ICONS **ICONS**

1.2 Document information

Deliverable	WP7 Deliverable D 7.4
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Lead beneficiary	Fondazione ICONS
Other beneficiaries	-
Author (s)	Charlotte Michi ICONS
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1.3 Document dissemination level

Type	Description	
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, as referred to in Commission Decision 2001/844/EC	

1.4 Document history

Version	Date	Authors	Description
1	22/02/2021	Charlotte Michi ICONS	First draft
2	26/02/2021	Charlotte Michi ICONS	Final draft

1.5 Disclaimer

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1.6 List of abbreviations and acronyms used

Acronym	Description
DPO	Data Protection Officer
EC	European Commission
EU	European Union
FSMLR	Fundación Santa María La Real
G.A.	Grant Agreement
GDPR	General Data Protection Regulation
IA	Innovation Action
POPD	Protection of Personal Data
WP	Work Package

2 Executive summary

The purpose of this TExTOUR deliverable is to report on the first steps of the development of the project's visual identity and on the setup of the first online channels of the project. At the date of the Deliverable the project has a [LinkedIn company page](#), a [Twitter account](#) and a [landing page](#), which will be substituted by the official project website at M5. The present deliverable also anticipates the structure of the project's website.

3 Visual identity

After a preliminary brand personality assessment undertaken by FSMLR under the guidance of ICONS (see ANNEX I – branding exercise), three visual identity proposals have been presented.

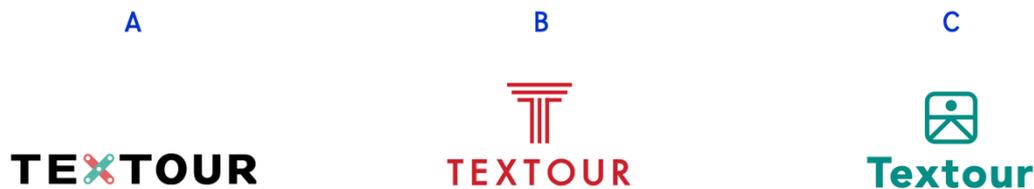


Figure 1 - TExTOUR logo proposals

The three proposals have been designed to reflect the project’s core aspects that emerged during the branding exercise:

- Culture
- Local
- Excellence
- New
- Communities

And the following **personality traits**: unexpected, essential, popular, imaginative, heart-oriented.

During the kick off meeting partners were asked to vote for the logo that, in their opinion, was the most suitable to convey the project’s identity. The following logo was selected as the one that best conveys the project’s values and concepts that the consortium wants to raise when communicating TExTOUR:



Figure 2 - TExTOUR logo

It encloses the visual concepts of: growth, connection, movement.

The essential shapes recall subway lines, universal symbol of connection through European countries. The icon (X) communicates the ideas of multiple directions starting from one point. The bullet points represent connections between different cities recalling visually the play Meccano.

The project brandbook (Annex II) includes guidelines on how to use the project's logo and visual elements.

4 Website

The official website will be launched in May 2021. Before that, to assure an online presence to TE~~X~~TOUR (in addition to social media) a temporary landing page was released in February 2021. The website address is: www.textour-project.eu.

The landing page contains:

- The logo and visual elements
- A short description of the project
- The map of Europe with the eight pilot cultural routes
- The link to sign up to the project’s Newsletter (that will be issued every six months)
- Contact details of the coordinator and communication secretariat
- Link to the project’s social media accounts
- Eu funding disclaimer



Figure 3 - TE~~X~~TOUR landing page

The website will be the main access point to all the communication materials produced for different stakeholders.

The website, managed by WP7 leader ICONS, will be fully scalable and regularly updated in terms of contents and usability throughout the project duration. Dedicated sections or web formats will be developed to enable the production of dedicated contents in local languages. Cross-linking and referencing with the partner organizations’ websites and with other external platforms, fellow projects and other initiatives will be supported to increase clustering activities.

The website will be mobile responsive, SEO friendly and OpenGraph & Twitter cards will be implemented.

The main language of the website will be English. Pages in local languages will be implemented in order to facilitate and boost the communication between the project and interested local citizens and stakeholders by removing the linguistic barriers.

The Pilot Communication desks, that are going to be set up to manage local communication and engagement activities, will use their own websites or develop new project-related sessions or web pages to communicate the project to their local communities. They will make sure to refer and cross-link to the TExTOUR channels, when mentioning contents, interventions, actions related to TExTOUR and its EU funding.

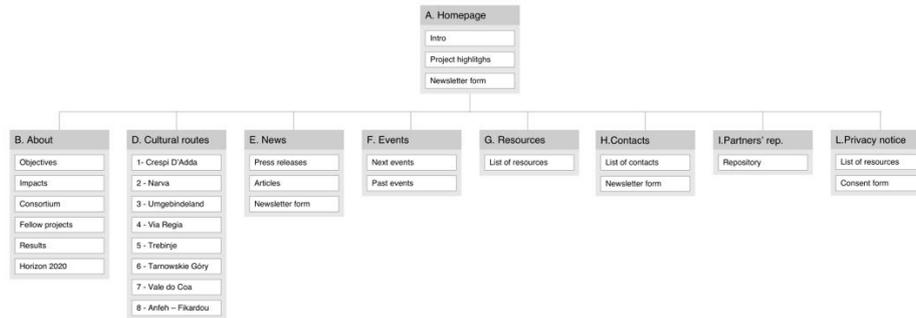
Accountability:

The TExTOUR Website will be released in Month 5. It will be developed and maintained by ICONS. Partners’ logos, short descriptions and visuals will be provided directly by the members of the consortium. ICONS will develop and the website contents, under the supervision of , and regularly update it with news items on the progress of TExTOUR. All the partners are invited to share news and suggest contents to ICONS that will edit them for publication on the website.

4.1 Website tree map

The website structure has been established taking into the account the needs of the users that TExTOUR’s website will attract. The first version of the structure is represented by the tree map below.

TEXTOUR
Website tree map
v.1.0 - February 2021



ICONS

Figure 4 - TEXTOUR website tree map

Here is a description of the different web sections:

1. Homepage

This is the main landing page of the project’s website. It shows a key-visual, a title and a short description of the project, with call-to-action links to other relevant pages.

In the upper part, the main navigation menu is always reachable, giving easy access to the main sections of the website.

The homepage may also contain the latest news, upcoming events and social feeds (if available/needed). It includes a subscription form to the newsletter.

2. Project

This page contains a description of the project, aimed at visitors looking for a deeper level of technical and institutional information. It may be divided in sub-sections or sub-paragraphs, describing objectives, technologies, innovation, consortium (list of partners with logos, links, short description of the organization, its role in the project and contact person), results, fellow projects, H2020 programme etc.

3. Pilots

Information regarding the eight project's pilots will be contained in this section. Each pilot will have its own page, with a detailed description and a "local news" section.

4. News

This section lists all the news about the project, sorted by the most recent ones. News can be divided in sub-categories, including updates, articles, interviews, press releases, newsletters, etc.

In the main page visitors can read a short excerpt of the news and then go deeper on each news item's page. There will be a link between news and pilots. News related to a specific pilot will also be displayed in the page dedicated to the pilot.

5. Events

This section lists all the events organized or promoted by the project. Upcoming events are displayed first, followed by past events. Each event can have its own page and URL. There will be a link between events and pilots. Events related to a specific pilot will also be displayed in the page dedicated to the pilot.

6. Resources

This section lists all the publications issued by the project available for consultation or download. It will contain communication material, info-packs, papers and public deliverables. Resources may be filtered by categories.

7. Contacts

This page contains the contact details of the project coordinator and the communication secretariat, aimed at visitors who need further information. It will also contain social links.

8. Partners' repository

This section links to an external private platform for partners, a collaborative online tool or a project management software. It is hidden from the main navigation menu and is available through a link in the footer.

9. Privacy notice

This page contains the mandatory privacy notice of the website. It is hidden from the main navigation menu and is available through a link in the footer.

5 Social media

Social networks are fundamental channels to communicate the project, its goals, activities and results, and to engage with different communities. The target to be reached on social networks is wide and multi-level, ranging from professional audience to general public. Among others a dialogue will be established with the project partners, the social media accounts managed by TExTOUR's partners, the leading stakeholders and influencers belonging to the TExTOUR's pillars, the EU Commission, all the networks and associations with whom cooperation and open communication channels have been established. For each target specific channels, tone of voice and contents will be defined.

The existing partners' social media networks will also be exploited to distribute news and contents about TExTOUR. The use of already established social media channels managed by partners to reach local stakeholders is an essential part of the strategy. An overview of the partners' social media accounts will be provided in the Communication and Dissemination plan (D7.1 – due at M4).

The Social Media Strategy for TExTOUR has been developed according to the following steps:

- Understand the differences among social media channels and how to use them for TExTOUR;
- Define tone of voice, targets and the appropriate content to communicate through each social media;
- Define a set of actions to carry on the social channel to achieve a specific objective;
- Building, developing and monitoring the online reputation of TExTOUR;
- Increase visibility and exploit social media to increase the outreach of communication activities;
- Position the project among the leading professional cultural tourism communities;
- Identify and establish appropriate channels and synergies to reach local stakeholders and citizens.

The visual identity of the social media channels and all the visual contents that are shared (in particular cards, images and videos) will reflect the project's conceptual identity and will help building brand awareness among the community.

In the first month of the project a Twitter account and a LinkedIn company page have been set up for TExTOUR in order to immediately start communicating and

building a community of interest. In a later stage of the project the opening of new channels on other social media platforms will be evaluated according to specific target audiences to be reached.

5.1 Twitter

From the very beginning of the project, on January 2021, the Twitter account [@tex_tour](#) was opened. The official hashtag of the project is #TEXTOUR. The account is managed by the WP7 leader (ICONS), which is also monitoring the official hashtag in order to estimate the entity of the conversation around the project.

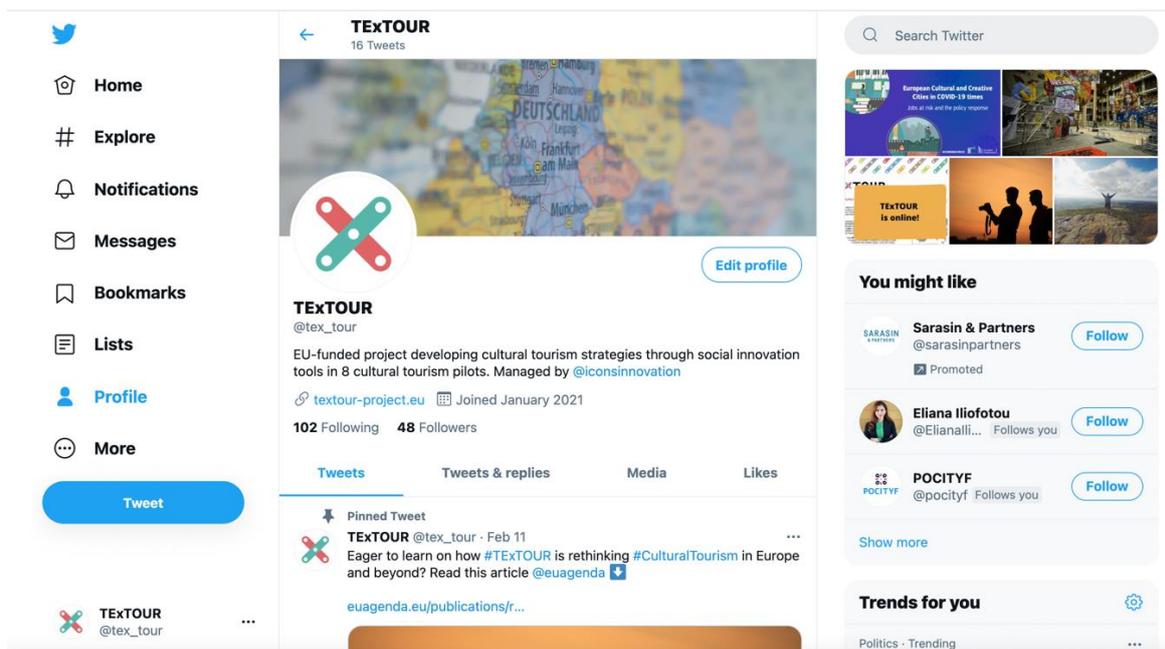


Figure 5 - TEXTOUR Twitter account

TeXTOUR’s Twitter strategy aims at building a community of people strongly committed with the cultural tourism theme. By communicating the project and disseminating the results with visual branded contents (images, graphics and videos), by starting conversations with key players from the cultural tourism environment, ICONS will maximize the outreach and engagement potential of the project.

The main targets that will be reached on Twitter are:

- Policy makers
- European cultural tourism and cultural heritage projects
- Professionals from the tourism, culture and ICT sectors
- Citizens interested in cultural tourism topics
- The general public

To reach them ICONS will:

- Place the account into the stream of thematic conversations using hashtags, like #SustainableTourism #EUTourism #CulturalTourism #CulturalHeritage, #Heritage.
- Interact with the accounts of influencers, associations, thematic news portals, EU commission (ICONS will create thematic Twitter lists to group these accounts) (e.g. council of Europe, European Travel Commission, World Tourism Organisation).
- Start social media campaigns during cultural tourism and heritage events and recurrences (e.g. World Tourism day, International day of monuments and sites, European Heritage Days etc.) to drive more traffic to TExTOUR’s contents
- Live tweeting during events.



Figure 6 - Tweet of the Kick Off Meeting

5.2 LinkedIn

TExTOUR’s LinkedIn company page, managed by ICONS, was launched before the kick-off meeting. The account name is [TExTOUR project](#) and, also in this case, the official hashtag is #TExTOUR.

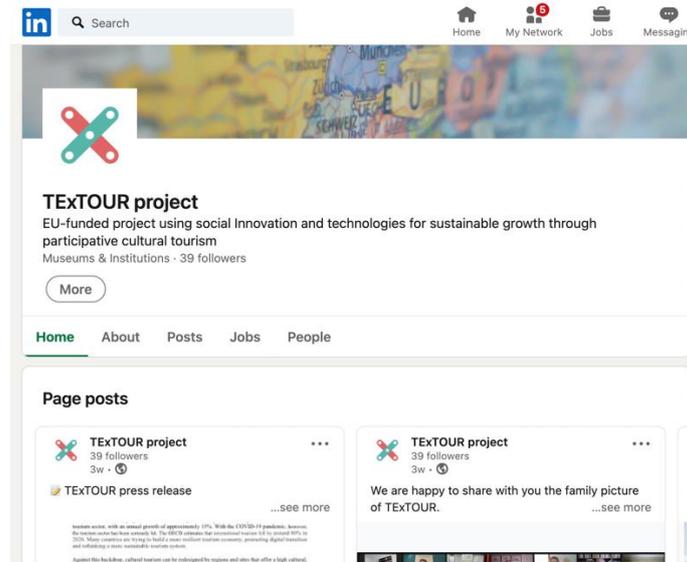


Figure 7 - TExTOUR LinkedIn profile

LinkedIn will be used to reach professionals working in the tourism sector.

TExTOUR’s results will be disseminated through thematic LinkedIn groups (see **iError! No se encuentra el origen de la referencia.**).

Table 1 - LinkedIn groups

LinkedIn group	Members
Cultural & Heritage tourism worldwide	10.2K members
Cultural Realms - Culture Discovery & Business of Cultural Tourism	1,183 members
European Cultural Tourism Network (ECTN)	45 members
UNESCO world heritage sites	1205 members

6 Conclusion

The project's splash page, anticipating the release of the official website (M5), is online at the link www.textour-project.eu. The structure of the website has already been defined and the next steps will be to:

1. Prepare the website wireframe
2. Design the layout
3. Write the texts and choose the pictures in line with the visual identity (description and pictures of the pilots will be provided by the pilot local desks)
4. Collect contents from project partners
5. Implement the layout

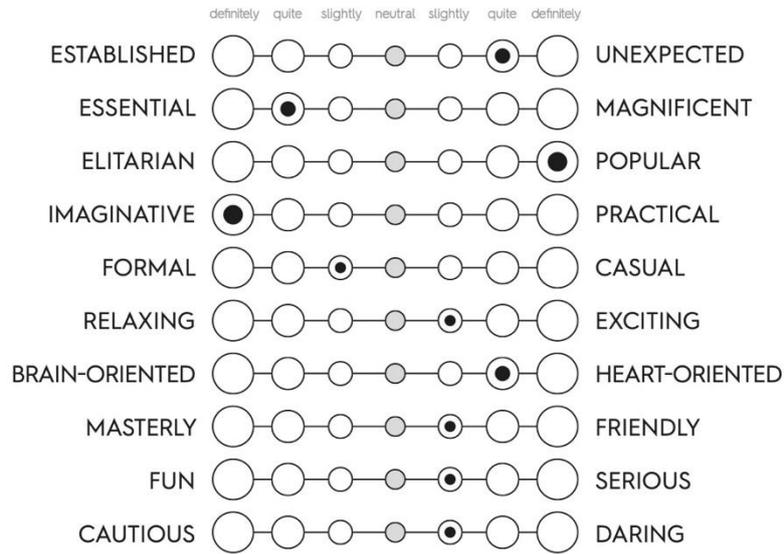
Social media profiles have been opened for TExTOUR on Twitter and LinkedIn. The accounts are already active: posts have been made on occasion of the kick off meeting and of the publishing of the first project press release. Partners have been invited to follow the accounts and to interact with them. The opening of other profiles (on Facebook or Instagram) will be considered taking into the account the targets to be reached. An update on the social media strategy will be shared in the Communication and Dissemination plan (D7.1, due at M4).

7 Annex I: brand personality exercise

BRAND IDENTITY FOR H2020 PROJECTS
Semantic differentials worksheet

PROJECT NAME: TExTOUR

How should your project be perceived by its target audience?



8 Annex II: Brand Book

CONCEPT



The main goal of the **TEXTOUR** project is to develop **social innovation and technologies** for sustainable growth through participative **cultural tourism**.

The Visual Identity is designed to reflect its core aspects: culture, local, excellence, new, communities.

The essential shapes of the logo sum up **subway lines**, universal symbol of connection through european countries. The icon communicates the idea of multiple direction from one point. Bullet points represent connection between different cities recalling visually the play "meccano".

Brand Identity guidelines - v.1.0

MAIN LOGO



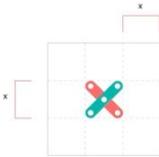
The respect area is defined by X module: the height of the letters. Every graphic element must be placed at least 1 X from the logo.

LOGO - COMPACT VARIANT



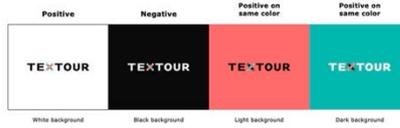
The respect area is defined by X module: the height of the letters. Every graphic element must be placed at least 1 X from the logo.

ICON

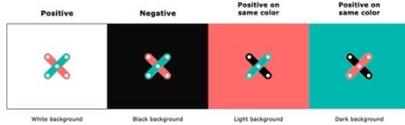


The respect area is defined by X module: the height of the icon. Every graphic element must be placed at least 1 X from the logo.

LOGO AND BACKGROUNDS



ICON



MAIN COLORS

Teal	Red
R:156 G:182 B:171	R:237 G:107 B:156
C:79 M:0 Y:48 K:0	C:0 M:70 Y:50 K:0
#3B66B	#E6006A

SECONDARY COLORS

Blue	Yellow	Violet	Brown	Green	Gray
					
R:128 G:129 B:220	R:235 G:187 B:78	R:191 G:148 B:191	R:181 G:156 B:131	R:202 G:213 B:91	R:156 G:155 B:155
C:60 M:30 Y:0 K:0	C:0 M:30 Y:80 K:0	C:30 M:30 Y:0 K:0	C:30 M:40 Y:50 K:0	C:10 M:0 Y:0 K:50	C:0 M:0 Y:0 K:50
#8080c0	#f0e68c	#9966cc	#a52a2a	#669933	#999999

TYPOGRAPHY

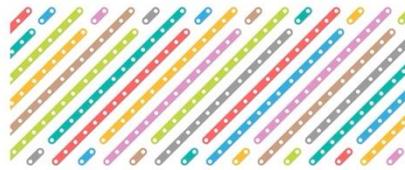
Verdana Bold ABCDEFGHIJKLMN OP QRSTU VWXY Z abcdefghijklmnopqrstuvwxyz 0123456789 (1#C%&/1*0,7:;)	<i>Verdana Italic</i> ABCDEFGHIJKLMN OP QRSTU VWXY Z abcdefghijklmnopqrstuvwxyz 0123456789 (1#C%&/1*0,7:;)
Verdana Regular ABCDEFGHIJKLMN OP QRSTU VWXY Z abcdefghijklmnopqrstuvwxyz 0123456789 (1#C%&/1*0,7:;)	Verdana Bold Italic ABCDEFGHIJKLMN OP QRSTU VWXY Z abcdefghijklmnopqrstuvwxyz 0123456789 (1#C%&/1*0,7:;)

MAP



The Map of the eight Cultural Tourism Labs could be an integral part of Visual Identity. Every color is associate with a specific pilot.

PATTERN



Pattern can be used for different communication materials to accompany the elements of Visual Identity.

TEXTOUR

The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

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